

NATREN PRECISION PROBIOTICS > CAPSULES > POWDERS > WAFERS > PETBIOTICS



For over 40 years, NATREN DELIVERS.
Feel the difference!



*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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OUR MISSION

Natren is driven to produce the **highest quality precision probiotic supplements**, setting a **global standard of excellence in quality and reliability**. Natren is committed to emphasizing, through education, the importance of daily probiotic supplementation.



OUR QUALITY COMMITMENT

Founder & President of Natren Probiotics, probiotic pioneer **Natasha Trenev** has been committed to formulating and manufacturing probiotics of unparalleled quality for over 40 years. **Natren has willingly subjected itself to the most stringent international manufacturing quality control process, undergoing extensive testing from raw materials to finished precision probiotic products.** Your health is that important to us.



Natasha Trenev has made the advancement of probiotic science her life’s work for over 40 years. Natasha is an industry pioneer and developmental scientist with a passion born from her unique family history, centuries old, rich in the tradition of yogurt and beneficial bacteria cultures.

HEALTHY TRINITY®

The amazing 3-in-1 probiotic with a unique oil matrix system

Unique formula and still the best!

Looking for the best probiotic on the market? Look no further than Healthy Trinity! This is our most popular & complete probiotic. Formulated and designed to deliver super strains to your GI tract. It has been sold to millions of satisfied customers. It provides critical support of the entire GI tract to create more energy, better immune function, regularity, beautiful skin, better moods & much more.



BENEFITS:

- Promotes immune, colon and liver function and optimizes digestion*
- Discourages attachment of invading harmful bacteria in the GI tract and supports the intestinal wall*
- Helps to inhibit colonization of invading harmful bacteria by competing for nutrients and attachment sites*
- Produces hydrogen peroxide (H₂O₂), which research has shown inhibits the growth of undesirable microorganisms*



Dairy Free



Gluten Free



Soy Free



No GMOs**



No FOS

**One capsule a day
goes a long way.**

After 40+ years of research, we formulated Healthy Trinity with the 3 best, clinically tested, and the most safe and effective probiotic super strains. These potent, beneficial strains are critical to rebalancing your digestive ecosystem.



MEGADOPHILUS®

Step One in Natren's three-step custom precision probiotic system to aid digestion and absorption naturally and optimally.*

The original stand-alone super *L. acidophilus* probiotic strain for superior digestive aid, absorption, immune function, vaginal health, urogenital health, liver, and prostate support. A healthy support of fertility. Feel the energy difference! The first powerful and unique probiotic sold.



BENEFITS:

- Optimal fertility function (both female and male)*
- Production of neurotransmitters - mental health*
- Pre and post antibiotic health*
- By destroying invading hostile bacteria (ingested through food, water, and air) by producing natural antibiotic substances*
- Help reduce harmful enzyme activity in the large intestine*
- Maintaining healthy levels of yeast in the intestinal tract*



Dairy Free
(options)



Gluten Free



Soy Free



No GMOs**



No FOS

Often imitated,
never duplicated.

Lactobacillus acidophilus prefers to reside along the walls of the small intestine, where most of the digestive process takes place. Acidophilus is also a resident beneficial bacteria in the oral cavity, vaginal tract, and part of the urinary system.



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BIFIDO FACTOR®

Step Two in Natren's three-step custom precision probiotic system to finalize the digestive process and eliminate waste naturally.

The original formula for optimal colon health support for proper waste and toxin disposal and essential liver support especially if you overindulge. Japanese research claims bifidobacteria is the most important probiotic microbe for human health.



BENEFITS:

- Production of essential lactic and acetic acids, to lower the pH of the large intestine and protect colon health*
- Repopulation of the colon with beneficial bacteria essential for optimal good health and longevity*
- Enhances waste and disposal system in large intestine to ensure proper elimination*
- Helps protect optimal liver function by removing waste*



Dairy Free
(options)



Gluten Free



Soy Free



No GMOs**



No FOS

**Naturally cleanse
the colon.**

Bifidobacteria prefer to reside along the walls of the large intestine. The large intestine serves as the body's waste management and disposal system *Bifidobacteria* are the predominant healthy resident microorganism in the large intestine (colon) in children and adults.



