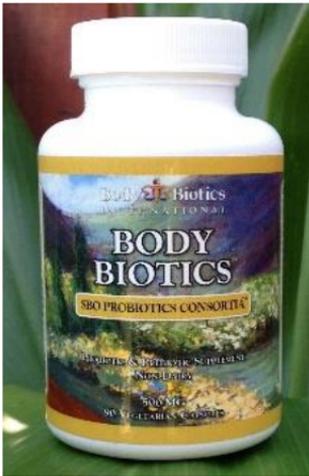




Protecting families and their pets for more than 37 years!

BODY BIOTICS™ “Bio-identical” SBO Probiotics Consortia™

For eons, humans naturally ingested friendly soil born organisms (SBOs) from chemical free organic foods they consumed each day. Little was known about these beneficial, life-supporting microbes before the mid to late 1900s, and in truth, the last ten years. Today, Probiotic researchers around the world work endlessly in their labs offering up more and more evidence to support the critical importance of these friendly bacteria that have all but ***gone missing*** from our daily diets. It has now become obvious to many, in the medical and alternative world, that replacing these missing organisms is



paramount to digestive health and our long-term wellbeing.

Body Biotics™ International, with our 37 year old Prebiotics & Probiotics formula, has long known the vital role that SBOs play in gut health for both humans and pets. From the moment we secured exclusive worldwide marketing rights to this formula (April/1995), we have remained steadfast in our

commitment to provide the safest, most effective natural Probiotic to our customers.

With contradictory information and general confusion in the Probiotics marketplace, we have reviewed the dynamics of our formulation, culturing process and ingredients; all to offer our customers a better way of understanding the exceptional qualities of **BODY BIOTICS™**. After an intense review, we've concluded that the best words to identify **BODY BIOTICS™** and its wide range of whole body health benefits are: **"Bio-identical"** **SBO Probiotics Consortia™**.

“...SBO Probiotic bacteria influence the metabolism and well-being of the gut and the whole body through a variety of mechanisms, which scientists are finding to be more complex than originally thought...” [3] *

What is a Bio-Identical SBO Probiotics Consortia™ (BSBOPC™)?

A **Bio-Identical** (*bio*, meaning “**life**” and *identical*, meaning “**being the same or very similar**”) **SBO Probiotics Consortia™** is a team of naturally-occurring friendly microorganisms trained by nature to live in harmony with one another for the full benefit of the group, as a whole. When ingested from a purely organic food source or Body Biotics™ Bio-Identical SBO Probiotics Consortia™, they help to replenish your natural friendly flora and restore a healthy balance between “friendly versus unfriendly” gut bacteria. This rebalancing triggers a host of other health benefits to support better digestion, improve nutritional absorption, enhance the immune system, and much, much more. [1] *

Best of all, **BSBOPC™** are a team of naturally-occurring friendly soil borne organisms which are cultured, together with other beneficial Lactobacillus strains, in their native ancestral Prebiotics plant matter and are **FREE** of chemicals, toxins and GMOs. Bio-Identical SBO Probiotics Consortia™ are an “*exact or similar match*” to your gut’s memory of these various species of bacteria from nature that were once common place in our daily diets of “farm to table” organic foods.

Unlike some Probiotic forms which are isolated friendly species which have been removed from their natural environment, individually cultured (often in a foreign

medium), then grouped back into a packaged blend; **BSBOPC™ are custom cultured to match and replace** the friendly bacteria strains that have gone missing from our food source. **BSBOPC™** allow your body to easily metabolize them so you receive the broad spectrum of dynamic health benefits nature intended.*

“Neither, the formulator nor his collaborators, have ever made any changes to the Soil Borne Organisms by mutation, synthesizing or any other means. The SBOs in BODY BIOTICS™ are as pure as nature and as old as the Earth.”

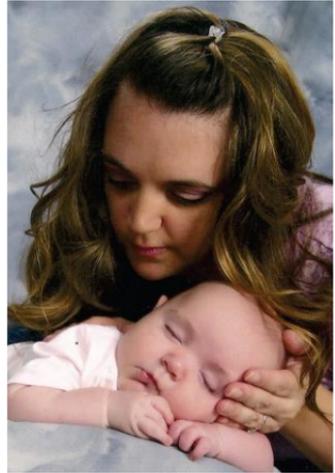
What are the benefits of BSBOPC™?

