

Optiflora™

Advanced Daily Colon Care System*

**Bifidus,
Acidophilus,
FOS, Inulin
& more**

The healthy body contains trillions of “friendly” microorganisms. The vast majority of them live in the colon, where they perform a multitude of health-supporting tasks.

Their most important role is helping to maintain a healthy balance with other less desirable organisms. Enhancing the friendly microorganisms can promote long-term colon health.

Optiflora is a unique, two-product system that supplies both beneficial bacteria (probiotics) AND the nutrients they need to thrive (prebiotics) to provide complete dietary support for the healthy balance of intestinal microflora.* Optiflora’s state-of-the-art seamless capsule is guaranteed to withstand the acidic environment of the stomach to deliver live beneficial bacteria to the intestine.

Optiflora promotes colon health by supporting the growth of healthy microflora naturally found in the colon. It delivers guaranteed live probiotics Bifidobacterium longum and Lactobacillus acidophilus along with the prebiotics FOS and Inulin. Optiflora also has gamma-tocopherol, a nutrient associated with colon health.**

GUARANTEED LIVE DELIVERY TO THE INTESTINE



OPTIFLORA
Two-Product Daily Colon Care System*
Prebiotic powder 30 servings #20638
Probiotic capsules 30 servings #20639

Who Might Benefit from Optiflora?

People who are interested in a natural, gentle way to maintain a healthy balance of naturally occurring beneficial intestinal microflora, because:

- Their dietary choices may affect the balance of gastrointestinal microflora.
- They frequently or chronically take antibiotics.
- They have children who frequently take antibiotics for ear infections.
- They are planning foreign travel.

Try These Other Great Shaklee Products:

- Vita-Lea® • Energizing Soy Protein • Shaklee Fiber Plan®
- DTX™ • Calcium Magnesium • BestWater® • Vita-E Plus™

The Shaklee Unconditional Guarantee

If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation for exchange or full refund.

PREBIOTIC

Supplement Facts

Serving Size: 1 teaspoon (4g)
Servings Per Container: 30

	Amt. Per Svc.	% Daily Value
Calories	10	
Total Carbohydrate	4g	1% **
Dietary Fiber	3g	12% **
Shaklee Proprietary Prebiotic Blend	3g	†
Inulin		
Fructooligosaccharides (FOS)		
Jerusalem artichoke flour		
Mixed Tocopherols	32mg	†

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

† Daily Value not established.

Other ingredients: fructose, maltodextrin, natural flavors.

PROBIOTIC

Supplement Facts

Serving Size: 1 capsule

	Amt. Per Svc.	% DV
Bifidobacterium longum	250 million	†
Lactobacillus acidophilus	250 million	†

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

† Daily Value not established.

Other ingredients: palm oil, gelatin, glycerin, soy lecithin, pectin.

Normal Function of Intestinal Microflora

Before a baby is born, its digestive tract is completely sterile. Exposure to bacteria begins with the passage down the birth canal and continues with every breath, touch, and feeding. In no time billions of bacteria colonize the mouth and billions more settle in the small intestine. However, the overwhelming majority of intestinal flora—as many as one hundred trillion—reside in the large intestine, or colon. It has been estimated that we have more bacteria in our intestinal tract than cells in our body. In fact, the total weight of the bacteria in an adult body is about 4 pounds—the size of the liver!—and one third of the dry weight of excreted feces consists of viable bacteria.

There are 400 to 500 types of bacteria in our digestive systems, falling into three basic categories: the good, the bad, and the indifferent. Most intestinal microflora don't significantly affect our health one way or the other. Some bacteria, however, are undesirable because, when present in high enough numbers, they may cause illness or contribute to the development of long-term health problems (related to their role in the production of toxic compounds in the colon).

Fortunately, another group of bacteria offers us protective and nutritive benefits. The two most important groups of “friendly” flora are the lactobacilli, found mainly in the small intestine, and bifidobacteria, found primarily in the colon. These bacteria live symbiotically in our bodies in a beneficial relationship that enhances our health in a wide variety of ways.

One of the most important ways that beneficial microflora promote health is by simply existing in large numbers. Like characters in a Wild West movie, it's as if the good bacteria say, “there's not enough room in this town for the both of us.” Research studies indicate that normal, healthy colonies of lactobacilli and bifidobacteria can help maintain a healthy balance between beneficial and undesirable bacteria.

