



NEBRASKA
CULTURES®

Press Release **FOR IMMEDIATE RELEASE**

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Conquer Traveler's Tummy this Holiday Season - Nebraska Cultures Launches Adult-strength Chewable Probiotics

*In time for the busy holiday and travel season, the discoverers of the DDS-1 strain of *L. acidophilus* now offer a convenient way to stay healthy on-the-go*

WALNUT CREEK, Calif. (December 07, 2010) – An extension to their extremely popular Pro-Flora™ Children's Chewables, [Nebraska Cultures Inc.](http://www.nebraskacultures.com), the creator and exclusive supplier of Dr. Shahani's® *L. acidophilus*, will now offer their popular health maintenance formula in an adult-strength chewable probiotic. Available in a tasty raspberry chewable, the Dr. Shahani's [Pro-Flora™ Adult-strength Chewables](http://www.nebraskacultures.com) are formulated with two complementary probiotic strains - designed for optimal effectiveness and specifically formulated to meet the needs of the active adult. Particularly important during the busy holiday season, when travel schedules and holiday events cut into otherwise healthy eating habits, the DDS-1 strain of *Lactobacillus acidophilus* works in the small intestine, and *Bifidobacterium bifidum* colonize in large numbers in different places in the intestines. This combination works synergistically to maintain the best possible health and protection for the digestive system, and improve regularity in adults. Comprised of selectively isolated and cultured pure probiotic strains, which were developed over four decades ago by Dr. Shahani, the most respected name in probiotic research, each tablet contains over 2.5 *billion* live organisms.

“With the holiday season upon us, we wanted to offer consumers a convenient and powerful aid to their overall prophylactic health regimen,” explained Michael Shahani, director of operations for [Nebraska Cultures](#). “Not only do they taste great, but they can be taken with or *without* food – making them an ideal supplement for consumers who are constantly on-the-go.”

Probiotics, widely recognized as essential to healthy digestion, have fast become among the most popular natural supplements consumers use to sustain a healthy lifestyle. A healthy intestine is one that maintains a critical balance between the friendly and harmful bacteria. *Lactobacillus acidophilus*, one of the beneficial microorganisms, is the first line of defense in re-colonizing the human gut with “friendly bacteria.” Documented benefits of Dr. Shahani’s strain of *L. acidophilus* include:

- Helps digest proteins and carbohydrates
- Produces B vitamins and folic acid (essential for fetal development)
- Produces enzymes that help reduce lactose intolerance
- Produces natural beneficial acids that help digest food and fight infection
- Produces natural antibiotic-like substances that kill pathogenic bacteria
- Suppresses bad bacteria, reducing:
 - ✓ Yeast Infections
 - ✓ Skin problems
 - ✓ Bad breath
 - ✓ Constipation
 - ✓ Diarrhea
 - ✓ Gas
 - ✓ Dysentery
 - ✓ Stomach Ulcers
- Helps the body to absorb calcium
- Reduces serum cholesterol levels in the blood

For more information on Dr. Shahani's® Pro-Flora™ Adult-strength Chewables, please visit: <http://www.drshahaniprobiotics.com>.

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 and nutritional viability. Dr. Shahani would later name the strain DDS-1 for the Department of Dairy Science Number One strain and spend the rest of his career unlocking its potentials for improving overall health.

Nebraska Cultures Launches Adult-strength Chewable Probiotics
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For more information about the DDS-1 strain of *L. acidophilus* or Nebraska Cultures, please visit:
www.nebraskacultures.com or call toll free 1-877-377-4242.

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