

CholBiome[®] X3

with *L. plantarum* LP_{LDL}[®]



CholBiome[®] X3

CholBiome[®] X3 is a food supplement that combines three science-backed natural ingredients for a unique and multi-target mechanism of action. A non-pharmaceutical approach to the reduction of total cholesterol levels whilst increasing HDL by utilising the gut microbiome.

- 1 **Lactobacillus plantarum LP_{LDL}[®]**, a naturally occurring and proprietary probiotic strain discovered by OptiBiotix with clinically-proven efficacy to regulate the metabolism of bile acids from the liver to reduce cholesterol¹.
- 2 **Monacolin K from red yeast rice**, which contributes to the maintenance of normal blood cholesterol levels by inhibiting the synthesis of cholesterol by the liver². It is a natural product obtained by the fermentation of rice by the yeast *Monascus purpureus* which is an efficacious ingredient for tackling high cholesterol.
- 3 **Vitamin B3**, which contributes to a normal energy-yielding metabolism³ by modulating the degradation of fats in the cell.

- **GMO FREE**
- **GOOD MANUFACTURING PRACTICE (GMP)**
- **ALLERGEN FREE**
- **VEGAN**

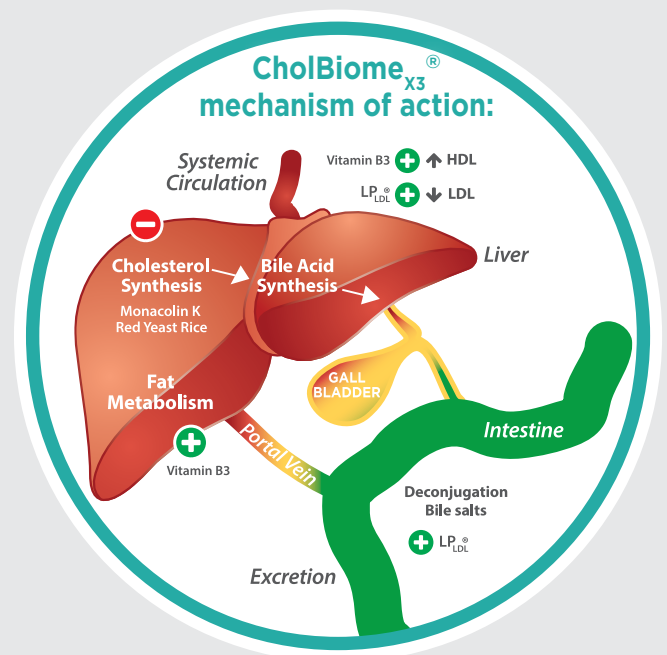
Directions for use

Take one tablet of CholBiome[®] X3 once per day, preferably after the main meal, for the full health benefits.

Available in boxes of 30 Tablets.

The inclusion of Monacolin K, allows CholBiome[®] X3 to make the following ESFA recognised claim:

“ Monacolin K from red yeast rice contributes to the maintenance of normal blood cholesterol concentrations ”

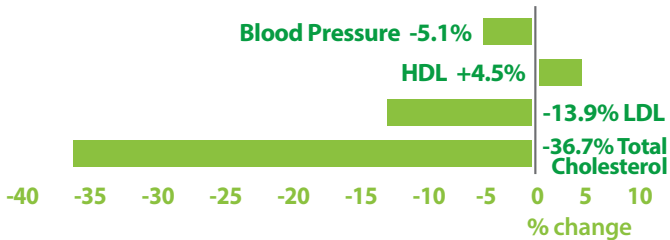


About *Lactobacillus plantarum* LP_{LDL}[®]

LP_{LDL}[®] is a naturally-occurring strain of the bacterial species *Lactobacillus plantarum* (isolated from plants). Lactobacilli are common components of the human intestinal microbiome and have traditionally been used as probiotics.

LP_{LDL}[®] was selected using OptiBiotix's OptiScreen[®] proprietary technology platform from a collection of over 4,000 microbial candidates for its outstanding capacity to hydrolyse bile salts. This activity is crucial for bacterial survival in the harsh conditions of the intestine and mediates LP_{LDL}[®]'s mechanism of action.

An independent, double blind, randomised, placebo-controlled human study with LP_{LDL}[®] was performed by the University of Reading (United Kingdom) in 50 hypercholesterolemic subjects, which were administered with a daily dose of 4x10⁹ cfu of LP_{LDL}[®] or placebo¹. LP_{LDL}[®] showed to be completely safe and well tolerated and provide the following results:



Supporting literature

- (1) Costabile A *et al.*, (2017). PLoS One, 12 (12): e0187964
- (2) EFSA Journal 2011;9(7):2304;
- (3) EFSA Journal 2010;8(10):1757

To find out more please contact ProBiotix on:

✉ info@probiotixhealth.com

lpldl.com

For media enquiries please contact:

PHD Marketing & Strategy | Tel: +44 1977 708643
Email: hello@phdmarketing.co.uk | phdmarketing.co.uk

About the Gut-Liver Axis

The liver and the gut microbiome have an intense and bidirectional communication known as the *Gut-Liver Axis*. In this metabolic cooperation, the liver produces and releases bile salts influencing cholesterol metabolism.

It is now known that certain microbes, such as LP_{LDL}[®], are able to metabolise bile salts, releasing metabolites that interact with the human body. This activity can help regulate high cholesterol and blood pressure and is involved in the regulation of physiological processes such as glucose regulation, vitamin metabolism and liver function.

In a survey of CholBiome[®]_{X3} users:

- 96% of respondents considered CholBiome[®]_{X3} to be an effective approach for cholesterol reduction
- 92% of customers would recommend CholBiome[®]_{X3} to reduce cholesterol levels
- CholBiome[®]_{X3} users reported total cholesterol level reduction of **up to 35%**.

“ Brilliant – does exactly what it says it will, without side effects. ”

“ It has brought my cholesterol levels and blood pressure back into an acceptable range. CholBiome[®]_{X3} is effective and most importantly, I feel great! ”

“ With CholBiome[®]_{X3} my cholesterol is the lowest it's been in years. ”

