

PROBIOTICS DESIGNED WITH *your patients* IN MIND.



2017 Genestra HMF Probiotics Professional Product Guide

Tried, tested and true.



Get to know Genestra HMF Probiotics



Your patients' health needs are as uniquely individual as they are.

With a specialized range of professionally endorsed probiotics and a longstanding reputation of setting quality and purity standards, Genestra HMF is the brand of choice for those looking for just the right digestive health solution.

Whether it's age, condition or personal preference, Genestra's tailored formulas are designed to meet each patient's unique health needs.*

- ✓ Proprietary strains
- ✓ Backed by 20 years of clinical evidence
- ✓ Condition-specific formulas
- ✓ Potency guaranteed through expiration
- ✓ Designed for all ages and life stages
- ✓ 

Choose the right Genestra HMF Probiotic for your patients.

See page 9 for the Genestra HMF Probiotics Comparison Chart

To order visit us at GenestraHMFPro.com or call toll free at 800.245.4440

WHAT ARE PROBIOTICS?

There are billions of bacteria living in the intestinal tract, often referred to as “microflora”. Probiotics are live, “friendly” bacteria in the microflora that work to keep a healthy intestinal balance by replenishing and maintaining beneficial strains. Maintaining this balance is critical for overall good health.*

Why supplement with probiotics?

Beneficial bacteria may be reduced due to a variety of factors:

- Age
- Medication use
- Lifestyle
- Dietary changes or poor diet
- Stress
- Traveling

Maintaining bacterial balance in the intestine promotes healthy gastrointestinal function.*

Who should take probiotics?

Daily probiotic supplementation is considered a necessary component of any healthy diet. It supports health in:*

- Pre- and post-pregnancy
- Infants (1 year+), children and adolescents
- Adults
- Seniors

While probiotics may be added in foods such as yogurt and smoothies, direct probiotic supplementation provides the highest amount of beneficial live and active cultures. Probiotics should be a routine part of a daily lifestyle to help maintain optimal health conditions.*

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RESEARCH & INNOVATION

Driving probiotic science and innovation for over 20 years

Genestra Healthy MicroFlora (HMF) Probiotics incorporate safe and effective strains reflecting the latest evidence-based research from human trials, and provide physicians and healthcare professionals a comprehensive range for individualized or condition-specific treatment.*

Proprietary research-based strains

Natural pH and bile acid resistance: No enteric coatings required

HMF bacterial strains have high survival rates through various stomach pH (1.8- 4.2), thus maximizing intestinal tract exposure and eliminating the need for enteric coatings (capsule/tablet barriers that control digestive absorption).

Naturally strong adherence: High ratio of intestinal tract carriage

CFU (Colony Forming Unit) levels are important, but effectiveness is best determined through intestinal tract carriage. HMF bacterial strains have a naturally strong adherence to epithelial cells that ensures high ratios of intestinal tract carriage.

Research-driven formulations

25 billion CFU/day of:

- *Lactobacillus acidophilus* (CUL-60)
- *Lactobacillus acidophilus* (CUL-21)
- *Bifidobacterium bifidum* (CUL-20)
- *Bifidobacterium animalis* subsp. *lactis* (CUL-34)

Has been shown to:

- Promote intestinal comfort*

Comprehensive range: Convenient formats, age-specific and condition-specific formulas

Products are available in an array of potencies (up to 500 billion CFU), formats (capsules, tablets, powders) and flavors to allow for flexible and convenient dosing. Therapies can be tailored for specific individualized treatments by age (pregnancy support, infants, and children to seniors) or for specific support needs.*

PROBIOTIC EXPERTISE

Genestra HMF Probiotics are endorsed and supported by Dr. Nigel Plummer, a global authority on probiotics and an educational leader associated with global research institutions. A collaborative think-tank lead by Dr. Nigel Plummer has produced peer-reviewed and PubMed-listed publications.



Nigel Plummer, PhD[†]

A key probiotic contributor, Dr. Plummer has worked at Pfizer in R&D and has extensive knowledge in the field. His research has resulted in collaborations with research institutes and universities within the U.K. and Europe, enabling Dr. Plummer to develop his expertise in probiotics and fish oils.

