



PRESS RELEASE

Dr Hilary Jones supports Healthy Bowels



Britain's best known media GP, **Dr Hilary Jones** is joining forces with popular bowel health product **Lepicol**, in order to help promote healthy bowels and the benefits fibre can have to assist in their maintenance.

Dr Hilary will be working with **Lepicol** throughout 2012 on a number of initiatives including writing an educational article for **Lepicol** entitled '*Irritable bowel syndrome and the role of fibre*'.

Dr Hilary will be available to talk about bowel health in person and distribute copies of his new article on the **Lepicol** stand (1013) at **Natural and Organic Products – London Olympia 1st and 2nd April 2012**. (Dr Hilary attending 11am – 2pm Monday 2nd April).

"Maintaining bowel health is incredibly important and fibre can help play an important part in this maintenance. It is exciting to be working with a product such as Lepicol that helps educate and encourage people to think about their bowels." Dr Hilary Jones

"Lepicol's three in one combination of soluble plant fibre known as Psyllium Husks, Inulin (Prebiotics) and Probiotic Cultures has become a well known addition to many people's daily routines, in order to

maintain their healthy bowels – naturally”

Says Lizzie Hardy – Head of Marketing

“We are delighted to be working with such a well respected healthcare practitioner in order to create even wider awareness of the importance of bowel health”

The ingredients in **Lepicol** make up a formulation which is effective but gentle in action and suitable for everyday use in helping to maintain a healthy bowel and gently helps waste material to move through your bowels without straining or unwanted urgency.

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For Press Enquiries and pack imagery please contact:

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Note to Editors:

Further Information On Probiotics International (Protexin)

Protexin are dedicated to producing innovative research based products of the highest quality for animals and humans.

Our belief is that nature is an ideal source of effective healthcare solutions, and that applied research and understanding can harness these solutions to the benefit of both humans and animals. We also know that too much refining of natural elements can reduce their effectiveness. That’s why all products that carry the Protexin name are developed under our guiding philosophy – ***science and nature in balance.***

In practice this means that the natural healthcare and probiotic supplements we manufacture are extensively researched for safety and efficacy. We work closely with leading universities, hospitals and research centres around the world on a range of ongoing research programmes. We are always looking to improve our products, but never compromise on their natural basis.

Protexin is a family owned business, which means that we are not constrained by the short term needs of individual shareholders and we can focus on the future with long term strategies for the good of all stakeholders.

All products are subject to an extremely high standard of production and quality control and have the following accreditations; GMP (HFMA), ISO 9001:2008, FEMAS, VMD (category 5), each of which involves regular audits to ensure standards are maintained.

This high standard was rewarded in 2011 by the Queen, when Protexin was awarded the Queen's Award for Enterprise for International Trade.

Protexin operates in a number of different areas:

Protexin Health Care produce some of the most unique, innovate and highest quality probiotics in the UK. A team of highly qualified professionals in sales, technical support and marketing ensure we remain at the forefront of our industry.

www.bio-kult.com

www.lepicol.com

Protexin Veterinary is a world leader in probiotic veterinary preparations and has numerous market leading products in the UK, Europe and the world. A team of highly qualified professionals in sales, technical support and marketing ensure we remain at the forefront of our industry.

www.protexin.com

Protexin Animal Health includes our agricultural division as well as our equine division. Our probiotic feed additives are used extensively around the world as a safe and effective alternative to antibiotic growth promoters.

www.protexin.com

Protexin Equine Premium is a unique range of probiotic supplements, specially formulated for horses and is used by many of the top riders including the British Olympic teams.

www.equinepremium.com

You can be confident that whether you buy a Protexin product for yourself, your family or your animals, you are getting the highest quality, natural products backed by effective science.

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Dr. Hilary Jones – Biography

Dr Hilary Jones qualified in 1976 at the Royal Free Hospital in London having studied Arts subjects to



A level and then converting to a 6 year medical degree.

In 1979 he worked for a year as the single-handed medical officer on Tristan da Cunha, the most isolated inhabited island in the world. In 1981 he worked as a troubleshooting GP and emergency doctor for the oil industry at Sullom Voe in Shetland for Offshore Medical Support.

He became a Principal in General practice and a GP Trainer in the early 1980's. He also worked as a Senior House Officer in Ophthalmology before entering general practice, assisting in Glaucoma and Cataract extraction procedures and learning the science of refraction.

He then began presenting educational medical TV programmes for British Medical TV in 1986. Sky TV then adopted these programmes for their news bulletins soon after. In 1989 Dr Hilary joined the most successful TV breakfast station ever, TVAM. He and Lorraine Kelly were the first presenters to be signed up by GMTV when it won the breakfast franchise in 1993. He is now the Health Editor for breakfast television.

He has written several books including 'Before You Call The Doctor', 'What's The Alternative?', 'Your Child's Health', 'I'm Too Busy To Be Stressed', 'Total Well Being' and 'Natures Remedies'. His first novel, 'What's Up Doc?' was published in August 2009.

He is a regular contributor to the Steve Wright Show on Radio 2, Radio 5 Live Gabby Logan programme and also writes for Fabulous magazine and Rosemary Conley magazine.

Charities

He is a proud Patron of:

- The Meningitis Research Foundation
- Bliss (the premature baby charity)
- Diabetes UK and Meet-a-mum association

He is also associated with many other charities including:

- Alzheimer's Society
- The Stroke Association
- Northern Lights Children's Charity

He practices as a part time GP in the NHS and also has a private practice in London.

He is a great believer in the health benefits of physical fitness and he personally demonstrates this by playing squash, running and working out. In the past he has run in the New York Marathon, The Great North Run, and a swim across Lake Windermere. At the end of October 2009 and also in 2010 he ran in the Great South Run for the Alzheimer's Society. He also took part in ITV's Dancing on Ice in January 2010.

Dr Hilary has appeared on Countdown, 10 Mile Challenge cookery programme and judged Britain's Best Dish.

He has 5 children, the eldest of whom is also a doctoronly considerably more intelligent and significantly better looking!