

IBS AidTM

Intestinal **B**alance **S**upplement

DOCTOR'S GUIDE



The Power of Nucleotides

Introducing

IBS Aid

Intestinal Balance Supplement

A third of the people in the United States have occasional Symptoms of Irritable Bowel Syndrome (IBS), and one in ten have symptoms requiring medical attention, yet there is no known cure. Now a natural and new treatment exists which experts believe will bring relief to sufferers of IBS and its frequent and often unbearable consequences.

IBS Aid® uses a unique formula specifically designed to maintain, repair and support the intestines where it promotes beneficial bacteria while reducing the detrimental ones. This is indeed good news for sufferers of this digestive

condition. This is indeed good news for sufferers of this digestive ailment. In IBS patients, the lining of the digestive system is continuously worn or irritated which creates lesions and erosions.

IBS Aid® works because the formula of concentrated nucleotides speeds up the process of creating new cells. This helps maintain the optimum rate of cell replacement and repair essential to maintaining good intestinal balance and health.

The use of supplemented nucleotides is an amazing breakthrough. Repeated research has shown that the

right balance and concentration of these essential nucleic acids have a powerful impact on the human body's intestinal balance and immune response.

Few natural treatments exists for IBS and digestive problems and diseases, and sufferers are often forced to make drastic changes in their normal daily activities due to frequent and undesirable gastrointestinal distress.

Research conducted with IBS Aid's unique formula gives great hope that this advance in nutritional support will provide a welcome leap forward for IBS sufferers.

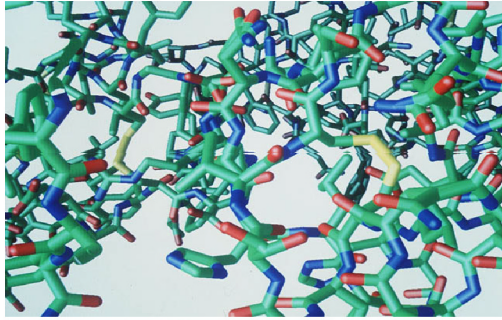


For further information
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Dietary Supplement
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Understanding Nucleotides



Deoxyribonucleic acid, DNA, which makes up the genetic material in cells, is comprised of units called nucleotides. A nucleotide consists of a base, a sugar and a phosphate group. These nucleotides are Adenosine (A), Guanosine (G), Cytidine (C) and Thymidine (T). Uridine (U) is a fifth nucleotide, which is used to make RNA, (Ribonucleic acid) along with A, G and C.

Nucleotides are most recognized as the building blocks of DNA and RNA, and for years they were not considered to be essential nutrients. However, today they are increasingly recognized as vital components in nutrition and as crucial participants in managing many types of bodily stress and disease. They are, by themselves or in combination with other molecules, involved in almost all the activities of the cell, including metabolism, transfer of energy and mediation of hormone signals. Nucleotides are also directly linked to the immune response, protein synthesis and tissue repair.

Both the maintenance and growth of our biological systems require proliferation of many types of cells. The living body has an ongoing demand for new cell production, and must create cells at a rate as fast as the speed at which its cells die.

To do this, a typical cell must double its mass and all of its contents in order to produce two new “daughter” cells.

Cell proliferation is a complicated process dependent on the continuous supply of energy and specific nucleotide building blocks. The multiplication of a cell begins with “Interphase”, where the genetic information contained in its DNA must be duplicated. This is a metabolically taxing and time consuming process, as a normal strand of DNA consists of over three billion nucleotides! Once the DNA has been completely copied, the M-Phase (or Mitosis) begins, during which two cell nuclei are formed and the cell divides into two new separate and identical ones.

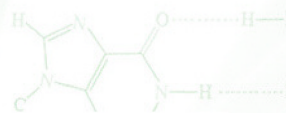
It was once thought that the body could synthesize a sufficient number of nucleotides from smaller precursor molecules, and thereby meet its needs via “de novo” synthesis or dead cell recycling. However, extensive research over the last decade indicates that this may not be correct. Instead, it is now known that under conditions of rapid growth, limited food supply, metabolic stress and disease, the body’s demand for nucleotides exceeds that of de novo synthesis.



Dietary nucleotides, nucleosides and nucleic acids become essential nutrients under these conditions and have been shown to accelerate the multiplication of certain cells.

