

## NEW INTERNATIONAL TEAM NEWSLETTER

We are pleased to begin a fresh newsletter, aimed at providing you useful information about Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

## SPOTLIGHT



Michelle Baron, Director, Marketing Innovation, has been with Natrol for three years. Since joining Natrol, Michelle has developed and launched a variety of new items including Natrol Gummies, Cognium for memory and brain health support and WellBelly Probiotics. Prior to joining Natrol, Michelle did marketing and new product development for another supplement company. Her 15 years of marketing experience include brand management positions at Unilever, Medtronic and A&E Television Networks. A graduate of UCLA and The Wharton School at the University of Pennsylvania, Michelle is excited to bring innovative new products to life at Natrol.

## DIGESTIVE HEALTH

More than 60 million Americans report some sort of digestive difficulty. Emerging science indicates intestinal health is linked to overall health. Sometimes diet and life choices, or other factors beyond our control can result in digestive systems that are not functioning at their best. Natrol's line of digestive support products provide supplemental nutrients that can help replenish your system and maintain overall good health.†

### How Might Probiotics Work?

Probiotics may have a variety of effects in the body, and different probiotics may act in different ways.

#### Probiotics might:

- Help to maintain a desirable community of microorganisms
- Stabilize the digestive tract's barriers against undesirable microorganisms or produce substances that inhibit their growth
- Help the community of microorganisms in the digestive tract return to normal after being disturbed
- Outcompete undesirable microorganisms
- Stimulate the immune response



## NATROL WELLBELLY PROBIOTICS + ENZYMES

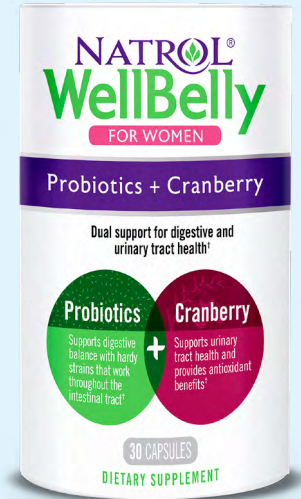
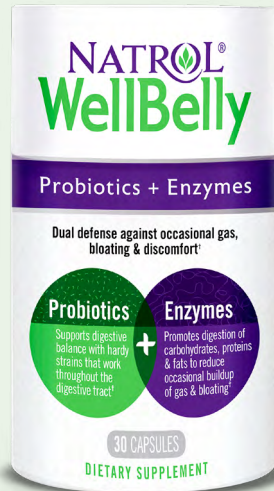
- Helps defend against occasional gas and bloating†
- Helps relieve digestive discomfort†
- Helps break down fats, carbohydrates and proteins†

### Probiotics

- 5 billion CFUs colonize throughout the digestive tract covering both the small and large intestines†
- Blend of strains known for their hardiness and survivability
  - DE111® *Bacillus subtilis* (clinically studied)
  - *Lactobacillus acidophilus*
  - *Bifidobacterium lactis*
- Guaranteed through expiration

### Enzymes

- 5 types of enzymes to support nutrient absorption and help break down fats, carbohydrates and proteins to ease overall digestion
  - Alpha Galactosidase – complex carbohydrates
  - Cellulase – plant-based foods
  - Amylase – starches
  - Protease – proteins
  - Lipase – fats



- Helps support digestive health
- Helps support urinary tract health
- 2 billion CFUs of 5 probiotic strains to colonize throughout the intestinal tract
- 50 mg Cranberry for urinary tract health

**Probiotics** Colonize throughout the digestive tract covering both the small and large intestines

- *Lactobacillus plantarum*
- *Lactobacillus acidophilus*
- *Lactobacillus salivarius*
- *Lactobacillus rhamnosus*
- *Bifidobacterium lactis*
- The formulation is heavily weighted to favor *Lactobacillus* strains in keeping with a woman's specific health needs.
- Probiotics are guaranteed through expiration

**Cranberry:** supports urinary tract health AND provides antioxidant benefits

### Delayed Release Capsule

- Shields probiotics from acidic conditions of the stomach so they can arrive safely in the intestines where they will be most effective

† 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.

## SCIENTIFIC & CONSUMER TRENDS

Below please find interesting educational information about vitamins, minerals, supplements and fitness. Click on the topic to access information.

### Dietary/Nutrition/Supplements

[The Health Benefits of Probiotics](#)

[Probiotics: In Depth](#)

### Health & Fitness

[Fitness and Probiotics: 3 Ways Probiotics Can Help You if You Work Out](#)

[Health benefits of taking probiotics](#)

For informational purposes only, Natrol is not responsible for the contents in these links.