

**FOR IMMEDIATE RELEASE****VIDAZORB™ BRAND PROBIOTICS OFFER MOTHERS A NATURAL, CONVENIENT WAY TO TREAT THE BELLY BLUES*****Formulated for Busy Moms and Their Families***

**Beltsville, MD, July 2008** - Mothers are the first line of defense when it comes to protecting their little ones' health, but what about their own? With 82.8 million mothers in the US, many of whom have children under 17, a significant portion of the US population is struggling to maintain a healthy lifestyle for themselves and their children - all while juggling childrearing and life's other demands. Adding to the challenge the fact that many mothers are exposed to a barrage of bad bugs carried home from school and daycare and you realize that moms need extra help staying in top form.

Fortunately, an additional line of defense for the health of moms and kids alike is now available. Vidazorb™ brand probiotics formulations deliver significant amounts of the highest quality probiotic strains available in delicious flavored chewable tablets. With no need for refrigeration, Vidazorb™ offers a distinct advantage over many other probiotic choices on the market. Vidazorb™ can be conveniently carried anywhere, in a purse, briefcase or backpack, to be enjoyed at any time a busy mom might need support. Probiotics are found in foods like yogurt and sauerkraut, but as moms on-the-go know, carting easily spoiled foods from little league to band practice isn't always convenient, making Vidazorb™ chewable probiotic supplements a perfect solution.

Probiotic means "for life," and who better than a mom to understand that basic principle? Probiotics work by following the body's own model of what makes a sturdy gastrointestinal tract, which is populated with an intricate balance of microflora. With approximately 80 percent of the body's immune system located in the gut, a balanced internal bacterial ecosystem means a healthier overall body. Vidazorb™ probiotics deliver billions of colony forming units (CFUs) of beneficial bacteria to the belly per dose when used as directed. Once there, these multitasking bugs help intensify the body's absorption of nutrients and assist in keeping the natural immune system pliant.

Of particular interest to moms and women in general is that research shows probiotics help treat common women's urogenital health issues like yeast infections, urinary tract infections and bacterial vaginosis. Studies show that for some who suffer from difficult-to-treat Crohn's disease<sup>1</sup>, irritable bowel syndrome, and ulcerative colitis, probiotics can offer an effective therapy.

But perhaps the most effective use for probiotics is for treating that most unpleasant of symptoms - the dreaded diarrhea<sup>2</sup>. While moms certainly are struck by this malady, it is their children who more often than not suffer from the most debilitating upset tummies brought on as a side effect of antibiotic treatment or by illness. According to the Mayo Clinic, stomach upset from gastroenteritis is the second highest cause of missed school among children. Vidazorb™ Belly Boost, a specifically formulated, mixed berry flavored probiotic treatment for children age 4 and up, helps to address the cause of diarrhea and gets little one's away from a bathroom 24/7. The Vidazorb™ Zorbee™ cartoon character makes taking probiotics fun, again assisting moms by providing them with a healthy chewable supplement that kids love to take.

Vidazorb™ has the quality ingredients and rigorous testing to meet the high standards demanded by discerning mothers. Because moms are often the gatekeepers to their family's health, Vidazorb™ formulations' quality and integrity make perfect partners. Seven years of meticulous product development and the use of only the highest quality ingredients have culminated in innovative, proprietary formulas for children, adults and the elderly. Chr. Hansen's clinically substantiated Probio-Tec® probiotic strains are used exclusively in all Vidazorb™ products. Particular formulations include Masquelier's® Original OPC (the very best OPC – oligomeric proanthocyanidins – from non-GMO grape seeds) and selected vitamins. In addition, stability testing validates a two-year shelf life, so you can be sure that the integrity of the friendly bacteria is maintained. The Vidazorb™ brand of probiotic supplements are available in a number of formulations: Vidazorb™ Daily (lemon flavor) for daily digestive support; Vidazorb™ Plus (vanilla flavor) for digestive health support; Vidazorb™ +OPC (pomegranate flavor) for daily age defense; Vidazorb™ SuperC (orange pineapple flavor) for enhanced antioxidant support; and Vidazorb™ BellyBoost™ (wild berry flavor) children's formula in fun Zorbee™ character shapes, for healthy digestion and nutrient absorption in children aged 4 and up.

Moms need as much help as they can get. With a solid commitment to science and quality, as well as a determination to bring about better health by restoring proper microflora balance in the gut, Vidazorb™ is poised to become the brand of choice for today's discerning, health conscious mom.

#### About Vidazorb™

Vidazorb™ specializes in the development of superior shelf-stable, chewable probiotic formulations to provide essential support for core health needs. Research and development, together with a commitment to quality and efficacy, defines Vidazorb™ as a brand of integrity and excellence. For more information, visit [www.Vidazorb.com](http://www.Vidazorb.com). For engaging, kid-friendly probiotic information, visit [www.Zorbee.com](http://www.Zorbee.com). To learn more about the importance of, and science supporting, probiotics, visit [www.YouAreWhatYouAbsorb.com](http://www.YouAreWhatYouAbsorb.com).

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For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at ADinfinitem, 212-693-2150 Ext. 314, email [tamara@adinfinitemny.com](mailto:tamara@adinfinitemny.com) or Mary Hilton, 212-693-2150 Ext. 311, email [mary@adinfinitemny.com](mailto:mary@adinfinitemny.com).

- 1) Schultz, M., Mexxi, G., Sorghi, M., and Testoni, P.A. Saccharomyces boulardii in maintenance treatment of Crohn's disease. Digestive Diseases and Science 45(7): 1462-1464
- 2) Vanderhoof, J., Young, R. invited review: Use of probiotics in childhood gastrointestinal disorders. 1998. Journal of Pediatric Gastroenterology and Nutrition, 27:323-332.