

BIOENERGY RIBOSE THE POWERFUL ENERGY INGREDIENT
Request a free sample today!

HEADLINES | TOPICS | PRODUCT NEWS | HEALTH CONDITIONS | PRODUCTS | JOBS | EVENTS |

Pre-&Probiotics2013 Online Event - Discover new growth opportunities- Mar 26th - **FREE registration:** [Click here!](#)

HEADLINES > INDUSTRY

Follow @NutraUSA 3,755 followers

Subscribe to the Newsletter

Text size Print Forward

8 39 2 1
Twee Like +1 Share

Like You and 560 others like this. 560 people like this.

Micropharma's cholesterol-busting probiotic ready for US food, beverage and supplements market

By Stephen DANIELLS, 12-Mar-2013

Related tags: cholesterol-reduction, Micropharma, probiotics, hypercholesterolemia, supplements
Related topics: Probiotics, Industry, Probiotics and prebiotics, Cardiovascular health

With ten years of work behind it, two clinical trials (plus results of a third ready for publication), and Groupe Danone on-board, Canada's Micropharma is rolling out its cholesterol-lowering **Lactobacillus reuteri** NCIMB 30242 for the US supplement, food and beverage industries.



RELATED NEWS:

'A big step forward': Probiotics may alter brain activity in healthy people, says Danone/UCLA data

Probiotics may ease stress-related gut problems: Mouse data

Daily dose of probiotic may boost cholesterol management

Danone and Micropharma form \$8m partnership to develop heart health products



MOST POPULAR NEWS

- 1 Astaxanthin: Still red hot or cooling off? The Dr Oz effect... two years on
- 2 'A big step forward': Probiotics may alter brain activity in healthy people, says Danone/UCLA data
- 3 Do vitamin D levels influence genes for immune health?
- 4 Vitamin D pills linked to better heart health for diabetics
- 5 MusclePharm recognized for meteoric sales growth

Data from the latest trial to be published indicates that nine weeks of supplementation with *L. reuteri* NCIMB 30242 may reduce cholesterol levels by almost 12%.

"This is the first probiotic in the world to move a recognized marker of disease," Dr Mitchell Jones, the company's Chief Scientific Officer, told us.

Micropharma is a family affair, with Dr Jones' identical twin Ryan sitting in the CEO chair. The company entered a partnership with The Winning Combination Inc. (TWC) to release the first Cardioviva-branded supplements in Canada in late 2012.

The supplements are moving south of the border and will be available in 9,500 Walgreens in the US from May 15, 2013, said Ryan Jones.

GRAS

Wellnex
Collagen Peptides

Clinically Proven for:

**Beautiful Skin
Healthy Bones
Active Joints**

LEARN MORE

Active Joints

LEARN MORE

Nitta Gelatin
Unlocking the Potential of Gelatin & Collagen

The ingredient is also available to food and supplement manufacturers to offer their own branded products, and Micropharma has a letter of no objection from the US Food & Drug Administration (FDA) for the GRAS (generally recognized as safe) status of the strain for use in food and beverages up to a dose of 10 billion CFUs (colony forming units) per serving.

Safety data for the ingredient includes papers published in *Food and Chemical Toxicology* (2012, Vol. 50, pp. 2216-2223) and *Regulatory Toxicology and Pharmacology* (2012, Vol. 63, pp. 313-320).

Ryan Jones confirmed the company is already working with a number of multinational food companies on formulations containing *L. reuteri* NCIMB 30242. The Quebec-based company is already well connected in that area: French dairy giant Groupe Danone owns 22%.

Science

The interest in the ingredient is understandable, given the impressive results from double-blind, placebo-controlled, randomized human trials. The first, published in the *British Journal of Nutrition* (2012, Vol. 107, pp. 1505-1513), found that a yogurt formulation containing the company's microencapsulated bile salt hydrolase (BSH)-active *L. reuteri* NCIMB 30242 could reduce LDL cholesterol by about 9% and total cholesterol by about 5% over six weeks.

"The efficacy of microencapsulated BSH-active L. reuteri NCIMB 30242 yoghurts appears to be superior to traditional probiotic therapy and akin to that of other cholesterol-lowering ingredients," concluded Dr Jones and his co-workers.

This was followed by a nine week study, published in the *European Journal of Clinical Nutrition* (2012, Vol. 66, pp. 1234-1241), which found that *L. reuteri* NCIMB 30242 capsules could reduce LDL and total cholesterol by 11.6% and 9.1%, respectively, in people with elevated cholesterol levels.