Dietary nucleic acids are found in food at different concentrations. The dietary intake of RNA is typically about one order of magnitude greater than DNA, and is particularly present in foods such as liver, tripe, yeast extracts, fungi, lean meat and fish. Unfortunately, though, today’s increasing intake of processed foods, reduced consumption of lean meat and unhealthy dietary regimes often cause a deficiency in our diet.

Interestingly, mother’s milk is a rich source of nucleic acids, especially RNA and nucleotides. Research conducted in infant nutrition has led to an increasing number of infant formulas with supplemented nucleotides. More recent adult research has also led to dietary supplements containing specific, pure and concentrated formulas of all five nucleotides. Such products are used to accelerate and intensify natural immune response and to relieve intestinal distress and disorders through the repair and regeneration of intestinal villi.



IBS Aid - What the Experts Say

Dietician Nigel Denby comments:



I see a huge number of patients whose lives are severely disrupted by IBS. Many have found conventional treatments unsatisfactory, and have resorted to desperate, unnecessary measures to self-treat. They thereby exclude essential food groups and nutrients from the diet, or go for long periods without eating anything at all. This is unlikely to cure the problem

and in the long term can lead to serious nutritional deficiencies.

Many of the patients have been able to break free from the misery of their IBS by making simple adaptations to their diet and lifestyle by using IBS Aid. It has made a real difference. IBS Aid appears to be tackling the root causes of IBS by addressing a nutritional

deficit and not just the symptoms, as is the case with other supplements.

I can also see IBS Aid being used for short-term therapy for people who travel regularly, as they are more likely to consume unusual foods, increase levels of alcohol intake, and possibly contract food poisoning.

Case Studies of a Dietician

Nigel Denby used IBS Aid to help treat these sufferers:



Restricted diet due to IBS:

58-year-old woman, suffered all her life with IBS. Weight plummeted to 94 pounds at one time as she was too frightened to eat anything. After taking IBS Aid in a trial, she is now able to eat a more balanced diet and even dairy products.

repair the damage done to her digestive tract. Just two months on IBS Aid has seen a dramatic improvement.

Food poisoning created life-long nightmare:

Once rogue bacteria had done the damage, nothing was able to reverse the discomfort and pain suffered by this woman. She was in a spiral of restrictions on her diet, creating serious imbalances. IBS Aid has helped her body repair her sensitive intestinal lining and helped her get back to enjoying her regular foods again.

tract. After every allopathic treatment had failed, IBS Aid allowed her to enjoy the same foods as her family.

Severe bout of food poisoning caused daily pain:

This male patient got used to suffering from pain and avoided any food he thought would make it worse. After just two months on a regimen of IBS Aid, he has experienced a dramatic reduction in pain which removed many restrictions from his daily life.

Stress of running own business:

Another female patient finds that stress hits her straight in the abdomen, and drugs were the only way to subdue the pain. She heard about IBS Aid through her connections in the pharmaceutical business, and cannot believe the vitality she now feels.

Diverticulitis limits choice and types of food:

This man's own nutritional knowledge helped him to find a well balanced diet using freshly prepared foods and making recipes from scratch. This helped to keep his condition under control, but he still needed to fortify his diet with this nucleotide supplement. He describes IBS Aid as his "insurance policy".

Cancer treatment damage set off symptoms:

The damage caused to this lady by cancer treatments led to years of terrible urgency and diarrhea. The full range of conventional and unable to

Crohn's disease restricted diet:

This young woman had to follow a strict liquid diet to survive. There were nutritional requirements that she could not meet which caused the need for continued medical interventions. A nutritional therapy of IBS Aid helped her body repair the GI

Medical Endorsements and Testimonials



Dr. John Symeonides, MD, observes:

“I have evaluated IBS Aid and have found it to be effective in varying degrees in the alleviation of gastrointestinal distress and symptoms generally defined or diagnosed as Irritable Bowel Syndrome (IBS). Therefore, I would recommend its use as an alternative and natural approach to Prescription pharmaceuticals and over-the-counter remedies.”

Testimonials from long-term sufferers of IBS:

J. B. – Female over 50

“I have been using the product for about 10 days and from day one it has been wonderful”.

