

# Good Belly™

## GoodBelly™ Fact Sheet

### What is GoodBelly™?

GoodBelly is the fruit drink with probiotics and multi-vitamins. GoodBelly's primary probiotic, *Lp299v*, has been clinically proven to improve digestive functions and promote immunity. Additionally, GoodBelly is a fruit drink that contains organic fruit, vital minerals and 100 percent daily value of 11 essential vitamins that promote every day health and wellness. GoodBelly is the only dairy free, soy free and wheat free product of its kind.

“GoodBelly delivers a holistic approach to wellness by bringing together validated science and organics,” explains Steve Demos, co-founder of NextFoods. “GoodBelly's patented probiotic, *Lp299v*, has been clinically tested and proven for 15 years and has also been proven on the breakfast table. *Lp299v* has been the probiotic in the number one selling fruit drink in Sweden for 13 years.”

Forty percent of Americans experience some kind of gastro-intestinal trouble, and as people age, their gut flora deteriorates which makes digesting foods more problematic. The result for millions of people is gas, bloating and irregularity, but conditions can also be severe and chronic. Gut flora can also be negatively impacted when people are taking antibiotics, which have the ability to kill both good and bad bacteria in the digestive tract.

The good news is that GoodBelly contains an impressive 20 billion live and active probiotic cultures which are clinically proven to restore the balance of gut flora in the intestinal tract and promote immunity. GoodBelly is an excellent probiotic choice for people looking to promote digestive health on a daily basis or specifically offset the negative effects of antibiotics. GoodBelly and all probiotics should be consumed two hours after taking the antibiotic, so the probiotic has an opportunity to restore the healthy bacteria in the gut without interference from the antibiotic.

### **History of Proven Probiotic, *Lp299v*:**

The health benefits of *Lp299v* were discovered by scientists at Lund University in Sweden in 1990. Researchers were looking for ways to reduce the healing time for patients who had undergone gastro-intestinal surgery. While feeding many different probiotic strains to these patients, they ultimately found that this particular probiotic, *Lp299v*, when delivered in oats—which is easy to digest—was incredibly well-established in the intestine. They discovered that the presence of *Lp299v* helps restore a balanced intestinal flora and reduces the risk of infections by harmful bacteria. This

promising finding led to subsequent studies which have shown that *Lp299v* can improve the gastro-intestinal health and the immune status in humans. In 1994, *Lp299v* was added to a Swedish fruit juice to promote intestinal health in the general public. That fruit drink has been keeping bellies happy since. And now that same proven probiotic will be available in the United States for the first time in GoodBelly.

“We are providing people with a highly nutritious drink that can help them on their journey towards vigorous good health and wellness,” said NextFoods co-founder, Todd Beckman. “We are receiving positive feedback that consumers are pleased about replacing their basic multi-vitamin with an easy and convenient fruit drink that also promotes healthy digestion.”

GoodBelly’s science and nutrition team blended probiotics, *Lp299v* and *Bifidobacterium lactis*, along with multi-vitamins in order to offer a convenient and effective functional food. The result is a fortified product that helps strengthen the body’s digestive and immunity functions.

“GoodBelly is something we call pre-p replenishment, because it provides your body with a clinically proven probiotic and multi-vitamin blend that nourishes your body. By pre-p replenishing, you proactively do good things for your body, so you don’t have to replenish as much,” said Mary Adams, VP of Marketing for NextFoods.

GoodBelly is available nationwide in Whole Foods and Wild Oats Markets. Suggested retail price is \$4.49 for a 4-pack of 2.7 fl oz juice serving and comes in three flavors: Peach Mango, Blueberry Acai and Strawberry Rosehips.

#### **Nutritional Information for GoodBelly:**

<b>Vitamin A</b>	<b>100%</b>	<b>Calcium</b>	<b>10%</b>
<b>Vitamin C</b>	<b>100%</b>	<b>Zinc</b>	<b>50%</b>
<b>Vitamin K</b>	<b>100%</b>	<b>Selenium</b>	<b>50%</b>
<b>Vitamin B<sub>12</sub></b>	<b>100%</b>	<b>Manganese</b>	<b>50%</b>
<b>Thiamin</b>	<b>100%</b>	<b>Chromium</b>	<b>50%</b>
<b>Riboflavin</b>	<b>100%</b>	<b>Molybdenum</b>	<b>50%</b>
<b>Vitamin B<sub>6</sub></b>	<b>100%</b>	<b>Vitamin D<sub>3</sub></b>	<b>10%</b>
<b>Folate</b>	<b>100%</b>		
<b>Vitamin E</b>	<b>100%</b>		
<b>Pantothenic Acid</b>	<b>100%</b>		
<b>Biotin</b>	<b>100%</b>		

**GoodBelly contains clinically tested probiotics *Lactobacillus plantarum* (*Lp299v*) and *Bifidobacterium lactis* (*Bi-07*)**



For more information visit [www.GoodBelly.com](http://www.GoodBelly.com)

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