Bio-Identical SBO Probiotics Consortia™ offer a broad variety of natural ways to bring your gut flora back into balance, boost the immune system, and trigger various natural metabolic activities to help alleviate symptoms of chronic discomfort.

In our 2010 FDA Structure/ Function Letter, we provided 700+ pages of research, studies and clinical trials to substantiate **22 explicit & implicit claims for Body Biotics™ SBOs**, to help: ⁽²⁾ *

- ***Prevent harmful bacteria and fungi from colonizing the gut ****

- *Support gut regeneration and balance gut microbiology **
- *Balance colonic pH and set the stage for restoring immune health **
- *Increase intestinal absorption of nutrients **
- *SBOs in the diet replenish friendly colonic microflora **
- *SBOs improve overall health and well-being**
- *Enhance gut metabolism and promote normal bowel function**
- *Help overcome bloating and gas **
- *Improve immune function **
- *Provide safe alternative microbial stimulation for infants **
- *Provide a source of Probiotics for children**
- *Help to promote normal immune function in children and adults **
- *Produce Lactoferrin, an important line of defense, as well as, several other benefits.**



Why do I need BSBOPC™ in my daily diet?

Scientists report 80% of immunity is housed in the intestines, our primary site for practically every disease. Nutrition assimilation, hormone production, energy regulation, hunger, production of happiness chemicals, and much more, all are controlled and/or composed by this master regulator organ that researchers have recently started calling the '*second brain*'. These friendly soil born organisms were a gift from nature which acted as a natural buffer to safeguard and maintain a healthy intestinal microbiome balance.

When SBOs are ingested on a daily basis from a diet of purely organic foods, or a Bio-Identical SBO Probiotics Consortia™, such as Body Biotics™, these mighty microbes are helpful to our overall well-being, not only by providing numbers of friendly bacteria, but more importantly, **by providing a complex communication signaling network** which confer a variety of health benefits to the human body.

‘This signaling is, by far, one of the most critical health benefits available only from a SBO Probiotics Consortia. Without this signaling network, Probiotics are merely numbers of units, with limited health benefits compared to those intended by nature.’

Around the end of the 19th century the introduction of pesticides, herbicides, and other chemicals into food processing quickly diminished the “farm to table” ingestion of raw fruits and vegetables which contained these life-sustaining organisms. The trade-off of killing unwanted pests was that we also ***killed off the friendly soil born bacteria that benefited our digestive tract and our immune system, paving the way for today's autoimmune diseases and extensive gut related health issues. Today, 99% of the foods we buy at the grocery store simply DO NOT contain these friendly organisms. Even many organic foods no longer provide these SBOs.***

To understand more about **BSBOPC™**, we rely on the late Professor Lee Dexter who spent her entire life in the world of microbiology. Holder of several patents derived from her knowledge of soil bacteria, Dexter also ***identified and catalogued more than 600 species of SBOs with the USDA*** – far surpassing all other researchers, worldwide. In her article titled: ***“The Safety and Efficacy of Bacillus sp. as Probiotics,”*** she wrote:

“...A specialized area, called spore Probiotics, offers certain advantages when used in combination with other non-spore forming Probiotics, such as, Lactobacillus sp. In nature, Bacillus sp. are usually found in conjunction with other Probiotics as part of stable symbiotic groups of bacteria called

“consortia.” Consortia are assemblages of microorganisms, in which each organism benefits from the metabolic activities of others—in the group. Such naturally-occurring consortia are known to be quite stable during transfer from one culture to another, and to retain their functional integrity better than single (isolated) organisms or blended combinations of single (isolated) species. During growth these naturally-occurring consortia produce their own matrix that surrounds the living cells, and they reach an ideal balance between each species....” [1] *

Observing ***SBOs in nature as “a group” is key*** to



understanding what is required to mimic nature in such a way as to create a Bio-Identical SBO Probiotics Consortia™ into a nutritional supplement. In this published study, Heyman, et al., 2002 and Husebye et al., 2001, quoted in Dexter’s article, they report:

“...Probiotic bacteria influence the metabolism and well-being of the gut and of the whole body through a variety

of mechanisms, which scientists are finding to be more complex than originally thought. These bacteria communicate with the body and the immune system through the epithelial cells of the gut wall using a complicated system of messenger chemicals..." [3]

*“...These bacteria communicate with the body and the immune system through the epithelial cells of the gut wall **using a complicated system of messenger chemicals ...**” [3] **