DIGESTA-LAC[®]

Step Three in Natren's three-step custom precision probiotic system to aid digestion naturally and optimally.

If he loves his steaks and burgers this probiotic helps the stomach and gut digest the protein to build muscle and strength. It is the original longevity probiotic. If you need a probiotic bacteria to help you predigest your food this is the one.



BENEFITS:

- Digesting proteins and carbohydrates
- Minimizing gas and bloating by optimizing digestion*
- Optimizing immune function*
- Increasing energy levels*
- Acidic environment necessary for intestinal health*
- Growth of beneficial bacteria, *L. acidophilus* and *B. bifidum**
- Digestion of dairy products by assisting with lactose metabolism*



Dairy Free
(options)



Gluten Free



Soy Free



No GMOs**



No FOS

Support throughout
the digestion process*

Natren's *Lactobacillus bulgaricus*, LB-51 super strain is a transient beneficial bacteria that travels throughout the digestive tract optimizing digestion and absorption, regularity, immune support, and detoxification.



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HEALTHY START SYSTEM®

A unique and specific 3-step custom probiotic system designed to fit individual needs for optimal digestive, immune, skin, brain, and microbiome health.

Natren Healthy Start System® dairy probiotic powders and dairy free probiotic capsules are the building blocks for the good health you deserve. Not only can you help aid digestion and relieve occasional gas and irregularity, when your digestive system works properly, every part of your body benefits.* Support your health and free yourself to focus on other aspects of your life.

BENEFITS:

- Digestion of dairy products by assisting with lactose metabolism*
- Digestion of carbohydrates and proteins*
- Optimized digestive system health*
- Healthy colon function*
- Production of B vitamins*
- General wellness*
- Healthy liver support*



Dairy Free
(options)



Gluten Free



Soy Free



No GMOs**



No FOS



**Mix, match and
layer together.**

Experiment with different amounts to find the most beneficial effect for your digestive health. The custom probiotic system will provide optimal levels of healthy, protected beneficial bacteria to promote welcomed health benefits throughout the gastrointestinal tract.

LAYERING NATREN PRECISION PROBIOTICS

Some people prefer to begin with a gentle serving of individual-strain powders or powder capsules, and build up gradually. In general, Natren precision probiotic regimens may be followed at 3 different levels:

Good - Natren powders or individual-strain powder capsules (dairy or dairy free)

Better - Natren's highest potency supplement HEALTHY TRINITY capsules (1 to 2 capsules daily)

Best - Combination regimen of HEALTHY TRINITY complemented with powders for support for your immune system (particularly at times of extra stress).

To achieve optimum results, always take Natren precision probiotics at least 2 hours after any vitamins, herbs (i.e. Echinacea and Goldenseal), garlic and/or prescription drugs. Do not mix with acidic juices (such as citrus) or hot beverages, to ensure survival of the beneficial bacteria.

Natren HEALTHY START SYSTEM (dairy or dairy free) can be added to beverages or taken daily in capsule form. It can also be stirred into room-temperature foods, like almond butter.

Remember, you can ***never*** "overdose" or take too many probiotics, and for the best health benefits, you should "layer" your Natren precision probiotics with one another.



LIFE START®

Designed specifically for infants, toddlers, and expecting and nursing mothers and sensitive individuals of all ages.

Crucial for infant health, *Bifidobacterium infantis* is exclusively found in Life Start probiotic products. The most beneficial bacteria predominant in healthy infants helps to build immune system tolerance for food particles passing through the intestinal walls.



BENEFITS:

- Healthy growth*
- The development of a healthy gastrointestinal system necessary for a lifetime of health*
- A healthy digestive environment necessary to establish optimal well being*
- Breast-fed babies may also need this advantage because mothers in western society do not pass this critical *B. infantis* to their infants*
- Formula fed babies (Mother's milk encourages the growth of *B. infantis* beneficial bacteria growth and studies have shown that formula does not.)*



Gluten Free



Soy Free



No GMOs**



No FOS

Why *Bifidobacterium infantis*, NLS?

If born by Caesarian Section, babies do not receive this initial boost of important beneficial bacteria. Supplementing with LIFE START VEGAN provides infants with that first line of defense for their tiny, immature GI tract, ensuring them with the best start to a long and healthy life.

