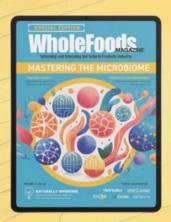
SPECIAL EDITION

Whole Foods Informing and Educating the Natural Products Industry

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MASTERING THE MICROBIOME MICROBIOME 2024



5 STRATEGIES FOR A HAPPIER, HEALTHIER GUT

Gut problems don't stay in the gut or microbiome!

Gas, bloating, and abdominal pain are common digestive complaints for two-thirds of Americans (1). And almost 4 million people suffer from frequent constipation (2).

Gut problems, however, don't stay in the gut or microbiome. Research has linked gut problems—indicative of gut imbalance or dysbiosis—to inflammation (3), mood disorders (4), and even chronic disease (5).

WHAT IS THE MICROBIOME?

The microbiome is the name given to all the microorganisms living in the gut—both good and bad. All are living in a happy balance until something is thrown out of balance. When this happens, symptoms develop. "Any imbalance in the microbiome ... is the root of almost all chronic inflammation and the beginning of almost all chronic ailments," says Kristine Gedroic, M.D., in A Nation of Unwell: What's Gone Wrong? (LCR Publishing, 2019).

A healthy, balanced microbiome can help regulate the body's inflammatory response and support healthy immunity (6). In fact, 70% of immune cells are found in the gut.

HOW TO BALANCE THE GUT

- 1. Relieve constipation. Constipation (having three or fewer stools per week or having hard pebble poops) indicates a gut that's out of balance. Drinking plenty of water daily can help regularity, as can eating a balanced diet. But if constipation continues, you may want to consider a gut cleanse like MagO7 with ozonated magnesium oxide to get things moving.
- 2. Manage stress levels. Finding ways to de-stress (e.g., walking outdoors, having gratitude, and getting enough sleep) can not only help your overall health, it can help your gut too. That's because stress changes the healthy makeup of the microbiome, triggering dysbiosis (7).

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- 3. Add fermented foods to your diet. Fermented foods like yogurt and kefir are good sources of beneficial bacteria or probiotics. Probiotics can help fend off harmful gut bacteria (8). One good source of probiotics: 4Lifeway's Organic Whole Milk Plain Kefir.
- 4. Get enough fiber every day. Ninety percent of Americans (9) don't get enough fiber, defined as 25 to 38 grams daily. But it's critical for a healthy balanced gut (10). You need both soluble and insoluble fiber. Soluble fiber offers food for healthy bacteria. Insoluble fiber gives the gut the roughage it needs to stay regular.

The best way to get fiber: whole grains, fruits, vegetables, beans/legumes, and nuts and seeds. When you can't get enough fiber, taking a fiber supplement can offer a convenient solution. NBPure's Daily Multi-Fiber offers soluble and insoluble fiber, plus probiotics and prebiotics (food for healthy bacteria).

5. Eat plenty of fresh fruit and vegetables. Fruits and vegetables are a rich source of antioxidants called polyphenols (11) that have been shown to support a healthy gut. Fresh produce (at least 5 servings a day) also provides essential fiber and can enrich gut microbial diversity.

By implementing better health strategies every day, gut symptoms like gas, bloating, abdominal pain, and constipation can improve. Your overall health may improve too.

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