Professor Dexter summarizes her article with: “...Probiotic organisms are thought to have **four basic mechanisms of action...**” [3] *

- *‘...They prevent the build-up of waste materials and toxic compounds in the colon by either blocking their formation or by breaking toxins and waste materials down into harmless molecules that can be easily eliminated...’ [2,3] **
- *“...They inhibit the growth of organisms that are harmful to humans by either secreting antimicrobial substances, or by blocking the ability of the harmful organisms to adhere to or puncture the gut wall...” [2,3] **
- *“...Through fermentation, they secrete helpful compounds that nourish other cells (such as those in the colon or liver), alter the colonic environment, or serve as signals to communicate with the immune system These*

*compounds may include vitamins, antioxidants, enzymes, bioactive peptides, organic acids, and polysaccharides...” [2,3] **

- *“...They exhibit strong antioxidant activities, which include the ability to scavenge reactive oxygen species, chelate metal ions such as iron and copper, inhibit the formation of the enzymes that create reactive oxygen species, and reduce oxidants...” [2,3] **

What are SBOs (Soil Born Organisms)?



SBOs are microorganisms that originate in the soil, where **they prevent bacterial and fungal overgrowth, provide nutrient uptake and help produce mineral rich soils** which are critically important to growing healthy organic foods. **SBOs also crowd out**

unfriendly organisms that lead to plant disease.

An important biological advantage of SBOs is their ability to survive cold, heat and drought. In nature, SBOs can lay dormant for long periods of time regardless of how harsh the environmental conditions. And, when

the miracle of nature once again produces the right conditions, ***they spring to life, reconstitute, multiply, and thrive.*** Think of a dried up pond after an extended drought. It appears the algae has all died and disappeared, but in truth, it is simply dormant awaiting the rains to return when once more the pond will be teaming with living algae and other vegetation.

“Harnessing this “miracle of nature” is the secret behind the wide range of unique health benefits offered by Body Biotics™ Bio-Identical SBO Probiotics Consortia™ formula.”

Benefits, such as, their ability to:

- ***Prevent harmful bacteria and fungi from colonizing the gut*** (2,3) *
- ***Help overcome bloating and gas*** (2,3) *
- ***Balance colonic pH and set the stage for restoring immune health*** (2,3) *
- ***Increase resistance to harmful bacteria and fungi*** (2,3) *
- ***Increase intestinal absorption of nutrients and medications*** (2,3) *
- ***Supply the building blocks to activate our natural digestive enzyme production*** (2,3) *
- ***Enhance gut metabolism and promote normal bowel function*** (2,3) *
- ***Trigger our own natural production of antibodies to boost the immune system*** (2,3)

- ***Bond with heavy metals to flush them from our system, and*** ^(2,3) *
- ***Provide an intricate communication & signaling network to remind the body to perform certain jobs it may have become sluggish in performing or forgotten how to do, altogether.*** ^(2,3) *

What are Colony Forming Units (CFU)?

The biological miracle which allows Body Biotics™ to be so uniquely different and effective, has also made it difficult over these years to explain to our consumers why we do not list the number of Colony Forming Units (CFU) on our product.

The concept of Colony Forming Units (CFU) being worthy of importance was first introduced in 2002, when the World Health Organization and US FDA recommended that *“the minimum viable numbers of each Probiotic strain at the end of their shelf-life” be reported on labeling...* ^[2]
*“...but most companies that give a number report the **viable cell count at date of manufacture, a number probably much higher than existing at the moment of consumption....”*** ^[4]

*“...CFU numbers **in and of themselves** have **little to nothing** to do with the potency or efficacy of a ***Probiotic...***”* ^[1] *

CFU generally refers to a mass of individual cells of the same organism, growing together. ***CFU is used as a measure of the number of microorganisms present in or on the surface of a sample after they are incubated*** at some suitable temperature for a number of days. The colonies that form are then counted to



enumerate the available CFU numbers at that moment in time. However, according to one top ranking North American laboratory, “...**THERE IS ONE EXCEPTION** to ***this standard form of testing...***”

“...CFU is NOT a proper measure for individual cells or spores as a colony may be formed from a single or a mass of cells or spores...” [5]

This previous statement is critical to understanding the dynamic nature of Body Biotics™. If we were to enumerate the CFU numbers on our label, you would be more than impressed. However, since we know that the term CFU has “***little to nothing***” to do with the actual efficacy of a Probiotic, we chose not to use this term. Instead, we hope to offer our consumers a broader, deeper understanding of the ***biological nature and wide range of health benefits*** available to them from a

“natural” SBO Probiotics Consortia™. The same kind of SBOs which originated in the soil and once protected us through our daily consumption of organic “farm to table” foods.

