

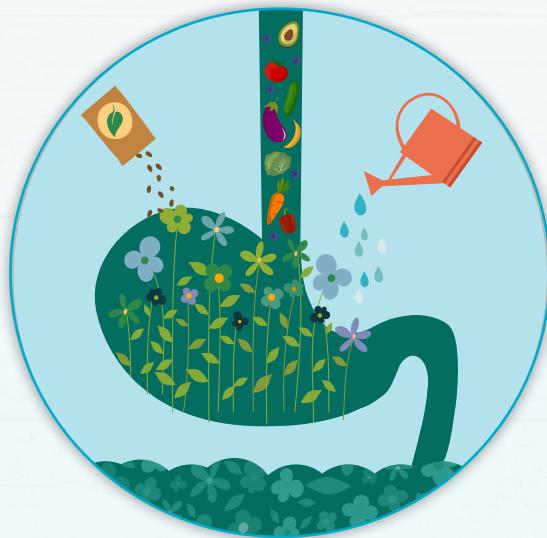
TRUST YOUR GUT.

GENUINE HEALTH PROBIOTIC QUICK TRAINER

In our culture, bacteria tends to be viewed as something we need to avoid and destroy!

But bacteria are our health's best allies.

Everyone lives with their own personal microbiome - a highly diverse ecosystem we co-exist with in and on our bodies! Best known is the intestinal flora - an "inner-garden" of thousands of species of micro-organisms - SO important to our health, many scientists regard it as an organ unto itself!



Ideally, this "garden" flourishes with balanced biodiversity - keeping not only our digestive systems healthy, but also our immunity, mood and the proper functioning of the entire body. When our microbiome is damaged – so is our health!



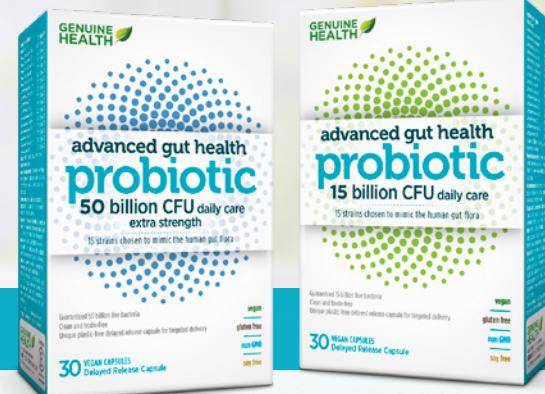
THE BAD NEWS

Most of us have less diversity in our gut microbiome than we should.



THE GOOD NEWS

There are steps we can take to restore health to our bacterial ecology!



INTRODUCING advanced gut health **probiotic** DAILY CARE

probiotics done the **GENUINE HEALTH** way!

Key selling features

- 15 strains chosen to mimic the human gut flora
- Guaranteed potency
- Unique plastic-free delayed release capsules for targeted delivery
- Clean and toxin-free
- 100% Vegan, Soy-Free, Gluten-Free, and Non-GMO

What Makes Our Probiotic Different?



SUPERIOR FORMULA

Highest strain count, including lactobacillus, bifido & lactococcus - reflective of the healthy gut microbiome and carefully selected for diversity and their abilities to repair and restore



HIGHLY CONTROLLED PROCESS

Temperature and humidity controlled environment. Strains are cleaned to remove toxins and weak cells for an allergen-free, stable and pure probiotic blend