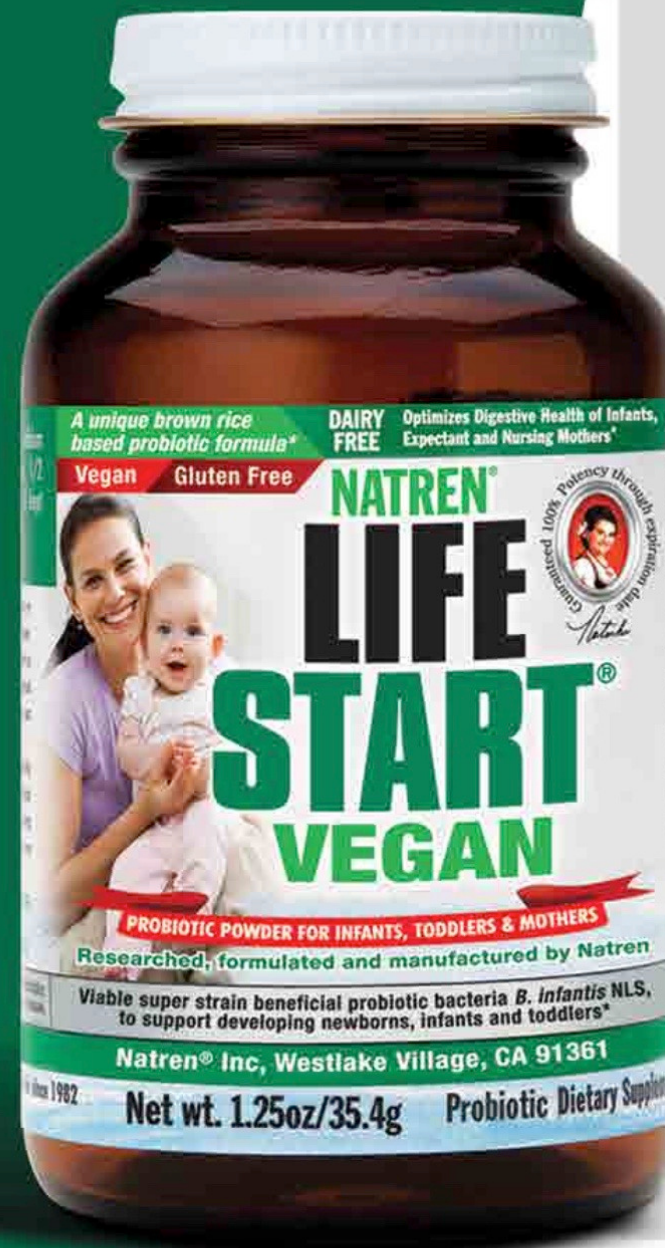


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LIFE START® VEGAN

Designed specifically for infants, toddlers, and expecting and nursing mothers and sensitive individuals of all ages.

This unique, dairy free probiotic is cultured on organic brown rice concentrate and is free of additives. Crucial for infant health, *Bifidobacterium infantis* is exclusively found in Life Start probiotic products. The most beneficial bacteria predominant in healthy infants helps to build immune system tolerance for food particles passing through the intestinal walls.



BENEFITS:

- Healthy growth*
- The development of a healthy gastrointestinal system necessary for a lifetime of health*
- A healthy digestive environment necessary to establish optimal well being*
- Breast-fed babies may also need this advantage because mothers in western society do not pass this critical *B. infantis* to their infants*
- Formula fed babies (Mother's milk encourages the growth of *B. infantis* beneficial bacteria growth and studies have shown that formula does not.)*



Dairy Free



Gluten Free



Soy Free



No GMOs**



No FOS

Why *Bifidobacterium infantis*, NLS?