Probiotics You Can Count On

- Over two decades of industry leadership
- Backed by the highest standards in manufacturing, quality assurance, purity and potency
- Optimized freeze-drying technology preserves bacterial activity and ensures survival during storage
- Professional-grade products suitable for those with dietary sensitivities
- Innovative probiotic and nutrient combinations
- Research-based formulas reflecting the latest advancements in the field of probiotics

[†] Dr. Plummer has been retained as a medical consultant in advising Genestra Brands.

HMF Fit For School

CHILDREN'S IMMUNE SUPPORT FORMULA*

- Helps to support upper respiratory tract health in children*
- Provides 12.5 billion CFU of live microorganisms that temporarily modify gut flora*
- Includes 50 mg of vitamin C and 1000 IU of vitamin D per serving
- Chewable tablets with a delicious natural blackcurrant flavor

HMF Fit For School includes a combination of research-driven probiotic strains and vitamin C that supports children's upper respiratory tract health and immune function. In a recent clinical trial, 57 schoolchildren were randomized to receive either a placebo tablet or HMF Fit For School's probiotic formula plus 50 mg of vitamin C daily for six months. Children in the probiotic plus vitamin C group had significant improvement in upper respiratory tract health. HMF Fit For School also includes 25 mcg (1000 IU) of vitamin D per tablet to provide additional immune support.*

SUPPLEMENT FACTS

Serving Size 1 Tablet • Servings Per Container 30

Each Tablet Contains	%DV
Vitamin C (ascorbic acid) 50 mg	83%
Vitamin D ₃ (cholecalciferol) 1000 IU	250%
Probiotic Consortium 12.5 billion CFU	†
<i>Lactobacillus acidophilus</i> (CUL-21) <i>Lactobacillus acidophilus</i> (CUL-60) <i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34) <i>Bifidobacterium bifidum</i> (CUL-20)	

†Daily Value (DV) not established.

Other ingredients: Xylitol, blackcurrant fruit extract, sorbitol, natural blackcurrant flavor, silica, magnesium stearate

Recommended Dose

Adolescents and Children (4 years and older): Chew one tablet daily or as recommended by your healthcare practitioner.

Size
30 Chewable Tablets

Product Code
10497-U



HMF Forte

PROMOTES INTESTINAL HEALTH IN ADULTS AND CHILDREN*

- Supports healthy gut microflora balance*
- Provides 20 billion CFU per day from two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, and *Bifidobacterium animalis* subsp. *lactis*

HMF Forte is a unique combination of four strains of proprietary probiotics that helps to promote gastrointestinal health in adults and children. Supplementation with large numbers of a combination of microorganisms helps maximize intestinal colonization, supporting the growth of beneficial bacteria. *Lactobacilli* and *Bifidobacteria*, the most commonly used probiotics, help colonize the intestines and mediate the permeability of epithelial cells. In a randomized, placebo-controlled trial involving 22 adults, daily supplementation with a probiotic containing *Lactobacillus acidophilus* supported a healthy microflora balance.*

SUPPLEMENT FACTS

Serving Size 1 Capsule • Servings Per Container 60 or 120

Each Capsule Contains	%DV
Probiotic Consortium 10 billion CFU	†
<i>Lactobacillus acidophilus</i> (CUL-60) <i>Lactobacillus acidophilus</i> (CUL-21) <i>Bifidobacterium bifidum</i> (CUL-20) <i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
Fructooligosaccharides (FOS) 100 mg	†

†Daily Value (DV) not established.

Other ingredients: Cellulose, hypromellose, silica, magnesium stearate

Recommended Dose

Take one capsule two times daily with meals or as recommended by your healthcare practitioner.

Size
60 Vegetable Capsules
120 Vegetable Capsules

Product Code
10418-U
10418120-U



HMF Intensive

SUPPORTS INTESTINAL HEALTH*

- Provides 25 billion CFU per day of two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, and *Bifidobacterium animalis* subsp. *lactis*

HMF Intensive provides four strains of proprietary probiotics that promote intestinal health in children, adolescents, and adults. Although the microflora composition in the gut is relatively steady, it can be altered by diet, stress, age and medication use. Probiotics reinforce the epithelial barrier and mediate intestinal permeability by controlling the integrity of tight junctions. *Lactobacilli* and *Bifidobacteria* are the most commonly used probiotics, effectively colonize the intestines, and promote the presence of beneficial bacteria to support normal intestinal function. In a randomized, placebo-controlled trial involving 155 adults, daily intake of a probiotic supplement providing 25 billion CFU (containing two strains each of *Lactobacillus acidophilus* and *Bifidobacterium*) for 21 days significantly and positively affected the intestinal microbiota.*

SUPPLEMENT FACTS

Serving Size 1 Capsule • Servings Per Container 30

Each Capsule Contains	%DV
Probiotic Consortium25 billion CFU †	
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	

*Daily Value (DV) not established.

