1 IN 5 EXPERIENCE COLD-LIKE SYMPTOMS YEARLY

With many holiday activities taking place, everyone wants to feel good and have energy to enjoy the season. Unfortunately, winter is also cold and flu season, which can cause you to take time off from your regular routine. Now, recent studies have predicted 20 percent of the population will suffer cold or flu-like symptoms during the winter season. Will you be one of them?

A recent published statistic showed that 20 percent of the general population will suffer from cold or flu-like symptoms at least once a year. LifePharm offers a probiotic supplement option that shows amazing effects towards supporting the body from germs and bacteria.

During the winter months, the weather can change drastically (rain and snow, freezing and damp temperatures). When people are exposed to more extreme conditions, it can weaken their immunity. If a person at school, work or other social gatherings has a germ, you may be exposed suddenly and unwittingly. What may start with a simple case of the sniffles can soon turn into a bout of cold-like symptoms with runny nose, watery eyes, coughing and sneezing—all of which can completely disrupt your routine and zap your energy.

COMMON COLDS COST THE U.S.A. $40 BILLION ANNUALLY

Recent studies have predicted (based on data from medical clinics and doctor visits) that about 20 percent of people will catch a common cold or experience flu-like symptoms at least once a year. One scientific investigator has taken data and predicted with mathematical models just how many days a person living in a country such as France or Canada can expect to take. Doctor visits, antibiotics, absenteeism and feeling downright miserable can take its toll on an individual. Add this up for a country and the expense is phenomenal for the health care system and the economics of the business community.

20 MILLION WORKDAYS
MISSED ANNUALLY ARE CAUSED BY COLDS IN THE U.S.A.

Respiratory conditions place a substantial health and economic burden on society. In a six-month survey of 3,249 university students, upper respiratory tract conditions resulted in 6,023 bed-days, 4,263 missed school days, 3,175 missed workdays and 45,219 total days of illness. According to the United States Centers for Disease Control and Prevention, 22 million school days and 20 million workdays are lost annually due to the "common cold" in the U.S.A. The economic impact of cold-like symptoms has been estimated to be $40 billion in the U.S.A annually, considering all the factors influenced. [1]

SELECTIVE PROBIOTICS SHORTENED DURATION OF COLDS, RESPIRATORY STRESS AND INTESTINAL DISCOMFORT

Probiotics are defined as "live micro-organisms that confer a health benefit on the host when administered in adequate amounts." Several studies have evaluated the effectiveness of probiotics on the symptoms and incidence of respiratory conditions. Although the research is limited, evaluation of numerous studies together (called a meta-analyses) have reported a positive effect of several types of probiotics in terms of shortening the duration of common cold-like symptoms.[1]

A systematic review of high quality, randomized and controlled studies was undertaken to assess the effect of probiotics on the duration of acute respiratory conditions, gastrointestinal disorders and the common cold-like occurrences in otherwise healthy adults. The investigators evaluated probiotics that belong to the *Lactobacillus* and *Bifidobacterium* genera, but not probiotics such as Gram-negative probiotics (e.g. Escherichia coli).[1]

The probiotic used in DIGESTIVE^{+++} is a *Lactobacillus* (produces lactic acid), which was renamed *Bacillus sporogenes* because it is a unique type of Lactobacillus that forms a spore or coating around the active microbe. This is unique to the Lactobacillus probiotic types in that the spore resists digestion and the high acidity of the stomach. This keeps the probiotic more viable and active as it travels into the GI tract and colon where it is most effective.

CONSUMING PROBIOTICS VS. TAKING NOTHING

The studies compared subjects consuming probiotics to those consuming no probiotics. The trials reported on the duration of the unhealthy episode, length of episodes, number of days off (sick from school or work), and time without an episode. Respiratory irritations were considered to include upper or lower respiratory conditions, colds or flu-like symptoms. [1]

The results of 20 studies carried out in Germany, France, Sweden, Finland, Norway, Italy, U.S.A., Chile, Russia, Croatia and China showed significantly fewer days of illness per person, shorter illness episodes and fewer days absent from school or work in participants taking a Lactobacillus or Bifidobacterium probiotic supplement than those who had taken a placebo.[1]

HEALTH MODEL SHOWS PROBIOTICS COULD SAVE $100 MILLION IN HEALTH CARE COSTS IN CANADA

Because of the interest in health care systems devoted to providing quality care as well as cost effectiveness, a mathematical model was proposed and published in 2015 predicting the cost of savings in France using probiotics to shorten common respiratory and digestive complaints. These calculations were based on studies reflecting shortened duration of illness and less days missed from school or work. The calculations predicted health care savings in France of €38 million (U.S.A. $40 million).[2]

The same model was used to predict outcomes in Canada. It was estimated that the health care system—along with fewer loss of work days—could save as much as $100 million a year in health care costs. The data published indicated that probiotic consumption could result in up to 82,000 fewer doses of antibiotics prescribed, and reduce absenteeism by as much as 500,000 days in the general population of Canada.[3]

WHAT YOU CAN DO TO BOOST YOUR HEALTH

Add DIGESTIVE^{+++} to your daily routine. Taking DIGESTIVE^{+++} with its selected probiotic and prebiotics has been shown in a **recent clinical study** to increase butyrate after consuming two supplements daily for one month. Butyrate is the most important short chain fatty acid that indicates the microbiome of the gut is changing for the better. Cells lining the GI tract and colon use butyrate as their optimal fuel to stay healthy and strong. This keeps the lining sealed so only selectively digested food is allowed to cross into the blood stream.

LEARN MORE ABOUT THE BENEFITS OF DIGESTIVE^{+++}

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.

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