TARGETED DELIVERY OF HEALTHIER, HEARTIER STRAINS

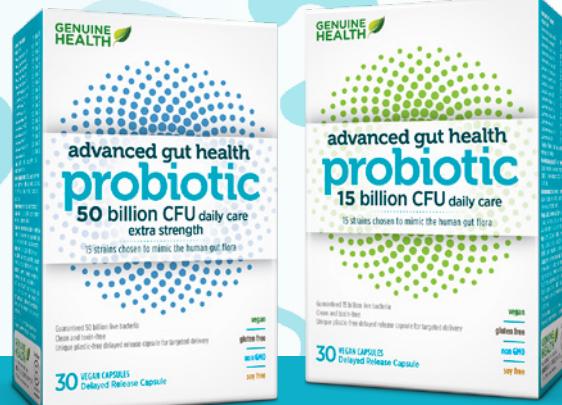
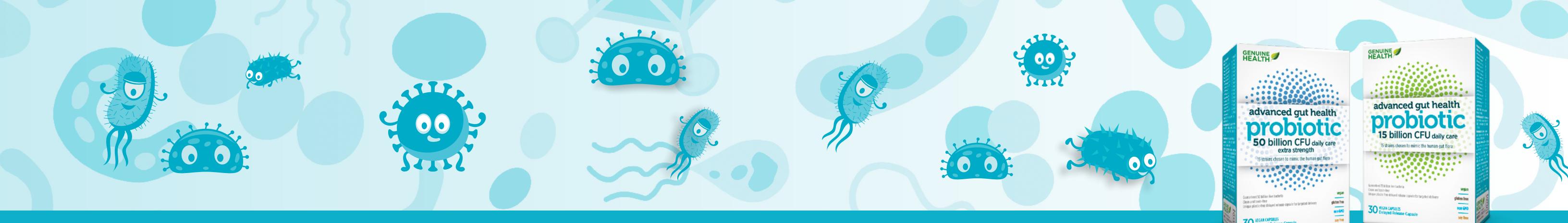
Vegan, delayed-release capsules with fermented prebiotic ensures that the strains pass through the stomach acid, reaching the gut where they thrive



SHELF STABLE BLISTER PACK

Room temperature-stable & label claim GUARANTEED at expiry

Available in **15 billion** and **50 billion CFUs**



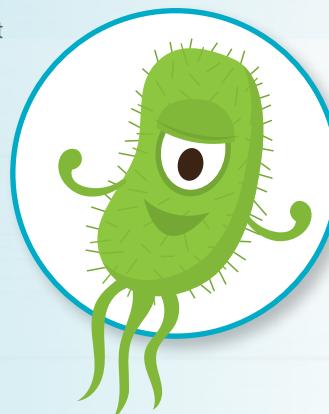
Antibiotics cause direct die-off of select bacteria.
But the bigger problem is that once these bacteria have died, so do others that are dependent on them, reducing our gut ecology!

Why multiple strains?

The friendly bacteria in advanced gut health probiotics don't simply add 15 bacterium to the GI tract for a short period -

they allow other bacteria who are dependent on them to grow and flourish having a greater exponential effect!!

...in 75% of the cases where studies evaluated multi-species formulas vs. individual species, the multi-strain formula was MORE effective!



The 15 Strains contained in Advanced Gut Health Probiotic

stomach & digestion	gi tract	oral cavity	brain	female health	urinary
B. bifidum	B. lactis	L. casei	L. plantarum	L. gasseri	L. rhamnosus
B. lactis	B. Infantis	L. bulgaricus	L. rhamnosus	L. reuteri	
B. longum	B. breve		B. infantis	L. acidophilus	
L. paracasei	L. acidophilus		L. helveticus		
L. plantarum					

Multiple strains promote a healthy and diverse gut ecology!

With advanced gut health probiotic you get a diverse mix of bifido (~30%) and lactic (~70%), providing a balanced formula that mimics the balance of the human microbiome



All strains in advanced gut health probiotic are healthy, clean and:

- ✓ Of human origin
- ✓ 100% Vegan
- ✓ Allergen free - 100% free from wheat, gluten, dairy, soy, peanut, tree nuts, sesame, fish, eggs, corn, sulphites, shellfish/fish, mustard
- ✓ Guaranteed pure Non-GMO
- ✓ Acid/bile resistant
- ✓ Room temperature stable



Not only that – the unique delivery system means they get to the gut – with potency guaranteed at expiration!

— NO —
REFRIGERATION
REQUIRED!

Probing Questions

- Do you have trouble with regularity?
- Do you feel like your digestive system is out of whack?
- Catching every cold and flu that is going around?
- Have you taken multiple rounds of antibiotics?

Who is this for?

