

Probiotics and Gut Health

Good health starts in your gut

There are trillions of tiny microorganisms, mainly bacteria, living inside your intestines! The community of microorganisms living in our intestine are commonly referred to as the gut microbiome. These microorganisms may be tiny, but they play a big role in our digestive and overall health, for example:¹⁻³

-  Strengthening our immune system
-  Helping to absorb nutrients
-  Maintaining gut health
-  Producing serotonin - the "happy hormone"
-  Improving bowel regularity

GUT FACTS:

- 50% of Aussies have gut health issues.⁴
- Constipation is one of the most common medical complaints in Australia.⁵

Diet, stress, exercise and antibiotic use are all factors that can disrupt the balance of gut microbiome. When the gut microbiome is out of balance, it can impact on our physical and mental wellbeing.^{1,3}

Gut friendly bugs

Good gut health means many different kinds of bacteria living, and thriving, in your gut.⁶ Probiotics are specific strains of good bacteria that provide a health benefit when consumed in adequate amounts.⁷ But not all gut bugs work the same; the health benefits depend on the strain. One of the most well researched strains is *B. lactis* (BB-12®) which supports gut health by keeping you regular.⁷

Love your gut

When you eat, your gut bugs eat. Feed your gut with probiotics, prebiotics, fibre and fluid and they'll look after you.

-  **Probiotics** = Good bacteria that provide a health benefit.
-  **Prebiotics** = Non-digestible food ingredient that your good bugs eat.⁴
-  **Fibre** = Indigestible part of plant foods that help keep your gut moving regularly (some fibres are prebiotics).⁴



Gut health & Kefir¹⁻³

The Culture Co. Probiotic Kefir Yogurt is made with a special combination of friendly live cultures, different to that of a typical yogurt, which makes it smooth and delicious. A natural source of 7 essential nutrients, plus 13 live culture strains including 1 billion live probiotics (B. lactis [BB-12[®]]) per serve, it's good for your gut and promotes healthy digestion.*

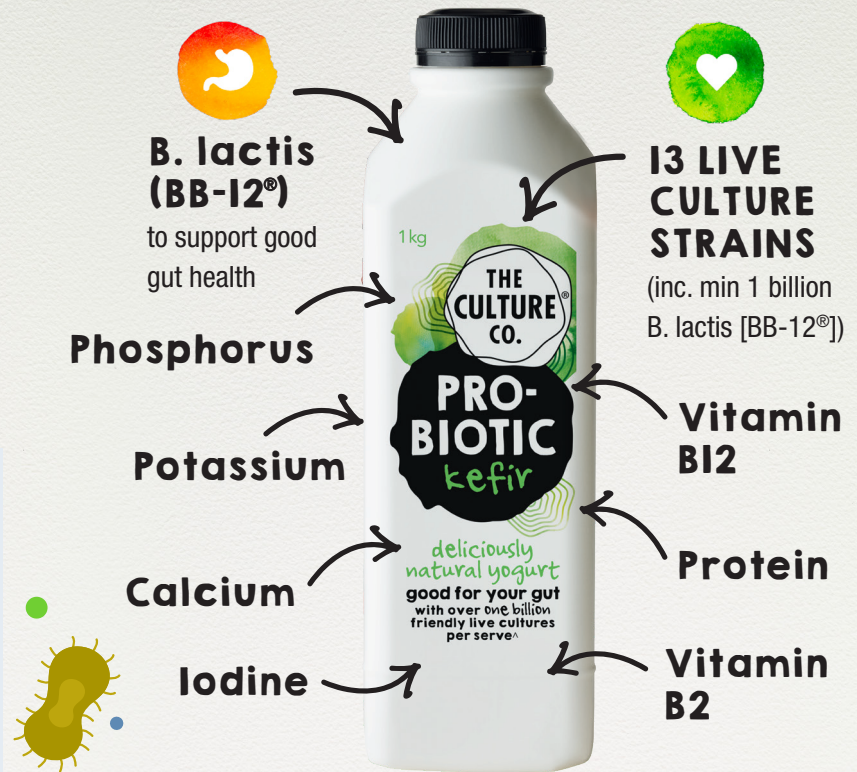
B. lactis (BB-12[®]) has been scientifically proven to survive the digestive process from mouth to tummy, before it makes its way to your gut where it goes to work!⁸



GUT FACTS:

We measure B. lactis (BB-12[®]) at end of shelf life so you know it's bursting with good gut bugs when you open it.⁹

Nutrition & health benefits of The Culture Co.



Based on 200g serve. As part of a healthy balanced diet.

Daily dose that does you good

Just one serve (200g) of The Culture Co. Probiotic Kefir Yogurt daily is enough to support gut health.* Here are four easy kefir recipes to show your gut some love:



USE KEFIR as the liquid component for bircher muesli, chia puddings or overnight oats.



ADD KEFIR to your smoothie or enjoy in a glass (as a snack) on its own.

Get the recipes here:
www.theculture-co.com.au/recipes/

*With over 1 billion friendly live cultures, B.Lactis supports gut health by improving regularity in adults as part of a healthy balanced diet.⁷⁻⁸ BB-12[®] is a trademark of Chr. Hansen (A/S)

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DISCLAIMER: This resource has been developed in conjunction with Lion Dairy & Drinks for use with healthcare professionals. It should not be construed as professional medical advice.