



FAST FACTS

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 and is a Certified B Corporation.

What is Gut Connection™?

Gut Connection is a radical new approach to gut health beyond probiotics. The new line consists of eight supplements designed with a whole-person formulation philosophy to address a variety of important health issues. The eight SKU's include: **DIGESTIVEBALANCE™**, **IMMUNEALANCE™**, **SLEEPBALANCE™**, **MOOD BALANCE™**, **COGNITIVEBALANCE™**, **STRESSBALANCE™**, **ENERGYBALANCE™**, AND **WEIGHTBALANCE™**. Each product comprises easy-to-swallow capsules that are individually formulated with scientifically studied ingredients, depending on the consumer's needs.

What is gut barrier function?

The gut barrier refers to the intestinal epithelium, which is a layer of single cells that defend against toxins and antigens, while allowing nutrients, electrolytes and water to be absorbed. This barrier can be compromised by factors that are influenced by diet, leading to inflammatory diseases and intestinal distress, sometimes referred to as 'leaky gut'. Gut Connection is designed to support and maintain the gut barrier function[†].

How is Gut Connection different from other digestive health supplements on the market?

Many of the digestive health supplement offerings on the market today are either probiotics or prebiotics. 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.*†

What do you mean by “a radical new approach beyond probiotics”?

Most consumers are aware that probiotics are good for them, but they don't know which strains to take and how many. The popularity of probiotics has declined in recent years due to the pivot in interest in prebiotics, now well known to be a valuable precursor for probiotic benefits. Gut Connection takes this process to the next level with its clinically-studied whole food fermentate prebiotic, which captures the complex array of beneficial nutrients and acts as a fertilizer to boost levels of good bacteria.

What is the difference between a probiotic and a prebiotic?

The human body contains trillions of probiotics, which are the beneficial bacteria in the gut that make up a healthy microbiome. Probiotics can keep the immune system strong and reduce chronic inflammation, which is associated with serious health issues. Probiotics also exist in foods like yogurt and sauerkraut. In addition, one can take a probiotic supplement to further boost healthy bacteria in the gut. Prebiotics feed the probiotics, acting like a fertilizer to enhance the benefits of probiotics. Prebiotics are found in high fiber foods such as onions, oats, green bananas, and chia and flax seeds. Prebiotics are also found in supplement form but taking too much can cause bloating and gas.

What is whole food fermentate?

Whole food fermentate is a natural ingredient comprised of amino acids, fibers, polyphenols, vitamins, amino acids, beta glucans and beneficial metabolites that work together on many levels to support a strong immune system. EpiCor, the common ingredient contained in Gut Connection, is the only whole food fermentate and has many published research studies on its safety and efficacy. A fermentate is a nutritious, minimally-processed whole food product made using a unique, specialized fermentation process. In this fermentation process, yeasts are used to help produce the beneficial nutrients and metabolites found in EpiCor whole food fermentate.

Is it safe for individuals who are sensitive to yeast/have Candida albicans issues?

Yes, it is completely safe. The microorganism used to make EpiCor is unrelated to the yeast that causes infections. The yeast species *Candida albicans* is a known pathogen and causes common yeast infections in humans. EpiCor is made with a yeast that is well documented to be remarkably safe for use in beneficial foods and ingredients.

Why are there eight products? Can I take more than one kind at the same time?

Research shows that a balanced microbiome is critical to numerous health conditions, including cognitive and immune health, mood stability, energy and more. Gut Connection is formulated with a combination of ingredients that support eight different but very important health



conditions. Each product addresses one condition specifically. The GRAS dosage (Generally Regarded As Safe) established by FDA standard is 11.4 grams per day.

What is the serving size?

The serving size for all other SKUs is 2 capsules daily with food, with the exception of WEIGHT BALANCE where, adults should take four capsules daily with food. Consumers should always discuss the supplements and medications they take with their health providers.

The claims made around the WEIGHTBALANCE™ supplement are quite surprising given all of the negative press around weight loss claims. How does Country Life back up its claims?

Note that claims refer to hip + waist circumference, not pounds/ weight. The individual ingredients in WEIGHTBALANCE have each been thoroughly researched to provide certain benefits that relate to a healthy weight, including increasing lipolysis which breaks down fat, and ingredients to increase resting metabolism. However, no product can absolutely guarantee weight loss, it must be complemented with a healthy lifestyle, including nutrient dense, whole foods and cardiovascular exercise.

What are the stand-out benefits of these individual products over other digestive health supplements?

Each individual product is specifically formulated with a variety of ingredients, some patented, some branded, and some commodity, to support the health condition for which it is designed. For example, the DIGESTIVEBALANCE product contains EpiCor, PreticX and Actazin, all of which have been scientifically-studied on their own to support various stages of gut health. IMMUNEBALANCE contains Wellmune for stress support. ENERGYBALANCE contains elevATP to support the body's production of ATP.

How long do you need to use the products before you see results?

Each product varies in how long it takes to show effectiveness. Each bottle provides a 30-day supply, with WEIGHTBALANCE providing a four-month supply.

In which retail outlets can the products be found?

Beginning in April, the products will be available in Sprouts Markets nationally.

What is the shelf life of these products?

The products have a two-year from date of manufacture shelf life.



Additional information about Gut Connection supplements:

- **Certified Gluten Free by GFCO.org**
- **Certified Vegan by the AVA**
- **Non-GMO**
- **Kosher-Parve**
- **No wheat, soy or milk**
- **No salt, sugar or preservatives**
- **No artificial colors, flavors, or sweeteners**
- **No magnesium stearate**

Once digestive balance is achieved, is it necessary to keep taking the products?

Country Life recommends regular usage to establish and maintain product benefits, however the need for one product for a particular issue, such as SLEEPBALANCE, might be replaced by a need for MOODBALANCE or COGNITIVEBALANCE. Each individual body dictates a person's most effective regimen.

Where does Country Life stand on the new stricter FDA supplement regulations?

Country Life fully supports the new FDA regulations. The company was at the forefront of DSHEA (Dietary Supplement Health and Education Act) and has been an active member in CRN (Council for Responsible Nutrition), being one of the earliest adopters of the Supplement O.W.L.

How does this new product launch align with Country Life's innovation plans going into the future?

Gut Connection is exactly where Country Life's innovation is heading. By understanding the latest health concerns and through cutting-edge scientifically-studied ingredients, Country Life's mission is to introduce products that empower people to achieve their personal goals. Country Life respects individuality and wants to help when it comes to personalized health concerns. Our goal is to continue introducing forward-thinking, clean products that enable people to take on life.

*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.

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

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

