

# Deciphering a Probiotic Label

This is an example of a dietary supplement label for a product sold in the United States.

**RECOMMENDED USE:** Tells you what benefits you can expect from the product. Claims that relate the product to the structure or function of a healthy person's body (such as "supports digestive health") must be accompanied by a disclaimer that the FDA has not evaluated these claims.

**DOSAGE/ USAGE/ SERVING SIZE:** The amount that needs to be consumed to obtain the desired benefit.

**CFU (Colony Forming Units):** The number of viable bacteria in the product (sometimes designated as "live cultures"). Avoid products stating CFU "At time of manufacture" - such labeling does not account for decline of CFU during storage. CFU listed is usually a total count, although count for each strain is preferred. CFU listed on the product label should equal the amount shown to be beneficial in human studies.

**STORAGE INFORMATION:** How to store the product to ensure product quality and safety.

## Digestive System Support\*

This supplement provides 4 different strains of living probiotics (friendly bacteria). Proper amounts of friendly bacteria may result in improved immune function and overall intestinal health.

### SUGGESTED USE

Take one capsule daily with a meal

**KEEP DRY TO MAINTAIN POTENCY**

Use by 12 / 12 / 2018

\*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.



## PROBIOTIC NAME

*Supports digestive and immune health*

Dietary Supplement  
**30 capsules**

## Supplement Facts

Serving Size 1 Capsule  
Servings Per Container 30

Amount per serving	%DV**
Proprietary Blend	12 billion CFU **
<i>Lactobacillus plantarum</i> AB2 <i>Lactobacillus rhamnosus</i> CD3 <i>Lactobacillus salivarius</i> EF6 <i>Bifidobacterium longum</i> GH8	

\*\* Daily value not established

**Other ingredients:** Capsules (cellulose, water), cellulose, vegetable stearin and silica.

Manufactured by Probiotic Company  
www.probioticname.com  
(800)555-1234  
City, ST 12345      PRODUCT OF USA

**USE BY/EXPIRATION DATE:** This tells you how long the probiotic will contain adequate levels of live probiotic to deliver claimed benefits. Probiotic bacteria are living microorganisms and their numbers can drop during storage. Products are formulated to have indicated CFU through the "use-by" date.

**COMPANY NAME AND CONTACT INFORMATION:** Consumers can contact the company with questions, to get more information or to report any adverse effects.

**GENUS, SPECIES, AND STRAIN OF THE BACTERIA:** You need all 3 to know what probiotic you are getting. For the probiotic, *Lactobacillus acidophilus* MN5 *Lactobacillus* is the genus, *acidophilus* is the species, and MN5 is the strain designation. A strain designation identifies the specific strain in the product. Strain specificity is important as different strains within the same species can have different health benefits. Choose products that identify the strains of bacteria contained in their product.



International Scientific Association for Probiotics and Prebiotics

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