- ✓ Bloated, suffers with weak digestion
- ✓ Sufferer of food intolerances & allergies
- ✓ Weakened immunity
- ✓ Brain fog, mood disorders
- ✓ Skin issues
- ✓ Anyone health-conscious – looking to be proactive about their health



FACT – Whether we see it or not – everyone lives with dietary and environmental threats to their gut flora!

*"Probiotics can be recommended for prevention of diseases that are associated with altered intestinal ecology...their use should be considered in patients of all ages."**

Everyone can benefit from a probiotic!

- For most, regular intake of **15 billion CFU** is more than adequate as a way to capture the health benefits of probiotics and to reset the GI tract in ECO-RESTORATION...15 strains x 15 CFUs
- However, there are certain times (e.g. while on antibiotics) or certain states of ill-health (e.g. digestive complaints, high stress) when higher – **50 billion CFU** may be necessary...15 strains x 15 CFUs

HELPFUL TIP - Compliance is KEY! Taking a probiotic DAILY is the best way to build a healthy gut microbiome



How Does it Stack Up?

PROBIOTICS ARE EVERYWHERE - With formulas for both overall wellbeing and condition-specific blends. **HOWEVER** – there is no significant differentiation from one brand to the next.

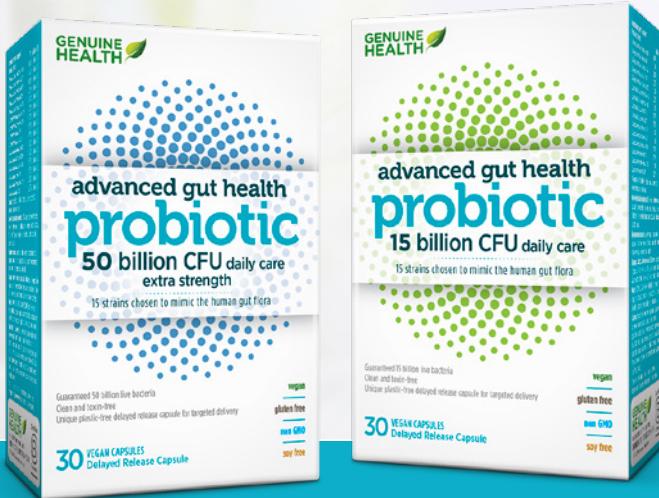
MANY OTHER PROBIOTICS:

- ✗ Are non-vegan in origin
- ✗ Contain single to multiple allergens such as dairy, fish, bovine, crustaceans, soy and wheat
- ✗ Lack humidity control mechanisms (ie in bottle format exposed to humidity and ambient air every time the bottle is opened)
- ✗ Are largely Lactobacilli based, primarily in Lb acidophilus and Lb rhamnosus, two resident strains with excellent colonization capabilities but limited in their ability to fully contribute without other transient strains to assist them!

NO other probiotic on the market offers the strain assortment, ratio, delivery system or potency-guaranteed format as

**advanced gut health
probiotic**

Available in **15 billion** and **50 billion CFUs**



GENUINE HEALTH's advanced gut health **probiotic**

GREAT WITH:

Fermented supplements! These nourish the gut so that it is hospitable to a healthy gut microbiome!

Fermented supplements PRIME the gut



Probiotics FEED the gut!



**fermented GREEK YOGURT proteins+,
fermented whole body NUTRITION with greens+ and
fermented vegan proteins+**

can be combined with or taken alongside with advanced gut health probiotics for complete, nourishing approach towards cultivating optimum gut health.

TRUST YOUR GUT.

PHYTONUTRIENTS FEED THE GUT TOO! **greens+**

Nutritional science has determined that the benefits of phytonutrients not only contribute to overall health, they assist with and can have beneficial effects on gut microflora populations – enhancing the digestion and assimilation of nutrients! **greens+** has been PROVEN to contain the richest concentration of phytonutrients among green food supplements!**



There's a **greens+**
for everyone!

* University of Toronto Scientists after reviewing all available research, Health Canada plus
**Research conducted by Brunswick Laboratories, 2015

Learn more at
genuinehealth.com