

Media Release

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Bowel Health, the Inner Secret to Wellness

With the government urging Australians to test for bowel cancer and national bowel cancer awareness initiatives planned for June of this year, many people are looking for ways they can enhance this most important aspect of their inner health.

Our skin, appearance, energy and vitality are all reflections of our inner digestive health. Many health practitioners believe that keeping the bowels healthy is the single most critical factor to our overall health and vitality. If we don't get rid of our waste completely and effectively everyday, the body will store it, potentially leading to disease.

Lifestream Bowel*Biotics*+ has been specially formulated to promote naturally healthy bowels with a unique combination of psyllium, prebiotics and probiotics. A 100% natural, high fibre colon cleanser, Lifestream Bowel*Biotics*+ also feeds and supplies the good bacteria needed for long-term intestinal health. Every 5g serve delivers 600 million probiotics (or good bacteria), prebiotics that nourish the good bacteria and psyllium to provide fibre and assist with the elimination of waste. Up to 30% of people regularly suffer digestive upsets such as irregularity, bloating and wind and sustained poor digestive health can result in middle aged people carrying up to 7 kilograms of undigested faecal matter trapped in their colons. In Australia, there are approximately 80 deaths every week from bowel cancer.¹ Lifestream Bowel*Biotics*+ along with a healthy diet can help to ensure digestive health. Just a simple regime of two teaspoons once or twice daily mixed with water or juice, half an hour before meals is all that is needed.

Lifestream Bowel*Biotics*+ and Lifestream Bowel*Biotics*+ with Digestive Enzymes are available nationally at selected health food stores and pharmacies. The RRP for 200g powder from \$27.50.

Further information is available from www.planethealth.com.au

Media only: For further information or images, please contact Margot Gorski at PR Matters on (03) 9533 6783 or 0412 393 394, or by email at margot@prmatters.com.au

BACKGROUND INFORMATION

Prebiotics & Probiotics

Prebiotics are non-digestible fibre foods that promote and feed bacterial colonies. They create short chain fatty acids to feed the good bacteria and also the mucosa cells in the colon wall. Prebiotics help absorb calcium, magnesium, iron, niacin, folic acid, B6 and vitamin K.

Prebiotic foods contain the phytochemicals such as inulin and oligosaccharides, which are found in garlic, onions, asparagus, artichokes, chicory, bananas, wheat, barley and rye. Prebiotics and Probiotics makes for a winning combination to add to the number of good bacteria, both in the small intestine (lactobacillus) and large intestine (bifidobacteria).

What is Lifestream Bowel*Biotics*+

Lifestream Bowel*Biotics*+ contains three superfood Ingredients:

69% Psyllium Husks

30% Prebiotics (Inulin)

1% Probiotics (600 million delivered in each 5g serve)

There are no other ingredients in Lifestream Bowel*Biotics*+

Why Psyllium?

Psyllium husk is 66% soluble fibre that helps bind with toxins and waste. It is 34% insoluble fibre, which creates bulk and moves waste through the bowel.

Psyllium is an almost perfect mix of both types of beneficial fibre. In fact it offers the highest source of dietary fibre – eight times more than oat bran!

When water is added to psyllium husks, a soft gel forms giving a softer and smoother waste elimination and encouraging natural bacteria in the bowel.

Double-blind trials have found that supplementation with psyllium can help to lower total cholesterol and LDL ("bad") cholesterol.

About Lifestream International

Lifestream International Ltd is a New Zealand company that specialises in manufacturing, distributing and exporting natural health products. Having operated for 27 years, Lifestream were the first to bring Spirulina to the Australasian market.

About Planet Health

Planet Health, a niche distributor of natural health products selected for their quality, reputation, innovation, ethics and philosophy distributes Lifestream products in Australia. See them at www.planethealth.com.au

1. www.bowelcanceraustralia.org