

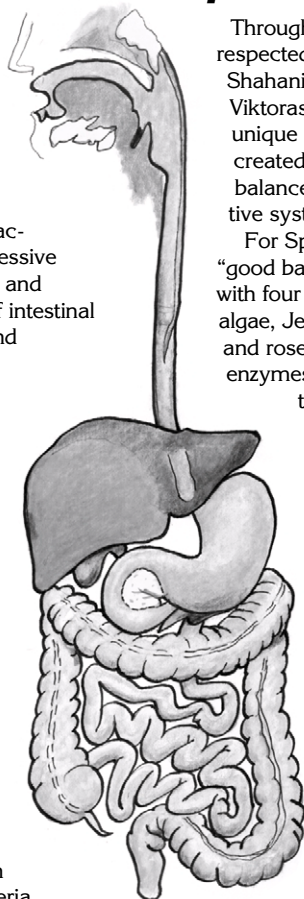
Food FOR Thought

Inspired by Cell Tech Distributors Sharing a Passion for Your Health Volume 3, Issue 12

Healthy GI Tract Depends on Enough Good Bacteria

A healthy intestine is one that maintains a critical balance of bacteria such as lactobacilli, streptococci, clostridia, coliform, and bacteroides. Conditions such as stress, excessive alcohol use, and diets high in fat, meat, and sugar may endanger the fine balance of intestinal flora, resulting in weakened digestive and immune systems. Chlorine and fluoride in drinking water, antibiotics, inadequate food and rest, exposure to environmental toxins and antibacterial chemicals, and even antacids may alter the balance of the gastrointestinal (GI) tract and leave an intestinal environment in which pathogenic bacteria and yeast can flourish.

The word probiotics means “for life.” Sufficient beneficial bacteria help prevent substances such as free radicals, pathogens, and undigested fats and proteins from penetrating the intestinal wall and entering the bloodstream. Fortunately, it is possible to encourage a healthy GI tract. Research has shown that dietary supplementation with probiotics, in addition to healthy lifestyle choices, can help balance the friendly intestinal bacteria. Replenishing the supply of probiotics alleviates much of the stress on the immune system.



Spectrabiotic® Adds Diverse Flora

Through the joint efforts of respected food scientist Dr. Khem Shahani and enzyme specialist Viktoras Kulvinskas, Cell Tech’s unique Spectrabiotic formula was created to promote a healthier balance of bacteria in the digestive system.*

For Spectrabiotic, eight key “good bacteria” are microblended with four whole foods (Omega Sun® algae, Jerusalem artichoke, acerola, and rose hips) and four kinds of enzymes. “The enzymes support the implantation of the probiotic cultures,” states Viktoras Kulvinskas, “and also insure the breakdown of the whole foods so that nutrients are made available.”

According to Dr. Shahani, “A healthy bacteria population has been shown to include many types of flora cohabiting peacefully. Probiotics in a freeze-dried form do not multiply until they are in a suitable environment, where they are complementary to one another.”

Spectrabiotic is not intended to replace Cell Tech’s Acidophilus or Bifidus, but was designed to add a broader spectrum of protection and to be used as a maintenance probiotic. Individual experimentation is important. For example, some find that Spectrabiotic alone is sufficient in a daily program; others alternate the three probiotics for best results, or use them all together occasionally or regularly. All the Cell Tech probiotics are beneficial, and there is no one “right” way to use them.

Cell Tech’s three remarkable probiotic products—Acidophilus, Bifidus, and Spectrabiotic—work synergistically to help build and maintain healthy intestinal flora.* Together they provide an unparalleled, comprehensive system to promote good digestion and optimum health.

“When I find myself feeling compromised from air inversions, increased air pollution, or when I travel by plane, I head right to the Spectrabiotic. I’ll use eight to thirty per day depending on the conditions I’m experiencing.” —Elinda McKenna

“After eleven years of experimenting, I now use three Acidophilus along with two Spectrabiotic in the morning and then two Bifidus at bedtime. I’ve also experimented with other quantities and will generally eat more Acidophilus to strengthen my immune system before the long winter season here in Vermont.” —Jean Kerbel

Sources: “Khem Shahani,” Curriculum vitae and biographical information, June 1995. Peter Bennett, N.D., “Acidophilus: A Boost of Beneficial Bacteria,” *Vegetarian Times*, July 1991, p. 14. Cell Tech Interview with Viktoras Kulvinskas, June 1995.