DATA SHEET

Pro GI+, the first Probiotic targeting Abdominal Pain

Learn about the unique probiotic strain having analgesic effects through PPAR alpha receptors and improving bowel function disorders. Lyside® Pro GI+ improves daily life of IBS sufferers and general population with occasional digestive discomfort... [Click here](#)

Natural solutions

Such reductions put the probiotic firmly in the range of the cholesterol-reduction market's established leaders – the phytosterols and stanols, with clinical data indicating that daily



Dr Mitchell Jones, CSO,
Micropharma

ZHEJIANG SHENGDA

CHINA'S LARGEST BIOTIN FACTORY

AND MAJOR MANUFACTURER OF NISIN, FOLIC ACID, NATANYCIN & E-POLYLYSINE

KOSHER & HALAL CERTIFIED

LEARN MORE

KEY INDUSTRY EVENTS

The microbiome revolution 26-Mar-2013
Online conference
[read more](#)

Pre & Probiotics 2013 26-Mar-2013
Online conference
[read more](#)

[Access all events listing](#)

PRODUCTS

Natural glucose and insulin control
Pharmachem Laboratories

Learn about 6 emerging ingredients for focus, strength and sports recovery
AIDP

An immunobiotic ingredient "Immuno-LP20" is newly launched!
Mitsubishi International Food Ingredients

Case Study RTD Products - more choices for sports nutrition
Uelzena

Bacopa55™- When You Go To The Store, Remember The ____!
PL Thomas (PLT)

consumption of 1.5 to 3 grams of phytosterols/-stanols from foods can reduce total cholesterol levels by 8-17%.



Ryan Jones, CEO, Micropharma

"We know from our research that 3 out of 4 supplement users are eager for a natural solution between diet, exercise and drugs to manage their cholesterol," said Ryan Jones.

High cholesterol levels, hypercholesterolemia, have a long association with many diseases, particularly cardiovascular disease (CVD), the cause of almost 50 per cent of deaths in Europe and the US.

A report from the American Heart Association predicted a tripling of direct medical costs of cardiovascular disease from \$272.5 billion to \$818.1 billion between 2010 and 2030 (*Circulation*, March 2011, Vol. 123, pp. 933-944).

"Cardioviva is a very different product than a plant sterol – it is a probiotic that lowers cholesterol in two ways: by reducing the amount of cholesterol your body produces, and by reducing the amount absorbed from food," he added.

The *EJCN* paper also indicated that the probiotic capsules may reduce other cardiovascular risk factors, including fibrinogen and high sensitivity C-reactive protein (hs-CRP).

Copyright - Unless otherwise stated all contents of this web site are © 2013 - William Reed Business Media SAS - All Rights Reserved - Full details for the use of materials on this site can be found in the [Terms & Conditions](#)

Get more articles like this in your mailbox:

Sign up

FOOD navigator jobs USA

- [Search all jobs](#)
- [Sign-up for jobs by email](#)

Senior Production Manager - Al Kharj	Almarai Company (Rest of World)	Apply
Forklift Operator - Wh (wh0304)	Pepsi Bottling Ventures (Northeast)	Apply
Director, Quality Assurance & Compliance	Dr Pepper Snapple Group (Midwest)	Apply

RELATED PRODUCTS

[Live Supplier Webinar](#)

Probiotic marketing in 2013 and beyond - GoodBelly/NextFoods/DuPont Nutrition and Health 18-Mar-2013 - Regulatory pressure has forced the probiotic sector to think hard about how its products are presented to world. The alignment between the vast body of science and regulatory parameters varies greatly with regions and countries so what marketing tools are...

REGISTER NOW!

[Live Supplier Webinar](#)

The microbiome revolution - 15-Mar-2013 - Phase two of a gigantic project studying the human microbiome is just beginning. Many think the microbiome can unlock the mystery of just how pre- and probiotics work. Question is: Where will phase two go, can it help win claims...

REGISTER NOW!

[Live Supplier Webinar](#)

The global pre- and probiotic overview: Europe flatlines; Asia-Americas shine - Mintel



Clarinol® CLA Enhances Food & Beverage Products
Stepan

[View All Products](#)

Live Supplier Webinars

Probiotic marketing in 2013 and beyond 26-Mar-2013
GoodBelly/NextFoods/DuPont Nutrition and Health

The microbiome revolution 26-Mar-2013

The global pre- and probiotic overview: Europe flatlines; Asia-Americas shine 26-Mar-2013
Mintel

On demand Supplier Webinars

Going mainstream - the evolution of the sports nutrition market
William Reed Business Media

Opportunities and pitfalls: Building and maintaining a sports nutrition brand
William Reed Business Media