Other ingredients: Cellulose, hypromellose

Recommended Dose

Adults and Children (6 years and older): Take one capsule daily with a meal or as recommended by your healthcare practitioner.

Size
30 Vegetable Capsules

Product Code
10431-U



HMF Intensive 500

500 BILLION CFU PER DOSE

- Supports gastrointestinal health and comfort*
- Balances microflora composition*
- Offers five proprietary strains from a combination of *Lactobacillus* and *Bifidobacterium* genera
- Convenient, once-daily powder format

HMF Intensive 500 is our most concentrated probiotic formula yet, providing 500 billion CFU daily from a combination of five research-driven strains. Included in this blend are three strains of *Lactobacilli* and two strains of *Bifidobacteria* to ensure colonization in both the small and large intestines. These proprietary strains were selected based on their high quality, viability, strong epithelial adherence and naturally high tolerance to stomach acid. HMF probiotics have been evaluated for their effectiveness in clinical trials over the past 15 years and are some of the most studied probiotic cultures in the world. Research has reported that strains present in HMF Intensive 500 contribute to a favorable gut flora balance, support gastrointestinal comfort and maintain immune health (when combined with vitamin C). Provided in a convenient, once-daily powder format, HMF Intensive 500 is an easy way to support daily gastrointestinal health.*

SUPPLEMENT FACTS

Serving Size 1 Sachet (5 g) • Servings Per Container 30

Each Serving Contains	%DV
Probiotic Consortium500 billion CFU †	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Lactobacillus salivarius</i> (CUL-61)	

*Daily Value (DV) not established.

Other ingredient: Potato maltodextrin

Recommended Dose

In a glass, add water or milk to one sachet of HMF Intensive 500 and mix. Take once daily with meals, or as recommended by your healthcare practitioner.

Size
30 - 0.18 oz (5 g) Sachets of Powder
[Net Wt 5.3 oz (150 g)]

Product Code
10199-U



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

HMF Multi Strain

MULTISTRAIN PROBIOTIC FORMULA PROMOTES GASTROINTESTINAL HEALTH*

- Supports a healthy gut microflora*
- Provides 15 billion CFU per capsule from a combination of 16 strains

HMF Multi Strain is a combination of 16 probiotic strains that promote a healthy gut microflora. The intestines are a critical barrier that selectively allow absorption or promote the excretion of compounds, and their optimal function depends on a healthy bacterial balance. The intestinal microbiota contains more than 400 bacterial species, and can be altered by medication use, aging, and premature or caesarean births. Probiotics reinforce the epithelial barrier and control permeability by mediating tight junction integrity, thereby supporting gastrointestinal health.*

SUPPLEMENT FACTS

Serving Size 1 Capsule • Servings Per Container 60

Each Capsule Contains	%DV
Probiotic Consortium15 billion CFU †	
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
<i>Lactobacillus salivarius</i> (CUL-61)	
<i>Lactobacillus paracasei</i> (CUL-08)	
<i>Lactobacillus plantarum</i> (CUL-66)	
<i>Lactobacillus casei</i> (CUL-06)	
<i>Lactobacillus fermentum</i> (CUL-74)	
<i>Lactobacillus gasseri</i> (CUL-09)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-62)	
<i>Bifidobacterium breve</i> (CUL-74)	
<i>Streptococcus salivarius</i> subsp. <i>thermophilus</i> (CUL-68)	
<i>Lactobacillus acidophilus</i> (NCFM™)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (HNO19)	
<i>Lactobacillus rhamnosus</i> (HNO01)	

†Daily Value (DV) not established.

Other ingredients: Hypromellose, cellulose, silica

Recommended Dose

Adults, Adolescents and Children (6 years and older): Take one capsule daily, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.

