



Healthy Colon

- ◀ Formulated to work like Phillips Colon Health
- ◀ Promotes digestive health
- ◀ Supports a healthy immune system
- ◀ 2X the amount of 'good bacteria' as Phillips Colon Health
- ◀ All natural (no preservative, no gluten, no sodium, no wheat, no sugar, no artificial colors)
- ◀ 42% increase in Probiotics unit sales from last year!
- ◀ EASY TO SWALLOW dosage form

Performs like PHILLIPS® COLON HEALTH

- ◀ Emerging scientific evidence indicates that some probiotics may reduce the risk of diarrheal diseases, infections, and colon cancer **

The Probiotic Market *

- ◀ Probiotic Digestive Health is a \$47M market
- ◀ Phillips is the #1 Brand with a 54% market share in unit sales (36% in \$ sales)
- ◀ Probiotics unit sales have increased by 42% since last year!



*Source: F/D/Mx IRI Data 52week ending 01/25/09
 ** 2009 National Dairy Council®

