



Balance

- Helps normalize gut, immune, and brain function
- Provides 16 billion colony-forming units, with proven survival in the human digestive tract
- Supports overall gut health by combining the right probiotics with the right prebiotics and the right digestive enzymes



Combining the right scientifically studied and supported strains of probiotics, with the correct prebiotics and digestive enzymes, Balance is formulated to support overall gut health.

The human gut is often referred to as your second brain. Experts agree that your brain's health is often dictated by what goes in your gut. In other words, what's taking place in your intestines affects not only your brain's daily functions, but may also determine your risk for certain ailments. This may be one reason to explain why the global market for probiotics is set to exceed \$63 billion by 2023.

I have heard Balance referred to as a “Synbiotic” Formula. What does Synbiotic mean?

First it was probiotics. Then it was prebiotics. Then it was digestive enzymes. Today it is all about “the Synbiotic movement.” A synbiotic formula combines the right strains of probiotics, prebiotics (a type of plant fiber that is food for the probiotics) and critically important digestive enzymes, formulated together for optimum gut health.

The Balance formula works with your body and your current microbiome (bacteria found in the digestive tract) to help restore the natural and “good” bacteria to healthy levels.

How important is your gut health?

The human digestive tract is probably one of the most under-studied and under-appreciated areas of human health. The majority of our immune system is found in the GI tract, and a great portion of our blood supply and hormones are found in the GI tract. You often hear, “we are what we eat,” and that couldn't be a truer statement. To compound this issue, we have a host of good and bad bacteria that reside in our guts called the microbiome, and they outnumber our own cells 10:1! We are just scratching the surface on the benefits our digestive tracts and the microbiome have in our overall health. The GI tract has its own neurological system and functions independently but communicates with our Central Nervous System. Most of the happy chemical called “Serotonin” is manufactured by the microbiome in our digestive tracts. We have much more to learn about this fascinating area of science, but suffice it to say, gut health is at the top of the list when it comes to overall human health.

What is the healthy gut/healthy brain connection?

There is an intricate and delicate network or connection between our guts and our brains, called the “gut-brain-axis.” Many of the chemical messengers or neurotransmitters used in the brain and the gut are manufactured in both areas and are shared between one another. Have you ever noticed when you become stressed or upset, where is one of the first areas you feel it? Your gut! They are intricately connected and communicate between one another.

What are the health benefits to having a healthy gut?

As outlined above, our GI tracts play an enormous role in virtually every area of our bodies. By having a balanced and healthy microbiome and digestive tract, one can enjoy the benefits of: healthier mental function, more physical and mental energy, better focus and attention, better sleep, healthier skin, healthier immune system, a healthier and stronger heart, and so much more.

Why should someone take Balance?

We are constantly exposed to environmental hazards (i.e., free radicals, toxins, antibiotics found in our diets, etc). Our bodies are also constantly replacing the good and bad bacteria in our digestive tracts. As such, it is vital that a person take Balance daily so as to keep or maintain the healthy and constant flow of good bacteria into our bodies.

When I take Balance what can I expect to feel?

Balance has been scientifically developed to provide both short and long-term benefits in the following areas: 1. Improved digestion, reduced bloating, gas, and abdominal pain, and improved regularity. 2. To help support an elevated mood (to help you “feel” better.) 3. Improved overall immune function.

How important are the probiotic strains used in Balance?

The probiotic strains found in Balance are critically important. When talking about probiotic nomenclature and classification, we refer to three specific areas: genus, species and strain. All three of these classifications are imperative when designing a probiotic formula. Example: Lactobacillus Acidophilus LA-14. Genus is Lactobacillus, Species is Acidophilus, Strain or serial number is LA-14. When we designed the Balance formula, we ensured that the exact same genus, species and strain that have been used in human clinical trials, were used in our formula and in the exact amount that was studied (i.e., billions of CFU’s “colony forming units”).

How does a healthy gut support a healthy immune system?

The fact is most of our immune system is in the gut. Aside from our skin, the first area that our bodies are exposed to toxins and foreign objects is in the GI Tract! The microbiome or probiotics in our guts help prevent certain toxins from being absorbed into the blood stream. Many of the “good” bacteria neutralize the bad toxins before being absorbed. The microbiome also plays an integral role in keeping the barrier in our gut intact and strong (preventing leaky gut) and allowing bad things we ingest to “leak” or enter our blood stream. The other major factor is the constant “war” that is occurring inside our guts. There is a constant battle between the “good” and “bad” or pathogenic bacteria. As we consume the scientifically proven, healthy probiotics found in Balance, we are replenishing the “good” bacteria to keep bad ones at bay and in Balance.

Does Balance need to be stored in a refrigerator?

No. Simply store Balance in a cool dry place, like your cupboard or pantry at home (i.e., moderate humidity, temp of 70-72 degrees fahrenheit, out of sunlight).

What is the shelf life of Balance?

Balance has a ONE YEAR shelf-life guarantee UN-refrigerated! That means, you can store Balance on your shelf at home in ambient temperatures for one year and at the end of one year the stated potency on the label will be the same!

Is Balance safe for Children to use?

Yes! Probiotics found in Balance are in safe amounts for children to consume and will provide all the benefits they provide to adults. If capsules are too difficult for your little-ones to consume, you can simply open the capsule and sprinkle the powder in yogurt or apple sauce.

Can I take Balance if I am taking an antibiotic?

Always first consult with your tending physician. Research suggests that with your physician approval, Balance should be taken before, during (ESPECIALLY) and after a course of antibiotics. Although, antibiotics can be good for us... they are indiscriminate in the bacteria they kill (i.e. they kill both the good and bad bacteria). At the end of a course of antibiotics, your microbiome has been virtually wiped out and needs to be replenished.

Directions for use.

As a dietary supplement, take 1 capsule daily with water. We recommend taking Balance first thing in the morning.

S U P P L E M E N T F A C T S

Serving Size: 1 Capsule

Servings Per Container: 30

	Amount Per Serving	%DV
Proprietary Probiotic Blend: <i>[Lactobacillus acidophilus (La-14), Lactobacillus casei (Lc-11), Bifidobacterium bifidum (Bb-06), Bifidobacterium lactis (HN019)].</i>	16 Billion CFU	*
Proprietary Prebiotic Blend: <i>Fructooligosaccharides (FOS) DigeSEB® Enzyme Blend</i>	75mg	*

*Daily Value not established
Other Ingredients: Vegetable Cellulose (Capsule), Microcrystalline Cellulose, Magnesium, Stearate and Silicon Dioxide

*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.