

CLEANSING



Colon Formula

SUPPORTS OPTIMAL COLON HEALTH!◇

Is healthy colon ecology an important factor in promoting my overall health?

Routinely cleansing your system promotes overall wellness by helping to maintain a healthy colon. Colon Formula is a unique proprietary blend of different high-quality soluble and insoluble fibers, along with valuable herbal concentrates, and a synergistic blend of beneficial microflora (probiotics). Together, they help maintain healthy colon ecology and intestinal acid-alkaline balance.◇ Colon Formula helps to keep the transit time of digested food through your colon at a healthy rate and promotes routine elimination.◇ A diet rich in fruits, vegetables, and other whole foods, combined with this wonderful supplement, provides a convenient way to support natural cleansing and colon health, as well as supporting cholesterol levels already in the normal range, all of which are key to supporting overall vitality and wellness.◇ Colon Formula can be added to your Daily BioBasics™ for a more advanced routine cleansing or used periodically for more intensive cleansing.◇

MAINTAINS HEALTHY INTESTINAL ECOLOGY◇

According to the American Dietetic Association, most Americans currently consume only 12-17 grams of fiber daily; **the recommended daily intake is between 20 and 35 grams.** Indigenous Africans, studied by the late Dr. Dennis Burkitt, the world-renowned British physician who brought dietary fiber to the attention of the Western world, routinely **consumed 75-100 grams** of fiber in their daily diets. Dr. Burkitt reported that these people experienced more rapid intestinal transit times than people eating "Western" diets (4-6 hrs. vs. 60-90 hrs.), and had healthier bowels, hearts, digestive systems, and routine elimination of waste.

The role of dietary fiber in certain aspects of colon health remains controversial, with conflicting studies and arguments about which **types** of fiber may or may not be health supporting. Clearly important is the role of **soluble** fiber in maintaining already healthy cholesterol levels and promoting cardiovascular health, which has been well established, and even accepted by the United States Food and Drug Administration.◇

MAINTENANCE OF HEALTHY CIRCULATION◇

One of the primary fiber sources in Colon Formula is the seed and seed husk of **Psyllium** (*Plantago Ovata*, *Plantago Ispaghula*).

These seeds have long been used as a dietary supplement to promote routine bowel function.◇ They also have a long history in traditional health practices of both China and India in the maintenance of healthy circulation, as well as healthy bladder and colon function.◇

Psyllium seeds contain 10-30% mucilaginous components. When the husk is mixed with water it swells to form a gelatinous mass. This mass keeps the stool well hydrated and therefore soft. The resulting bulk stimulates a reflex contraction of the walls of the bowel, thereby speeding intestinal transit of the stool and increasing the ease of emptying. Due to its high soluble fiber content, psyllium, similar to the other fibers contained in Colon Formula such as guar gum, maltodextrin-soluble fiber, flaxseed, and alginate, slows the absorption of dietary sugars. This slower absorption helps to maintain and facilitate transportation of glucose into the cells.◇

PROMOTES PROBIOTIC ACTIVITY[◇]

Another primarily soluble fiber source in Colon Formula is known as “resistant maltodextrin” or maltodextrin-soluble fiber. This unique form of fiber was developed in Japan by using natural enzymes to transform the linkages between glucose molecules in conventional maltodextrin to a form that is not digested in the upper digestive tract. Maltodextrin is a form of starch (long chains of glucose molecules chemically bonded to each other) derived either from potato, tapioca, or corn. Enzyme treatment transforms the maltodextrin into a form of fiber that is not digested in the upper portion of the human digestive tract. This fiber then becomes a **primary food source to the symbiotic (beneficial) bacteria in the large intestine, such as Bifidobacteria and Lactobacillus species**, which have the enzymes necessary to partially digest the glucose chains, and ferment the sugar molecules into short-chain fatty acids.

For this reason, maltodextrin-soluble fiber is sometimes referred to as a “prebiotic”, since it feeds the beneficial colon bacteria (often called “probiotics”).

Clinical studies have shown that introducing resistant maltodextrin to the diet increases the number of beneficial bacteria in the colon.

This stimulates increased production of beneficial short-chain fatty acids, which are used as primary fuel by the cells lining the colon, increased absorption of calcium and magnesium, and improved elimination of waste. Because maltodextrin-soluble fiber can dramatically increase the growth and activity of the symbiotic microflora, increased intestinal gas may be noted for a few days, until a new intestinal ecology has stabilized. Maltodextrin-soluble fiber is not well digested by intestinal yeasts, and therefore is not nearly so gas-forming as other prebiotic fibers that are easily digested by yeast, such as fructooligosaccharides (FOS), also known as fructans and inulin.