Protein: Round table discussion
William Reed Business Media

[All supplier webinars](#)

TODAY'S HEADLINES



NPA calls for national GMO labeling standard as state-level initiatives proliferate



Brazil continues to dominate South American health & wellness market



Antioxidants and Pro-oxidants: Two Sides of the Same Sword



Easy being green? Tea leads botanical antioxidant charge



Maternal vitamin D has no effect on children's bone health



Maturation of fish oil sales leaves supplements seeking next growth driver

15-Mar-2013 - Probiotics were born in Japan in the 1950s, but they are booming in broader Asia as consumers turn onto them in various formats, and regulations permit a greater range of health claims. Prebiotics are growing in these markets too but...

REGISTER NOW!

 On-Demand Supplier Webinar

Going mainstream - the evolution of the sports nutrition market

- William Reed Business Media
17-Jan-2013 - The US sports nutrition market is valued at about \$21 billion by the Nutrition Business Journal, but how is the market divided, which geographical regions and demographic sectors are growing the most, and where are the opportunities? This webinar will...



WATCH NOW!

 On-Demand Supplier Webinar

Opportunities and pitfalls: Building and maintaining a sports nutrition brand

- William Reed Business Media
17-Jan-2013 - With the DMAA saga fresh in everyone's minds and the industry reeling from claims from athletes that supplements are responsible for failed doping tests, how can a brand build the science, safety, and trust to bring market success. In this...



WATCH NOW!

 On-Demand Supplier Webinar

Protein: Round table discussion

- William Reed Business Media
17-Jan-2013 - This round-table discussion brings together a protein supplier, an experienced consultant and protein researcher, and a leading manufacturer of sports nutrition products. Discussion topics include the effectiveness of different protein sources (whey, casein, soy, rice, hemp, pea, chia, flax, egg, etc)...



WATCH NOW!

 Clinical study

An immunobiotic ingredient "Immuno-LP20" is newly launched!

- Mitsubishi International Food Ingredients
12-Mar-2013 - Heat-killed Lactobacillus plantarum L-137 (HK L-137), an "immunobiotic" ingredient, boosts cellular immunity and shows anti-allergic, anti-tumor, or anti-flu effects in mice model. Researches published in "The Journal of Nutrition" and "Immunopharmacology and Immunotoxicology" demonstrate that intake of HK L-137 increased Th1/Th2 balance and...



DOWNLOAD NOW!

 Technical / white paper

Probiotics for Health and Well Being

- Sabinsa Corporation
11-Feb-2013 - The role of probiotics has expanded from gut health maintenance, to use in applications that target diverse preventive health maintenance needs. Clinically validated probiotics now find innovative applications in dietary supplements, functional foods, and mainstream food products.



DOWNLOAD NOW!

 Case study

The Power of Phospholipid Omega-3s

- Aker BioMarine
21-Feb-2013 - Superba™ Krill represents a new generation of omega-3 fatty acids that is different than traditional sources, and represents the fastest growing segment in the omega-3 category. Krill's unique phospholipid omega-3 composition provides



increased bio-efficiency, superior tolerability and unique health benefits. ...

[DOWNLOAD NOW!](#)

 [Technical / white paper](#)

Wild, Kodiak Island Salmon Oil from the Scoular Company - Scoular Company

21-Feb-2013 - Build your brand on a secure supply of 100% wild Alaskan salmon oil from the Scoular Company. Our salmon oil is harvested from the clean, cold waters of Kodiak Island following strictly regulated fishing practices that protect the species and...



[DOWNLOAD NOW!](#)

 [Technical / white paper](#)

Can Pure Krill Oil get any better? - Enzymotec USA Inc.

21-Feb-2013 - Pure Krill oil is a natural extract, whose health benefits are strongly dependent on maintaining its natural integrity with minimal chemical and physical intervention. Essential elements of the Krill Oil extract, such as: Omega-3 bound phospholipids and Astaxanthin are highly potent...



[DOWNLOAD NOW!](#)

 [Technical / white paper](#)

RhodioLife™ for Sustained Energy & Faster Recovery - PL Thomas (PLT)

18-Feb-2013 - RhodioLife™ is a powerful adaptogen that supports healthy biological responses necessary for healthy immune, cardio pulmonary and endocrine systems. It supports sustained energy, physical performance and an increased capacity to handle stress and support mood. Self-affirmed GRAS, RhodioLife™ has a...



