

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



Culturelle® Kids Daily Probiotic Packets

- Helps support gastrointestinal health by contributing to a natural healthy gut flora
- Helps manage and reduce the risk of antibiotic-associated diarrhea
- Helps manage acute infectious diarrhea
- Promotes overall health benefit
- Easy to take flavorless powder. Just add to cool food or beverage.



Medicinal Ingredient: Each packet (1.5 g) contains: *Lactobacillus rhamnosus* GG (whole cell) - 5 Billion CFU. ATCC 53103.

Non-medicinal ingredients: Mannitol, inulin, sucrose, maltodextrin, sodium ascorbate, and silicon dioxide.

Recommended Dose

For Children 1 year and older:

For support of gastrointestinal health or for management of acute infectious diarrhea: 2 packets per day (Morning: 1 packet; Evening: 1 packet). For risk reduction of antibiotic associated diarrhea or for management of antibiotic associated diarrhea: 2-4 packets per day (Morning: 2 packets; Evening: 2 packets). Tear open packet and pour powder into milk, onto yogurt or any cold food or drink. Do not add to warm or hot food or beverages. Culturelle® probiotics can be taken any time of the day. If you are on antibiotic(s), take at least 2-3 hours before or after.

Culturelle® Kids Daily Probiotic Chewables

- Helps support gastrointestinal health by contributing to a natural healthy gut flora
- Helps manage & reduce the risk of antibiotic-associated diarrhea
- Helps manage acute infectious diarrhea
- Great-tasting, bursting berry flavor.



Medicinal Ingredient: Each tablet contains: *Lactobacillus rhamnosus* GG (whole cell) - 5 Billion CFU. ATCC 53103.

Non-medicinal ingredients: Xylitol, sucrose, microcrystalline cellulose, stearic acid, vegetable juice (colour), maltodextrin, sodium ascorbate, natural berry flavour, magnesium stearate, citric acid, DL-malic acid, silica.

Recommended Dose

For Children 3 years and older:

1 Tablet 1-2 times per day.

If your child is on antibiotics, take at least 2-3 hours before or after. To help support gastrointestinal health and promote a favorable gut flora, take one (1) tablet daily. To help manage acute infectious diarrhea and manage or reduce the risk of antibiotic-associated diarrhea, take one (1) tablet in the morning and one (1) tablet in the evening, daily.

Recommend Culturelle® Digestive Health Daily Probiotics to your patients' parents

10 billion live, active cultures per serving



Culturelle® Digestive Health Daily Probiotics

Contain 10 billion live, active cultures to support gastrointestinal health and to help manage and reduce the risk of antibiotic-associated diarrhea. Gluten-free. Available in 30-ct and 50-ct sizes

To find out more information about Culturelle® Kids 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.
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Recommend the Proven Probiotic for your pediatric patients' gastrointestinal health and overall health benefits.†

The Role of Probiotics

- A range of factors including 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 to support better digestion.

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® is the most clinically proven effective probiotic strain† in the world.
- *Lactobacillus rhamnosus* GG has over 200 human clinical trials behind it, 100 of which were in children, making it the most studied probiotic available.††

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

You can trust Culturelle®, the global experts in probiotics† to help keep your pediatric patients' digestive systems healthy. That's because Culturelle® Kids probiotics contain 100%, naturally-sourced *Lactobacillus rhamnosus* GG, the most studied probiotic strain in children.††



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Clinical Evidence

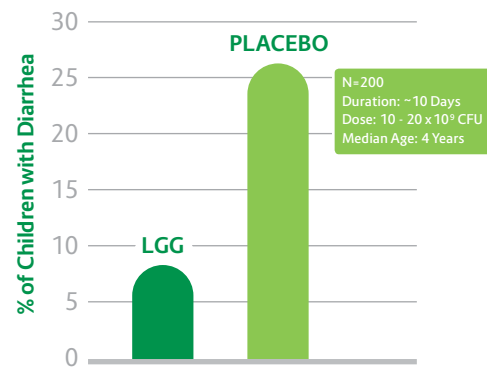


Digestive

Lactobacillus rhamnosus GG Reduces the Incidence of Antibiotic-Associated Diarrhea

Children taking *Lactobacillus rhamnosus* GG with their antibiotics were significantly less likely to suffer from antibiotic-associated side effects like diarrhea.

