

Benefits of Choosing Baby's Only Essentials® Probiotic*

- Uniquely blended for the specific needs of toddlers and infants using three types of friendly Bifidobacterium found in infants: B.longum, B.breve and B.infantis.*
- Helps maintain nutrient absorption and normal immune function.*
- Studies indicate Probiotics are highly effective for children with intestinal irregularity.*
- Probiotics decrease the risk of diarrheal disease, particularly Rotavirus diarrhea.*
- Helps infants born Cesarean section and not receiving breast milk to stimulate their own good bacterial flora and immune system.*
- Live and active cultures help maintain "friendly flora."*
- Improves calcium absorption during critical bone forming years according to published studies.*
- Individual packets help preserve product life. One packet contains a child's daily serving. Refrigeration is recommended.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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NATURE'S ONE®

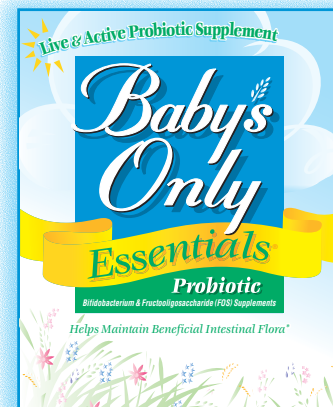


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Live & Active Probiotic Supplement

Baby's Only Essentials®

Probiotic Supplement with FOS



Introduction from Diane Wilson, RD, LD, MPH

As consumers, we are subjected to conflicting messages on just how clean we should keep our bodies and homes. Grocery shelves are stocked with antibacterial soaps and sterilizing hand lotions giving us the perception that all bacteria are bad and should be eliminated. In fact, good health is dependent upon our body's ability to maintain a proper balance of "good bacteria" or "friendly flora." The human intestinal tract contains over 100 varieties of "friendly" live organisms known as Probiotics needed for optimal human health. The friendly bacteria are so abundant that they make up approximately three pounds of human body weight.

It is understood that friendly flora is introduced naturally from mother to infant through the birth canal. Breast milk then continues to support the growth of flora, providing a strong immune system and a natural resistance to disease. Flora travels through the stomach and attaches to the intestinal walls where their continued growth "crowds out" harmful bacteria.

The "ecosystem" of the intestine becomes unbalanced when harmful or pathogenic bacteria dominate the system, weakening the body and making it more susceptible to disease. Bifidobacterium works by forming acetic and lactic acids in the intestinal tract. These acids lower the pH in the intestines and create a hostile environment for unwanted bacteria, such as pseudomonas, and pathogens like salmonellae, E. coli and staphylococci.

Baby's Only Essentials® Probiotic provides three species of friendly bacteria found in infants, also known as Bifidobacterium. These are B.longum, B.breve, and B.infantis. Baby's Only Essentials® Probiotic also contains Fructooligosaccharide (FOS), a naturally occurring carbohydrate derived from beets. FOS serves as "food" or a prebiotic for the friendly bacteria and helps to support the normal growth of B. longum, B. breve and B. infantis. Researchers are beginning to understand why breastfed babies have more intestinal friendly flora than bottle fed babies as studies reveal oligosaccharide is one of the healthful elements of breast milk.

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Frequently Asked Questions

What is unique about Baby's Only Essentials® Probiotic?

Baby's Only Essentials® Probiotic is a live, safe and active friendly bacteria uniquely blended for the specific needs of toddlers and infants using three types of Bifidobacterium. The intestinal bacterial flora of breastfed infants consists of 80% to 90% Bifidobacteria. The Bifidobacteria in Baby's Only Essentials® Probiotic were originally obtained from healthy infants and are:

- Bifidobacteria longum - Researchers report B. longum has been effective in eliminating harmful nitrates commonly found in foods.*
- Bifidobacterium breve - Is beneficial for the treatment of inflammatory bowel disease; prevents rotavirus induced diarrhea and helps maintain a healthy immune system.*
- Bifidobacteria infantis - The Journal of Applied Bacteriology reports that B. infantis helps inhibit invasive bacteria such as some strains of E. coli. It is also reported to protect against inflammation of the stomach and bowels (gastroenteritis).*

Breast milk contains prebiotics in the form of oligosaccharides. Prebiotics are the food used by good bacteria to help develop a healthy intestinal tract. Baby's Only Essentials® contains fructooligosaccharides (FOS). FOS is a prebiotic fiber naturally derived from beets and other plant foods and supports the growth of the probiotics B. longum, B. breve and B. infantis.

Why use Probiotics?

A baby's first ingestion of friendly digestive bacteria occurs naturally while passing through the birth canal. Ingesting probiotics can help foster the proper balance of bacteria to maintain good gut health. According to studies, from birth to 18 months is a critical time for the development of microflora to help develop a baby's immune system.* Scientists theorize that many diseases begin in the gastrointestinal tract, where compounds are absorbed quickly into the bloodstream. As bad bacteria become unbalanced, a child may experience excessive gas, bloating, constipation, intestinal toxicity, poorly absorbed nutrients, and may have an increase risk for developing allergies. Probiotics decrease the risk of diarrheal disease, particularly Rotavirus diarrhea.*

What are the most common uses of Bifidobacteria?

Studies have proven that the addition of Bifidobacterium is effective in helping to repopulate the flora and believed to reestablish a healthy intestinal balance. Pharmaceutical antibiotics can disturb the natural balance of the intestines.* Antibiotic treatments tend to kill all bacteria, both friendly and unfriendly. The intestines can become aggravated causing the possible onset of diarrhea or abdominal pain. Published studies have uncovered a wide array of other benefits of Probiotic therapy including improved recovery from constipation and diarrhea (particularly in children), reduced risk of allergies, boosted immune function, increased resistance to infection, increased production of various B vitamins and enhanced digestion and mineral absorption.*

For Routine Use

For Children 1 Year of Age or Older: One single packet, once daily unless otherwise directed by a healthcare professional. Best when mixed with dairy products such as pediatric formula, milk or yogurt. Otherwise mix with low-acidic beverages or water.

For Infants Less than 12-Months: Consult your healthcare professional before using this or any other Probiotic product.

STORE PRODUCT IN REFRIGERATOR

Caution: If a child is experiencing acute or persistent digestive issues (eg., diarrhea, constipation, blood in stool, painful bowel movements), consult a healthcare professional immediately for advice to insure there is not an underlying medical condition.

Supplement Facts	
Serving Size 1 Packet (2.0 g)	
Servings Per Container 30	
Amount Per Serving	% Daily Value
Calories 5	
Total Carbohydrate 2 g	1%*
Dietary Fiber 2 g	7%*
Sugars 0 g	
Calcium 49 mg	5%*
Phosphorus 23 mg	2%*
Bifidobacterium longum BB536 1billion	**
Bifidobacterium breve M-16V 1billion	**
Bifidobacterium infantis M-63 1billion	**
*Percent Daily Values are based on a 2,000 calorie diet.	
** Daily Value not established.	

Ingredients: Fructooligosaccharides, Tricalcium Phosphate, Bifidobacterium longum, Bifidobacterium breve, Bifidobacterium infantis.

Allergen Information: May contain dairy and fish.

Nature's One® Pediatric Products

- **Baby's Only Organic® Pediatric Formulas**
- For nutritional comparison to leading brands, visit our website.
- **Baby's Only Essentials® DHA & ARA**
Fatty Acid present in breast milk support the development of the brain & eyes.
- **Baby's Only Essentials® Oral Electrolyte**
- Helps replenish fluids & maintain hydration.