Size
60 Vegetable Capsules

Product Code
10487-U



HMF Multi Strain 100

CONCENTRATED 14-STRAIN PROBIOTIC COMBINATION

- Provides 100 billion CFU per convenient, once-daily capsule
- Supports gastrointestinal and immune health*

HMF Multi Strain 100 offers 100 billion CFU from a combination of 14 probiotic strains. Included in this blend of proprietary probiotics are eight strains of *Lactobacilli* and six strains of *Bifidobacteria* to ensure colonization in both the small and large intestines. These research-driven strains were selected based on their superior adherence to the gut lining, natural resistance to pH and bile acid, and ability to support gastrointestinal health and promote a favorable gut flora. One recent placebo-controlled trial found that daily supplementation with *Bifidobacterium animalis* subsp. *lactis* (HNO19), a probiotic strain found in HMF Multi Strain 100, promoted healthy intestinal transit time and reduced occasional constipation. HMF Multi Strain 100 also contains BL-04 and NCFM® to support immune health. In addition, supplementation with a combination of CUL-60, CUL-21, CUL-34 and CUL-20 (plus vitamin C) was found to promote healthy immune responses in schoolchildren.*

SUPPLEMENT FACTS

Serving Size 1 Capsule • Servings Per Container 30

Each Capsule Contains	%DV
Probiotic Consortium100 billion CFU †	
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (HNO19)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (BL-04)	
<i>Lactobacillus acidophilus</i> (NCFM®)	
<i>Lactobacillus gasseri</i> (CUL-09)	
<i>Lactobacillus paracasei</i> (CUL-08)	
<i>Lactobacillus casei</i> (CUL-06)	
<i>Lactobacillus salivarius</i> (CUL-61)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-62)	
<i>Bifidobacterium breve</i> (CUL-74)	
<i>Lactobacillus plantarum</i> (CUL-66)	

†Daily Value (DV) not established.

Other ingredients: Hypromellose, cellulose, silica

NCFM® is used with permission under licence

Recommended Dose

Take one capsule daily or as recommended by your healthcare practitioner.

Size
30 Vegetable Capsules

Product Code
10197-U



HMF Powder

FRUCTOOLIGOSACCHARIDES AND PROBIOTICS TO PROMOTE INTESTINAL HEALTH*

- Provides 22 billion CFU per day from two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, and *Bifidobacterium animalis* subsp. *lactis*
- Includes 1,760 mg of fructooligosaccharides (FOS) per day

HMF Powder is a synbiotic combination of four strains of proprietary probiotics and FOS that promotes optimal intestinal health. The intestinal microbiota, which contains more than 400 bacterial species, can be altered by medication use, aging, and premature or caesarean births. The intestines are a critical barrier that selectively allow absorption or promote the excretion of compounds, and their optimal function depends on a healthy bacterial balance. The most commonly used probiotics are *Lactobacilli* and *Bifidobacteria*. They effectively colonize the intestines, but after their ingestion ends, their counts decline. Probiotics also reinforce the epithelial barrier and control permeability by mediating tight junction integrity. Prebiotics, including FOS, are fermented by microbes in the large intestine, which in turn results in the production of short chain fatty acids, including butyrate, the preferred energy source in colon cells. Prebiotics support the growth of healthy bacteria already living in the colon and supplemented probiotic strains.*

SUPPLEMENT FACTS

Serving Size 1 Scoop (1 g) • Servings Per Container 60

Each Serving Contains	% DV for Adults and Children 4+ Years	% DV for Children 1-3 Years
Total Carbohydrate	< 1 g	< 1% ♦
Probiotic Consortium	11 billion CFU	†
<i>Lactobacillus acidophilus</i> (CUL-60)		
<i>Lactobacillus acidophilus</i> (CUL-21)		
<i>Bifidobacterium bifidum</i> (CUL-20)		
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)		
Fructooligosaccharides (FOS)	880 mg	†

♦ Percent Daily Values (DV) are based on a 2,000 calorie diet.

†Daily Value (DV) not established.

Recommended Dose

Adults and Children (1 year and older): In a glass, add water or milk to one scoop (¼ teaspoon) of HMF Powder and mix. Take two times daily with meals, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.