Effective Digestion Calls for Probiotics

The popular truism that “we are what we eat” must be further qualified; specifically, “we are what we *digest*.” Probiotics, or beneficial bacteria, are “living microorganisms which, upon ingestion in certain numbers, exert health benefits beyond inherent basic nutrition.” (F. Guarner and G.J. Schaafsma, “Probiotics,” *International Journal of Food Microbiology*, 39th ed., 1998, pp. 237-238.)

What happens when these beneficial organisms are deficient?

The National Digestive Disease Information Clearinghouse in Bethesda, Maryland, published the following 1993 statistics, with all indications that the situation has worsened:

- 66 million reports of heartburn monthly
- 20 million cases of gallstones annually
- 20 million cases of irritable bowel syndrome annually
- 22.3 million work days lost due to chronic indigestion, 9 million to acute indigestion annually
- 4.5 million hospitalizations due to indigestion, 5.8 million digestive system surgeries annually

(*Nutrition News*, Vol. XX, No. 10, 1996.)

According to the National Institute of Diabetes and Digestive and Kidney Diseases, an estimated 70 million Americans endure occasional stomach problems. The popularity of over-the-counter (OTC) remedies does not stem the tide:

- Acid reflux remedies are the second most popular OTC products. An estimated 30% of the U.S. population suffers from acid reflux; 24% of the population purchased antacid products in 1995. (Peter Huck, “Aiding Digestion with Probiotics and Enzymes,” *Health Supplement Retailer*, October 1998.)
- The sixth most popular OTC products are for relief of diarrhea. (Ibid.)

Americans are becoming aware of the value of enzymes and beneficial bacteria. Worldwide, this natural approach has been used for many years. In Japan, millions of people take acidophilus as a proactive way to maintain health. The March 2002 issue of the Harvard Health Letter reveals that, in Finland, “probiotics have been an important part of a healthy diet in a culture that prefers prevention to treatment” since 1917.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Cell Tech Announces New Product Release: Contain™



Help Keep Stomach Acid Where It Belongs!

For occasional heartburn, you now have a HEALTHY choice from Cell Tech! These chewable tablets are made with an alginate (that provides a creamy lining for the esophagus), combined with enzymes and other soothing natural ingredients to "contain" stomach acid. Cell Tech's Contain™ is natural and effective, and coordinates well with our other products, all at a great price!
Item # 32-109-00
60 chewable tablets...\$19.50

What Does Heartburn Feel Like?

Heartburn is a burning pain behind the lower breastbone, and may include the sensation of acidic liquid coming up into the throat or mouth, especially when bending over or lying down.

Heartburn is very common, with 10% of the population experiencing symptoms at least once a week. Although rarely life-threatening, frequent or severe heartburn can limit daily activities and may lead to further complications.

Tips to Control Heartburn

- Avoid lying down right after eating.
- Do not eat right before bedtime. Allow two to three hours for food to digest.
- Elevate the head of the bed four to six inches.
- Maintain a healthy weight.
- Stop smoking.
- Eat smaller, more frequent meals.
- Avoid chocolate, coffee, alcohol, fried and fatty foods, carbonated beverages, citrus fruits or juices, tomato sauce, ketchup, mustard, vinegar, and aspirin.
- Use Cell Tech enzymes with meals and snacks, as well as Acidophilus, Bifidus, and/or Spectrabiatic on a regular basis to help improve digestion. Use Contain as necessary.

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- **Spectrabiatic® Promotes a Healthy Balance of Bacteria**
- **Contain™—The Natural Choice for Occasional Heartburn**
- **You Can Help Your GI Tract!**



CONTACT INFO:

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Tuesday 6:00 PM (Pacific) and occasional Thursdays. Check website for scheduled topics.

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For more information, visit the Cell Tech website or call 800.800.1300 and information will be mailed or faxed to you.

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