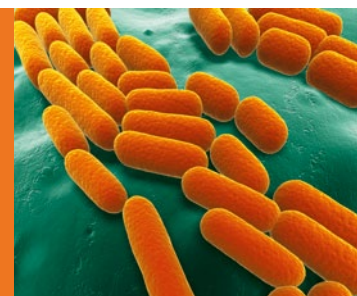


Probiotic News



July 2014

Celebrating 21 Years of Good Health

Issue Number 11

Top News



NEW
Bio-Kult
Infantis

Probiotic Use In Infancy

Having a balanced gut flora is important for everyone, but especially important from birth to give the infant the best possible start in life. The trillions of microorganisms in the gut (including many types of bacteria) play an essential role in supporting strong immune and digestive systems in new born infants.



Our Human Healthcare Technical Advisor Natalie Lamb discusses how a new product from Bio-Kult, Bio-Kult Infantis could help.

The Infant Gut Microflora

At birth the infant's gut flora is obtained from the mother and environment around them. During birth, infants born vaginally are exposed mainly to microbes that originate from the mother, whereas those delivered by caesarean section appear to acquire intestinal flora mainly from the environment¹. Breast milk is a natural source of continuous bacteria, with bifidobacteria understood to be the predominant species in a breast fed infants gut¹. The two most predominant species appear to be *Bifidobacterium breve* and *Bifidobacterium infantis*².



Breast milk also naturally contains a prebiotic³, which is essentially a food source for beneficial bacteria.

The Gut Flora and Immunity

Particularly in early life, the composition of the gut flora profoundly influences the development of the immune system and the gut mucosal lining^{2,3}. This is not surprising, as up to 70% of immune cells are located within the gut⁴. A strong protective gut flora and immune system is imperative to protect the infant against the common cold, respiratory infections, infectious diarrhoea and other stomach bugs. The incidence of allergic diseases such as eczema, asthma and hay fever are ever increasing in early life and are associated with an altered or less diverse gut microflora, an impaired gut lining and a malfunction of the immune system⁵.

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Protexin Veterinary launched in the UAE



Educating Britain's Top Riders

MORE NEWS INSIDE

A spotlight on Marketing



LAUREN LEMMER
Marketing Executive

Protexin have a busy marketing department to ensure customers receive information about our products, export partners can continue to successfully grow the brands abroad and retailers are

supported with marketing material and information. Marketing Executive, Lauren Lemmer discusses the role of the marketing team.

"We attend over 50 shows a year and these include everything from veterinary conferences to The Allergy and Free From Show. Each show takes a lot of organising to make sure our exhibition stand is looking great and we have a knowledgeable team to man them. Shows are a great way to meet new customers but we also enjoy hearing from existing ones who love our products too.

The marketing team is responsible for organising the design and printing of brochures, posters, pens and other promotional material. We also support retailers by providing them with eye catching displays, such as flower themed window stickers for Bio-Kult or a canine digestion display for veterinary practices. Sometimes we also source some slightly unusual items such as Lepicol stress toilets and equine saddle cloths!

We work closely with magazines and often arrange for our technical experts to write articles and columns. Education is very important so our customers can make informed choices.

We are always on hand to provide our export customers with marketing support. We share ideas and make sure they have all they need to represent the brand in their country.

Each person in the marketing team has their own responsibilities and brands to look after, however ultimately our aims are the same, to communicate the benefits of our products to the people and animals that need them."

Probiotic Use In Infancy. *From front page...*

The Gut Flora and Digestion

A balanced gut flora is necessary to assist in the digestion of milk and the later introduction of solids, regular healthy bowel movements and a strong protective gut lining (where food absorption takes place). Any imbalance could lead to digestive symptoms such as constipation, diarrhoea, bloating, flatulence and cramping. The gut flora appears to be imbalanced in infants suffering from colic⁶. They often have fewer levels of beneficial Lactobacilli that produce much less gas than potential pathogens.

The Gut Flora and the Brain Connection

It is already widely accepted that the brain sends signals to the gut, which is why stress and other emotions can contribute to gut symptoms. However, research is now indicating that the signals also travel the opposite way. Gastrointestinal symptoms have been found to be strongly correlated with the severity of autism⁷. An abnormal gut flora is repeatedly observed in these children⁷. It has been suggested that pathogenic micro-organisms produce toxins⁸ that could potentially cross the blood brain barrier and interfere with brain development.

The Use of Probiotics in Infants

Probiotics have been shown to positively influence the infant's gut flora balance⁶ and developing immune system⁹, showing promising results in the prevention and management of infectious diarrhoea and allergies in particular¹⁰. Probiotics given to infants from birth seem to increase resistance to common coughs and colds and reduce the need for antibiotic use¹¹.