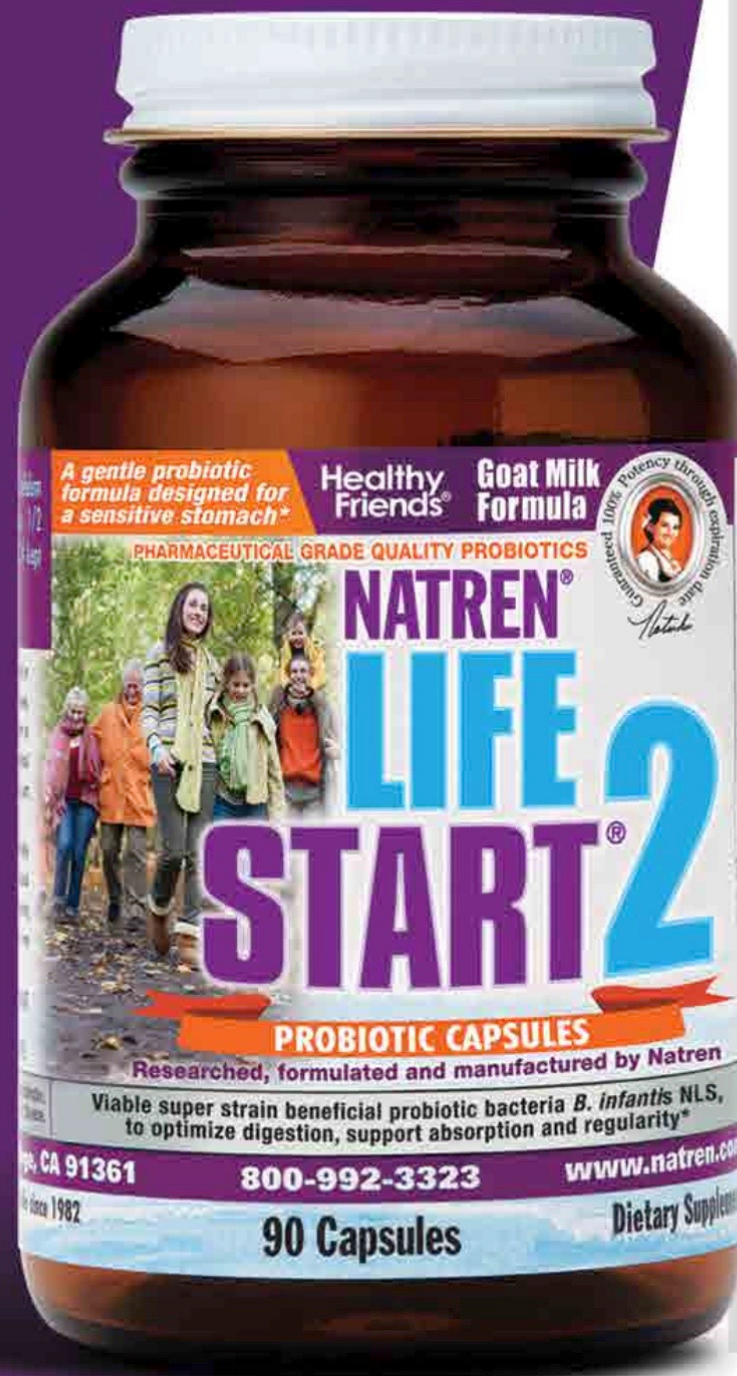
If born by Caesarian Section, babies do not receive this initial boost of important beneficial bacteria. Supplementing with LIFE START VEGAN provides infants with that first line of defense for their tiny, immature GI tract, ensuring them with the best start to a long and healthy life.



LIFE START[®] 2

Helps support optimal digestion, regularity, and reduction of gluten sensitivity.*

Designed with a gentle goat's milk formula specifically for those whose stomachs are sensitive to cow's milk. Life Start 2 relieves occasional gas, bloating and promotes regularity minimizing gluten sensitivity*. Suitable for or all ages from babies to seniors.



BENEFITS:

➤ Life Start 2 Probiotics are a safe and natural approach to relieving occasional systems of Gluten Sensitivity. Gluten sensitivities can have a profound effect on the digestive tract. Proper probiotic support with the right super strain can provide much needed digestive support.

Since gluten sensitivities can trigger an immune response causing inflammation in the lining of the small intestine, it makes sense that probiotics can help. Approximately 70 - 80 percent of the immune system is in the digestive tract and it is known that proper bacterial balance in the G.I. tract can promote healthy immune function.*



Gluten Free



Soy Free



No GMOs**



No FOS

Why *Bifidobacterium infantis*, NLS?