Size
Net Weight 2.1 oz (60 g)

Product Code
10408-U



HMF Replenish Capsules

PROMOTES GASTROINTESTINAL HEALTH*

- Supports a healthy gut microflora*
- Promotes healthy digestive function*
- Provides 100 billion CFU per dose from two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, *Bifidobacterium animalis* subsp. *lactis*, and *Lactobacillus salivarius*

HMF Replenish Capsules contain five strains of proprietary probiotics that support gastrointestinal health. *Lactobacillus* and *Bifidobacterium* promote healthy intestinal microflora and support healthy digestion. In a randomized, placebo-controlled trial involving 52 adults, daily supplementation with probiotics supported digestive health.*

SUPPLEMENT FACTS

Serving Size 1 Capsule • Servings Per Container 14

Each Capsule Contains	%DV
Probiotic Consortium	100 billion CFU
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
<i>Lactobacillus salivarius</i> (CUL-61)	

†Daily Value (DV) not established.

Other ingredients: Fructooligosaccharides (FOS), hypromellose, silica, magnesium stearate

Recommended Dose

Adults and Children (6 years and older): Take one capsule daily with a meal or as recommended by your healthcare practitioner.

Size
14 Vegetable Capsules

Product Code
10457-U



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

HMF Replete

PROMOTES HEALTHY GUT FLORA*

- Supports gastrointestinal and digestive health*
- Provides 75 billion CFU per day from two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, *Bifidobacterium animalis* subsp. *lactis*, and *Lactobacillus salivarius*

HMF Replete is a unique combination of proprietary probiotics that supports a healthy intestinal microflora. The intestines contain more than 400 bacterial species, and bacterial balance is necessary for a healthy intestinal tract. Probiotics, including *Lactobacillus* and *Bifidobacterium*, promote healthy microflora, support normal intestinal microbiota, and promote digestive health. In a randomized, placebo-controlled trial involving 52 adults, daily probiotic supplementation supported gastrointestinal health.*

SUPPLEMENT FACTS

Serving Size ½ Sachet (10 g) • Servings Per Container 14

Each Tablet Contains	%DV
Calories	25
Total Carbohydrate	9 g 3%◆
Dietary Fiber	5 g 20%◆
Sugars	4 g †
Probiotic Consortium	75 billion CFU †
<i>Lactobacillus acidophilus</i> (CUL-60)	
<i>Lactobacillus acidophilus</i> (CUL-21)	
<i>Bifidobacterium bifidum</i> (CUL-20)	
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)	
<i>Lactobacillus salivarius</i> (CUL-61)	
Fructooligosaccharides (FOS)	5 g †

◆ Percent Daily Values (DV) are based on a 2,000 calorie diet.

†Daily Value (DV) not established.

Other ingredients: Apricot powder

Recommended Dose

Adults: In a glass, add water to ½ sachet of HMF Replete and mix. Take once daily with a meal, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.

Size

7- 0.7 oz (20 g) Sachets of Powder
[Net Weight 4.9 oz (140 g)]

Product Code

10419-U



HMF Super Powder

SUPPORTS INTESTINAL HEALTH*

- Provides 20 billion CFU per day from two strains of *Lactobacillus acidophilus*, *Bifidobacterium bifidum*, and *Bifidobacterium animalis* subsp. *lactis*
- Provides 1,600 mg of fructooligosaccharides (FOS) per day

HMF Super Powder provides 20 billion CFU per day of proprietary probiotics that promote optimal intestinal health. *Lactobacilli* and *Bifidobacteria* are the most commonly used probiotics, and effectively colonize the intestines. Probiotics reinforce the epithelial barrier and mediate intestinal permeability by controlling the integrity of tight junctions. They promote the presence of beneficial bacteria to support normal intestinal function. In a randomized, placebo-controlled trial involving 155 adults, daily intake of a probiotic supplement providing 25 billion CFU (containing two strains each of *Lactobacillus acidophilus* and *Bifidobacterium*) for 21 days significantly and positively affected the intestinal microbiota. FOS are non-digestible food ingredients that support the growth and activity of *Bifidobacteria* and *Lactobacilli* in the human colon.*

SUPPLEMENT FACTS

Serving Size 1 Scoop (1 g) • Servings Per Container 60

Each Serving Contains	% DV	
	for Adults and Children 4+ Years	for Children 1-3 Years
Total Carbohydrate	< 1 g < 1%◆	†
Probiotic Consortium	10 billion CFU †	†
<i>Lactobacillus acidophilus</i> (CUL-60)		
<i>Lactobacillus acidophilus</i> (CUL-21)		
<i>Bifidobacterium bifidum</i> (CUL-20)		
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)		
Fructooligosaccharides (FOS)	800 mg †	†

◆ Percent Daily Values (DV) are based on a 2,000 calorie diet.

