



NEBRASKA<sup>®</sup>  
CULTURES



## ***Press Release*** **FOR IMMEDIATE RELEASE**

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## **Nebraska Cultures – the *Proven Probiotic* Company – Celebrates the 50-Year Legacy of Dr. Khem Shahani and His Discovery of DDS-1 Strain of *L. acidophilus***

*University of Nebraska microbiologist, probiotic pioneer and noted founder of the DDS-1 super strain of *L. acidophilus*, Dr. Khem Shahani led the way in what is now one of today's hottest health trends*

**WALNUT CREEK, Calif. (August 09, 2010) –** Nebraska Cultures Inc.

([www.nebraskacultures.com](http://www.nebraskacultures.com)), is celebrating 50 years since Dr. Shahani discovered the DDS-1 strain of *L. acidophilus*. The DDS-1 strain is one of the most researched and highly respected probiotic strains in the market today.

So revered by the probiotics industry for his contributions, Dr. Shahani earned a moment of silence two years ago at the first-ever International Congress of the International Probiotics Association. At a time when probiotics were in their infancy and few scientists were involved in their pursuit, he conducted numerous important studies at the University of Nebraska and authored over 200 peer-reviewed technical publications on the health benefits of probiotics and completed numerous studies and dozens of technical papers on the benefits of the DDS-1 super strain. Dr. Shahani began his landmark research on *Lactobacillus acidophilus* at the University of Nebraska in the late 1950s. There, he discovered a particular strain that showed superior growth, stability and nutritional viability. That strain would later be named DDS-1 for the University of Nebraska Department of

Dairy Science Number One. He continued his scientific studies and began manufacturing the strain to be sold as supplements for customers all over the world who wanted a means to obtain its remarkable health benefits. Dr. Shahani traveled widely exposing his works and important findings to the scientific and professional medical community at international symposiums that took him to the global corners of the world. His laboratory work, studies performed at the University of Nebraska and his tireless willingness to share his important findings with others were duly credited by the IPA regarding him as a force behind the probiotics health movement, and largely responsible for today's growing acceptance of probiotic supplementation.

"We are celebrating what my father started and what has now become one of the most important developments and health choices for people wanting to live a healthy lifestyle," said director of operations at [Nebraska Cultures](#) and Dr. Shahani's son, Michael Shahani. "Something my dad researched and discovered is now commonly used in health supplements, dairy products, foods and now even in baby formula (*to name a few items*) to promote good health. We are proud of his legacy and his life's work."

Dr. Shahani's accomplishments in the field of probiotics have been so substantial; his name is carried on Nebraska Culture's products to this day. The company refers to their line of products as Dr. Shahani's probiotics, and maintains his high standards of testing, quality control and manufacturing processes and procedures that he spent decades developing. To read a full list of Dr. Shahani's credentials, please visit:

[http://www.nebraskacultures.com/htmls/shahani\\_cv.html](http://www.nebraskacultures.com/htmls/shahani_cv.html).

### **About Nebraska Cultures**

Since 1981, Nebraska Cultures has supplied the natural products industry with the finest probiotic cultures – the Dr. Shahani's® brand – specializing in the DDS-1 strain of *L. acidophilus*. Nebraska Cultures remains at the forefront of the probiotic industry by performing new research, increasing consumer awareness, growing its business overseas and expanding into functional foods.

As one of the most influential probiotics scientists to date, Dr. Khem Shahani began his landmark research on *Lactobacillus acidophilus* at the University of Nebraska in the late 1950s. There he discovered a particular strain of *L. acidophilus* that showed superior growth, stability (clinical studies) and nutritional viability. Dr. Shahani would later name the strain DDS-1 for the Department

Nebraska Cultures Celebrates 50 Year Legacy of Dr. Khem Shahani's DDS-1  
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of Dairy Science Number One strain and spend the rest of his career unlocking its potentials for improving overall health.

For more information about DDS-1 or Nebraska Cultures, please visit: [www.nebraskacultures.com](http://www.nebraskacultures.com) or call toll free 1-877-377-4242.

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