Natren LIFE START 2 dairy powders and capsules are the natural, gentle way to support your digestive system.* They are uniquely formulated to ease you back to an active, regular life.*

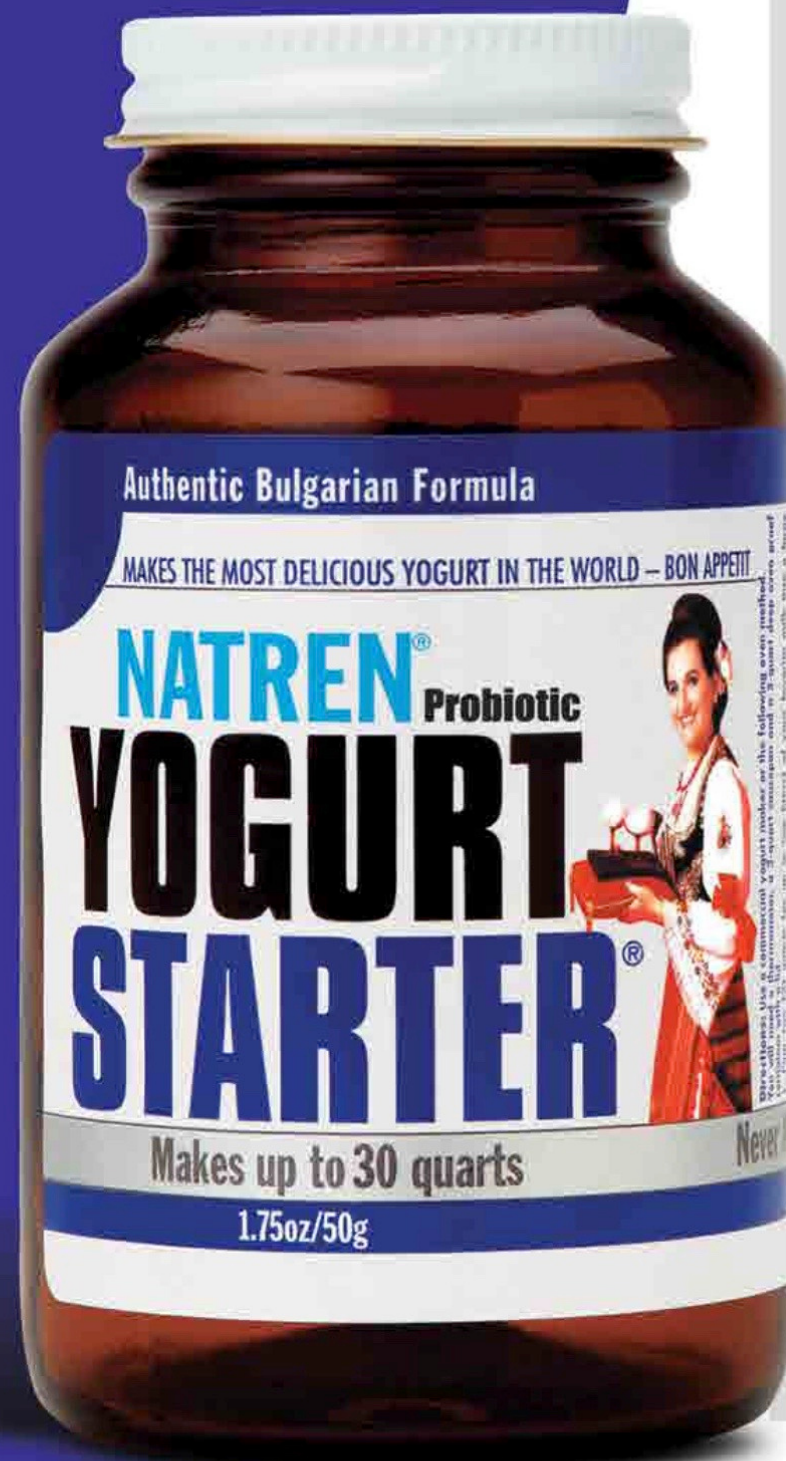


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YOGURT STARTER®

This yogurt is tasty!

