



Developers of  
"On Guard" Drinkable Yogurt.

### "ON GUARD DRINKABLE YOGURT"

Passes Glycemic Research Institute Criteria • License number 1912 • License renewed July 2014

The non-profit Glycemic Research Institute in Washington D.C. announced on December 9, 2003 that LBL Foods "On Guard Drinkable Yogurt" has been duly submitted and approved as LOW GLYCEMIC and DIABETIC-FRIENDLY.

When asked to comment on the yogurt, GRI officials stated. "This product was meticulously formulated and produced. It is one of the finest dairy products we have seen in twenty years of research."

Information on the GRI Seals of Approval can be seen at [www.glycemic.com](http://www.glycemic.com). Information on LBL Foods Drinkable Yogurt may be found on the web at [www.FriendlyB.com](http://www.FriendlyB.com) and by contacting LBL Foods.

We often think of all bacteria as being harmful; not so. Good bacteria (called probiotic) are responsible for your well being. They are friendly hence the web site's name. Did you know that each of us has 2-3 pounds of over 400 kinds of bacteria within; Not all good but not all bad as previously stated.

LBL "On Guard" drinkable yogurt and all others carrying the

"OnGuard" label assemble these tireless workers and provide the ideal conditions to guarantee their greatest survival.

Remember that antibiotics (meaning against life) kill all organ-isms indiscriminately. Environmental pollutants, illness, infection, stress, and aging all deal a severe blow to the balance of our intestinal flora. Our "Friendly B" army is made up of Bifidobacterium, S.thermophilus, L.acidophilus, and L.bulgaricus and is an incredible force in support of ones good health.

Couple this with the greatest natural nutrient source of bovine milk on the planet and our consideration for diabetic concerns and you may begin to appreciate our efforts in years of investigative inquiry and know how that allows us to bring our great product to you.

### What's the Problem?

The biggest problem is that the public is unaware of the problem to the extent that it exists. We are talking about sickness from consuming contaminated food products from the finest restaurants in the land to the "greasy spoons" in the back alleys in America.

The Center for Disease Control (CDC) estimates that food-borne illnesses from all sources make 76 million Americans sick every year, sending more than 300,000 to hospitals and killing 5,000.

Our yogurt is produced from farm fresh, high solids, total nutrient milk. With any yogurt, it is well to remember that the longer the list of added ingredients, the further away from the country it gets. Check ours out; pasteurized low fat (2%) milk, natural flavors, inulin (fiber) pectin, stevia, and active cultures (friendly organisms).

We do not use any milk powder (foreign or domestic) as our quality milk needs no crutch or support and we know where our cows slept last night!

**Our Dairy Farmers are Animal Friendly**  
**Somos Animales Amistosos**



**"We know where our cows slept last night"**

**"Sabemos donde nuestras vacas durmieron  
ayer por la noche"**

fabricado por [www.friendlyb.com](http://www.friendlyb.com)

The various health departments of regulatory throughout the land do a commendable job in spotting health code violations. In a recent report, the New York City Health Department cited major problems in one out of every three food establishments that they inspected.

Because many jobs in food establishments are low-paying entry level ones, there is a high turnover in these positions, bringing more and more improperly trained personnel to handle and prepare the food served to its customers.

### **“ON GUARD” can help protect you.**

If it's going to rain, you are apt to carry rain gear with you. You can't stop it from raining, but you can keep from getting wet. Likewise, you can take steps to guard against the ingestion of harmful organisms by having an army of the “good guys” in place waiting for them.

This is one of the missions of LBL Food's new yogurt, “ON GUARD”. It contains an army of beneficial bacteria along with its own food supply (called a prebiotic) that precedes the harmful intruders dressed in their food camouflage and sets up checkpoints, thereby killing many of the bad bacteria before they can cause harm. Like the raindrops, you can certainly be prepared to deal with them if they do come your way.

### **Total Nutrient Milk**

We use this source of supply (Whole Milk) because it offers more protein, calcium, and fat soluble vitamins than most milks used in yogurt production. It also contains Conjugated Linoleic Acid (CLA) - a naturally occurring fatty acid which is heart healthy without the heavy metals found in some other beneficial oils. One cannot escape the fact that over the year, heart disease has increased as CLA content in diets has decreased. Coincidence? We think not.

Facts: Fat plus calcium aids in weight reduction. Total nutrients keep hunger in check, thus dissolving fat for energy. The glycemic index indicates how foods affect the rise in blood sugar - the higher the number, the greater the increase. Low glycemic numbers allow one to consume more calories without gaining weight. They increase one's metabolic rate.

Our milk is from herds that produce the highest quality product possible. All other aspects of milk quality are maintained under the strictest of dairy management practices.

### **Probiotic Culture**

These are the friendly and beneficial organisms (bacteria) with a mission. They are the guardians of one's gastrointestinal tract. They inhibit the growth of the bad guys, help lower cholesterol, stimulate the immune system, and inhibit the growth of carcinogenic tumors, particularly in the colon

region. Our “ON GUARD” yogurt contains four separate cultures, each with a precise mission, assignment, and purpose.

### **Prebiotic (Food for our probiotic workers)**

One needs to stop by the diner or carry a lunch if he/she is away from the house at meal time. The same is true for our traveling organisms. This nourishment promotes beneficial gut microflora, improves the absorption of calcium, magnesium, and aids in digestion and maintenance of intestinal health by increasing the number of good organisms. A probiotic culture carrying a prebiotic lunch pail is called a Synbiotic product. That's what LBL's yogurt is. It has been shown that synbiotic yogurts can increase the absorption of calcium. We use inulin and pectin as our prebiotic which supplies 3 grams of fiber per 8 oz serving. Overall, it is recommended that 25 grams of fiber be consumed each day.

Sources include vegetables, nuts, whole grains, and fruits. Colon cancer and rectal cancers are on the increase for young adults. Many feel that it is diet related and cite the need to consume more fiber, as well as more exercise and less sugar intake as preventative measures.

### **Sugar**

A recent survey found that many yogurts contain over 40% of their total calories from sugar. The late Dr. Atkins concluded that too many carbohydrates (sugar is a carb) were the cause of obesity and poor health in America, and we agree. Therefore, our yogurt contains no added sugar but uses “stevia”, a recently FDA-approved sweetener that adds no calories to the yogurt; making is a low carbohydrate drink with flavor. Our total nutrient formula has fewer calories per serving than most yogurts with the calories present being of nutritional value.

*Please rest assured that you can go around the world... Search our great land from coast to coast... but no finer product has ever been developed than “On Guard” drinkable yogurt!*

### **Summary**

Many food-borne illnesses can be prevented and poor health conditions improved if one would fortify his/her intestinal tract with a synbiotic yogurt each day. As you have read, LBL Foods “ON GUARD” has taken its drinkable yogurt to a higher level as the ultimate health food. Don't leave the house without it working for you. We made it just for you.

**LBL FOODS**

**attn: Ed Crotty**

**PO Box 218,**

**Columbus, NJ 08022 USA**

Phone/Fax: (609) 265-0967

e-mail: [edwin.crotty@verizon.net](mailto:edwin.crotty@verizon.net)

web: [www.friendlyb.com](http://www.friendlyb.com)