FIBER BINDS HARSH ENVIRONMENTAL COMPOUNDS

Flax is one of the oldest known cultivated plants, dating back to 5000 B.C. Ancient East Indian scriptures state that in order to reach the highest state of contentment and joy, a person must eat flax daily. Mahatma Gandhi once observed: “Wherever flaxseed becomes a regular food item among people, there will be better health.” Charlemagne, an eighth century

emperor, considered flax so important for the health of his subjects that he passed laws requiring its consumption. Flax has been used since antiquity to maintain the health of livestock and domestic animals.

Flaxseed contains generous quantities of both soluble and insoluble fiber; its soluble fiber is predominantly mucilaginous. Flaxseed fiber is one of the richest sources of lignans, which the human body metabolizes into phytoestrogens, providing 75-800 times more plant lignans than most plant sources. Flaxseed lignans are converted to the mammalian lignans enterodiol and enterolactone by beneficial bacteria in the colon.

Guar gum is another of the beneficial fibers of Colon Formula. It is obtained from an annual summer **legume** grown in Pakistan and India. It is often used as forage for cattle and as a vegetable for human consumption. Historically, guar gum has been used as part of a diet to help maintain healthy blood sugar levels and control appetite. It is widely used in the food industry as a thickener and binder of free water in sauces, salad dressings, and several other applications.

The last variety of fiber included in Colon Formula is extracted from **Brown Kelp**, otherwise known as marine alginate. Like guar gum, alginate hydrates in the intestine to form a gel, which tightly binds harsh environmental compounds and prevents their absorption (or re-absorption if they have already been cleared by the liver and eliminated into the intestine through the bile). Thus, it contributes to the overall cleansing effect of Colon Formula, as well as maintaining a soft, hydrated stool.

SUPPORTS HEALTHY IMMUNE FUNCTION[◇]

Along with the fiber food source for the beneficial colon bacteria, Colon Formula supplies a proprietary blend of **three** of these probiotic bacterial species: *Lactobacillus Acidophilus*, *Lactobacillus Bifidus* and *Lactobacillus Salivarius*. There is accumulating evidence that the symbiotic beneficial bacterial colony of the colon serves multiple important health-promoting functions, including the support of healthy immune functions. This beneficial bacterial colony of the colon actually makes up the second largest organ in the body (after the liver), with a weight of several pounds, and needs replenishing after serious health challenges.

PROMOTES A HEALTHY ACID/ALKALINE BALANCE[◇]

Prebiotics and probiotics are important in recolonizing the intestine, during and after certain health challenges, and in maintaining a healthy immune system.[◇] Probiotics also promote healthy digestion.[◇] Enzymes such as lactase, the enzyme needed to digest milk, are secreted by probiotic bacteria and aid in certain aspects of digestion. Acidophilus and bifidobacteria produce B vitamins as well, including niacin, folic acid, vitamin B-12, and vitamin B-6, as well as vitamin K. They produce organic compounds such as lactic acid, hydrogen peroxide, and acetic acid that help maintain and promote a healthy acid/alkaline balance in the colon. In addition, they produce substances called bacteriocins, which are used by the immune system to maintain good health. These beneficial bacteria appear to play a key role in the maintenance of a healthy balance of microflora in the body.

ENZYME FUNCTION

To complete the recipe, beetroot powder, which contains the red pigment “betanin”, a potent flavonoid anthocyan and traditionally honored for general stimulating and resistance-enhancing effects, is included. Colon Formula contains the exclusive PhytoZyme[®] Base, a proprietary blend of over 30 specially selected fruit, vegetable, and herbal concentrates.

SUGGESTIONS FOR USE:

Together with a diet rich in fruits, vegetables, and other whole foods, this wonderful supplement provides a convenient way to support natural cleansing and colon health, as well as supporting cholesterol levels already within normal range, all of which are key to supporting overall vitality and wellness.[◇] It is also important to consume plenty of water (3 to 4 pints per day) along with Colon formula.

Combine one heaping teaspoon of Colon Formula in a shaker cup with 12 oz. or more of your favorite juice or other liquid daily. Shake vigorously and drink immediately (unless you want to eat it with a spoon!) and follow with at least 8 ounces clean water.

It is often preferable to start with a level teaspoon, less if you want to allow your system to gradually adjust to the increased fiber, prebiotics and probiotics; however more can be taken if desired. Many people mix Colon Formula with their orange or grapefruit juice in the morning, which also has the advantage of slowing the absorption of sugars from the fruit juice.

Caution: Do not use this or any other bulk-forming product, if you have had recent intestinal surgery or any history of intestinal obstruction, without the supervision of a licensed health care professional.

Notice: This product should be taken with at least a full glass of liquid. Taking this product without enough liquid may cause choking. Do not take this product if you have difficulty in swallowing.

[◇]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.

