

Gastrointestinal & Overall Health Benefit Products containing *Lactobacillus rhamnosus* GG (LGG®)



Culturelle® Digestive Health Daily Probiotic

- Helps support gastrointestinal health
- Promotes a favorable gut flora
- Helps manage & reduce the risk of antibiotic-associated diarrhea
- Helps manage acute infectious diarrhea
- Promotes overall health benefit

Recommended Dose

For Adults:

To help support gastrointestinal health, manage acute infectious diarrhea, and manage or reduce the risk of antibiotic-associated diarrhea, take one (1) capsule daily. If you are on antibiotics, take at least 2-3 hours before or after.



Medicinal Ingredient: Each capsule contains: 10 billion CFU *Lactobacillus rhamnosus* GG (whole cell) ATCC 53103

Non-medicinal ingredients: Inulin, hydroxypropyl methylcellulose, sucrose, maltodextrin, sodium ascorbate, magnesium stearate, titanium dioxide (colour), and silicon dioxide.



Recommend the Proven Probiotic for your patients' gastrointestinal health and overall health benefits.†

The Role of Probiotics

- A range of factors including diet, viruses, bacteria and antibiotics can lead to disturbances in the normal intestinal microbiota, a key factor in digestive and immune issues.
- Probiotics can help restore the balance of natural healthy gut flora in the intestinal tract by promoting colonization.

Not All Probiotics are the Same

- Different strains of probiotics do different things, so one must be careful to select the appropriate strain for the intended purpose.
- *Lactobacillus rhamnosus* GG (LGG®), the probiotic strain in Culturelle® products, is the most clinically proven effective probiotic strain† in the world.
- *Lactobacillus rhamnosus* GG has over 200 human clinical trials behind it, making it the most studied probiotic available.††

Recommend Culturelle® with 100% *Lactobacillus rhamnosus* GG (LGG®)

You can trust Culturelle®, the global expert in probiotics, to help keep your patients' digestive systems healthy, and promote overall health benefits. That's because Culturelle® probiotics contain 100% naturally-sourced *Lactobacillus rhamnosus* GG (LGG®) and guarantee the stated number of live, active cultures through the expiration date on the box.***



Recommend Culturelle® Kids Daily Probiotics for Your Pediatric Patients!

5 billion live, active cultures per serving



Culturelle® Kids Daily Probiotic Packets & Chewables

Contains 5 billion live, active cultures to promote favorable gut flora and support gastrointestinal health. Gluten-free. Available in single-serve packets and mixed-berry flavored chewable tablets.

Only Culturelle® Combines:



The #1 Probiotics brand in the world†



Lactobacillus rhamnosus GG (LGG®), the most clinically studied and proven effective probiotic†



The #1 Pharmacist Recommended Probiotic Brand†††



Guaranteed potency through the expiration date***



Gluten-free.

To find out more information about Culturelle®, including how to sign up for the professional sampling program, visit: www.culturellehcp.ca



† Based on the studies of *Lactobacillus rhamnosus* GG for a range of benefits throughout the lifespan.
 †† Based on the number of *Lactobacillus rhamnosus* GG clinical studies, as of May 2017.
 ††† Based on a 2016 Pharmacy Times OTC Survey.
 ‡ Based On Nicholas Hall & Company, DB6 Global OTC Database. Calendar 2016, Value Share.
 ** Among leading brands
 *** Guaranteed potency through date on box when stored in a cool, dry place away from light.

Culturelle® is a trademark of DSM. LGG® and LGG logo® are trademarks of Chr. Hansen A/S.





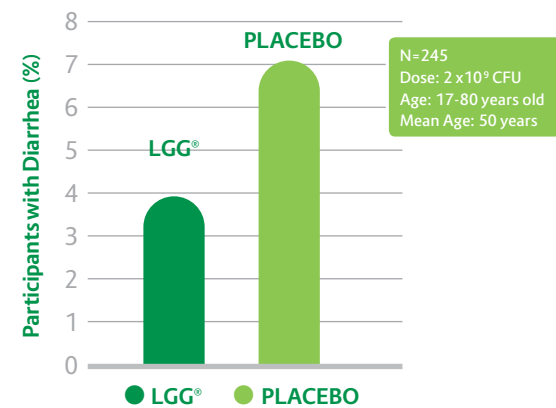
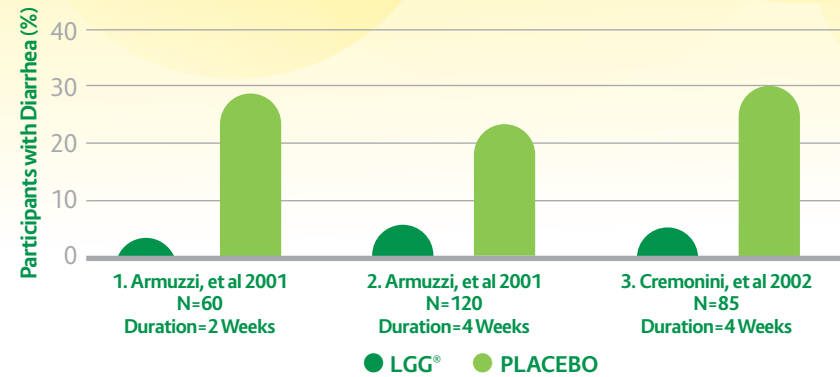
Clinical Evidence

Digestive

Lactobacillus rhamnosus GG Helps Reduce the Incidence of Diarrhea During Triple Antibiotic Therapy

Lactobacillus rhamnosus GG, 6 billion CFU/day, improves antibiotic treatment tolerability by reducing several side effects associated with triple antibiotic regimens, including diarrhea.

