

Your friendly bacteria – Probiotics

Probiotics, as defined by the United Nations of Food and Agriculture (FAO) and the World Health Organization (WHO), are the live microorganisms which, when administered in adequate amounts, confer a health benefit on the host.

The interest in probiotics has been growing in these past few years due to its potential health benefits on human. Various studies have demonstrated that probiotics may positively change the intestinal flora, inhibit the growth of bad bacteria (pathogenic), promote better digestion, enhance immune function as well as alleviate stomach upset.



Choosing the right probiotics!

Nowadays, it is so easy for consumers to get probiotics supplement from pharmacies. However, how do we know if we are taking the right probiotics that truly benefit our guts? According to Expert Panel of the United Nations and World Health Organization (WHO), a probiotic should meet the criteria below in order to be truly termed as “probiotic”. These criteria include¹:

- Clinically identified strains (Eg. *L. acidophilus Rosell-52*)
- Safety assessment
- Clinical efficacy evidence
- Shelf stable formulation

Determination and confirmation of strain identity is the key. Many consumers may not be aware that the benefits and properties of certain probiotics are strain-specific². For example, general *L. acidophilus* may not work the same as *L. acidophilus Rosell-52*. Therefore, a clinically identified probiotic strain is a **must** because this assures consumers on the safety and quality of this particular strain of probiotics.

Are your probiotics getting through?

Besides probiotic strains, it is also crucial to choose probiotics that are able to withstand gastric acid, bile acid and attach strongly to your intestinal lining in order to exert beneficial effects. However, it would be difficult for certain probiotics to get through these “harsh environment” without proper technology.

Hence, the experts have provided us the solution – **Probiocap™ Microencapsulation Technology**. This technology protects probiotics in harsh conditions such as gastric acidity, compression as well as thermal shock up to 50°C, thus ensuring better survival rate of probiotics during the intestinal transit and its quality.

According to a scientific study, microencapsulated probiotics are **five times** more efficient than the same uncoated strains in terms of gut colonization and amount of bacteria detected in feces³. The survivals of probiotics are of utmost importance because only **live probiotics** confer health benefits to us, not the dead ones!

Biogrow™ Probiotics – Your choice of probiotics

Biogrow™ Probiotics provides highly stable microencapsulated strains made from patented **Probiocap™ Microencapsulation Technology** from Institute Rosell-Lallemand, Canada that ensures the probiotics are **heat shock up to 50°C, resistant to gastric acid and bile acid** as well as **higher survival rate!** It consists of 3 different strains (*L. acidophilus Rosell-52*, *L. rhamnosus Rosell-11* and *B. longum Rosell-175*), each strains are supported by scientific studies to ensure consumers get the right probiotics that is truly safe and beneficial to their guts!

Get **Biogrow™ Probiotics** NOW for better gut health! It is available at all leading pharmacies. For more information, please call 03-76288831/ 03-79562220 or go to www.biogrow.com.my.

¹ G Reid, K Anukam, T Koyama. Probiotic products in Canada with clinical evidence: What can gastroenterologists recommend? *Can J Gastroenterol* 2008; 22(2):169-175.

² M Pinero and C Stanton. Probiotic Bacteria : Legislative Framework – Requirement to Evidence Basis. *J Nutr* 2007; 137(3):8505-8535.

³ MD Piano, S Carmagnola, M Ballere, M Sartori, M Orsello, M Balzarini, M Pagliarulo, R Tari, A Anderloni, GP Strozzi, L Mogna, F Sforza and L Capurso. Is microencapsulation the future of probiotic preparations? *Gut Microbes* 2011; 2(2):120-123.

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