Scientists believe this healthful standoff is achieved in several ways:

- **Immunity.** Research shows that increasing dietary intake of lactobacilli and bifidobacteria may enhance immune function. In addition to improving other measures of immune function, studies indicate that the friendly microorganisms may help boost the natural defensive capability of white blood cells—a crucial part of the body's natural immune defense system.

- **Maintaining the acid pH of the intestinal environment.** Lactobacilli and bifidobacteria thrive in the normal, healthy, low pH (acidic) environment of the gastrointestinal tract. Research shows that the metabolic byproducts of these friendly microflora help maintain this healthy, low pH intestinal environment. This same acidic environment discourages the growth of undesirable bacteria and helps maintain a healthy balance of intestinal microflora.
- **Competition for nutrients and adhesion sites.** Like diners jostling for lunch-counter seats at noontime, naturally occurring microflora compete for space on the intestinal walls to set up residence and also compete for their favorite foods. Healthy populations of lactobacilli and bifidobacteria seem to be able to “grab” the best seats and the best food sources, again crowding out and controlling undesirable bacteria.

Research has shown that healthy populations of beneficial microflora also play a crucial role in **detoxification** of chemicals in the colon. When environmental pollutants and food-produced toxins are processed by the liver, they are released into the small intestine as detoxified compounds in bile. Undesirable bacteria in the colon, can produce enzymes which “unbind” the bile compounds. Studies indicate that increasing dietary intake of lactobacilli can significantly reduce the activities of these unbinding enzymes.

Lactobacilli and bifidobacteria also actively **support healthy colon cells**. When beneficial microflora ferment fiber in the colon, short-chain fatty acids are formed, which the tissues of the colon preferentially utilize for energy. There is evidence that increasing the levels of short-chain fatty acids in the colon may help control chronic conditions of the colon. By supporting healthy colon cells, lactobacilli and bifidobacteria may help further mitigate the effects of toxic compounds in the colon.

Research has also shown that dietary intake of lactobacilli and bifidobacteria can help **maintain healthy, normal populations of beneficial microflora even in people taking antibiotics**. Studies also suggest that increased dietary intake of beneficial microflora can help maintain gastrointestinal health when traveling in developing countries.

Challenges to Beneficial Bacteria

As living organisms, the beneficial bacteria in your gastrointestinal tract are susceptible to many of the same challenges as you are:

• **Antibiotic Use.** The most common cause of imbalance in normal microflora populations is the use of antibiotics. Not terribly specific, antibiotics simultaneously kill both harmful and helpful bacteria throughout our system, including the mouth, urogenital tract, gastrointestinal tract, and skin, leaving these territories more vulnerable to organisms that are resistant to the antibiotic used.

The overuse of broad-spectrum antibiotics is a growing public health concern. Experts are concerned that the routine use of antibiotics as domestic animal feed additives, as well as the unwarranted use of prescription antibiotics, may be contributing to an increasing ability of undesirable microorganisms to resist antibiotic control. There is also increasingly widespread use of low-dose topical anti-bacterial products, including household cleaners, hand soaps, and hand lotions. There is currently no way to know whether this addition to the antibiotic “load” in the environment may also contribute over the long term to the prevalence of drug-resistant “super-bugs.”

Antibiotic use in children is of particular concern. It is estimated that the use of pediatric antibiotics has been increasing by as much as 15 percent per year since 1990, due largely to the treatment of middle ear infections.

According to the Centers for Disease Control and Prevention (CDC), antibiotics may be overused in children, as well as misused, particularly when prescribed for non-bacterial infections which cannot be cured with antibiotics. To help inform parents about the proper use of antibiotics, the CDC has published a pamphlet, “Your Child and Antibiotics.”