True Bulgarian Yogurt Starter, used for centuries and recognized standards by USDA and FDA. *Lactobacillus bulgaricus*, LB-51 - 1 billion cfu and *Streptococcus thermophilus*, BC 122 - 1 billion cfu. Other than these two probiotic bacteria that define a yogurt starter, the addition of any other bacteria to the yogurt should be considered a contaminant. Bulgarian Yogurt is a true functional food, not the ideal way to get your other important probiotic bacteria.



BENEFITS:

- Uses a real Bulgarian Yogurt Starter with a specific recipe for smooth, yummy healthy yogurt every time.
- Is naturally mild and sweet with no preservatives, artificial colors or flavors added. Enjoy it plain.
- Provides the beneficial yogurt starter bacteria to make it a healthy functional food treat.
- A delicious source of pre-digestive protein and bioavailable minerals such as calcium.
- Make it regularly because it is good for the whole family.



Gluten Free



Soy Free



No GMOs**



No FOS

**Recipe passed down
over generations**

Filled with creamy healthy goodness. Eat it plain, straight from the fridge, use it as a sour cream substitute on your tacos and potatoes, or dress it up with your favorite fruit and honey to satisfy that sweet tooth!



GLOSSARY OF TERMS

Allergic Rhinitis: An inflammatory nasal response to an allergen. Often includes congestion, sneezing and an itchy or runny nose.

Amino acids: An essential component of protein molecules and necessary building blocks in the body's cellular structure.

Antibiotics: A substance that kills or inhibits the growth of living microorganisms, especially good and bad bacteria found in the gastrointestinal tract. Drugs include penicillin, vancomycin and tetracycline. Natural antibiotics produced by selected strains of beneficial bacteria include bifidin, acidolin, acidophilin, lactolin, lactobacillin, bulgarican and nisin. *Lactobacillus acidophilus*, DDS-1 produces acidophilin only when cultured in milk. Natural antibiotics produced by beneficial bacteria do not damage the body's cellular structure.

Antifungal: A substance that destroys or inhibits the growth of fungi in the body, damaging the

liver and other organs at the same time. Drugs include nystatin, ketoconazole and amphotericin. Hydrogen peroxide, a natural antifungal compound produced by selected strains of beneficial bacteria, does not have the toxic side effects of drugs. It is produced in microns and targets only the offending bacteria, thereby not damaging the body's cellular structure.

Antimicrobial: A substance that is capable of destroying or inhibiting the growth of a range of microorganisms, such as bacteria, fungi or viruses. Antimicrobials produced by selected strains of beneficial bacteria include natural antibiotics, bacteriocins, hydrogen peroxide, lactic acid, acetic acid and formic acid. Production is strain specific and induced by specialized production methods.

Antioxidant: A substance that protects body cells from the damaging effects of oxidation (an oxygen process), which includes deterioration of body cells and organs, environmental damage and the aging process.

Atherosclerosis: The deposition of plaque containing cholesterol and fat-soluble materials on the innermost layer of the walls of large and medium-sized arteries. Expansion of the plaque deposit restricts blood flow and increases the risk of coronary artery disease and stroke. High cholesterol levels and inflammation are often present. Selected strains of beneficial bacteria have been found to lower blood and liver total cholesterol levels and reduce inflammation.

Atopic Disease: A common allergy that occurs in specific areas of the body, e.g. hay fever, asthma, eczema. Selected strains of beneficial bacteria assist in allergy management by boosting immune function and by calming down the exaggerated response toward a foreign agent when the immune system overreacts.

Bacteria: Single-celled microorganisms that can either be friendly or cause disease. Selected strains of beneficial bacteria are normally present in a healthy body and protect it from invading organisms.

GLOSSARY OF TERMS (CONTINUED)

Bacteriocins: A natural antimicrobial substance produced by certain selected strains of bacteria and harmful to other strains of bacteria, e.g. beneficial bacteria produce acidocin, plantaricin and lactococcin bacteriocins, which inhibit pathogens such as the food-poisoning bacteria, *Bacillus cereus* (soil bacteria) and *Staphylococcus aureus* (found on skin).

Bile: A thick alkaline fluid secreted by the liver and stored in the gallbladder. It is released into the small intestines and helps break down fats and stimulate peristalsis. Selected strains of beneficial bacteria also stimulate peristalsis and regular elimination by the production of lactic, acetic and formic acids.

