

Consumers are being **wrongfully misled** by a jumble of product misinformation and disinformation when it comes to knowing and promoting the actual numbers of **viable probiotic bacteria** in any given product!

Due to the global recognition and support that probiotics are now receiving from the scientific community, many manufacturers are taking shortcuts to market by creating products **that appear to offer fantastic bacteria counts** to an uneducated public.

BUYER BEWARE

The problem is threefold:

1. In order for any manufacturer to obtain these mind-boggling probiotic bacteria counts, they must culture their probiotic strains in Bio-Reactors and grow them. Furthermore, if they have a patent, or a trademark or a registered term in place to describe their probiotic bacteria, that is a dead give-away that their organisms have been genetically modified.

HOW IS THIS SO?

Because **no government in the world will issue a trademark or patent** for something that occurs *naturally!*

Nature has always proven itself to be perfect. Those who think they can tamper with nature, usually end up being Nature's Fool. In Nature's infinite wisdom, it intended for us to obtain our daily bacteria requirements from plants. That is why all of the bacteria that are part of **Spectra 12™** are derived from "**Certified Organic**" fruits, vegetables, grains and legumes - **versus a vast majority of probiotics that are sourced from fecal matter!**

2. **Bacteria grow in colonies.** In scientific terms these colonies are called, "**Colony-Forming Units**" (CFU's). Disappointingly, there are companies that intentionally shake the colonies apart during a count test, thus separating the CFU's in order to increase the bacteria count in their products. **To break Colony-Forming Units** apart in order to claim a higher bacteria count, and then claim that this makes their product superior, is meaningless and ludicrous.
3. Many companies that manufacture probiotics do their bacteria counts before their bacteria are added to the finished product.

Conversely: Spectra 12™ is a food product that has been pre-digested with probiotics, and when the lab tests are done on **Spectra 12™**, they are done **within their natural Colony-Forming Units** as part of the finished product!

The reproduction ability of the bacteria once it is ingested and reaches the gut - is the single most important factor in a probiotic product. The

bacteria must be in their natural state and alive so that once they arrive in the gut they can multiply and reproduce all the sub-strains necessary to maintain a healthy intestinal flora.

The 13 probiotics in **SPECTRA 12™** actually create **6000 sub strains** and combinations of themselves once they enter the GI tract!

To date, there is **NO DOCUMENTED SCIENTIFIC PROOF THAT WE KNOW OF** that genetically altered bacteria have the ability to even reproduce in the gut - let alone create sub strains!

GETTING TO THE BOTTOM LINE QUICKLY

The easiest way to tell if the bacteria are still in a natural organic state (meaning they have not been tampered with or altered) would be to simply ask:

“Is the entire product “Certified Organic”?”

To date, the probiotic strains that form the active foundation of the **Spectra 12™** probiotic food formula are the only certified organic bacteria strains in existence that we know of that carry the ‘**Certified Organic**’ stamp of approval.

As you can see, there is now a minefield of misinformation being put forth in the name of profit. Don’t be fooled by these tactics and the sales hype. Let Nature be your guide and you will never be mislead or mislead others.