†Daily Value (DV) not established.

Other ingredient: Fructose

Recommended Dose

Adults and Children (1 year and older): In a glass, add water or milk to one scoop (¼ teaspoon) of HMF Super Powder and mix. Take two times daily with meals, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.

Size

Net Weight 4.2 oz (120 g)

Product Code

10427-U



HMF PROBIOTICS COMPARISON CHART

PRODUCT	PRIMARY INDICATIONS*	CFU PER DOSAGE UNIT	STRAINS	FOS	RECOMMENDED DOSE
HMF Forte (capsules)	Probiotic and prebiotic formula for enhanced microflora support and G.I. function*	10 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34)	Yes	Take one capsule two times daily with meals or as recommended by your healthcare practitioner.
HMF Super Powder	Probiotic and prebiotic formula for enhanced microflora support and G.I. function; convenient powder in a larger size format*	10 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34)	Yes	Adults and Children (1 year and older): In a glass, add water or milk to one scoop (¼ teaspoon) of HMF Super Powder and mix. Take two times daily with meals, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.
HMF Powder	Probiotic and prebiotic formula for enhanced microflora support and G.I. function; convenient powder*	11 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34)	Yes	Adults and Children (1 year and older): In a glass, add water or milk to one scoop (¼ teaspoon) of HMF Powder and mix. Take two times daily with meals, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.
HMF Fit For School (chewable tablets)	Chewable probiotic to support G.I. health and immune function*	12.5 billion	<i>L. acidophilus</i> (CUL-21) <i>L. acidophilus</i> (CUL-60) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>B. bifidum</i> (CUL-20)	No	Adolescents and Children (4 years and older): Chew one tablet daily or as recommended by your healthcare practitioner.
HMF Multi Strain (capsules)	Probiotic formula featuring 16 different strains for comprehensive G.I. support*	15 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>L. salivarius</i> (CUL-61) <i>L. paracasei</i> (CUL-08) <i>L. plantarum</i> (CUL-66) <i>L. casei</i> (CUL-06) <i>L. fermentum</i> (CUL-67) <i>L. gasseri</i> (CUL-09) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-62) <i>B. breve</i> (CUL-74) <i>S. salivarius</i> subsp. <i>thermophilus</i> (CUL-68) <i>L. acidophilus</i> (NCFM™) <i>B. animalis</i> subsp. <i>lactis</i> (HN019) <i>L. rhamnosus</i> (HN001)	No	Adults, Adolescents and Children (6 years and older): Take one capsule daily, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.
HMF Intensive (capsules)	Probiotic formula with clinically researched strains shown to support intestinal comfort*	25 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34)	No	Adults and Children (6 years and older): Take one capsule daily with a meal or as recommended by your healthcare practitioner.
HMF Replete (powder)	Probiotic powder for broad-spectrum support*	75 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>L. salivarius</i> (CUL-61)	Yes	Adults: In a glass, add water to ½ sachet of HMF Replete and mix. Take once daily with a meal, at least two to three hours before or after taking antibiotics, or as recommended by your healthcare practitioner.
HMF Replenish Capsules	Probiotic capsule for broad-spectrum support*	100 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>L. salivarius</i> (CUL-61)	Yes	Adults and Children (6 years and older): Take one capsule daily with a meal or as recommended by your healthcare practitioner.
HMF Multi Strain 100 (capsules)	Probiotic formula featuring 14 different strains for comprehensive G.I. support*	100 billion	<i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>B. bifidum</i> (CUL-20) <i>B. animalis</i> subsp. <i>lactis</i> (HN019) <i>B. animalis</i> subsp. <i>lactis</i> (BL-04) <i>L. acidophilus</i> (NCFM®) <i>L. gasseri</i> (CUL-09) <i>L. paracasei</i> (CUL-08) <i>L. casei</i> (CUL-06) <i>L. salivarius</i> (CUL-61) <i>B. animalis</i> subsp. <i>lactis</i> (CUL-62) <i>B. breve</i> (CUL-74) <i>L. plantarum</i> (CUL-66)	No	Take one capsule daily or as recommended by your healthcare practitioner.
HMF Intensive 500 (powder)	Highest potency probiotic available	500 billion	<i>B. animalis</i> subsp. <i>lactis</i> (CUL-34) <i>B. bifidum</i> (CUL-20) <i>L. acidophilus</i> (CUL-60) <i>L. acidophilus</i> (CUL-21) <i>L. salivarius</i> (CUL-61)	No	In a glass, add water or milk to one sachet of HMF Intensive 500 and mix. Take once daily with meals, or as recommended by your healthcare practitioner.

