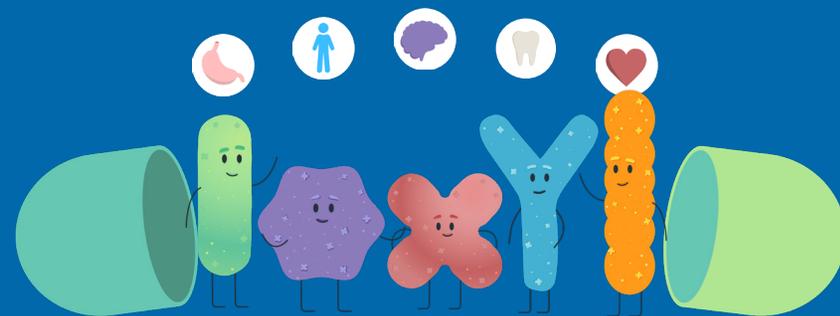


Probiotics: What's Inside is Alive

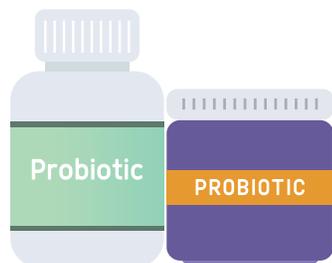
Probiotics are unique supplements – unlike others, they're alive!

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.

Retail Buyers' Tips

Ask your vendors what substantiation exists for health benefits they claim related to the specific microorganism or combination of organisms in the product.

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.

Stock only those probiotics whose labels include the number of live organisms—weight is not enough.



Supplement Facts

Serving Size 1 Capsule
Servings Per Container 30

Amount Per Serving %DV
Proprietary blend of 25 Billion CFU* 125 mg
3 Strains of Probiotic Bacteria:

Lactobacillus rhamnosus ABC, *Bifidobacterium lactis* 123,
Bacillus coagulans XY-89.

*Daily Value not established

1

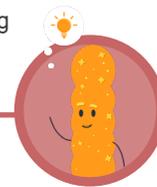
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Exp. 12-2024

3 Viability

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

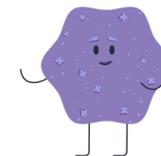


According to the 2020 CRN Consumer Survey, 11% of supplement users report taking probiotics. And among those who take probiotics:

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



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



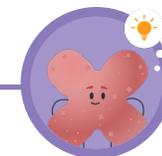
As live organisms, probiotics are generally sensitive to changes in temperature and humidity.

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



Retail Buyers' Tip

Be sure your vendors are following special storage and handling requirements for each product until it is delivered to your facility.



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.