[DOWNLOAD NOW!](#)

 [Clinical study](#)

AmealPeptide Overview & Studies - Maypro Industries

23-Jan-2013 - AmealPeptide®: Clinically Proven to Maintain Blood Pressure Levels Already within Normal Range* Maintaining blood pressure within healthy limits and promoting arterial flexibility are key strategies for enhancing cardiovascular health.



AmealPeptide® is a clinically proven fermented milk protein that does both.* Supported by...

[DOWNLOAD NOW!](#)

 [Clinical study](#)

ARTINIA on oxLDL_EJCN_Sept12 - Stratum

03-Dec-2012 - Multiple clinical settings have shown chitin-glucan fiber ARTINIA®, to be effective in reducing Ox-LDL and LDL-cholesterol levels. Learn more about the human and animal models evaluating this innovative fiber. ARTINIA® works well in many delivery formats.



[DOWNLOAD NOW!](#)

RELATED SUPPLIERS

[Ajinomoto NaturalSpecialities](#) | [Beneo GmbH](#) | [BerryPharma](#) | [Bioenergy Life Science, Inc.](#) | [Caravan Ingredients](#) | [Croda Health Care](#) | [DIANA NATURALS](#) | [ENI](#) | [Galam Group](#) | [Glanbia Nutritionals](#) | [Gnosis S.p.A.](#) | [Hiimar Ingredients](#) | [Indena](#) | [Lycored](#) | [Naturex, the global botanical leader](#) | [Network Nutrition](#) | [Nexira](#) | [PL Thomas \(PLT\)](#) | [POLARIS](#) | [Prinova](#) | [Purextract](#) | [Sabinsa Corporation](#) | [Sensus](#) | [United States Pharmacopeia](#) | [ZMC-USA](#)

WEEKLY / DAILY FREE NEWSLETTER

[FoodNavigator.com](#)
Food & Beverage Development - Europe

[DairyReporter.com](#)
Dairy Processing & Markets

OTHER NEWSLETTERS

[Science & Nutrition Research](#)

FoodNavigator-USA.com

Food & Beverage Development - North America

FoodNavigator-Asia.com

Food, Beverage & Supplement Development - Asia Pacific

NutraIngredients.com

Supplements & Nutrition - Europe

NutraIngredients-USA.com

Supplements & Nutrition - North America

FoodProductionDaily.com

Food Processing & Packaging

FoodQualityNews.com

Food Safety & Quality Control

BeverageDaily.com

Beverage Technology & Markets

ConfectioneryNews.com

Confectionery & Biscuit Processing

BakeryAndSnacks.com

Industrial Baking & Snacks

GlobalMeatNews.com

Global Trading and Meat Processing

FoodManufacture.co.uk

The Information Resource for Food and Drink Processing

Food legislation

Food Finance

Innovations in Food Ingredients

Innovations in Food Processing and Packaging

Innovations in Food Safety & Instrumentation

Food Industry & Consumer Trends

Food Marketing and Retailing

FREE E-MAIL ALERTS

Antioxidants, carotenoids

Fibers and carbohydrates

Probiotics and prebiotics

Bone & joint health

Diabetes

Immune system

Weight management

Cosmeceuticals

Minerals

Proteins, peptides, amino acids

Cancer risk reduction

Energy & endurance

Maternal & infant health

Women's health

Dairy-based ingredients

Nutritional lipids and oils

Soy-based ingredients

Cardiovascular health

Eye health

Respiratory health

Dosage forms

Phytochemicals, plant extracts

Vitamins & premixes

Cognitive and mental function

Gut health

Skin health

Free subscription now!



RELATED SITES FROM OUR TEAM

Food & Beverage: Food & Beverage Development - Europe | Food & Beverage Development - North America | Food, Beverage & Supplement Development - Asia Pacific | Food Marketing and Retailing | Food and Beverage Processing and Packaging | Food Safety & Quality Control | Industrial Baking & Snacks | Beverage Technology & Markets | Confectionery & Biscuit Processing | Dairy Processing & Markets | Global Trading and Meat Processing | Food jobs - Europe **Nutrition:** Supplements & Nutrition - Europe | Supplements & Nutrition - North America **Pharmaceuticals:** Pharmaceutical Industry | Contract Research, Manufacturing & Clinical Trials **Cosmetics:** Cosmetics Formulation & Packaging in North America | Cosmetics Formulation & Packaging in Europe | Cosmetics Formulation & Packaging in Asia-Pacific

[About us](#) | [Site map](#) | [All sites](#) | [Recommend this Site](#) | [Advertise](#) | [Contact the Editor](#) | [Terms & Conditions](#) | [Privacy and Cookie Policy](#)

© William Reed Business Media SAS 2013, All rights reserved.

