

SMART STRAINS®

Clinically proven live bacteria



Introducing SMART STRAINS®,
formulated by The Gut Health Doctor®

Dr. M. Rossi

A revolutionary approach to how we use & recommend probiotics



Say hello to SMART STRAINS®

a new revolutionary range of targeted live bacterial supplements with clinically-proven bacterial strains, backed by internationally renowned clinical guidelines. Formulated by The Gut Health Doctor® Megan Rossi (PhD, RD, APD), King's College London scientist, registered dietitian and gut health expert with an award-winning PhD in probiotics, SMART STRAINS® has been specially developed to transform the way people use live bacterial supplements, to care for themselves and their family, one strain at a time.

Why?

Because probiotic science has evolved, and what Dr. Megan Rossi has discovered, alongside the wider scientific community, is that each type of bacteria, known as a 'strain', has a specific purpose, and is required at a specific dose, in a specific format to produce the desired effect. You wouldn't take an iron supplement to treat a vitamin D deficiency, so why would you treat your gut with a generic supplement that doesn't address your needs?

SMART STRAINS® has been created to give you and your customers the **right strain**, at the **right time**, in the **right way**, firmly steering away from the outdated concept of a generic daily live bacterial supplement.

"Current products on the market - even those that claim to be 'condition-specific' - either throw too many strains in the mix (which can compete against each other), or don't use the right strain(s) for the stated condition". Explains Dr. Rossi. Added to this, the majority of products available today are not backed by clinical trials.

That's where SMART STRAINS® comes in:

a family of products that uses carefully selected, clinically-proven live bacterial strains, backed by the World Gastroenterology Organisation Guidelines on Probiotics¹, and Paediatric ESPGHAN guidelines². The range is made up of four targeted, clean-label formulations: **for when you're on antibiotics**, **for your immune system**, **for fussy babies**, and **for your vaginal microbiome**.

At SMART STRAINS®

we're revolutionising how we use **live bacteria**, from scattergun supplements to **targeted, clinically-proven formulations**. Find your strain at www.smartstrains.com



The SMART STRAINS® difference	SMART STRAINS®	Leading Probiotic Brand
Live bacteria formulas backed by world-leading clinical guidelines	✓	✗
Formulated by leading gut health scientist with award-winning PhD in probiotics	✓	✗
Uses only clinically proven bacterial strains in formulations	✓	✗
Dose and format specifically chosen based on effectiveness in clinical trials	✓	✗
Contains added nutrients as recommended by NHS	✓	✗
No added sugars, sweeteners, emulsifiers, bulking agents, flavours or preservatives	✓	✗

References: 1. WGO Global Guidelines on Probiotics and Prebiotics. February 2023

2. Szajewska *et al.* ESPGHAN Special Interest Group Position Paper. *J Pediatr Gastroenterol Nutr* 2023 Feb 1;76(2):232-247

With SMART STRAINS®, you can be sure you're offering your customers the **right strain**, at the **right time**, in the **right way**, and only when they need it. Here's how:

If they are prescribed antibiotics, recommend SMART STRAINS® for when you're on antibiotics:

Right Strain:

Lactobacillus rhamnosus LGG® is the most scientifically researched bacterial strain in the world.
†Clinically proven and specifically recommended by the World Gastroenterology Organisation Guidelines on Probiotics, for those on antibiotics.

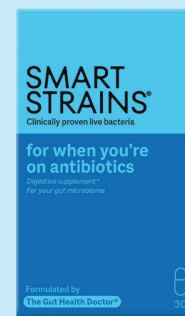
Right Time:

Starting on the first day of antibiotic treatment, take daily for the duration of the course and continue for 7 days after treatment has ended. Suitable from 4 years of age.

Right Way:

Directions: Swallow each capsule whole with a glass of water. For children, open capsule and mix content into cold food or non-fizzy drinks. Preferably take 2 hours apart from antibiotics.

Dosage: For children and adults from 4 years of age: 2 capsules per day (ideally morning and evening). Provides the recommended* 20 billion live LGG®.



If they ask about cold and flu symptoms, recommend SMART STRAINS® for your immune system:

Right Strain:

Lactobacillus rhamnosus LGG® is the most scientifically researched bacterial strain in the world. *Bifidobacterium lactis* BB-12® is the most scientifically researched Bifidobacterium strain in the world. Clinically proven to support the upper respiratory tract during the winter months and recommended by Cochrane Library on probiotics. With vitamin D₃, which contributes to the normal function of the immune system. The NHS recommends that children and adults above 4 years take a daily supplement of 10µg vitamin D₃ throughout the winter months. Infants and children 4 years and under should take 10µg vitamin D₃ all year round.

Right Time:

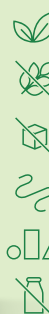
Take daily when your immune system needs support, especially during the winter months. Suitable for infants, children and adults.

Right Way:

Powder formulation specifically designed to target the mouth and throat.

Directions: Open sachet, sprinkle directly onto tongue, or mix into water, cold food or non-fizzy drinks. Consume immediately. Preferably take with food.

Dosage: 1 sachet per day. Provides the recommended 20 billion live LGG® and BB-12® + 10µg vitamin D₃.



If they are prescribed antibiotics for Bacterial Vaginosis or antifungals for Thrush, recommend SMART STRAINS® for your vaginal microbiome:

Right Strain:

Lactobacillus acidophilus La-14® *Lactobacillus rhamnosus* HN001™ Clinically proven to colonise the vagina and decrease candida growth. With lactoferrin, clinically proven to increase *Lactobacillus* growth and decrease *Gardnerella Vaginalis* in the vagina.

Right Time:

Take at the first sign of any changes in your vaginal microbiome. If on an antibiotic or antifungal treatment, take daily alongside them for the duration of the course and continue for at least 3 months after treatment has ended. Suitable for girls and women above 12 years.

Right Way:

Directions: Swallow each capsule whole with a glass of water. Preferably take 2 hours apart from any antibiotics or antifungals.

Dosage: During antibiotic or antifungal treatment, take 2 capsules daily. Provides the recommended 10 billion live La-14® and HN001™ + 100mg lactoferrin. For ongoing maintenance: take 1 capsule daily.



If they ask about soothing a fussy baby with colic, recommend SMART STRAINS® for fussy babies:

Right Strain:

Bifidobacterium lactis BB-12® is recommended* by the World Gastroenterology Organisation Guidelines on Probiotics and leading Paediatric guidelines, for fussy babies.

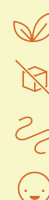
Right Time:

For fussy babies, safe to use from birth to 12 months and beyond. Give once daily, for a minimum of 21 days.

Right Way:

Directions: Shake to wake, for at least 10 seconds. Turn bottle upside down to dispense drops onto a spoon, into liquid, or directly onto baby's tongue.

Dosage: 6 drops per day. Provides the recommended* 1 billion live BB-12® + 10µg vitamin D₃.



With SMART STRAINS®, taking live bacteria is no longer a billion-to-one shot...