

# GET TO KNOW PROBIOTICS

The human body is home to trillions of bacterial cells! But, that's not necessarily a bad thing. Bacteria has had a bad reputation, but probiotics are slowly changing that as people benefit from these "good" bacteria.



## IT STARTS WITH THE MICROBIOME

The microbiome consists of microorganisms (like bacteria) and their surrounding habitat—in our digestive tracts, on our skin, and in our mouths. These cells help metabolism, nutrition, digestion, and immune function.

Stress, unhealthy diet, traveling, and antibiotic use can cause our microbiomes to become out of balance.



## HOW PROBIOTICS HELP THE MICROBIOME

Probiotics are live "good" bacteria that help support a healthy and balanced microbiome. Research shows that probiotics provide health benefits in areas such as immune health, digestive health, women's health, oral health, and weight management.\*

## CHOOSING EFFECTIVE PROBIOTICS

Colony-forming units (CFU) are the number of "good" bacteria in each serving. On the label, they are sometimes referred to as live cultures. They play a big role in how effective a probiotic is. Effective amounts range from 100 million CFU to multibillion CFU.

Probiotics are made up of different strains. Each probiotic strain has a specific job to do, so choosing the right strain for the right job is important. For example, if you are looking to maintain digestive health, there are specific strains that help address how the gut functions and feels.

Also, look for strains that have been clinically studied. These strains may be more effective than strains that haven't been studied. Talk with your doctor or pharmacist about which probiotic is right for you.

## TAKE THE GUESSWORK OUT OF SHOPPING FOR A PROBIOTIC

HOWARU® probiotics are extensively studied, so you can rest assured you are getting the very best probiotics. For more information and to learn about what makes HOWARU® probiotics different, visit: [www.HOWARU.com](http://www.HOWARU.com)



\*This statement has not been evaluated by the Food & Drug Administration.

# SELECTING THE RIGHT STRAIN FOR THE DESIRED BENEFIT

Specific benefits from probiotics go beyond genus and species—you need to know the strain, too. Each probiotic strain has a specific job to do and may only work in certain benefit areas, so choosing the right strain for the right job is important.

## WHAT DO PROBIOTICS AND DOGS HAVE IN COMMON?

Dogs and probiotics follow a similar taxonomy (genus, species, strain), and they each have a job to do.

<b>1. IDENTIFY THE TAXONOMY.</b>	<b>PROBIOTIC:</b> <b>Genus:</b> <i>Lactobacillus</i> <b>Species:</b> <i>acidophilus</i> <b>Strain:</b> ABC	<b>DOG:</b> <b>Genus:</b> <i>Canis</i> <b>Species:</b> <i>lupus</i> <b>Breed:</b> ABC
<b>2. ASSESS THE JOB TO BE DONE.</b>	<b>PROBIOTIC:</b> Aid in colonic transit time	<b>DOG:</b> Run the Iditarod
<b>3. SELECT THE SPECIFIC STRAIN OR BREED TO DO THE JOB.</b>	<b>PROBIOTIC:</b> <i>Lactobacillus acidophilus</i> <b>ABC</b> vs <i>Lactobacillus acidophilus</i> <b>XYZ</b>	<b>DOG:</b> <i>Canis lupus</i> <b>Husky</b> vs <i>Canis lupus</i> <b>Chihuahua</b>



### YOU WOULDN'T CHOOSE A CHIHUAHUA TO RUN THE IDITAROD.

You would choose a breed better suited for the job and the environment. The same is true of probiotic strains. You cannot possibly know if the probiotic will get the job done without identifying the strain.



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