

FOR IMMEDIATE RELEASE

SCIENCE IS ON THE SIDE OF PROBIOTICS

Vidazorb™ Is A New Generation Of Scientifically Responsible Probiotic Formulations

Beltsville, MD, July 2008 - According to Nobel prize winner Sir Cyril Herman Hinshelwood, "[Science is] an imaginative adventure of the mind seeking truth in a world of mystery." In the scientific environment of probiotics, where the results of cutting edge clinical studies are released at a dizzying pace, the world is mysterious, indeed.

Little Calumet Holdings, LLC, the makers of Vidazorb™ probiotic formulations, is using the science behind its superior ingredients to take the mystery out of probiotic products. With a commitment to research and development and an uncompromising pledge to use exceptional ingredients of the highest quality, the Vidazorb™ brand delivers a revolutionary chewable probiotic product.

"Vidazorb™ is a new generation of responsible, science-based probiotic formulations. After seven years of meticulous and persistent product development, Vidazorb™ offers consumers confidence in a great tasting, chewable probiotic tablet," says E. Frank Hodal, Jr., Founder and CEO, Little Calumet Holdings, LLC. "Chr. Hansen's probiotic strains and Masquelier's® Original OPCs have been chosen for their superior quality testing and scientific substantiation."

When you add up all the research that has been conducted on Vidazorb™ ingredients, as well as the meticulous testing on its formulations and shelf-stability, it becomes clear that Vidazorb™ offers the most researched chewable probiotic lines on the market. Chr. Hansen's clinically substantiated Probio-Tec® strains are key to the Vidazorb™ difference. The Chr. Hansen *Bifidobacterium*, BB-12® and *S. thermophilus*, TH4™ used in Vidazorb™ Belly Boost™ probiotic formulation for children have been extensively researched and clinically substantiated as the best strains for use in children's probiotics. In a double blind, placebo controlled trial at the Johns Hopkins Hospital, infants were found to have significantly less diarrhea when given formula supplemented with these probiotic strains. In the placebo group, 31 percent developed diarrhea and 39 percent shed rotavirus. The probiotic group had only 7 percent developing diarrhea and 10 percent shedding rotavirus.¹

Vidazorb™ formulations for adults are equally as quality tested and researched. In studies on Chr. Hansen *L. acidophilus*, LA-5® and *Bifidobacterium*, BB-12®, these strains have been shown to be effective in counteracting antibiotic side effects, treating diarrhea and constipation, and reducing

stool frequency in those with collagenous colitis (CC), among other benefits. For example, at the Karolinska Institute in Sweden, a double blind, placebo-controlled study had 20 healthy subjects receiving these strains along with 500 mg of the antibiotic ampicillin. The intestinal tract of those subjects receiving probiotic capsules were recolonized faster than those receiving the placebo.² In a study at Hvidovre Hospital at the University of Copenhagen, Denmark on 29 patients suffering with collagenous colitis and diarrhea, there was a significant reduction in bowel frequency when given *L. acidophilus*, LA-5® and *Bifidobacterium*, BB-12® as compared to a placebo. Researchers surmised that such probiotic treatment might significantly influence the disease course of collagenous colitis.³

These are but a few of the hundreds of studies on the superior bacterial strains cultivated by Chr. Hansen. But the research going into Vidazorb™ doesn't stop there. Testing has been conducted on the Vidazorb™ product to ensure that the formulations indeed provide the billions of bacterial colony forming units (CFUs) that they promise. Vidazorb™ is able to deliver up to 10 billion CFUs per dose when used as directed as a result of strict manufacturing protocol, high-quality bacterial ingredients, intelligent formulating, and packaging that provides an atmosphere of maximum benefit for live culture maintenance.

Vidazorb™ products are tested repeatedly in independent labs to ensure that they deliver what is promised - live, active beneficial bacteria in a delicious, shelf-stable chewable tablet. Produced under strict cGMP and USP standards, Vidazorb™ is manufactured at Tedor Pharma, Inc., an FDA inspected, DEA registered facility.

With a commitment to providing supplements that offer ease of use as well as the science to back up the efficacy of its ingredients, Vidazorb™ is poised to be the brand of choice for health conscience consumers and health care professionals. The science on probiotics validates the need for effective products that consumers can rely on, as the health benefits are outstanding. According to the National Institutes of Health (NIH), numerous studies have provided evidence that probiotics effectively treat diarrhea, infections of the urinary tract or female genital tract, irritable bowel syndrome, recurrence of bladder cancer, and eczema. Other clinical studies show that probiotics can effectively treat Crohn's disease, hay fever, sensitive skin and ulcerative colitis.

Vidazorb™ is committed to providing the best product available so that consumers can obtain the maximum health benefits provided by probiotics. With scientific evidence emerging daily on probiotic effectiveness, the need for a probiotic product of quality and efficacy like Vidazorb™ is imperative.

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. For engaging, kid-friendly probiotic information, visit www.Zorbee.com. To learn more about the importance of, and science supporting, probiotics, visit www.YouAreWhatYouAbsorb.com.

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