Kathie R. – Female 30-50

“This is the first thing I have tried that has had any lasting effect. Most (remedies) work for just a while before failing. IBS Aid, so far, has continued to work.”

Ted B. – Male 30-50

“I have just completed 2 weeks of your product and am VERY pleased. My bowels have become normal and I have not experienced any side effects at all. It is really a great product. This is the very best and most effective product I have ever used. Thank you for providing it.”

B.G. N. – Female over 50

“Thank you, Thank you, Thank you! After 18 years of suffering from IBS, IBS Aid took care of all my problems. I have a life again.”

B.N. – Female over 30

“I am glad that someone thought of us IBS sufferers. IBS Aid has changed my life completely. No more running to the bathroom.”

Norma S. – Female over 50

“I am feeling better than I have in years! My mother, age 85, is also taking IBS Aid and having good results. If this continues to work for both myself and my mother, you will continue to see orders from us. Today, when I visited my doctor and he learned how well I was doing with my IBS and taking IBS Aid, he asked if I could get some information sent to him. Apparently, he has other patients and doctors to whom he would like to pass the information.”

Ms. E. B. – Female over 50

“I feel comfortable for the first time in years. I am 77 years old and have a number of problems; bladder, weight, indigestion. My stomach really feels comfortable.”

Peggy F. – Female over 50

“Had problems over 20 years. Very pleased, even after 2 weeks. I had forgotten what a BM should look like. Diarrhea for years – many tests and doctors.”

Ruth N. – Female over 30

“Thanks! IBS Aid has been next to a miracle for me”!

Randy – Male 20-30

“I was amazed! A natural supplement that was helping so well after years of suffering and uncertainty. I noticed a significant improvement. I was feeling much more energetic, cramps had subsided and I was only having one bad day every couple of weeks. Thanks for making a positive difference in people’s lives who are afflicted with this horrible syndrome.”

I.C. – Female over 50

“THANK YOU VERY MUCH! This product is the best I've used in 30 years.”

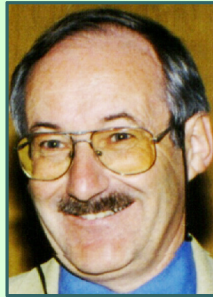
Yvette A. – Female over 50

“After having suffered for 15 years with IBS, I am free of its terrible symptoms and consequences. The colon surgery, years of doctors’ visits and many costly prescriptions were not able to do what IBS Aid did for me in less than 90 days. I am now living a normal lifestyle, finally able to enjoy walking, shopping and going to a restaurant without having to be within 15 seconds of a bathroom. The product is really great. It has freed me of the misery of IBS.”



Dr. Michael Epitropoulos, DC, PhD

"I have worked in the field of clinical nutrition for over 26 years and have never seen a product as effective against gastrointestinal distress as IBS Aid. Every patient to whom we have provided this product has shown exceptional results. I am particularly impressed with the significant reduction of various symptoms associated with Irritable Bowel Syndrome."



Dr. Peter Koepfel, PhD

I have observed the results of the use of the dietary supplement "IBS Aid" for the relief of various symptoms of IBS for over 5 years. During this time, I have witnessed consistently positive efficacy without any undesirable side effects. The overall results of taking this non-pharmaceutical, natural product ranged from good to excellent. Usually, IBS symptoms significantly diminished within two to three weeks of first use which obviously improved the daily lives of those afflicted. Interestingly, I noted that people with "Traveler's Diarrhea" also benefited from taking IBS Aid. Therefore, I highly recommend this product for people with general intestinal disorders, especially those which are diagnosed as IBS or IBD.



Top Ten Tips for People Living with IBS, by Dr. Nigel Denby:

