FOR IMMEDIATE RELEASE

FLORASTOR® KIDS 2009 PRODUCT FACT SHEET

Clinically Studied; Number-one Probiotic Worldwide;
Recently Added to ConsumerLab.com List of Approved Quality Products

There are billions of microbiota inside the intestines that keep the digestive system working properly. An upset in the balance of these microbiota, or flora, can cause intestinal problems, including diarrhea and abdominal discomfort, which can range from moderate to severe. Florastor® Kids is a clinically-tested, natural, yeast-based probiotic that aids in the growth of good microbiota in the intestines, while destroying and removing pathogenic (bad or disease-causing) microbiota to help maintain or restore optimal intestinal health.

Unique because it can be safely given to babies and children from the age of two months, Florastor® Kids is a great-tasting powder that can be dissolved in beverages, including infant formula, or soft foods, such as applesauce.

Active Ingredient: Saccharomyces boulardii lyo 250mg (yeast) (equivalent to 5 billion live cells)
Derived in a patented process from live, freeze-dried, yeast cells

Features: Clinically Studied:
The active ingredient in Florastor Kids has been clinically tested for more than 50 years. Saccharomyces boulardii lyo (or S. boulardii) helps to eliminate or prevent diarrhea by promoting the growth of good microbiota, helping to remove pathogens from the intestines and neutralizing bacterial toxins.

Strengthens Intestines:
Florastor Kids also strengthens the digestive tract’s ability to help fight infection by:
• Releasing polyamines (organic compounds that stimulate cell growth) to help repair the mucous membranes of the intestinal walls

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- Stimulating the production of immunoglobulins (proteins that function as antibodies)
- Increasing short-chain fatty acids to help nutrient absorption

**When to Use:**
Florastor Kids can be used to help prevent and manage:
- Antibiotic-associated diarrhea (AAD)
- Acute gastroenteritis
- Traveler’s diarrhea
- *Clostridium difficile* (*C. diff*), which is a severe, possibly fatal infection of the colon that can occur after healthy microbiota are wiped out by the use of strong antibiotics, allowing a pathogenic bacteria to thrive; currently being seen more often, as *C. diff* is on the rise

**History:**
**Number-One Probiotic Worldwide:**
Florastor probiotic supplements have been clinically tested and sold internationally for more than 50 years. The active ingredient in Florastor Kids is mentioned by the World Health Organization for the management of *C. diff*-associated diarrhea (*Saccharomyces boulardii*: a valuable adjunct in recurrent *Clostridium difficile* disease (1995) WHO Drug Information; 9; (1); 15-16). Florastor Kids is now available at most national chain pharmacies throughout the U.S. at numerous retail outlets.

**Recent Science:**
- *American Journal of Gastroenterology*
  An article combining 31 randomized controlled trials determined that *Saccharomyces boulardii*, the active ingredient in Florastor Kids, was among the probiotics shown to help prevent antibiotic-associated diarrhea, and is the *only* probiotic shown to be useful in combating *Clostridium difficile* (*C. diff*).

- *European Journal of Pediatrics*
  In a review of pediatric studies on the use of *S. boulardii*, the active ingredient in Florastor Kids, it is noted that based on the pooled results of six randomized controlled trials involving 756 children, *S. boulardii*, when compared to placebo or no intervention, reduced the duration of diarrhea by 22 hours.
Studies that support Florastor Kids’ efficacy and safety can be viewed at www.sboulardii.com.

**Availability:**

Florastor Kids is available in a box of 10 powder packets for a suggested price of $12.95 and in a box of 20 powder packets for a suggested price of $21.95.

**Where to Buy:**

Florastor Kids is available in most retail chain pharmacies, and at independent pharmacies. Visit www.florastor.com to find out where to purchase Florastor Kids in your area. It is commonly found in the anti-diarrheal/stomach aid section, and can also be obtained by asking the pharmacist (many stores keep Florastor Kids behind the counter). It can also be purchased online at www.drugstore.com or www.newtimrx.com/florastor.html.

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