Research suggests that a probiotic given directly to an infant is more likely to become part of its resident gut flora opposed to that given to the mother and delivered via the breast milk¹². As with many studies, results vary and probiotics often appear to be more effective as prevention opposed to treatment¹³. Probiotics are generally not found in commercial formulas due to the required high water temperature destroying the live bacteria. Probiotic powders should be added to the formula once at the temperature ready for consumption by the infant.

The Safety of Probiotics in Infancy

A review in 2011¹⁰ that looked at 16 studies of 3432 infants giving probiotics directly to infants from the first day of birth, noted that no serious adverse events were reported.

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More News

VETERINARY

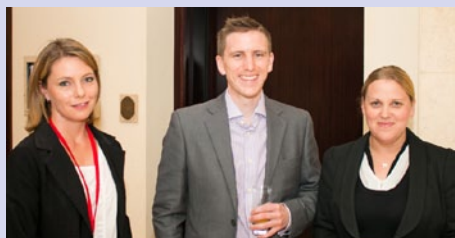
Protexin Veterinary launch in the UAE!

In May 2014 Protexin Veterinary was launched in the UAE. Alongside our distributors Percy General Trading Limited UAE and The Saint Vincent Group, a seminar was held for veterinary professionals in the UAE to attend. Our Veterinary Technical Manager, James Kyffin and European specialist in small animal medicine, Sheila Wills, spoke at the evening. James started the evening by discussing "The Role of Probiotics in Veterinary Medicine." Sheila then gave two talks, "A Practical Diagnostic Approach to Small Intestinal Diarrhoea in Dogs and Cats" and then "An Update on the Management of Feline Idiopathic Cystitis." James then finished the evening of seminars by providing an overview of the Protexin range available in the UAE.

The evening concluded with dinner and drinks and gave the delegates the opportunity to quiz the speakers further in a friendly and informal atmosphere. We hope everyone enjoyed the evening and gained lots of useful knowledge to use in their practices!

* Sheila Wills BSc BVetMed CertSAM DipECVIM MRCVS is a Lecturer in Feline Medicine at the University of Bristol, European specialist in small animal internal medicine, RCVS recognised specialist in feline medicine.

* James Kyffin BVSc (Hons) MRCVS, Veterinary Technical Manager for Protexin Veterinary



Left to right: Thereza Duvenage, Product Manager for Percy UAE, James Kyffin and Sheila Wills

HUMAN HEALTH CARE

NEW! Bio-Kult Infantis



Bio-Kult are pleased to announce the launch of **Bio-Kult Infantis** into the popular Bio-Kult range. Bio-Kult Infantis is a scientifically

developed, advanced formula for babies, toddlers and young children.

Bio-Kult Infantis contains 7 strains of live bacteria, Vitamin D₃ to contribute to the normal function of the immune system, as well as regulating a healthy inflammatory response, Preplex® (FOS and gum acacia) to selectively stimulate the growth of microorganisms and is high in Omega 3.

Furthermore it comes in an easy to use sachet form and contains no sugar, artificial colours, flavours or preservatives. Like the rest of the Bio-Kult range, Bio-Kult Infantis does not need to be refrigerated and is suitable to be taken alongside antibiotics, when travelling and as part of a healthy diet. For more information visit www.bio-kult.com.

Bio-Kult sponsor The CAM Awards 2014

Bio-Kult are proud to be the sponsor of The CAM Awards 2014, the industry's award ceremony for practitioners and students of complementary and alternative medicine. For more information visit www.cam-awards.com.

EQUINE PREMIUM

Educating Piggy

Jonathan Nelson and Anna Flynn travel all over Britain educating people on our equine range of probiotics. Recently they re-visited one of our top supported riders Piggy French at her yard to give a 'Lunch and Learn' talk on gastric ulcers, plus update her team on the full Equine Premium range. After lunch Piggy gave Jonathan and Anna a tour around her new yard where they were lucky enough to meet the 4* horses.

Here's Jonathan, Anna and Piggy with Harold Megahey sat on Chuckelberry.



AGRICULTURE

Columbia set to welcome Protexin Concentrate

Novartis Columbia have recently registered Protexin Concentrate for sale in their market. We are thrilled to be constantly expanding our distribution network.



Our Bio-Kult stand
at The Baby Show



We love
this
Bio-Kult
window
display!



Team Bio-Kult were treated to a
foraging session by a local expert



The Protexin Veterinary team at BSAVA



Emily Wallace won an
iPad Air at BSAVA



Sally Newsham - winner of a
Protexin Equine Premium hamper!



Our winner of our Protexin
Equine Premium Easter competition,
Blueberry Muffin



Jonathan speaking about the
Protexin Equine Premium range



Retailer of the Year winners
Archie Browns looking very pleased
with their Bio-Kult prize

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