Cirrhotic: A state of inflammation and disease of an organ, particularly the liver. Selected strains of beneficial bacteria, particularly bifidobacteria, reduce the levels of toxins by assisting to excrete them through feces, thereby supporting healthy liver function.

Colonics: A therapy in which the colon is filled with water and flushed out several times to cleanse the colon of waste material and toxins. This also flushes out the beneficial bacteria, leaving the colon vulnerable to domination by hostile bacteria.

Colony Forming Unit (CFU): Colony forming unit is a measure of potency accepted worldwide by scientists and microbiologists. Vital bacteria cells cluster together in short or long chains as they grow and multiply, each one counted as a colony forming unit. CFU is the accepted potency declaration in the Probiotic Quality and Safety Standards read into The Congressional Record in 1994.

Entero-coated: Coated in a substance that prevents the release of the contents until after passing through the stomach into the intestine. This process was originally developed for pharmaceutical and over-the-counter (OTC) drugs.

Epithelial cells: Cells that line the digestive tract. They rest on a membrane, which separates the cells from underlying connective tissue. Epithelial cells are protected by layers of selected strains of beneficial bacteria. Without this defense, pathogens and their toxins attack the cells and ultimately build pathways to enter the bloodstream.

Evolutionary medicine: The use of principles of evolution to understand disease processes and design effective medical treatments.

Family: A classification of related organisms ranking above a genus. A family usually consists of several genera.

Fermentation: A process in which an agent or live organism causes a complex substance to break down into simpler substances, e.g. the fermentation action of yeast on sugar produces alcohol. The fermentation of proteins, carbohydrates and sugars turns milk into yogurt. Selected strains of beneficial bacteria ferment sugars and the end products include lactic acid, acetic acid and hydrogen peroxide.

GLOSSARY OF TERMS (CONTINUED)

Fungi: A diverse group of microorganisms that can exist in more than one form. Fungi have properties that distinguish them from plants so they are placed in their own kingdom, Fungi. Yeasts and molds are major subdivisions of Fungi. The mold state is the pathogenic, aggressive transformed state of the yeast.

Gastrointestinal (GI) Tract: The long passageway that starts at the mouth and ends at the anus. It includes the stomach, small intestine and large intestine (colon). The GI tract is home to one hundred trillion bacteria microorganisms that influence the body's health through the digestive and immune functions. Good health depends on beneficial bacteria dominating the harmful bacteria.

Genera (pl. of genus): A category used to classify living things such as plants, animals, bacteria and viruses. A genus consists of two or more closely related, similar species. In *Lactobacillus acidophilus*, the genus is

Lactobacillus. The species is *acidophilus* and the strain is DDS-1 or NAS.

Hyper-Allergenic: The body's exaggerated response to a foreign agent. This auto-immune response can cause inflammation, redness, swelling and pain. Selected strains of beneficial bacteria calm the overreaction of the immune system and reduce the inflammatory cycle.

Inflammation: A defense response by the body to a tissue injury, irritation or infection. The four signs of inflammation are redness (from blood accumulation), warmth (from the heat of the blood), swelling (from the accumulation of fluid) and pain (from injury to the local nerves). Inflammation is the common link and early warning signal of multiple chronic ailments and fatal diseases.

Intrinsic: Essential to and incorporated within the process or product. Not added to or contaminated by the addition of non-essential components.

Lactic acid bacteria: A group of non-spore forming bacteria that carry out fermentation of sugars. *Lactobacillus* and *Bifidobacteria* species are lactic acid bacteria.

Lactose: A sugar present in milk. Some people lack sufficient levels of the enzyme lactase, which is needed to digest lactose. These people experience lactose intolerance, which can include cramping, constipation, bloating and diarrhea.

Leaky gut: A common problem when large spaces develop between the epithelial cells of the gut wall and bacteria, toxins or food leak out into the bloodstream and travel to other organs in the body.

Macrophage: A scavenger cell found in connective tissue and many body organs. A component of the immune system, they remove some bacteria and foreign bodies by engulfing them from blood and other tissue. Unfortunately, they also play a role in disease. Macrophages

GLOSSARY OF TERMS (CONTINUED)

can be infected by Human Immunodeficiency Virus (HIV) and provide a reservoir for virus growth throughout the body.

