



Just Thrive[®] replaces the outdated approach of “reseeding” the gut (which would be like throwing seeds in an abandoned garden and hoping they grow), and opts for the more integrative approach of “reconditioning” the gut (which would be like hiring a gardener to manage the garden, till the soil, pull out weeds, plant seeds and care for them as they grow) which removes pathogens and bad bacteria, thereby

allowing good bacteria to grow and thrive, ultimately strengthening the health of your entire body and all of its systems, including immune health, digestive health, mental health, and much more. The specialized spore-based bacilli formulation of **Just Thrive**[®] Probiotic guarantees the survivability of our probiotic strains through the stomach and upper digestive system. It not only provides digestive and immune support as a potent probiotic, but also delivers powerful and necessary antioxidants to the GI tract.

Think of your gut like a garden. When you add **Just Thrive**[®] Probiotic, you’re enabling your gut to bloom into a beautiful garden of good, healthy bacteria! Our strains go in like little gardeners, removing the weeds (bad bacteria and pathogens) and actively managing the soil by fertilizing it with potent and necessary antioxidants. In the end, you have a beautiful, healthy garden of gut health that makes the rest of your body happy, from the inside out.

Why *Just Thrive*?

There are hundreds of brands of probiotics on the market, but as you’ve probably already discovered, they are not all equal.

Just Thrive[®] contains a patented strain called Bacillus Indicus HU36[®] – bacillus strains are abundant environmental organisms which are a normal part of the human micro flora. This strain, Bacillus Indicus HU36[®], produces antioxidants/ carotenoids (the nutrients that give red peppers and tomatoes their color) in your intestines where they can be best absorbed by the body, making it one of the most absorbable forms of antioxidants on the market. These spores have been successfully used to enhance digestive health in the pharmaceutical market for more than 50 years!

In addition to the healthy micro flora, antioxidants protect the body from the daily onslaught of harmful and toxic chemicals and compounds. Maintaining high levels of antioxidants in the body has been linked to lower incidences of cancers, heart disease, diabetes, etc.*

And the spore strains in **Just Thrive**[®] are the only on the retail market clinically proven to heal leaky gut within just 30 days! In fact, studies have shown that oxidative stress is a major driver of leaky gut. Researchers believe that the antioxidants produced by the bacillus indicus strain (HU36) in **Just Thrive**[®] Probiotic are the “heavy hitters” in the formulation and are responsible for helping to combat the oxidative stress on the intestinal lining.

Just Thrive[®] is not trying to simply reseed the gut with typical “other probiotic” ingredients (like lactobacillus/bifidobacteria strains) that simply pass through the intestines and do not colonize. Instead **Just Thrive**[®] goes in to actually recondition the gut.

The Process

Once **Just Thrive**® enters the digestive system, it has been found to perform many critical functions, including enhancing the immune system; reducing inflammation; both increasing digestion and absorption of nutrients from food, and producing important functional antioxidants.

The strains used in **Just Thrive**® have been proven to survive the gastric system 100%! Once they arrive alive in the intestines, they actually have the unique ability to read the microbial environment. In fact, these strains have the ability to:

- Survive the harsh conditions of the stomach 100%
- Identify pathogenic organisms (and once they do this, they produce natural antibiotics to help kill off the bad bacteria...)
- Competitively exclude the overgrowth of opportunistic organisms
- Create compounds and nutrients to feed the good bacteria in the gut

This approach is the most effective way to achieve diversity in the gut and is why customers are seeing such dramatic results with **Just Thrive**® Probiotic!

Just Thrive® are gut commensal organisms, meaning they belong in the gut (and find a binding site in the intestines), and these strains have a 21-day life-cycle in the gut, while most other probiotics simply pass through like food.

Survivability Matters

Researchers discovered that the body's naturally harsh stomach acid, which is necessary for digesting all types of foods, kills off 99.99 % of the probiotic strains in the major sources of probiotics long before those products could even get to the small intestine. Yogurts, Greek Yogurts and the majority of probiotic products on the market do not survive passage through the harsh stomach environment and end up "dead on arrival" to the intestines.

Unlike other probiotics on the market, **Just Thrive**® contains carefully selected strains and a proprietary formulation that ensures our probiotic can *naturally* survive through the stomach to get into the intestines where they colonize and produce their potent probiotic effect. These strains have not been specially engineered by enteric coating and other means – instead, they survive naturally.

A recent study comparing **Just Thrive**® to 1) yogurt, 2) Greek yogurt and 3) the leading probiotic brand sold in health food stores, found that **Just Thrive**® Probiotic was able to make it ALL THE WAY through the challenging acidic stomach digestive environment to the small intestine. There, our friendly bacteria were able to colonize for optimal digestive health and overall

wellness. The challengers (yogurt, Greek yogurt and the leading probiotic supplement) did not survive the body's harsh stomach acid and so, by definition, are NOT probiotics. In fact, the majority of products on the shelf are NOT actually probiotics; they are simply dead bacteria and do not fit the World Health Organization and accepted scientific definition of what qualifies as a "Probiotic."

Why Probiotics Anyway?

The delicate balance of the body's intestinal and digestive flora can easily be disrupted by diets high in sugar; eating too much processed or fried foods; glyphosates, chronic stress; aging; lack of sleep; medications, or exposure to toxic chemicals. If you've been experiencing digestive health challenges, such as occasional gas, bloating, irritable bowel or constipation, your body is letting you know its stores of "friendly bacteria" have been depleted and need to be restored.

