



HHice Cream™ Probiotic Defense Helps Make Hospitals Healthier

Thursday, March 8, 2012

NEWtritious™ HHice Cream™ Probiotic Defense is more potent than plain yogurt, to better support immune function, and provides beneficial nutrition during recovery.

Los Angeles, CA (PRWEB) March 08, 2012

NEWtritious™, a fortified functional food and beverage company announced today that they are debuting and sampling their new-to-market HHice Cream™ Probiotic Defense (HHice Cream™ for short), a "Healthy Hospital" soft serve frozen yogurt mix at Natural Products Expo West, VitaFoods South America and VitaFoods Europe. HHice Cream™ delivers viable and potent probiotics along with a beneficial serving of vitamins and minerals. It is formulated to provide much-needed supplementation in the form of a cooling soft-serve to coax patients who are reluctant to eat in the hospital. HHice Cream™ is both appealing and delicious, and can be the perfect solution for those having difficulty swallowing or suffering from alimentary tract inflammation due to chemotherapy or surgery. It also provides an enjoyable way to deliver nutrition to children during their hospital stay, as well as healthcare professionals on the go.

Antibiotic resistant infections such as C.DIFF (Clostridium Difficile) are all too commonly found in hospitals and long-term care facilities. According to the Center for Disease Control and Prevention (CDC), two million patients per year pick up infections in U.S. hospitals. About 90,000 die as a result of these deaths, with approximately 70% caused by bacteria that are resistant to at least one antibiotic. Probiotics supplying live, beneficial microorganisms similar to the "friendly" bacteria found naturally in the digestive system may help enhance immune system response and support gut health.

Why is HHice Cream™ Probiotic Defense different? It contains GanedenBC30® the trademarked name for the patented strain of probiotic bacteria, Bacillus coagulans GBI-30, 6086. Each cell of GanedenBC30® contains a hardened structure, or spore, which is similar to a seed. This spore or seed, serves as a natural protective shield against the strong acids in your stomach to arrive alive and then thrive in your intestines - their intended target. GanedenBC30® is designed by nature to survive and thrive so more probiotic cells can help support your immune system.

GanedenBC30 has been shown to:

- Support digestive health*

- Support the immune health*
- Provide live probiotic cultures*
- Deliver active cultures more effectively than yogurt**

*As part of a balanced diet and healthy lifestyle.

**In an independent lab study of a simulated gastric environment with a pH of 2.0 for two hours, GanedenBC30® delivered more than ten times the live cells than common probiotic yogurt cultures.

Variety is the Spice of Life... and HHice Cream™ not only offers vitamins, minerals, and beneficial probiotics, it also gives hospitals the opportunity to bring a variety of delicious, fun flavors to brighten up a dreary stay. In addition to Vanilla, 3 D Chocolate™ (Deep Dark Dutch) and Tart, hospitals can purchase flavored syrups or powders that blend with the Tart Mix for an assortment of soft-serves varieties including: Almond, Banana, Blueberry, Coconut, Green Tea, Kiwi, Lemon Ice, Lychee, Mango, Mint, Passion Fruit, Peach, Pistachio, Pomegranate, Raspberry, Strawberry and Strawberry Banana.

About NEWtritious™ Functional Foods & Beverages

NEWtritious™, a forward-thinking designer/manufacturer/marketer of highly fortified, nutrient-dense foods that are "Better Tasting & Better For You"™ is dedicated to creating value-added products that will make a difference in improving and maintaining one's health by delivering sufficient quantities of bio-available ingredients. The company's Kherb Appeal™ weight loss formulation is presently in two, double blind, placebo-controlled clinical trials to substantiate potential claims that it might lower lipids and blood sugar levels. All products are designed to comply with food and supplement regulations created by the United States of America, Canada, Japan and the European Union. NEWtritious™ is interested to meet distributors who would help them comply with domestic regulations outside the US, and established sales agents with existing business who might wish to purchase NEWtritious™ products. For more information, please visit www.newtritious.com and www.hhicecream.com.

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