



GENESTRA
BRANDS®

HMF™ Intensive (shelf-stable)

Clinically researched, human strain probiotic formula

- Provides 25 billion CFU per capsule
- Supports gastrointestinal health and comfort[‡]
- Balances microflora composition[‡]
- No refrigeration necessary
- Potency guaranteed through expiration

HMF™ Intensive provides a combination of human strain probiotics clinically demonstrated to support gastrointestinal health and comfort. Clinical trials have found that daily supplementation with HMF™ Intensive's probiotic formula helps support a healthy microflora composition in children, adolescents and adults. Although the microflora composition in the gut is relatively steady, it can be altered by diet, stress, age, and medication use. In a randomized, placebo-controlled trial involving 155 adults, daily intake of a probiotic supplement providing 25 billion CFU (containing two strains each of *Lactobacillus acidophilus* and *Bifidobacterium*) for 21 days significantly and positively affected the intestinal microbiota. Additionally, a clinical trial reported that daily supplementation with this probiotic formula for eight weeks significantly improved several measures of intestinal comfort (abdominal comfort, bloating, satisfaction with bowel habits, and quality of life). This convenient shelf-stable format has guaranteed potency through expiration and may improve patient compliance.[‡]



Supplement Facts

Serving Size 1 Capsule
Servings per Container 25

	Amount Per Serving	% DV
Probiotic Consortium	25 billion CFU	*
<i>Lactobacillus acidophilus</i> (CUL-60 & CUL-21)		
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34)		
& <i>Bifidobacterium bifidum</i> (CUL-20)		

* Daily Value (DV) not established

Other Ingredients: Microcrystalline cellulose, hypromellose

Recommended Dose

Adults, Adolescents and Children (6 years and older): Take 1 capsule daily with a meal, or as recommended by your health professional.

Size
25 Vegetarian Capsules

Product Code
10660-25U



Tried, tested and true.

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[‡]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

HMF™ Intensive (shelf-stable)

Scientific Rationale:

HMF™ Intensive is formulated using Genestra Brands®' proprietary *Lactobacillus* and *Bifidobacterium* probiotic consortium – microorganisms that have been used in a wide body of clinical research. Studies demonstrate that these human strain probiotics effectively maximize intestinal colonization to promote the growth of beneficial bacteria and support gastrointestinal comfort.^{1-4†} In addition, these strains are selected based on their high quality, viability and strong epithelial adherence. They have also demonstrated naturally high tolerance to stomach and bile acid in preclinical research.^{5†}

The human intestinal tract contains more than 400 bacterial species.⁶ This microflora composition can be altered by a number of factors, including diet, occasional stress, certain medications, aging and travel.⁶ When the microflora balance is affected in the intestines, common gastrointestinal complaints can occur, including mild bloating and gas.^{7†}

Probiotics are defined by the World Health Organization as “live microorganisms which when administered in adequate amounts confer a health benefit on the host”.⁸ Probiotics have been found to support gastrointestinal health and contribute to a healthy microflora composition.^{6†} Studies have shown that they mediate microbial colonization and support the growth of beneficial bacteria in the intestines.^{6†} Probiotics accomplish this by mediating intestinal pH and strengthening the epithelial barrier.^{9†} They mediate the integrity of tight junctions and increase mucin release, which in turn regulates permeability and reduces microbial adherence to cells.^{9,10†}

In one double-blind, placebo-controlled trial, HMF™ Probiotics were found to modulate the intestinal microflora composition.¹ Participants were divided into two groups, receiving either a probiotic or placebo supplement for 21 days.¹ Fecal samples were collected at baseline (day one) and on days seven and 35 to determine the average bacterial composition.¹ Each probiotic capsule was taken once daily and contained 2.5×10^{10} CFU from a combination of two strains of *Lactobacillus acidophilus* (CUL-60 and CUL-21), *Bifidobacterium bifidum* (CUL-20) and *Bifidobacterium animalis subsp. lactis* (CUL-34).¹ HMF probiotic supplementation helped to support the growth of beneficial strains and maintain a healthy microflora balance.^{1†}

In an eight-week long, double-blind, randomized, placebo-controlled study involving 52 adults, supplementation with HMF™ Intensive's probiotic formula significantly reduced mild intestinal discomfort (Figure 1).² Participants were randomized to either the placebo or probiotic capsule group (25 billion CFU from CUL-60, CUL-21, CUL-34 and CUL-20) and consumed one capsule daily for eight weeks.² Participants scored their intestinal discomfort (including bloating, satisfaction with bowel habits and quality of life) at baseline and every two weeks during the supplementation period.² In comparison with baseline values, probiotic supplementation significantly improved intestinal discomfort scores, including a 22% decrease in days with intestinal discomfort, 32% improvement in satisfaction with bowel habits and 30% improvement in quality of life scores.² These improvements were also significantly greater when compared to placebo values.^{2†}

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The Sheffield Trial²

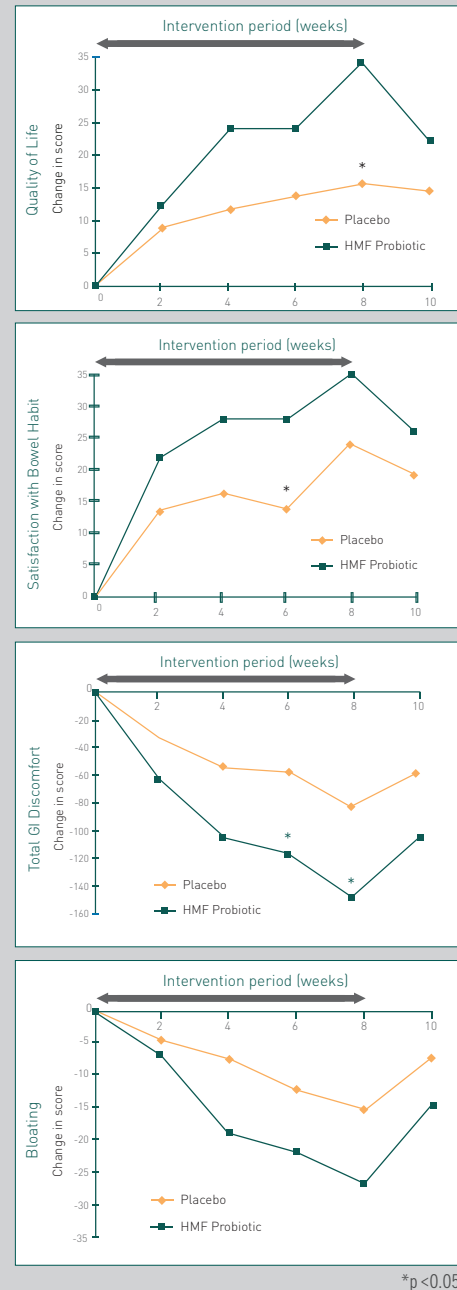


Figure 1: HMF™ Intensive supports bowel function and quality of life, according to an eight-week, double-blind, randomized, placebo-controlled study. Support diminished when supplementation was discontinued at 8 weeks.[‡]



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