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FOR IMMEDIATE RELEASE**Topics:**

- Beneficial natural flora are “the forgotten organ,” also called the “flora organ”
- A wide diversity of probiotic strains support a healthy “flora organ”

Multi-Probiotic® Products Support the Body’s “Forgotten Organ”

Cottonwood, AZ—Sedona Labs, a leader in multi-probiotic™ products for over 20 years, reports increasing scientific support for maintaining a diversity of probiotic strains in the human intestinal tract.

iFlora® Multi-Probiotic® Formula contains 16 probiotic strains featuring nine Lactobacilli, five Bifidobacteria, and one each of Streptococcus and Lactococcus.

“Scientists are recognizing that our intestinal colony of beneficial flora is so essential for human health it functions as a human organ,” says Michael Lee, manager of product development at Sedona Labs. “The latest research by The Institute for Genomic Research estimates that a healthy “flora organ” contains approximately 1,000 species and trillions of microbes.”^{1 2}

There are far more natural flora cells than human cells within a healthy human. Natural flora cells outnumber human cells about ten to one—but they are much smaller. We are born with all of the human cells that make up our body, but we start acquiring natural flora cells during and right after birth. We acquire them to about the age of two. At that point, humans have a fully developed flora organ.

The consensus among scientists is that a healthy ecosystem thrives and flourishes with many different species. A healthy flora organ is similar to an ecosystem, and it thrives by having many different strains and species.

In the last few years, researchers have discovered that biodiversity at the microorganism level is fundamentally the same as that of larger organisms such as plants and mammals.³

“For over 20 years we have produced multi-probiotic® products based on the premise that supporting the diversity of probiotics in the ecosystem of the small and large intestine is beneficial,” says Lee.

Microbiologists agree that having a robust, healthy colonization of many probiotic strains is essential for the normal functioning of the flora organ. The flora organ is crucial for the development of a healthy immune system, starting right at birth. Humans are essentially dependent on their flora organ for their well being.

A healthy flora organ helps humans digest their food, absorb nutrients, and produce vitamins. It also supports the natural defenses of the body —helping to keep healthy people healthy.

The importance of the flora organ is supported by a 2007 National Institutes of Health initiative to map the natural flora in or on the human body called the Human Microbiome Project.⁴

Doctors, consumers, scientists and researchers are concerned about the growing number of environmental factors that can reduce the number of “good” bacteria that make up the flora organ. The consequences of these reduced numbers of good flora can lead to less-than-optimal health. In fact, some flora do not return to their optimal levels and some will be completely or partly wiped out.⁵

Supplementing with multi-probiotic[®] products that contain a variety of probiotic strains is recommended by Sedona Lab scientists to help support and maintain the health of the flora organ.

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¹ The Institute for Genomic Research (2006, June 2). Gut Reaction: Researchers Define the Colon’s Genome, Describe the Busy Microbial World Inside. *ScienceDaily*.

² American Society for Microbiology (2008, June 5). Humans Have Ten Times More Bacteria Than Human Cells: How Do Microbial Communities Affect Human Health? *ScienceDaily*. Adapted from materials provided by American Society for Microbiology

³ C. van der Gast, August 2, 2005 Blackwell Publishing Ltd. (2005, August 2). Applying Ecological Laws to Bacteria. *ScienceDaily*.

⁴ NIH News. NIH Launches Human Microbiome Project. 2007. www.genome.gov/26524200

⁵ Huffnagel, Gary B. *The Probiotics Revolution*. Bantam Books. 2007. Page 52.