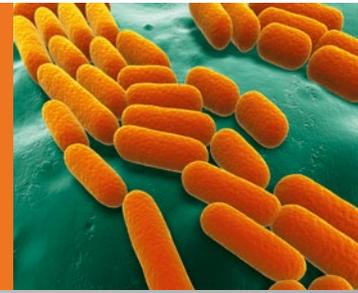


# Probiotic News



July 2013

Celebrating 21 Years of Good Health

Issue Number 8

## Top News



**Probiotics International Ltd were finalists in business awards!**



**John Burton discusses all things export.**



**Lepicol rides the bus!**

MORE NEWS INSIDE

# Hay Fever Focus

As longer days, lighter evenings and the warmth of spring puts a smile on most people's faces it can be a tormenting time for those with hay fever - even more so this year after our long cold winter and the late appearance of spring.

Our Nutritional Therapist Natalie Lamb discusses how probiotics could help.

## Introduction

Experts reported that pollen counts this spring were the highest on record for the past 50 years and remained as such until late June! Professor Roy Kennedy, of the National Pollen and Aerobiology Research Unit, said: "The cold spring meant a late start for pollen with a pollen burst now in a condensed period". This was predicted to cause misery for the 16 million hay fever sufferers in the UK this year.



## Understanding Hay Fever

Hay fever, also known as seasonal allergic rhinitis, involves inflammation of the mucosal lining of the nasal passages, throat and eyes, causing symptoms such as sore eyes, blocked nose, itching and sneezing. Pollen released from local trees, grasses and flowers are inhaled, and from the memory (of an oversensitive immune system) are perceived as foreign invaders causing an over-stimulated immune response and the release of histamine.

CONTINUED ON NEXT PAGE



# Hay Fever Focus from front page

## Hay Fever and Probiotics

As 70% of our immune system is located in the gut and influenced by our diverse gut flora<sup>1</sup>, it is not surprising that there appears to be a link between the severity of such allergies and the health of our gut. A recent study found that a *Lactobacillus* probiotic consumed for a month lowered nasal congestion and itching, and down-regulated immune markers in hay fever sufferers<sup>2</sup>. Even where probiotics have failed to improve symptoms in the short time period of a study, many are showing positive reductions in inflammation<sup>3,4</sup>, therefore working to support optimal immune function. This indicates that it may take some time to influence a healthy gut flora balance and immune response, especially in the adult population.

### DID YOU KNOW?

The pollen season includes three main phases: tree pollen; weed pollen and grass pollen (www.metoffice.gov.uk, 2012).

## Conclusion

If you or anyone you know suffers from hay fever, why not take a daily multi-strain probiotic such as Bio-Kult throughout the year to support healthy digestive and immune function. Bio-Kult is a multi-strain probiotic capsule with 14 different strains of beneficial bacteria.

### REFERENCES

1. Vighi G, Marcucci F, Sensi L, Di Cara G, Frati F. 2008. Allergy and the gastrointestinal system. *Clin Exp Immunol. Sep*;153 Suppl 1:3-6.
2. Wassenberg J, Nutten S, Audran R, Barbier N, Aubert V, Moulin J, Mercenier A, Spertini F. 2011. Effect of *Lactobacillus paracasei* ST11 on a nasal provocation test with grass pollen in allergic rhinitis. *Clin Exp Allergy. Apr*;41(4):565-73.
3. Koyama T, Kirjavainen PV, Fisher C, Anukam K, Summers K, Hekmat S, Reid G. 2010. Development and pilot evaluation of a novel probiotic mixture for the management of seasonal allergic rhinitis. *Can J Microbiol. Sep*;56(9):730-8.
4. Nagata Y, Yoshida M, Kitazawa H, Araki E, Gomyo T. 2010. Improvements in seasonal allergic disease with *Lactobacillus plantarum* No. 14. *Biosci Biotechnol Biochem. 74*(9):1869-77.



# A spotlight on Export



**John Burton,**  
International Sales Manager

Protexin now exports to over 60 countries. International Sales Manager John Burton comments on the growing support available to our export customers.

“The support that our customers expect and need to stay above the competition is always increasing, with this in mind we can extend many different varieties of support to our customers to help them compete in their market. If you are based abroad or in the UK we can provide:

- Expert marketing and marketing ideas
- Seminars

- Training for both sales teams and professionals
- The latest scientific information regarding our quality products

My role is to develop key relationships with our export customers so that we can get a better understanding of the different market requirements. Travelling is a key part of my role to gain a better understanding of how the different market dynamics work in each country. This helps to tailor training, gain product knowledge both internally and externally and look at where our development opportunities for growth are coming from.”