- **Age.** Research shows that the populations of beneficial microflora steadily decline with increasing age in both men and women. In addition, research has shown an increase in undesirable microorganisms in post-menopausal women. Studies suggest that age and related modifications in hormone patterns may induce changes in the normal microflora populations of women.
- **Diet.** The typical “Western” diet—high in meat, high in total fat, and high in animal fat and protein—is associated with reduced populations of beneficial microflora. Studies have shown that when migrants from countries that do not follow Western eating habits settle in Western countries, their health patterns change to match the typical health profile of their adopted country.
- **Fiber Intake.** Beneficial microflora “feed” on the otherwise undigested dietary fiber that is found in the colon. Diets low in dietary fiber are associated with lower populations of lactobacilli and bifidobacteria in the gastrointestinal tract.

• **Transitional Microflora Populations.** The balance of intestinal microflora is constantly ebbing and flowing. Research has shown that regular dietary intake of beneficial microflora must be maintained to maintain their higher levels.

Statistically Speaking

A great many people in the United States may be affected by factors which compromise the healthy balance of their intestinal microflora:

- Sales of antibiotics topped \$23 billion in 1997.
- 36 million women are experiencing menopause.
- Up to 50 percent of children in the United States take antibiotics for ear infections three or more times before they reach the age of five.
- It is estimated that 40 to 50 percent of people traveling in developing countries run the risk of experiencing gastrointestinal distress due to microflora imbalances.

In addition, anyone eating a typical “Western” diet which is high in fat, high in animal protein, and low in fiber, may be at increased risk for disturbing the optimal balance of their intestinal microflora.

Optimizing Microflora Balance

Diet. Eat a balanced diet that is low in fat and high in fiber, and abundant in a variety of fresh fruits, vegetables, grains, and legumes.

Exercise. The link between regular exercise and improved health is well documented.

Nutritional Support. By supplementing with prebiotic nutrients (which selectively feed “good” bacteria) plus augmenting the populations of naturally occurring beneficial microorganisms with probiotics, the normal healthy balance of intestinal microflora can be supported and maintained.

What Is Optiflora?

Optiflora is a unique, two-product system that supplies both prebiotics and probiotics to provide dietary support for the normal healthy balance of intestinal microflora.*

What Are Prebiotics?

Prebiotics are nutrients which selectively feed the friendly bacteria. Research has shown that supplementing with prebiotics can significantly increase populations of beneficial microflora.*

What Are Probiotics?

Probiotics are supplemental populations of the “friendly bacteria” residing in the colon which help to maintain healthy intestinal microbial balance. The term probiotics was first used to refer to live microorganisms in supplement form that were fed to farm animals to stimulate growth and to improve resistance to stress. The term literally means “healthful for life,” and today, probiotics has a broader definition: a live microbial supplement which beneficially affects the host by improving its microbial balance.*

Research shows that regular dietary intake of beneficial microflora must be maintained to maintain their high levels. Optiflora offers a safe and natural way to supplement the diet with beneficial microorganisms naturally found in the gastrointestinal tract.*

These two supplemental components work together to help beneficial bacteria flourish in your intestinal tract to support whole body health.*

The Optiflora Two-Product System Includes:

Product One (Prebiotic) — 4 grams

A pleasant-tasting drink mix that contains 3 grams of dietary fiber and features nutrients which selectively feed the friendly bacteria.*

Fructooligosaccharides (FOS). A family of short-chain carbohydrates that deliver an immediate food source to nourish friendly bacteria.*

Inulin. Long-chain carbohydrate provides nutrients for beneficial microflora.*

Jerusalem artichoke. A potato-like vegetable from the sunflower family, Jerusalem artichokes (also called sunchokes) are a natural source of inulin and FOS and contribute a pleasant taste.

Gamma tocopherol. Related to alpha-tocopherol (the most well-known member of the vitamin E family), gamma tocopherol is found in relatively high levels in colon cells. Studies have shown that dietary intake of vitamin E, and particularly gamma-tocopherol, may reduce levels of potentially toxic oxidation products in the colon.*

Product Two (Probiotic) — 500 million

The prebiotic is taken with the probiotic, a unique, seamless capsule that is guaranteed to withstand the acidic environment of the stomach. This capsule delivers live beneficial microflora to the intestine.

Bifidobacterium longum—Bifidobacteria constitute up to 25% of the total bacterial population of healthy adults, and up to 95% in newborn babies.

Lactobacillus acidophilus—Lactobacilli species have been used to ferment dairy products throughout history and are common inhabitants of the intestinal microflora, usually found higher in the gastrointestinal tract than bifidobacteria.