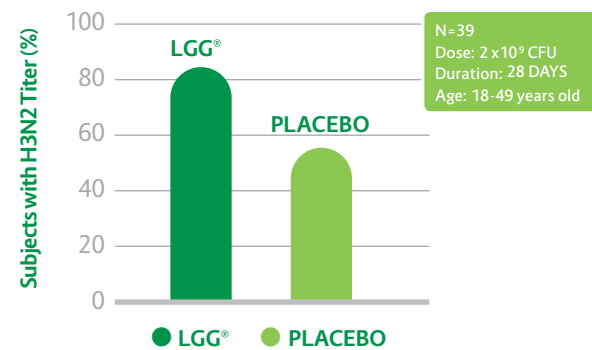
1. Armuzzi, et al. *Aliment Pharmacol Ther.* 2001;15(2):163-169
2. Armuzzi, et al. *Digestion.* 2001;63(1):1-7
3. Cremonini, et al. *Am J Gastroenterol.* 2002;97(11):2744-2749



Lactobacillus rhamnosus GG Helps Reduce the Incidence of Traveler's Diarrhea

Travelers taking Lactobacillus rhamnosus GG were half as likely to experience diarrhea as compared to those in the placebo arm. The authors noted that for patients with a prior history of traveler's diarrhea, the benefit of Lactobacillus rhamnosus GG administration was even greater.

Hilton, et al. *J Travel Med* 1997; 4:41-43

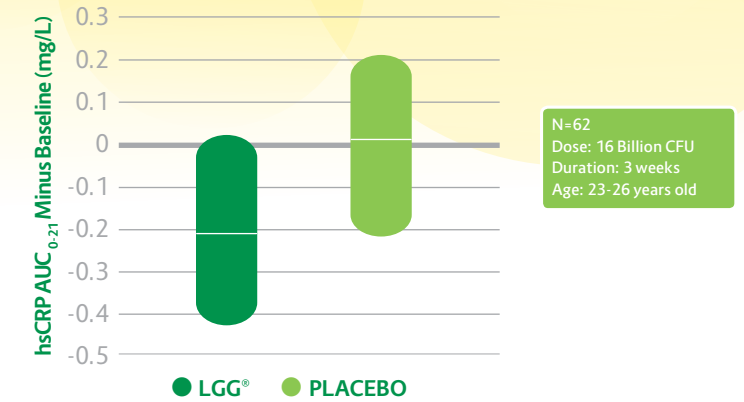


Inflammation

Evidence Suggests Lactobacillus rhamnosus GG May Help Reduce Inflammatory Markers

Lactobacillus rhamnosus GG has been shown to lower certain inflammatory markers in healthy adults including serum CRP, highlighting its potential for reducing inflammation.

Kekkonen, et al. *World J Gastroenterol* 2008; 14(13):2029-36.



The Culturelle® Advantage

Probiotic Strain	Lactobacillus rhamnosus GG (LGG®) The probiotic in Culturelle®	Bifidobacterium infantis 35624 The probiotic in Align®	Mult-strain formula A: Lactobacillus acidophilus CL1285, L. casei LB80R, L. rhamnosus CLR2 The basis for Bio-K+® Regular	Multi-strain formula B: 8 strains The basis for Probiotic 30 Billion by Webber Naturals®
Origin	Human	Dairy	Dairy	Multiple
Guaranteed Dose (CFU)	10 Billion	10 Million	25 Billion	30 Billion
Clinically Shown Benefits:				
Antibiotic Associated Diarrhea	✓			
Acute Gastroenteritis	✓			
Traveler's Diarrhea	✓		✓	
VRE elimination	✓			
Irritable Bowel Syndrome		✓		
Anti-inflammatory Markers	✓	✓		
Published Scientific Studies	1000+	30+	13	0
Published Clinical Studies	200+	5	5	0

Align® is a trademark of The Procter & Gamble Company.
Bio-K+® is a trademark of Bio-K Plus International Inc.
Webber Naturals® is a trademark of WN Pharmaceuticals Ltd.

Immune Modulation

Lactobacillus rhamnosus GG Improves Influenza Vaccine Response in Adults

Lactobacillus rhamnosus GG behaves as an adjuvant to improve influenza vaccine immunogenicity. Lactobacillus rhamnosus GG increased seroprotection for H3N2.

Davidson, et al. *Eur. J. Nutr.* 2011; 65(4):501-507

When recommending a probiotic:

- Choose the strain for the benefit you want - not all strains are the same
- CFUs (colony forming units) matter. Be sure the product contains the level of probiotics needed for the health benefit. High CFUs are not necessarily better.
- Ensure that probiotic has clinical evidence at that provided dose

When choosing between a single versus multi-strain probiotic formula, it's important to understand what strain or strains are in a product because health benefits are strain specific. In reality, very few multi-strain formulas have demonstrated benefits supported by human clinical studies.