PROBIOTIC RESEARCH REVIEW

The Sheffield Trial

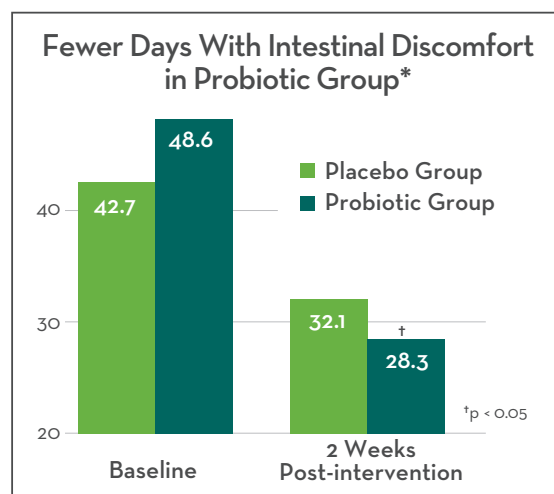
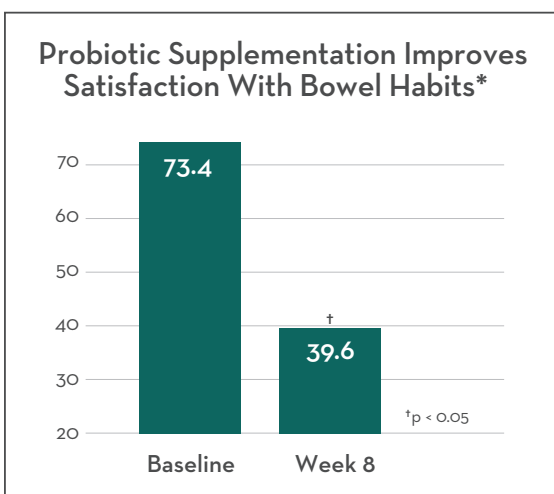
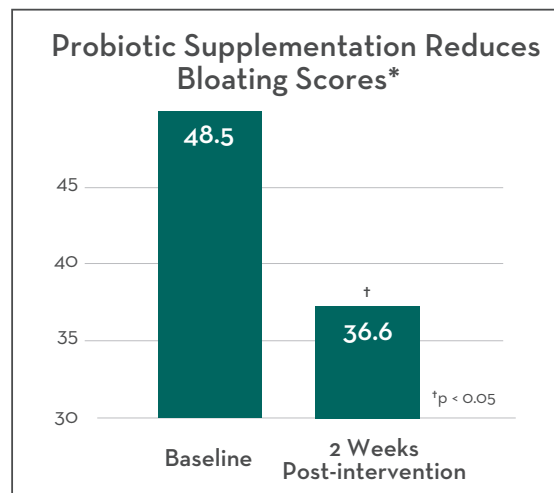
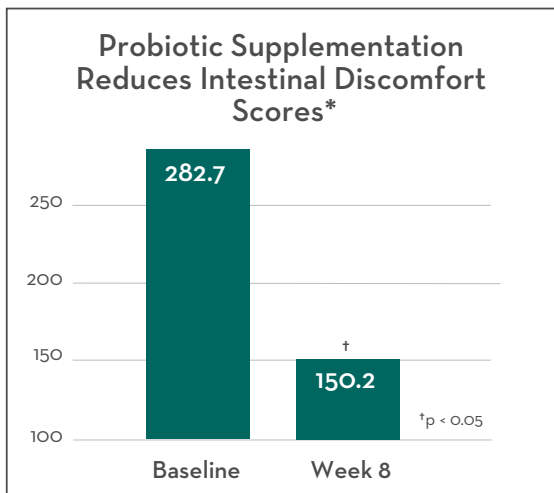
Clinical Trial: A Multistrain Probiotic Preparation Significantly Reduces Intestinal Discomfort in a Double-Blind Placebo-Controlled Study