BSBOPC™ are **dormant, alive and thriving** in their own natural food source. **They DO NOT have a finite number.** When you activate Body Biotics™ with water or juice, these “**alive and thriving**” organisms, trained in nature to withstand the harshest of environments, **awaken and begin immediately to multiply.** *

Therefore, listing a CFU amount on the Body Biotics™ label ***would be inaccurate and misleading.*** Each individual will experience a multiplication of the number of organisms in one capsule of Body Biotics™ based on several important factors:

1. **Current condition of the gut:** a pH balanced friendly gut welcomes this new addition, whereas, a hostile unfriendly gut immediately fights back against the friendly invaders. **A war literally begins in an effort to crowd out the unfriendly bacteria and recreate a health balance between the two.** *(This battle may cause some mild discomfort until the new addition of friendly bacteria take on more and more territory along the GI tract) **

2. **Dietary habits:** unfriendly bacteria feed on sugars, starches, and carbohydrates. Cutting back or eliminating these altogether, while eating more green leafy vegetables, helps speed up the rebalancing of the gut. *
3. **Type and amount of water consumed daily:** drinking 60-80 ounces a day of purified (non-chlorinated/non-fluorinated) water is critical to rebalancing the gut. As the unfriendly bacteria die-off and putrefaction is lifted from the gut wall, you must have enough water to remove these from your system. *
4. **Alcohol and tobacco consumption:** Not that you can't have either, just remember, they will limit the multiplication number of each capsule. So cleaning up the gut and recreating balance may take longer to get the results you are striving to achieve. They still work great, just not as fast. *

In Summary:

SBOs were intended to be ingested every day of our lives from our organic food source. If you are not eating a diet that is predominantly organic, you are missing a vital link necessary for you to maintain a strong immune system and keep your “friendly versus unfriendly” gut bacteria in check, as well as, a vast range of many other critical health benefits.

BODY BIOTICS™ SBO Prebiotic/Probiotics Consortia™ is one of the few known Probiotics that mimic nature so closely as to provide the full benefits of a true Probiotic. Cultured and

encapsulated in its own ancestral Prebiotics food source of Humic and Fulvic acids, which are billions of years old, extracted from deep within the earth to provide a ***pristine, GMO free, toxin free, chemical free, nutrient rich host medium***. They are naturally dehydrated (not freeze-dried), rendered dormant as in nature, and waiting to be ingested with an aqueous solution so they can, once again, thrive. Once thriving, they provide the same bio-identical health benefits we used to enjoy before the introduction of harsh chemicals into our farming world in the mid-1950s.

“A true probiotic doesn't need some specialized delivery system to protect it, i.e. enteric coated, acid resistant, or timed release capsule, to name but a few. Did we have enteric coating or timed release capsules on our natural Probiotics 100 years ago? The answer is, No!”

BODY BIOTICS™ has been marketed under several names during the past 37 years. You may have known us as: ***Earth Flora™, Natur Earth™, Natur Zyme™, or Nature's Biotics™***.

**** Note: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.***

References:

- 1) Professor Lee B. Dexter, March 2010 / The Safety and Efficacy of *Bacillus* sp. as Probiotics, <http://www.bodybiotics.com/probioticssafetyandefficacy.php>
- 2) Structure/Function Claims for Soil-Based Organisms™ <http://www.bodybiotics.com/fdaexecutivesummary.pdf>
- 3) Heyman, et al., 2002 and Husebye et al., 2001 <http://cdn.intechopen.com/pdfs-wm/35443.pdf>; [Rolfe, 2002], [Lin, et al., 1999], [Bravo, 1998, Tiekong, et al., 2003, Zvauya, et al., 1997, Seppo, et al., 2003, Calderon, et al., 2003, Mensah, et al., 1995, and Olsen, et al., 1995].
- 4) <http://en.wikipedia.org/wiki/Probiotic>
- 5) <http://www.moldbacteriaconsulting.com/fungi/colony-forming-units-cfu.html>
- 6) www.rothschildonprobiotics.com