



GENESTRA
BRANDS®

HMF Bifido Powder

Daily Probiotic Supplement

Six-strain *Bifidobacteria* combination

- Provides 40 billion CFU per dose
- Convenient once-daily powder format
- Supports gastrointestinal health, abdominal comfort and a healthy microflora[‡]
- Promotes healthy immune function[‡]
- Includes proprietary, research-driven strains

HMF Bifido Powder offers six proprietary *Bifidobacteria* strains to support probiotic colonization in the large intestine. *Bifidobacteria* are normally present in the gut from birth to old age, where they play an important role in gastrointestinal health. *Bifidobacteria* help to mediate carbohydrate fermentation in the large intestine and contribute to the production of important short-chain fatty acids (SCFAs), including acetate and lactate. Although they are the most abundant genus present in the guts of healthy infants, *Bifidobacteria* concentrations decrease as individuals age, with greatest declines observed in the elderly. Clinical research suggests that *Bifidobacteria* supplementation can promote a healthy gut flora composition, support gastrointestinal comfort, and may have a particular role in maintaining immune function. HMF Bifido Powder provides highly researched probiotic strains such as BI-04, CUL-34 and CUL-20, which have been demonstrated in clinical trials to contribute to gastrointestinal and immune health.[‡]



Supplement Facts

Serving Size 2 level scoops (1 g)
Servings per Container about 30

	Amount Per Serving	%DV
Probiotic Consortium	40 billion CFU	*
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (CUL-34) & <i>Bifidobacterium bifidum</i> (CUL-20)		
<i>Bifidobacterium breve</i> (CUL-74)		
<i>Bifidobacterium animalis</i> subsp. <i>lactis</i> (BI-04)		
<i>Bifidobacterium longum</i> subsp. <i>infantis</i> (BI-26)		
<i>Bifidobacterium longum</i> subsp. <i>longum</i> (CUL-75)		

* Daily Value (DV) not established

Other Ingredients: Potato maltodextrin

Recommended Dose

In a glass, add water to 2 level scoops and mix. Take once daily or as recommended by your health professional.

Size

Net Weight 1 oz (30 g)

Product Code

10429



Non
GMO



Gluten
Free



Soy
Free



Dairy
Free



No
FOS



Vegan

Tried, tested and true.

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[‡]These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

HMF Bifido Powder

Daily Probiotic Supplement

Scientific Rationale:

The human intestinal tract contains more than 400 bacterial species.¹ This microflora composition can be altered by a number of factors, including diet, occasional stress, certain medications, aging and travel.¹ When the microflora balance is affected in the intestines, common gastrointestinal complaints can occur, including mild bloating and gas.² Research suggests that supplementation with *Bifidobacteria* can promote a healthy gut flora composition and help support gastrointestinal and immune health.^{3,4†}

Bifidobacteria are normally present in the gut from birth to old age.³ As they can be transmitted from the mother's vagina, gastrointestinal tract or breast milk, they are one of the first genera to colonize the infant gut.^{4,5} In fact, *Bifidobacteria* are the most abundant genus present in the guts of healthy infants, and are present in higher amounts in vaginally-born and breast-fed infants when compared to those who are caesarean-delivered or formula-fed.³ As infants consume solid foods, typically around 6 months of age, bacterial diversity in the gut expands; however, the level of *Bifidobacteria* falls to 30-40% and continues to decrease throughout childhood and adolescence.⁴ *Bifidobacteria* populations decrease further in adulthood (2-14% relative abundance), but remain stable before dropping again in the elderly.³ In addition to the natural reduction in microbial diversity associated with old age, the high prevalence of antibiotic use in the elderly significantly impacts the intestinal microbiota composition, further reducing *Bifidobacteria* levels and impacting overall health.^{3†}

Bifidobacteria typically colonize the large intestine, where they help to mediate carbohydrate fermentation.^{5†} As a result of their involvement in host metabolism, they contribute to the production of metabolites such as vitamins, antioxidants, polyphenols and short-chain fatty acids (SCFAs), which positively affect the gut.^{5†} Acetate and lactate are the primary fermentation end-products associated with *Bifidobacteria*-mediated carbohydrate metabolism.⁵ Various colonic bacteria convert these metabolites into butyrate, the major source of energy for colonocytes.⁵ Butyrate further contributes to gut health by promoting the production of mucin and upper gut motility, while regulating nuclear factor kappa B (NFκB) activity.⁵ In addition, *Bifidobacteria* help to strengthen the epithelial barrier to further maintain gut health.^{3,5†}

HMF Bifido Powder provides a combination of six proprietary *Bifidobacteria* strains from a blend of four different *Bifidobacteria* species. Included in this formula are CUL-34 and CUL-20, which have been selected based on their superior adherence to the gut lining, and natural resistance to pH and bile acid.⁶ Double-blind, placebo-controlled trials have reported that daily supplementation with a probiotic supplement (containing CUL-34 and CUL-20) significantly modulates the intestinal microflora composition, supporting a favorable gut flora.^{7,8†} An additional randomized, double-blind, placebo-controlled trial found that daily supplementation with the same probiotic strains provided support for occasional bloating and abdominal comfort, as well as bowel motility and elimination.^{9†}

Additionally, approximately 80% of the body's immunologically active cells are located in gut-associated lymphoid tissue, demonstrating an important interaction between the intestines and the immune system.^{10†} Preclinical research suggests that probiotics may directly mediate the activation of immune cells, the release of cytokines, and IgA antibody-mediated responses in the mucosa.^{11†}

Research suggests that *Bifidobacteria* may have a particular role in supporting the immune system.^{4†} Preliminary research showed that a probiotic supplement containing CUL-34 and CUL-20 significantly altered the immune response, as measured by alterations in the production of cytokines.^{12†} Similarly, a clinical trial reported daily supplementation with a probiotic containing CUL-34 and CUL-20 and vitamin C provided support for upper respiratory tract health.^{13†}

HMF Bifido Powder also provides BI-04, a proprietary probiotic strain that has been investigated for its effects on immune health.¹⁴ In a randomized, double-blind, placebo-controlled trial, physically active adults consumed either a placebo or probiotic supplement (containing 2.0x10⁹ CFU of BI-04) daily for 150 days.^{14†} Participants recorded their physical activity and respiratory health throughout the study via a web-based questionnaire.¹⁴ When compared to the placebo, daily supplementation with BI-04 significantly promoted upper respiratory immune health, demonstrating its beneficial effects on the immune system.^{14†}

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