

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.

Binds Waste

A powdered clay known as bentonite, derived from deposits of weathered volcanic ash, is another important cleansing factor in this powerful food supplement. Recognized by native peoples around the world for centuries, bentonite effectively supports intestinal cleansing.

The original name of this volcanic clay was montmorillonite, named for Montmorillon, France, where this unique mineral complex was first identified. The name bentonite refers to a deposit first identified in the U.S. in cretaceous rocks in Fort Benton, Wyoming. When bentonite combines with water (hydrates), it swells. This swelling stretches it open like a highly porous sponge, capable of drawing in and binding various types of wastes.

The Canadian Journal of Microbiology (Vol. 31, pp.50-53, 1985) contains an article about many beneficial properties of bentonite. The clay is eventually eliminated from the body with the waste bound to its multiple surfaces and is also a source of over 70 trace and ultra-trace minerals.

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	
Calories	36	
Total Carbohydrate	11.8 g	4%*
Dietary Fiber	8 g	32%*
Soluble Fiber	5 g	
Insoluble Fiber	3 g	
Blond Psyllium Seed	5.2 g	**
Blond Psyllium Seed Husk	2.5 g	**
Maltodextrin Soluble Fiber	3.3 g	**
Flax Seed (De-Oiled)	177 mg	**
Guar Gum Seed Endosperm	177 mg	**
Black Walnut Leaf	118 mg	**
Bentonite	118 mg	**
Magnesium Trisilicate	118 mg	**
Marine Alginate (<i>Laminaria digitata</i> L.) Whole Plant Isolate	94 mg	**
Beet (<i>Beta vulgaris rubra</i> L.) Root	59 mg	**
ProBioTx™ Stabilized Probiotic Blend	11.8 mg	**

*Percent Daily Values are based on 2,000 calorie diet.

**Daily Value not established.

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

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DIRECTIONS: Add one level 20 cc scoop (approximately 11.8g) to about 12 ounces of your favorite juice. Shake vigorously and drink immediately. Drink an additional 8–12 ounces of liquid within the next hour for best results. Enjoy once or twice a day as a fiber and bulk supplement. Helps maintain healthy bowel microflora.◊

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. Keep out of reach of children.

Each serving contains a stabilized Probiotic Blend providing one hundred eighteen million (118,000,000) beneficial micro-flora including *L. 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.

As with all supplements, please consult your physician prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication.

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

This product was not tested on animals.

Suitable for Vegetarians.

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