

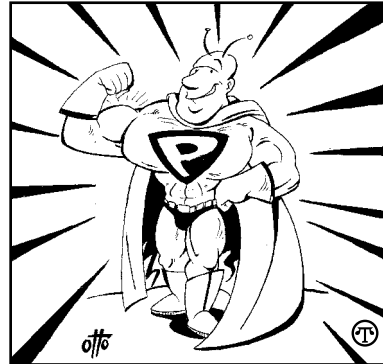
Friendly Bacteria Used To Promote Digestive Health

(NAPSA)—Bacteria may have a bad reputation, but when it comes to digestive health, certain types of bacteria may actually be beneficial.

Maintaining a healthy balance of friendly bacteria in the gastrointestinal tract (GI) helps support good GI health. (The GI tract includes the stomach and the intestines.) These good bacteria, called probiotics, bind to the lining of the GI tract and crowd out other bacteria that may disrupt the intestinal balance, leaving little room for them to colonize and cause intestinal imbalance.

There are several ways to help maintain GI health, including eating yogurt with live active cultures. An increasingly popular option is to take a probiotic supplement such as Probiotica, a new daily supplement from the makers of Imodium®. This lemon-flavored chewable tablet provides the body with *Lactobacillus reuteri*, healthful bacteria that have been found to occur naturally in the gastrointestinal tract. This particular strain was originally derived from breast milk and was studied and developed for its healthful properties.

Why is it important to be so vigilant in maintaining a balance of bacteria in our GI tract? A variety of factors can contribute to an imbalance. “Changes in our diet, travel and other potentially stressful elements in our lives may deplete the beneficial bacteria in the gastrointestinal tract,” said Mary Ellen Sanders, Ph.D.,



Busy? Stressed? Probiotics can help maintain a healthy balance of friendly bacteria in your digestive tract.

an expert in probiotics and faculty member at California Polytechnic State University. “Probiotic bacteria, found in foods like yogurt and in nutritional supplements such as Probiotica promote digestive health.”

In addition to probiotics, other good habits can aid in maintaining a healthy GI tract, including regular exercise; drinking plenty of water; eating an adequate amount of dietary fiber from sources like fruit, vegetables, and whole grains; and looking for ways to reduce or manage stress.

To combat the everyday stresses and busyness of life and to help maintain a healthy balance of bacteria, many people become proactive by taking probiotics.

For more information on probiotics and Probiotica, call toll-free (800) 962-5357 for a free brochure or visit www.imodium.com.