Lactobacillus rhamnosus GG Reduces the Incidence of Antibiotic-Associated Diarrhea

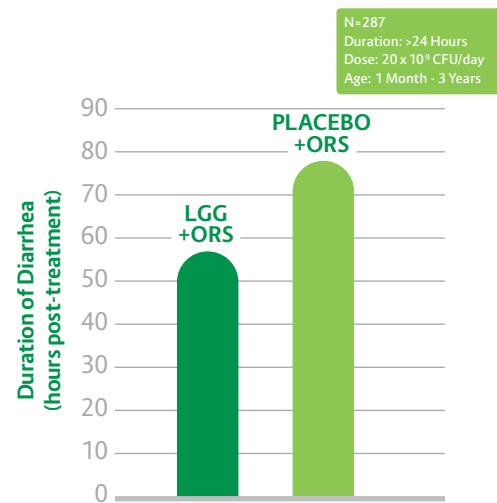


Vanderhoof JA, et al. J Pediatr 1999;135:564-568.

Lactobacillus rhamnosus GG Significantly Reduces the Duration of Rotavirus-Associated Diarrhea in Children

Lactobacillus rhamnosus GG reduced the duration of acute infectious diarrhea, including rotavirus-associated diarrhea, a common and serious infection in children.

Lactobacillus rhamnosus GG Significantly Reduces Duration of Rotavirus-Associated Diarrhea in Children

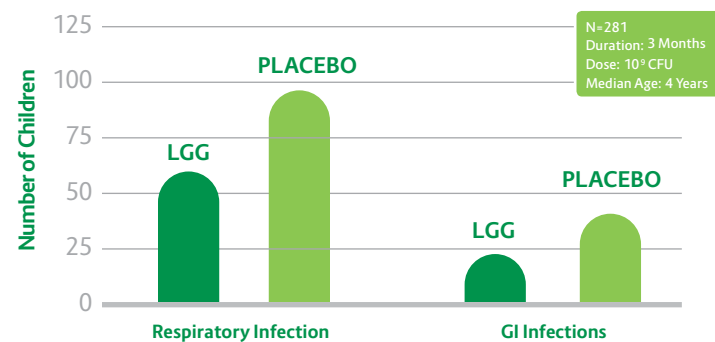


Guandalini S, et al., J Pediatr Gastroenterol Nutr. 2000;30(1):54-60.

Immune

Children receiving *Lactobacillus rhamnosus* GG had a reduced risk of upper respiratory tract and gastrointestinal (GI) infections. For those in the *Lactobacillus rhamnosus* GG cohort that did acquire respiratory infections, there was a reduced risk of severity as measured by respiratory infections lasting longer than three days.

Lactobacillus rhamnosus GG Reduces Risk to Respiratory & GI Tract Infections in Children Attending Daycare



Hojsak, I., et al. Clinical Nutrition 29.3 (2010):312-316.

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.

The Culturelle® Advantage

Probiotic Strain	<i>Lactobacillus rhamnosus</i> GG (LGG®) The probiotic in Culturelle® Kids	<i>Bifidobacterium infantis</i> 35624 The probiotic in Align® Jr	<i>Saccharomyces boulardii</i> The probiotic in Florastor Kids®	<i>Lactobacillus reuteri</i> DSM 17938 The probiotic in BioGaia® Protectis®
Organism	Bacteria	Bacteria	Yeast	Bacteria
Origin	Human	Dairy	Lychee Skin	Human
Guaranteed Dose	5 Billion CFUs	10 Million CFUs	250 mg	100 Million CFUs
Indication for Children				
Clinically Proven in Children†:	✓	Adults Only	✓	✓
Antibiotic Associated Diarrhea	✓		✓	
Acute Gastroenteritis	✓		✓	✓
Overall Health Benefit	✓		✓	✓
Package Claims				
Gluten-free	✓	✓	✓	
Yeast-free	✓	✓		✓
No Artificial Flavors	✓			✓
Availability				
Format Choices Appropriate Age	Packets: 1+ Years Chewables: 3+ Years	Chewables: 6+ Years	Packets: 2+ Months	Chewables: Not Specified

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Only Culturelle® Kids Combines:



The #1 Probiotics brand in the world†



Lactobacillus rhamnosus GG (LGG®), the most clinically studied probiotic in children††



The #1 Pediatrician Recommended Probiotic Brand†††



Guaranteed potency through the expiration date***



Gluten-free.

† 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.

*** Guaranteed potency through date on box when stored in a cool, dry place away from light.
‡ Based on Nicholas Hall & Company, DB6 Global OTC Database. Calendar 2016, Value Share.
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