



Press Release: FOR IMMEDIATE RELEASE

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COUNTRY LIFE LAUNCHES *GUT CONNECTION™* - A RADICAL NEW APPROACH TO GUT HEALTH BEYOND PROBIOTICS

Natural health leader introduces first and only whole food fermentate prebiotic[^] supplement line

(Hauppauge, NY) – March 2019 – Category innovator [Country Life](#) announces the launch of [Gut Connection™](#), a completely new approach to gut health. Gut Connection™ is the first and only line of supplements containing 630 mg of EpiCor® clinically-studied whole food fermentate prebiotic, which is scientifically shown to balance and support the gut by boosting levels of good bacteria.*†^ Made using a fermented whole food yeast, it captures a complex array of beneficial nutrients through the process of fermentation. Documented benefits include supporting a shift in healthy gut microbiota (flora) composition, helping maintain the gut lining, maintaining gut barrier function, and supporting overall gut microbiome.*†

The new line consists of eight supplements designed with a whole-person formulation philosophy to address a variety of important health issues. Extensive research continues to support the critical role that a balanced gut microbiome plays in overall human health.

The eight SKU's include: **Digestive Balance™**, **Immune Balance™**, **Sleep Balance™**, **Mood Balance™**, **Cognitive Balance™**, **Stress Balance™**, **Energy Balance™**, and **Weight Balance™**. Each product comprises easy-to-swallow capsules that are individually formulated with scientifically studied ingredients, depending on the consumer's needs.

"After extensive research and market analysis, Country Life decided to take a new approach to gut health," says Elizabeth Poon, director of marketing at Country Life. "Current scientific research increasingly shows that the body's own natural supply of trillions of probiotics are enhanced through the support of a prebiotic ingredient, which acts as a fertilizer to boost the support mechanism of probiotics.* We found that focusing on whole food fermentate as the core ingredient provided numerous benefits beyond other prebiotics on the market. Gut Connection™ has been specially formulated to address eight specific issues related to gut health, featuring a variety of scientifically studied ingredients. We're very excited about this first and only supplement line," she notes.

The eight Gut Connection™ products are as follows:

Digestive Balance™ – contains two scientifically supported branded prebiotic ingredients to increase bifidobacterium in the colon and increase bowel movements, as well as reducing occasional bloating.*†

Immune Balance™ – contains branded ingredients to increase bifidobacterium in colon and reinforce the body's natural first line of defense.*

Sleep Balance™ – contains ingredients to help one fall asleep faster and relax muscles to support sleep.*

Mood Balance™ – contains ingredients to support positive mood and help maintain brain neurotransmitters that support mood.*

Cognitive Balance™ – includes ingredients that help support neurotransmitter creation in the brain; shown to increase Brain Derived Neurotropic Factor (BDNF) supporting brain health, as well as word and memory recall.*

Stress Balance™ – contains ingredients to help stress response and promote relaxation; equips the body to deal with stress and support a positive mood; supports production of neurotransmitters dopamine and norepinephrine.*

Energy Balance™ – contains coffee berry fruit which provides natural caffeine to support energy and alertness and B vitamins to support neurotransmitter production*.

Weight Balance™ – contains a citrus extract that is clinically shown to increase lipolysis, which breaks down fat, reduces abdominal fat, waist size and hip circumference; and has been shown to reduce overall body fat in 16.*

Gut Connection™ is available at select wellness stores nationally, and all products retail for \$44.95 for a one-month supply, except **Digestive Balance™**, which retails for \$44.95 for a two-week supply. For more information, visit www.countrylifesteam.com.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. ADD BOX AROUND DISCLAIMER

†Based on results from a study using a dynamic model representing GI digestion.

EpiCor® is a registered trademark of Embria Health Sciences, LLC

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About Country Life

Country Life, a leader in natural health, was founded in 1971. Its family of brands includes Country Life® Vitamins, BioChem® protein powders and sports nutrition, and Desert Essence® personal care. Country Life's highly tested products are made from globally-sourced, clean ingredients, ensuring exceptional quality. Country Life's manufacturing facility is based in Hauppauge, New York. It is one of the largest vitamin and supplement companies to receive NSF-GMP certification. To learn more, visit:

<http://www.countrylifesteam.com/> or call 800.645.5768. Video can be found at:

<https://youtu.be/xmg1JQZz1Go>.