1. Eat a variety of foods from all the food groups and eat regularly. You may find six small meals a day suit you better than three large ones.
2. Include more whole grain breads, cereals and pasta as well as legumes and oats. This will give you the right balance of both insoluble and soluble fiber.
3. If increasing your fiber intake, it is essential to increase your fluid intake at the same time and aim for eight large glasses or cups of fluid every day. You can include a moderate amount of tea and coffee.
4. Eat a mixture of different colored fruits and vegetables every day. Aim for five portions in total.
5. Avoid excessive alcohol. Stick to a maximum of two units per day, but also aim to have between two and three alcohol free days every week.
6. Keep fatty and sugary foods to a minimum. Small amounts of unsalted nuts are a good alternative to fatty sugary snacks.
7. Take time to eat your meals, avoid picking while cooking, eating food at your desk or on the run. Give your body time to digest food properly.
8. Taking some physical activity every day will exercise your gut as well as the rest of your body. Walking is fine and 30 minutes a day is perfect.
9. Try to avoid stimulants like alcohol, caffeine and nicotine two hours before going to bed. A good nights' sleep will help your intestinal function the following day.
10. Have some relaxation time each week, which is purely for you. Built up stress and anxiety will only exacerbate your symptoms.

MECHANISMS OF ACTION

EFFECT ON THE INTESTINE

Nucleotides have been shown to stimulate intestinal repair in animals. The mechanism of the tissue-regenerating effects of RNA and nucleotides is unclear. The regenerating activity may be explained, in part, by the nucleotides serving as precursors of nucleic acid synthesis via the salvage pathways of nucleotide synthesis. Utilization of the salvage pathways may spare the energetic cost of de novo nucleotide synthesis, leading to:

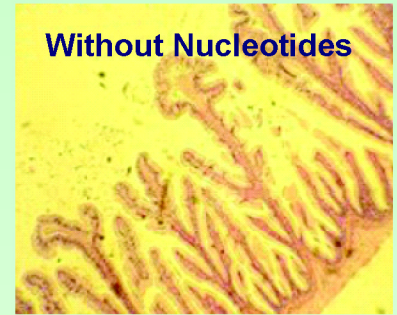
1. Improvement of growth and differentiation of the gut lining:

- * Increased weight of the intestinal mucosa
- * Accelerated healing of lesions
- * Elongation of intestinal villi up to 25%
- * Increased activity of intestinal enzymes
- * Improved utilization and uptake of nutrients Improved recovery of the intestine after starvation or diarrhea

2. Enhancement of the intestinal flora:

- * Growth stimulation of bifidobacteria and lactobacilli

Effect on Intestinal Morphology

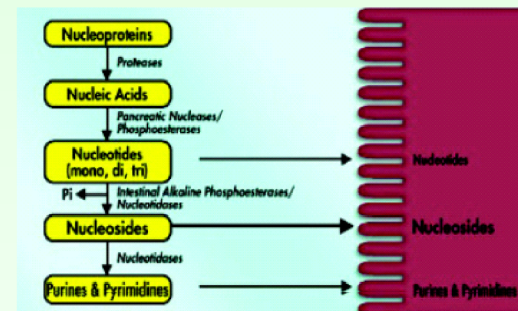


Pharmacokinetics

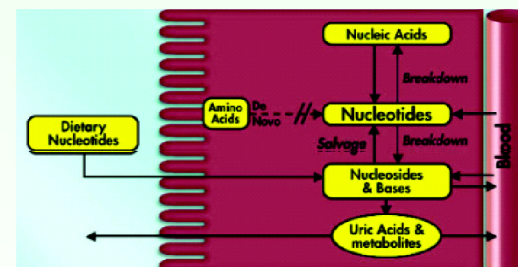
RNA is digested in the small intestine via the action of the pancreatic enzyme ribonuclease to adenosine-5'-monophosphate (AMP), guanosine-5'-monophosphate (GMP), cytidine-5'-monophosphate (CMP) and uridine-5'-monophosphate (UMP). These nucleotides are then hydrolyzed to adenosine, guanosine, cytidine and uridine, respectively, via the action of the enzymes alkaline phosphatase and nucleotidase. These nucleosides may be further hydrolyzed to the purine bases adenine and guanine and the pyrimidine bases cytosine and uracil. The nucleosides are transported in the enterocytes by both facilitated diffusion and sodium-dependent carrier mediated processes. Under normal conditions, that is, under conditions where the body is not under metabolic stress, the nucleosides undergo extensive catabolism in the enterocytes. The end product of purine catabolism is uric acid. An end product of pyrimidine metabolism is beta-alanine. Nucleosides and bases that are not catabolized in the enterocytes are transported via

