

LACTOBACILLUS SALIVARIUS: a very important probiotic strain, as it significantly strengthens the intestinal barrier and prevents leaky gut syndrome, which can significantly damage human health. As it adheres to the intestinal wall, it forms a protective coating on the lining of the intestinal wall.

LACTOBACILLUS LACTIS: excellent probiotic - immunobiotic, which has the ability to produce antimicrobial peptides that kill pathogenic microorganisms that are resistant to antibiotics, such as various enterococci and fungi. Many studies have also shown that it is effective in inflammatory bowel disease, while a recent study reports that it lowers blood pressure, LDL cholesterol and triglycerides.

STREPTOCOCCUS THERMOPHILUS: produces large amounts of lactic acid, which drastically reduces the growth of harmful bacteria and helps prevent and treat diarrhea. It has been shown to have antioxidant and anticancerous properties. *S. thermophilus* also breaks down lactose and produces the enzyme lactase, improving lactose intolerance.

THE TOTAL BENEFITS OF DENORMA

DeNorma contributes to the treatment of viruses, contagious infections, anxiety, depression, cognitive impairment, diarrhea, irritable and inflammatory bowel syndrome, leaky gut syndrome, indigestion, constipation, vaginitis, urinary tract infections, peptic ulcer, *H. pylori*, candida overgrowth, obesity, skin diseases (eczema, acne). Protects the heart and oral health. Strengthens the immune system and the digestive process. Protects against lactose intolerance and casein intolerance.



IMMUNOBIOTIC - PSYCHOBIOTIC TO STRENGTHEN THE IMMUNE SYSTEM AND SUPPORT MENTAL AND PSYCHOLOGICAL WELL-BEING

COMPLEX APPROACH OF NUTRITIONAL VALUE FROM DEHOLDING



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PROBIOTIC - SYMBIOTIC DENORMA

SPECIALIZED FORMULA FOR MEN AND WOMEN WITH INCREASED DEMANDS



DIVERSITY

In DeNorma, a unique combination of 15 specially selected probiotic strains have a beneficial effect on the whole range of male and female physiology. According to recent research, the more probiotic strains there are the more positive their impact is on the human body.



IMMUNOBIOTIC

Numerous scientific studies have demonstrated the benefits of *L. Paracasei*, *L. Lactis* and *L. Rhamnosus* strains, contained in DeNorma, in protecting the organism from infections of the respiratory tract and gastrointestinal tract. DeNorma also reduces the risk of acute infection, reduces the incidence of infections and their recurrence.



PSYCHOBIOTIC

The probiotic strains *B. Longum*, *L. Plantarum* and *L. Helveticus*, contained in DeNorma, have a proven psychotropic effect, reducing stress, depression, insomnia and cognitive impairment. These specific "psychobiotic" strains regulate transmitters and proteins that are involved in cognitive and mental functions, while participating in the synthesis of serotonin in the intestine.



BIOAVAILABILITY

DeNorma is symbiotic, consisting not only of probiotics but also of prebiotics, which are decisively involved in the colonization of the intestine. DeNorma, herbal delayed release capsules penetrate gastric juices and release their contents (20 billion per capsule) into the intestine, ensuring superior bioavailability.

PROBIOTICS. Beneficial bacteria (probiotics) prevent the growth of pathogenic microorganisms by participating in the digestion of fiber and lactose, in the production of enzymes and many B vitamins. The intestinal microflora is crucial for maintaining health because it performs the following functions:

- fights pathogenic bacteria through the mechanism of competition and production of antibacterial substances (bacteriocins, hydrogen peroxide, lactic acid, etc.)
- creates short chain fatty acids, which are the most important nutrition for intestinal cells.
- produces vitamins (K, B1, B6, B12, folic acid, pantothenic acid, etc.), which play an important role in various metabolic reactions
- regulates the immune responses of the immune system
- psychotropic probiotics can regulate neurotransmitters and proteins, including gamma-Aminobutyric acid (GABA), serotonin, glutamate and brain derived neurotrophic factor (BDNF), which play a large role in the control of learning and memory functions.



DAILY DOSE: 1 CAPSULE

PREBIOTICS. Prebiotics, on the other hand, are indigestible carbohydrates that act as food for probiotics, as they cannot be assimilated by the human organism. When DeNorma capsules release their contents into the intestine, the probiotics are activated due to the existing moisture and colonize the space fed by the coexisting prebiotics. Based on the above, it is considered that a probiotic product without prebiotics is incomplete. DeNorma uses inulin and fructooligosaccharides (FOS) as prebiotics.

BIFIDOBACTERIUM BREVE: protects against yeasts and pathogenic bacteria. Decomposes fiber in order for the body to absorb it, while studies have shown that it contributes to the hydration and purity of women's skin.

BIFIDOBACTERIUM LACTIS: according to many clinical studies it inhibits pathogenic bacteria in the intestine, while decisively strengthens the immune system and fights urinary tract infections. In addition, it improves lactose tolerance and aids in fat loss.

BIFIDOBACTERIUM LONGUM: a truly psychobiotic strain, which numerous studies have shown to be associated with memory function, reduced biological and mental stress, and the fight against depression.

LACTOBACILLUS ACIDOPHILUS: one of the most essential probiotics as it offers many benefits to human health, improves gastrointestinal function, strengthens the immune system, reduces the incidence of atrial fibrillation, relieves from indigestion and diarrhea.

LACTOBACILLUS BREVIS: essential for the synthesis of vitamins D and K, while also fights Helicobacter pylori and its harmful effects.

LACTOBACILLUS CASEI: has a positive effect on the restoration of intestinal microbial balance, while at the same time it is beneficial in respiratory and gastrointestinal infections.

LACTOBACILLUS BULGARICUS: supports the health of the digestive system, as well as the proper functioning of the immune system. The bacteriocins it produces have been shown to kill pathogenic bacteria. Effective in matters of irritable bowel syndrome and spastic colitis.

LACTOBACILLUS PARACASEI: improves the symptoms of allergies and especially allergic rhinitis, while preventing the transmission of infectious diseases being a powerful immunobiotic.

LACTOBACILLUS HELVETICUS: reduces stress, depression and cognitive impairment. In addition it increases the levels of serotonin, norepinephrine and brain derived neurotrophic factor (BDNF), which helps brain cells live longer and is involved in neurogenesis.

LACTOBACILLUS REUTERI: found not only in the intestine but also in the oral cavity, where it fights pathogenic bacteria that cause inflammation and dental caries. Essential for good oral health, which generally leads to good health in general. In addition, it lowers LDL cholesterol levels as well as total cholesterol levels.

LACTOBACILLUS RHAMNOSUS: has the ability to adhere to intestinal epithelial cells and produces antimicrobials that inhibit pathogenic bacteria. It is beneficial for the elimination of bacteria involved in vaginal and urological infections. It strengthens the immune system and helps especially against viruses that cause diarrhea (rotavirus) and gastroenteritis.

LACTOBACILLUS PLANTARUM: reduces anxiety and depression, significantly increases dopamine and serotonin levels, while reducing inflammation levels. At the same time, it fights many species of pathogenic bacteria, including E. Coli.