

**FOR IMMEDIATE RELEASE****VIDAZORB™ PROBIOTICS OFFER “TRAVEL INSURANCE”  
AGAINST VACATION TUMMY TROUBLES*****Quality, Proprietary Probiotic Formulas Are the Perfect Companions This Summer to Ease Common  
Traveler’s Tummy Woes***

**Beltsville, MD, July 2008** - Right in the middle of the busy summer travel season, Vidazorb™ chewable probiotic tablets will hit the market, offering a convenient, carry-with-you ally for a variety of stomach ills. Vidazorb™ is the ideal travel companion for dealing with traveler’s tummy, with that belly-flopping panic that really upsets summer travel plans.

Many vacationers have experienced the debilitating effects of traveler’s tummy woes on long-awaited dream vacations, at family reunions or on ocean liner cruises. According to the Center for Disease Control and Prevention (CDC), it is the most common ailment among international travelers. The CDC also says, that based on the annual figure of 50 million travelers to developing countries, approximately 50,000 travelers per day suffer nausea, vomiting, abdominal cramping and fever - enough discomfort to ruin many vacations. As reported on the Mayo Clinic Web site, this time of year can be especially treacherous, with the risk of traveler’s diarrhea peaking during the summer months and rainy season. And with 80% of travelers diarrhea attributed to bacterial agents, many wonder what can be done to address the problem.

Vidazorb™ chewable probiotic supplements are a healthy, convenient way to provide desirable bacteria for the gastrointestinal tract. Vidazorb™ formulations help contribute to the microflora balance needed to resist the undesirable affects of unwanted bacteria that all too often are experienced during travel. With mounting scientific evidence that probiotics aid against belly upset, as well as offer an immunity boost, it makes sense to put Vidazorb™ on any traveler’s check list.

Given that diarrhea is the most disruptive symptom of traveler’s tummy, it helps put the vacationer’s mind at ease to know that the probiotic bacterial strains used in Vidazorb™ have been shown to be particularly effective when combating this symptom. Chr. Hansen’s clinically substantiated Probio-Tec® probiotic strains are used exclusively. Studies on *L. acidophilus*, LA-5®

and *Bifidobacterium*, BB-12® substantiate their effectiveness. In a placebo controlled, double-blind study on 107 tourists to Tunisia, the general condition of the probiotic group was found to be statistically better than the placebo group.<sup>1</sup> And in an earlier study on 195 travelers to Egypt, only 46.8% of the probiotic group, compared to the 73.3% of the placebo group, suffered from traveler's diarrhea.<sup>2</sup>

Unfortunately, adults aren't the only travelers to encounter the summer belly blues. Children experience traveler's diarrhea more commonly than do adults, often suffering worse effects. But probiotics have been found to be of benefit for children, too. Vidazorb™ Belly Boost is specially formulated to help maintain healthy digestion and nutrient absorption in children ages four and older. These chewable, great-tasting probiotic supplements come in fun Zorbee™ character shapes (he's a very friendly bug). Vidazorb™ Belly Boost offers a safe and pleasant choice that parents can have confidence in.

There are ways to help prevent the common stomach problems that accompany travel. These include:

- Following the 'boil it, cook it, peel it or forget it' rule for food and drink.
- Not drinking untreated water or using untreated ice.
- Not brushing teeth or rinsing your mouth or toothbrush with untreated water.
- Being careful not to swallow water while swimming in lakes, streams, pools or water parks.
- Beginning a Vidazorb™ probiotic regime well in advance of your travels in order to optimize 'good bugs' in the belly to help maintain an optimal microflora balance.
- Washing hands frequently, and using hand sanitizer if you will not have access to soap and water.

Also making it a perfect summer travel companion, Vidazorb™ requires no refrigeration! The unique, patent-pending formulations come in delicious, chewable tablets, making them easily portable and convenient no matter where the traveler's destination. Using only quality ingredients - such as Chr. Hansen's clinically substantiated probiotic strains and Masquelier's® Original OPC - Vidazorb™ delivers a therapeutic mix of colony forming units (CFU's) and OPCs when used as directed.

Before traveling this summer season, pack Vidazorb™ in your carry on bag for an extra measure of insurance against traveler's belly woes. For more information, visit [www.vidazorb.com](http://www.vidazorb.com).

#### 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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1)Black, F.T., Andersen, P.L., Laulund, S. Report from a Double-Blind Placebo-Controlled Trial with HIP Against Traveller's Diarrhea with a New Dosage Regimen. 1995. Chr. Hansen Internal Report.

2)Black, F.T. Placebo-controlled Double-Blind Trial of 4 Lactobacilli Strains (HIP) Used as Prophylactic Agent Against Traveller's Diarrhea (2 trials). 1996. Report by G. Nimberger, Bioconsult, GmbH, Austria.