the portal circulation to the liver, where they are also catabolized. A small percentage of ingested RNA and nucleotides reaches the systemic circulation and is transported to various tissues of the body. Even under normal conditions, a small percentage (from 2% to 5%) of dietary RNA and dietary nucleotides is incorporated into nucleic acids, especially in the small intestine, liver and skeletal muscle. This occurs via the salvage pathways of purine nucleotide and pyrimidine nucleotide synthesis. During conditions of metabolic stress, including trauma, rapid growth and limited food supply, there is greater conversion of dietary RNA and nucleotides into tissue nucleotides and nucleic acids. DNA is digested in the small intestine via the action of the pancreatic enzyme deoxyribonuclease to deoxynucleotides; these, in turn, are hydrolyzed to deoxynucleosides and finally to the pyrimidine bases and the purine bases. The deoxynucleosides and bases are absorbed by the enterocytes and processed as described above for the nucleosides.

Absorption of Nucleotides in the Intestines



Digestion of Nucleoprotein in the Intestines



Frequently Asked Questions

The following information and guidelines should provide you with some valuable information to help you successfully use IBS Aid.

What is IBS?

IBS (Irritable Bowel Syndrome) is a common digestive disorder with varying symptoms which can be persistent or periodic.

What causes IBS?

The cause of IBS is not fully known, although half of all people who suffer from it may mark the start of their symptoms to a major life event such as moving to a new house, changing jobs or experiencing emotional stress.

What are the main symptoms of IBS?

The symptoms of IBS differ from person to person, but may include any of the following:

- Diarrhea • Constipation • Abdominal pain or indigestion • Cramping • Disruption of bowel habit
- Urgency • Fullness and bloating

What is IBS Aid?

IBS Aid is a unique and proprietary product which contains a rich source of NUCLEOTIDES. Nucleotides are the building blocks of DNA and RNA which are needed by the body in very large quantities to produce the millions of cells it needs every day to carry on all of its metabolic, disease fighting, growth, repair and health maintenance functions.

How does IBS Aid work?

Repeated research has verified that IBS Aid increases the length and surface area of the villi in the small intestine and changes the ratio of bacteria in the large intestine from mostly undesirable E-coli bacteria to "friendly" Lactobacilli and bifidobacteria.

How will IBS Aid help people living with IBS?

In multiple studies done at university and commercial laboratories, IBS Aid was shown to substantially reduce or eliminate some to all of the symptoms related to gastrointestinal distress such as chronic diarrhea, frequent urgency, painful cramps, incomplete bowel evacuation, constipation, gas, bloating, fatigue, weakness, malaise and weight loss.

What were the results of the most recent research with IBS Aid?

Two university studies completed at the University of Guelph in Canada and London University in the UK substantiated the efficacy of the IBS Aid formula in reducing or eliminating many of the most common symptoms associated with IBS.

How Does IBS Aid compare to the most common prescription medicines now used for IBS?

As evidenced by the research and people's personal testimonials, IBS Aid outperformed many prescription and over-the-counter medicines used to reduce the symptoms of IBS or chronic gastrointestinal distress.

Is IBS Aid safe to use?

Since IBS Aid's active ingredients are identical to those which your body uses to fight disease, infection and even malignancies, it is very safe to use and has shown no harmful side effects when used as directed. In fact, these same ingredients are so safe that they are widely used to make infant formulas resemble mother's milk which strengthens the baby's immune system.

How do I use IBS Aid?

Begin by taking 4 to 6 capsules daily for one month. If you feel sufficiently relieved of your symptoms, continue on 2 to 4 capsules daily. Take with meals, as this will help remind you to eat regularly, and drink 6 to 8 ounces of water with each dose.

Can anyone with IBS take IBS Aid?

No, there are some contraindications for the use of this product. DO NOT take IBS Aid if you have Gout or autoimmune disease, have undergone an organ transplant or are pregnant. Under these conditions, consult your medical professional.

Managing your lifestyle

To reduce IBS, maintain a healthy and balanced diet. Avoid foods known to irritate the symptoms of IBS. Prepare fresh foods when possible and incorporate exercise and relaxation into your lifestyle.

IBS Aid provides highly purified sources of all five nucleotides plus glutamine and B vitamins vital for restricted diets. It will help particularly where the following symptoms are predominant: diarrhea, urgency and pain.*

*As observed in clinical trials and dietician case studies



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