Don't forget to like our Facebook pages and follow our Twitter pages to keep up to speed with all the latest news and events

# More News

## PROTEXIN

### Probiotics International Ltd were finalists!

We are proud to announce that Probiotics International Ltd are finalists in the Western Gazette Business Awards 2013. The awards recognise the strength and success of business in Yeovil and the Surrounding areas.

## HUMAN HEALTH CARE

### Bio-Kult Features in National Magazines

Our on-going women's health campaign has been a massive success so far,

featuring in national magazines such as Best, Woman's Weekly, Glamour, Good House Keeping and many more!



### Lepicol rides the bus

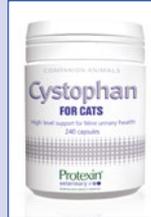


Keep an eye out for our new bus advertising campaign starting in July. The Lepicol advert will take pride of place on the side of buses in the south of the country. If you spot one, we'd love you to take a picture and upload it to our Facebook, [www.facebook.com/lepicol](http://www.facebook.com/lepicol)

## VETERINARY

### Focus on Cystophan

Protexin Veterinary has recently been focusing on all things urinary to promote our product Cystophan! 65% of cats under the age of 10 suffering from Feline Lower Urinary Tract Disease have Feline Idiopathic Cystitis. Stress is an important trigger for this.



The campaign used our Pro-Life imagery to create a peaceful; relaxing vibe encompassed direct mailings to veterinary practices, advertising, exhibitions and a webinar offering all-important CPD hours.

### Stand Success at BSAVA Congress



We were very proud of our woodland themed stand at this year's BSAVA Congress, complete with grass flooring and woodland sounds!

## EQUINE PREMIUM

### Equine Eventing

Equine Premium has had a busy first half



2013, full of sponsorship, competitions and shows - plus there are still lots of exciting events ahead!

Quinton Stud and Wing Jumping and Dressage Centre and are holding host to the Protexin Equine Premium Combined Training Series on the 21st September and 5th October respectively.

We're also sponsoring Blenheim Palace International Horse Trials in September.

### Team Protexin Equine Premium



We're very proud of Team Protexin Equine Premium who placed 5th at the Milton Keynes Eventing Centre three day event in May!

## AGRICULTURE

### Protexin Animal Health Launch in China

Protexin Animal Health has recently ventured into the Chinese market by distributor MaxiPro. Protexin Concentrate was launched at the Eleventh (2013) China Animal Husbandry EXPO, Wuhan International EXPO Centre, Wuhan, Hubei.

# Find us online

## www.protexin.com

Our main company website.



## www.lepicol.com

For human health. Our three in one combination of Psyllium Husk Fibre, Probiotics and Prebiotics.



## www.bio-kult.com

For digestive health in humans. Our unique 14 multi-strain probiotic.



## www.protexinvet.com

Our exclusive veterinary range website.



## www.equinepremium.com

Our dedicated probiotic range for horses.



# Recipe Corner

Christine Bailey is a Nutritional Consultant, Chef, Journalist and Media Expert. She often uses Lepicol in her cooking and has shared a very yummy recipe with us.

## Breakfast Coconut Waffles

This is a fantastic easy waffle recipe using coconut flour so making it perfect if you are avoiding grains or gluten. If you don't have a waffle maker you can use the batter to make blinis in a frying pan instead. Using Lepicol helps bind the mixture and creates a lovely moist waffle.



**Preparation time** 10 minutes  
**Cooking time:** 5 minutes  
**Suitable for vegetarians, Dairy free, Gluten Free, Soy Free**

**Makes 4-6 waffles**

3 tablespoons melted coconut oil  
 6 eggs  
 1tbsp honey or ½ mashed banana  
 2tsp vanilla extract  
 2tsp Lepicol  
 pinch of salt  
 ½ tsp bicarbonate of soda  
 1tsp baking powder  
 3tbsp coconut flour  
 1-2tbsp cocoa powder

1. In a blender beat together the coconut butter, eggs, honey, vanilla extract. Add the remaining ingredients and process until smooth and thick. Allow the mixture to sit for 5 minutes to thicken.
2. Grease a waffle iron
3. When hot pour in the batter and cook according to the manufacturers instructions
4. Serve with coconut yogurt or natural yogurt and berries

### Nutritional information per waffle (4 waffles)

Calories 260kcal, Protein 11.6g, Carbohydrates 11.6g of which sugars 4.4g, Total Fat 17.4g of which saturates 10.2g

# Keep up to date

Following us on social media is a great way to keep up to date with all our latest news, events and research.

### Bio-Kult

[www.facebook.com/biokultprobiotics](https://www.facebook.com/biokultprobiotics)  
[@Bio\\_Kult](https://twitter.com/Bio_Kult)

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[@ProtexinEquine](https://twitter.com/ProtexinEquine)

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