Supplement Facts

Serving Size

One Level Scoop

Servings Per Container

60

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	36	Guar Gum Seed Endosperm	177 mg **
Total Carbohydrate	11.8 g 4%*	Black Walnut Leaf	118 mg **
Dietary Fiber	8 g 32%*	Magnesium Trisilicate	118 mg **
Soluble Fiber	5 g	Marine Alginate (<i>Laminaria digitata</i>) Whole Plant Isolate	94 mg **
Insoluble Fiber	3 g	Beet (<i>Beta vulgaris rubra</i> L.) Root	59 mg **
Blond Psyllium Seed	5.0 g **	ProBioTx™ Stabilized Probiotic Blend	11.8 mg **
Blond Psyllium Seed Husk	2.5 g **		
Maltodextrin Soluble Fiber	3.5 g **		
Flax Seed (De-Oiled)	177 mg **		

INGREDIENTS: Blond Psyllium Seed, Maltodextrin Soluble Fiber, Blond Psyllium Seed Husk, Flax Seed (De-Oiled), Guar Gum Seed Endosperm, Magnesium Trisilicate, Black Walnut Leaf, Marine Alginate Whole Plant, Beet (*Beta vulgaris rubra* L.) Root, ProBioTx™ Stabilized Probiotic Blend (*Lactobacillus acidophilus* DDS-1™, *Bifidobacterium bifidum* and *Lactobacillus salivarius*), PhytoZyme® proprietary blend (Bromelain, Papain, Aloe Vera, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Spinach, Cauliflower, Asparagus, Celery, Beet, Chili Pepper, Green Bean, Pea, Sweet Potato, Cucumber, Pumpkin, Snow Pea, Tomato, Zucchini, Lima Beans, Mushroom, Banana, Cantaloupe, Cranberry, Guava, Lemon, Mango, Orange, Papaya, Peach, Pineapple and Grapefruit.

Each serving contains a stabilized Probiotic Blend providing one hundred eighteen million (118,000,000) beneficial micro-flora including *Lactobacillus acidophilus* DDS-1™, *Bifidobacterium bifidum* and *Lactobacillus salivarius*.

Formulated in the exclusive PhytoZyme® base of plant enzymes for bioavailability and over 30 synergistic fruit, vegetable and herbal concentrates for "extra" phytonutrient cofactors.

This product was not tested on animals.

Suitable for Vegetarians.

Allergy Information: This product is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

NOTICE: This product should be taken with at least a full glass of liquid. Taking this product without enough liquid may cause choking. Do not take this product if you have difficulty in swallowing.

DIRECTIONS: One level 20 cc scoop (approximately 11.8 grams) shaken vigorously in about twelve ounces of your favorite juice. Drink Immediately. Enjoy once or twice a day as a fiber and bulk supplement. Helps maintain healthy bowel microflora. ◊

US.SF.MOD 3C

REFERENCES:

- Jodra Y, Mijangos F. Ion exchange selectivities of calcium alginate gels for heavy metals. *Water Sci Technol* 2001; 43 (2): 237-44
- Aminina NM, Podkorytova AV, Korzun VN. [Article in Russian] [Effect of alginic acid and its salts on the dynamic of 85Sr and 137Cs accumulation in rats'. *Radiats Biol Radioecol* 1994 Jul-Oct; 34 (4-5): 703-12
- Ivannikov AT, Altukhova GA, Parfenova IM, Popov BA. [Article in Russian] [The effect of algisorb on the level of the accumulation of zirconium, ruthenium, iodine and cesium radioactive isotopes in the body of rats'. *Radiats Biol Radioecol* 1996 May-Jun; 36 (3): 427-33
- Marlett JA, Kajs TM, Fischer MH. An unfermented gel component of psyllium seed husk promotes laxation as a lubricant in humans. *Am J Clin Nutr* 2000 Sep; 72 (30): 784-9
- Cunnane SC and Thompson LU. *Flaxseed in Human Nutrition*. AOCS Press, Champaign, Illinois, 1995, ISBN 0935315-60-8
- Eastwood MA. The physiological effect of dietary fiber: an update. *Annu Rev Nutr* 1992; 12: 19-35
- Bingham S, Day NE, Luben R, et al. Plant polysaccharides, mean and colorectal cancer. *European Conference on Nutrition and Cancer*, Lyon, France, June 21-24, 2001. [Abstract # 0.21]
- Sidney Baker M.D. *Detoxification and Healing*. Keats Publishing, 1997 pp 151-159

LIFE PLUS® INTERNATIONAL • P.O. Box 3749, Batesville, Arkansas 72503 • 800-572-8446 • www.lifeplus.com

This information is for use and distribution only in the United States.



ITEM NUMBER 7906

04/08

© 2008 Life Plus International. All rights reserved.

◊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.