



NEBRASKA  
CULTURES®



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

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## **Nebraska Cultures Now Offers Private Labeling on Top Selling Probiotics**

*Custom blending and pack sizes available to companies  
looking to profit from increased consumer buzz on probiotics*

**WALNUT CREEK, Calif. (May 19, 2010)** – Nebraska Cultures Inc.

([www.nebraskacultures.com](http://www.nebraskacultures.com)), the creator and exclusive supplier of Dr. Shahani's® *L. acidophilus*, now offers custom, private label options on their best selling probiotics. Using state-of-the-art, US-based manufacturing facilities, Nebraska Cultures will work with contract packagers to develop custom-labeled probiotic formulations in powders, capsules and tablets. As a 29-year leader in probiotic ingredients, the company also will offer custom blending of different strains and ingredients – something not offered by many in the industry. In addition, Nebraska Cultures can produce custom pack sizes to exactly fit the needs of its customers.

“Probiotics have gone mainstream and their use by consumers as part of an overall prophylactic health regimen appears to be enjoying new-found popularity,” explained Michael Shahani, director of operations for [Nebraska Cultures](http://www.nebraskacultures.com). “With our nearly three decades of experience in stabilizing and maximizing the efficacy of these microorganisms, Nebraska Cultures is the natural choice for companies looking to bring this healthy benefit to their customers.”

Probiotics, often added to foods such as yogurt or other digestible items, 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
- Inhibits multiplication of cancerous cells
- Reduces serum cholesterol levels in the blood

For more information on private label and/or custom blending options, please visit:  
<http://www.NebraskaCultures.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 (clinical studies) 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.

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

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