

## NEW RESEARCH REVEALS OTC PROBIOTIC REDUCES CYTOTOXICITY OF POTENTIALLY LIFE-THREATENING BACTERIA

*Florajen3 shown to reduce Clostridium difficile toxin production in vitro*

**TREVOSE, PA** – Promising new in vitro research shows that [Florajen3](#) – the #1 pharmacist recommended probiotic brand where it is sold – reduces cytotoxicity of [Clostridium difficile \(C. diff\)](#), a potentially life-threatening bacterium. The intestinal overgrowth of C. diff often occurs after disturbance of the gut microbiota such as antibiotic treatment, which leads to various manifestations ranging from mild diarrhea to dangerous conditions.

According to the [Centers for Disease Control](#), C. diff was responsible for almost half a million infections and was associated with approximately 29,000 deaths in 2011.

The research was conducted by microbiologists Paul Bina and Dr. Robert Deibel and was presented at the [2017 ASM Microbe](#) Conference in New Orleans, Louisiana on Friday, June 2<sup>nd</sup>.

Bina and Deibel evaluated the effect of pH and Florajen3 on toxin production by C. diff NAP-1, a particularly virulent strain, in media with 5 different pH levels before autoclaving, ranging from 7.0 to 5.0. The C. diff plate count and cytotoxicity titer were evaluated to identify the effect of pH as well as the ability of Florajen3 to inhibit toxin production. At neutral pH, C. diff co-incubated with Florajen3 grew to a similar high population level as when grown in pure culture. However, toxin production by C. diff was reduced by over 90% in the presence of Florajen3. This is significant because it is the toxin that is the virulence factor for C. diff pathology.

“We’re eager to share these findings with the medical community,” said Jennifer Moyer, Vice President of Marketing and Sales at Clarion Brands. “This exciting research gives further evidence of the effectiveness of Florajen3, and provides even more confidence that it may certainly help restore gut health in patients who are on antibiotics, and help maintain digestive health for people on a daily basis.”

Florajen3 is part of the [Florajen](#) family of probiotics, which is owned by [Clarion Brands](#), a portfolio company of Swander Pace Capital and a leading provider of over-the-counter (OTC) healthcare solutions. Florajen3 is available at chain and independent pharmacies nationwide and is refrigerated to ensure freshness and potency. Customers can ask for it at the pharmacy counter.

Further study with Florajen3 is warranted to determine its ability to reduce the growth of Clostridium difficile in vivo and the associated cytotoxicity. For more information on the research, visit <http://www.florajen.com/study/>. To read more about Florajen3 and the Florajen family of probiotics, visit <http://www.florajen.com/index.shtml>.

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### **About Swander Pace Capital**

Swander Pace Capital (SPC) is a private equity firm that invests in companies that are integral to consumers' lives. SPC's consumer industry expertise informs the firm's strategic approach and adds value through access to its proven SPC Playbook, senior team, and extensive network. The firm partners with management teams to help build companies to their full potential. SPC invests in businesses across three domains of consumer lifestyles: Food & Beverage, Body & Wellness, and Home & Family. With offices in San Francisco, New Jersey, and Toronto, SPC has invested in more than 45 companies and raised cumulative equity commitments of approximately \$1.8 billion since 1996. For more information, visit [www.spcap.com](http://www.spcap.com).

### **About Clarion Brands**

Clarion Brands, LLC is a consumer product company whose strategy is to generate growth by acquiring brands with solid consumer equity that can be further developed through their merchandising and marketing expertise. The company strengthens its portfolio of brands by employing a variety of strategies, all with in-depth understanding of the heritage of the brands and the needs of the consumer. Additional information about Clarion Brands can be found at [www.clarionbrands.com](http://www.clarionbrands.com).

### **About Florajen**

[Florajen](http://www.florajen.com) is the #1 pharmacist recommended probiotic brand where it is sold. Florajen is a dietary supplement containing high concentrations of the same beneficial microorganisms that occur naturally in healthy people. Each Florajen capsule contains billions of live cells, and comes with a Cold Chain Commitment™ that continuous refrigeration maintains Florajen's high potency from the time it is manufactured to the time it is purchased. The Florajen family of probiotic supplements – [Florajen3](http://www.florajen.com), [Florajen Acidophilus](http://www.florajen.com), and [Florajen4Kids](http://www.florajen.com) -- designed by leading bacteriologists have excelled in affordability, consistency and customer satisfaction. Florajen probiotics are 100% U.S. manufactured in GMP certified facilities and are independently tested for safety, quality and potency. For more information on the Florajen probiotics and where to purchase, visit <http://www.florajen.com/index.shtml>.