

## SUPER-SYMBIOTIC POWDERS THAT ARE BETTER BY BILLIONS

- Better Research
- Better Probiotic Strains
- Better Viable Cell Counts
- Better Survival Through the Stomach Acid
- Better Prebiotics to boost Viable Cell Counts (Equivalent to more than a trillion per serving)
- Better Value



## FEATURES :

### The Research

The special probiotic strains and the world-leading super-synbiotic concept were developed in conjunction with the government-funded Cooperative Research Centre for Food Industry Innovation which included researchers from the University of NSW, CSIRO and industry. The superiority of the cultures was also confirmed by research carried out by the NSW Department of Primary Industry.

### The Cell Count

The total viable cell count for the MiVeda Prebiotic<sup>®</sup> is 30 billion per 5g serving, consisting of 15 billion Lactobacillus helveticus LAFTI<sup>®</sup> strain L10 (originally named L. acidophilus LAFTI<sup>®</sup> strain L10) and 15 billion Bifidobacterium lactis LAFTI<sup>®</sup> strain B94 (or strain BLC1).

### A Combination of Prebiotic, Fibre Boosters

Inulin rapidly boosts the Bifidobacteria, particularly in the ascending colon. These already increased cell numbers are then further boosted by the arabinogalactan (FiberAid<sup>®</sup>) as they travel through the remainder of the colon. In a pig experiment carried out by CSIRO scientists using similar combinations the boost effect was close to 50-fold. The lactobacilli are cross fed by the Bifidobacteria as well as being boosted by the trehalose. There is not enough room in a capsule to fit effective amounts of prebiotics.

### Improved Survivability

Capsule products dissolve in stomach acid and the freeze-dried culture cells have to suck in this concentrated hydrochloric acid in order to rehydrate and come back to life. With a powder, the cells rehydrate and come back to life in water and do not need to suck in damaging acid. This results in a much higher survival rate through to the intestines.

### Better Value

Although the boost effect will vary from person to person, it is estimated that a 5g serving of MiVeda Probiotic is probably equivalent to taking many dozens of capsules of the best alternative product at once.

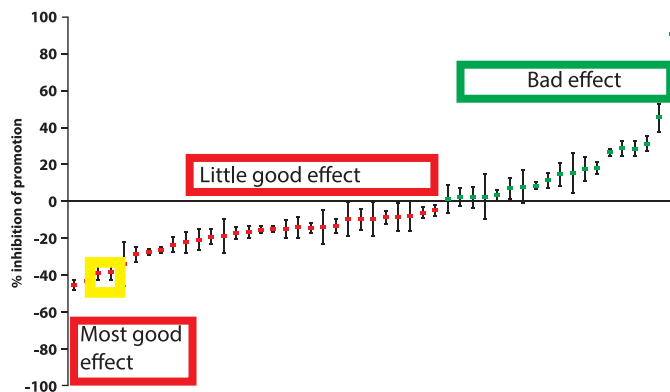


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## Effect of probiotics on growth of *E. coli* 0157:H7

- |                          |                           |                        |
|--------------------------|---------------------------|------------------------|
| <i>L. plantarum</i>      | <i>B. bifidum</i>         | <i>L. acidophilus</i>  |
| <i>L. casei</i>          | <i>S. thermophilus</i>    | <i>L. bulgaricus</i>   |
| <i>L. acidophilus</i>    | <i>L. curvatus</i>        | <i>S. thermophilus</i> |
| <i>B. lactis</i>         | <i>L. acidophilus</i>     | <i>L. delbrueckii</i>  |
| <i>L. casei</i>          | <i>E. faecium</i>         | <i>L. acidophilus</i>  |
| <i>L. casei</i>          | <i>B. bifidum</i>         | <i>L. paracasei</i>    |
| <i>P. theonii</i>        | <i>L. rhamnosus</i>       | <i>L. lactis</i>       |
| <i>L. plantarum</i>      | <i>L. acidophilus</i>     | <i>L. plantarum</i>    |
| <i>L. rhamnosus</i>      | <i>P. acidopropionici</i> | <i>L. salivarius</i>   |
| <i>B. longum</i>         | <i>L. paracasei</i>       | <i>L. brevis</i>       |
| <i>L. rhamnosus</i>      | <i>L. plantarum</i>       | <i>S. thermophilus</i> |
| <i>P. freudenreichii</i> | <i>B. bifidum</i>         | <i>E. faecium</i>      |
| <i>B. bifidum</i>        | <i>L. acidophilus</i>     | <i>E. faecium</i>      |
| <i>E. faecium</i>        | <i>L. casei</i>           | <i>S. thermophilus</i> |
| <i>L. acidophilus</i>    | <i>L. casei rhamnosus</i> | <i>L. rhamnosus</i>    |
| <i>L. plantarum</i>      | <i>L. acidophilus</i>     |                        |
| <i>L. reuteri</i>        | <i>L. rhamnosus</i>       |                        |

Growth kinetic data



The strains we use



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