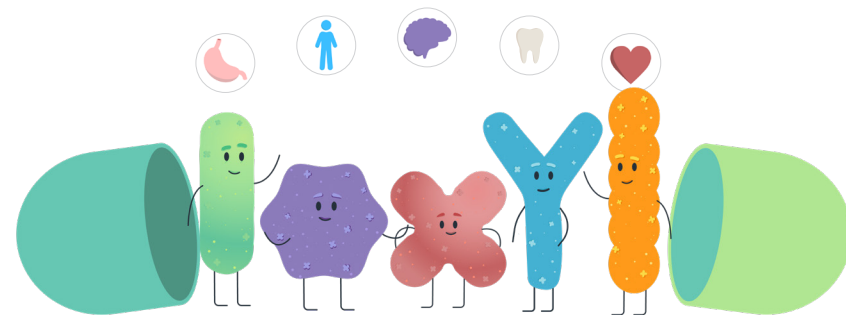


Probiotics: What's Inside is Alive

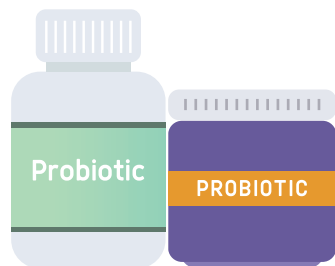
Probiotics are unique supplements – unlike others, they're alive!

These live organisms are most widely known for their role in maintaining digestive health. Emerging science shows they can also benefit immune function, brain health, oral health and heart health.



Probiotics Care

Probiotics require different labeling practices, as well as unique storage and handling requirements.



Labeling is key. Proper labeling includes:

1 Quantity

Look for probiotics that are labeled to reflect live organism count, such as Colony Forming Units (CFUs) or live cells. Probiotics should label the number of live organisms—weight is not enough.

2 Identity

Look for labels that include the genus, species and strain for each microorganism in the product to help identify the specific benefits that a particular product can deliver.

3 Viability

Look for labels that guarantee live organisms through shelf life. As live organisms, probiotics can naturally lose activity over time. Choose products that list the quantity of live cells through the product expiration date to determine how long they are viable for.

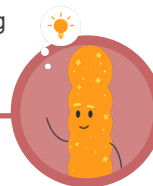
Consumer Tips

Purchase only those probiotics whose labels list the amount of live cells.



Do your own research about a particular company or the science supporting probiotics. Government websites, such as the [Food and Drug Administration](#) or the [Office of Dietary Supplements](#) are good places to start.

Take note of the product expiration date to determine how long it's usable for. Products that have expired or are labeled only to include probiotic quantity at "time of manufacture" may not deliver the promised benefits throughout their shelf life.

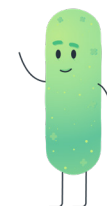


Supplement Facts	
Serving Size 1 Capsule Servings Per Container 30	
Amount Per Serving	%DV
Proprietary blend of 3 Strains of Probiotic Bacteria:	25 Billion CFU* 125 mg
<i>Lactobacillus rhamnosus</i> ABC, <i>Bifidobacterium lactis</i> 123, <i>Bacillus coagulans</i> XY-89.	
*Daily Value not established	
Exp. 12-2024	

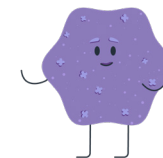
According to the 2020 CRN Consumer Survey, 11% of supplement users report taking probiotics.

Supplement users take these products for multiple reasons:

57% The majority cite taking probiotics for digestive health or general health.



51% More than half report taking probiotics for immune system benefits.



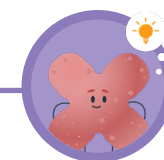
As live organisms, probiotics are generally sensitive to changes in temperature and humidity.

Some products require refrigeration, while others are shelf-stable at room temperature.



Consumer Tip

Always consult a healthcare provider if you have any questions about the probiotics you are taking or thinking about taking in the future.



Like all dietary supplements, probiotics are subject to comprehensive regulations enforced by the FDA and FTC covering safety, manufacturing, labeling, and claims. Consumers should always consult their healthcare providers with questions about the dietary supplements they are taking or intend to take.

 Council for Responsible Nutrition
The Science Behind the Supplements

Learn more about probiotics by visiting crnusa.org/probiotics.