(Williams *et al.*, 2008)

Probiotic supplementation was found to decrease the number of days with intestinal discomfort, while improving satisfaction with bowel habits and overall quality of life. This eight-week long, double-blind, randomized, placebo-controlled study, 52 participants were randomized to either the placebo capsule group or the probiotic capsule group (25 billion CFU from *Lactobacillus acidophilus* CUL-60 and CUL-21, *Bifidobacterium animalis* subsp. *lactis* CUL-34, and

Bifidobacterium bifidum CUL-20). Participants scored their intestinal discomfort (including bloating, satisfaction with bowel habits, and quality of life) at baseline and every two weeks during supplementation. In the probiotic group, satisfaction with bowel habits significantly improved in just six weeks, and quality of life scores improved after eight weeks of supplementation.

- 22% decrease in days with intestinal discomfort*
- 32% improvement in satisfaction with bowel habits*



PROBIOTICS DESIGNED WITH *your patients* IN MIND.



Get to know **Genestra HMF Probiotics**

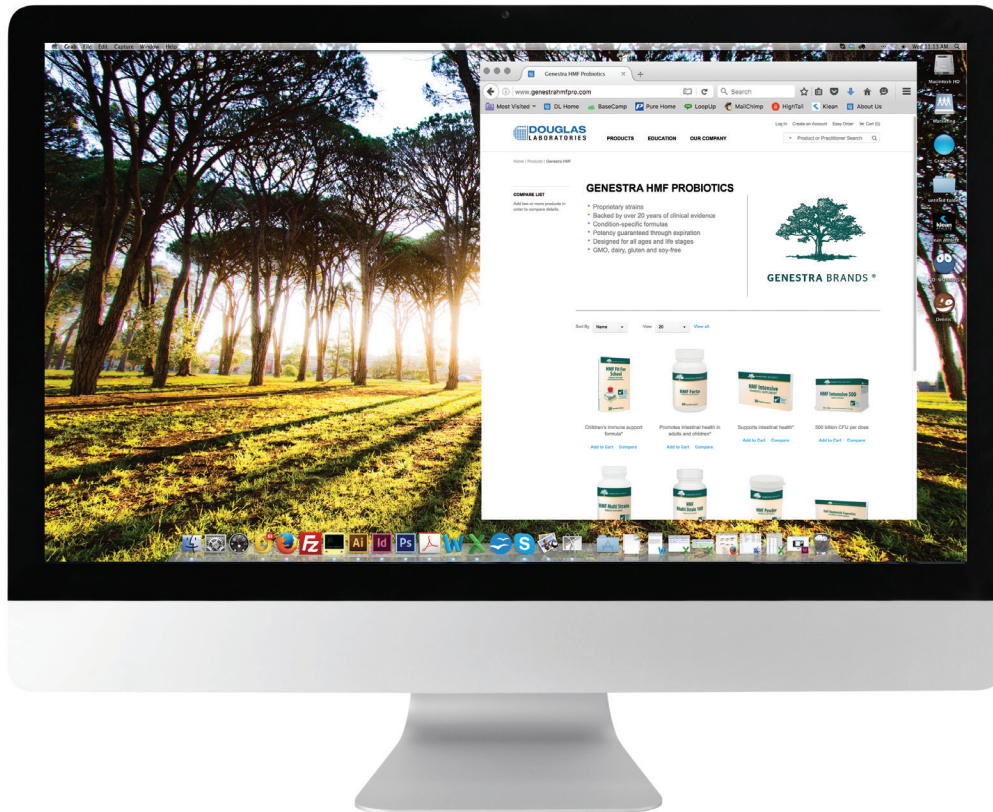
Your patients' health needs are as uniquely individual as they are. With a specialized range of professionally endorsed probiotics and a longstanding reputation of setting quality and purity standards, Genestra HMF is the brand of choice for those looking for just the right digestive health solution. Whether it's age, condition or personal preference, Genestra's tailored formulas are designed to meet each patient's unique health needs.*

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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



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