Metabolic: Relating to the total of all the biochemical processes taking place in living cells.

Micro-enrobe: A process in which the individual bacteria are coated in an oil bubble for protection against corrosive stomach acid.

Microorganism: Any organism too small to be seen with the naked eye, e.g. bacteria, fungi and viruses. These organisms usually need to be magnified five hundred times to be seen.

Mold: An opportunistic form of fungi and yeast, which grows as long, tangled strands of cells. Selected strains of beneficial bacteria inhibit mold and the toxins produced by mold.

Oil Matrix: A unique proprietary process in which the bacteria are coated in an oil bubble for protection against corrosive stomach acid, keeping them separated and noncompetitive with one another.

Pathogen: A microorganism that produces disease and illness; e.g. *Staphylococcus aureus* and *Escherichia coli* (*E. coli*) cause severe food poisoning and intestinal disease. *Lactobacillus acidophilus*, DDS-1, when grown in milk, has proven antimicrobial activity against these and other harmful microorganisms.

Peristalsis: The rhythmic, wavelike muscular activity of the intestines that helps move along digested food and promotes regular bowel elimination. Selected strains of beneficial bacteria produce lactic, acetic and formic acids that stimulate peristalsis.

Permeable: Able to be penetrated by gases or liquids.

Peptide: A compound composed of two or more amino acids, which are essential building blocks of cellular structure.

Phagocytes: Part of the immune system. A cell able to ingest bacteria, foreign particles and other cells. Phagocytes are divided into two general classes. 1) Microphages are able to ingest bacteria; 2) Macrophages are scavengers that ingest dead tissue and degenerate cells.

Potency: The strength of a substance and its ingredients to work effectively. In this case, it refers to the number of live organisms, measured in colony forming units (CFU). This is the standard scientific unit of measurement for live microorganisms recognized worldwide.

Soil Bacteria: Single-celled organisms that live in the soil, e.g. various species of *Bacillus*. Soil bacteria can assume different shapes and are almost indestructible when they form spores. Their safety for use in humans is questionable

GLOSSARY OF TERMS (CONTINUED)

as they have the ability to transfer antibiotic resistance and are implicated in infections and disease. Some probiotic products for human consumption contain HSOs or soil organisms, which are not recommended.

Species: The smallest unit of classification, ranking below a genus and consisting of a group of microorganisms that have overall similarity but are significantly different from other species, e.g. in *Lactobacillus acidophilus*, NAS, the species is acidophilus and the strain is NAS.

Spore: A dormant or resting state of microorganisms. In this state of suspended animation, soil bacteria spores are virtually indestructible when subjected to temperature, pressure or antibiotics.

Strain: A group of organisms of the same species, having distinctive characteristics but not usually considered a separate breed or variety, e.g. in *Lactobacillus acidophilus*, NAS, the strain is NAS.

Supernatant: The growth base for bacteria that contains beneficial metabolic byproducts, including antimicrobial compounds (such as hydrogen peroxide and acidophilin), vitamins, enzymes, cellular building blocks, antioxidants and immunostimulants. Research proves that selected strains of beneficial bacteria retaining their supernatant increase their benefits to the host.

T-cells: A component of the immune system, these cells defend against tumor cells and pathogenic organisms inside body cells. These cells can be infected by the Human Immunodeficiency Virus (HIV).

Vaginitis: Inflammation of the vagina, often caused by bacterial, viral or fungal infections with *Candida albicans*. Hydrogen peroxide producing *Lactobacillus acidophilus*, NAS has been proven to reduce the incidence of vaginitis caused by *Candida albicans*.

Wafers: Chewable tablets, containing *L. Bulgaricus*, LB-51: commonly used for digestive relief. Not just any wafer offers relief.

Yeast: Any single-celled, usually rounded fungi that reproduce by budding. This is the benign form of fungi. Selected strains of beneficial bacteria produce hydrogen peroxide, which inhibits the growth of yeast organisms and mold, another opportunistic form of yeast. Both yeast and mold are dimorphic organisms, meaning that the harmless yeast can turn into a pathogenic mold under the correct conditions.

➤ *Often Imitated. Never Duplicated.* ◀



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