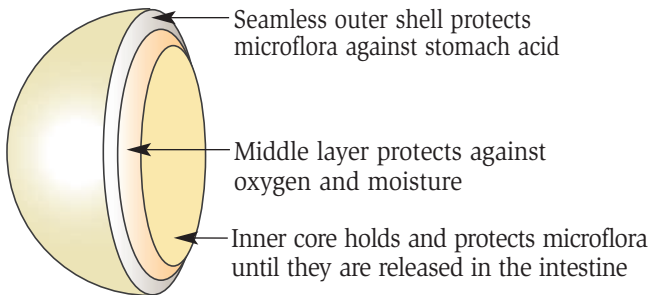
Other unique features and benefits include:

- **No artificial flavors, sweeteners, colors, or preservatives have been added.**
- **Caffeine free.**
- **Refreshing, mildly sweet flavor.**
- **No refrigeration necessary.** Refrigeration may maintain activity longer.

NOTE: Some people may initially experience a little flatulence or gas when they first start adding prebiotics and probiotics to their diets. For most people, the body adjusts within just a few days and these symptoms disappear. Both prebiotics and probiotics offer a safe and natural way to maintain normal, healthy gastrointestinal function.

Exclusive Technology for Guaranteed Delivery

State-of-the-art, patented triple encapsulation uses only natural ingredients to protect microflora until they are released in the intestine.

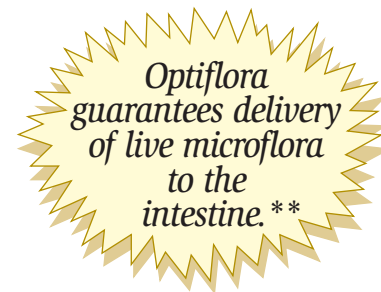


How Does Optiflora Work?

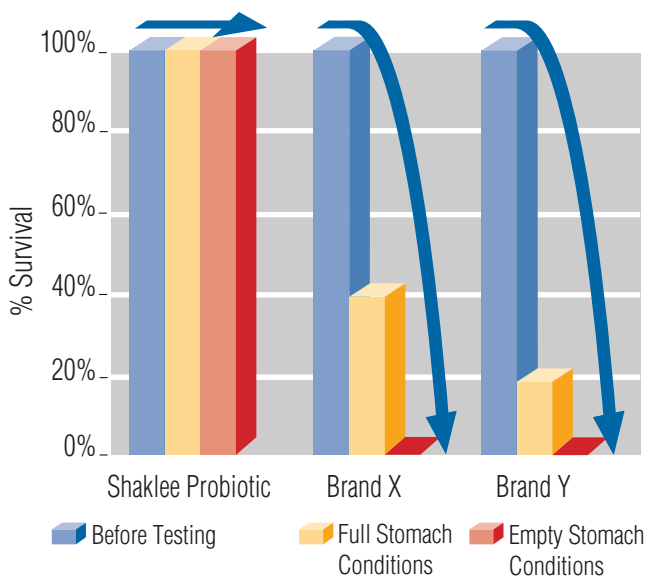
The unique combination of ingredients in Optiflora provide gentle, natural, dietary support for the body's natural ability to maintain a normal, healthy balance of intestinal microorganisms.*

Optiflora promotes colon health by supporting the growth of healthy microflora naturally found in the colon.* It delivers guaranteed active probiotics Bifidobacterium longum and Lactobacillus acidophilus along with the prebiotics FOS and inulin.

Optiflora also has gamma-tocopherol, a nutrient associated with colon health.*



Unlike Optiflora, other products deteriorate rapidly when exposed to stomach acid condition**



***Shaklee testing indicates that, due to our unique triple encapsulation, shipping and simulated stomach acid do not significantly reduce the number of live microorganisms in Optiflora.*

OPTIFLORA EXCLUSIVES

- ✓ Optiflora guarantees live delivery of Bifidus and Acidophilus to the intestine.
- ✓ Optiflora offers a two-product colon care system, with both the prebiotic and the probiotic elements.*
- ✓ Optiflora uses state-of-the-art patented triple encapsulation technology using only natural ingredients to protect the microflora.

