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Bestow Gut Love + Powder | Video Transcript

In this video I am going to introduce you to what has become my favourite Bestow skin nutrition product - the Bestow Gut Love + powder. Bestow Gut Love + is a world-class synbiotic powder, which includes probiotics, prebiotics and enzymes to restore the gut and renew skin from within. Rich in fibre, it also promotes regular elimination of toxins, creating the inner environment for clear, glowing skin.

Bestow Gut Love + is beneficial for anybody wishing to promote the healthy functioning of their gut. You can confidently prescribe it for all of your clients as everyone will benefit from it. However, when you are helping a client to overcome a skin disorder, it is even more important that you include Bestow Gut Love + as part of your strategy. You cannot truly heal inflammatory skin conditions like acne, rosacea and eczema without first rebalancing the gut.

The good news is that with gut-health on trend, clients are increasingly aware of its importance and are more willing to embrace gut-healing products and make changes to their diet and lifestyle.

Taking Bestow Gut Love + powder every day is an important habit for clients to establish on their journey. The formulation renews the skin from within by rebalancing the gut and promoting regular elimination of skin-irritating toxins from the body. When taken daily in conjunction with a gut-friendly eating plan your clients can expect the following skin benefits.

- Inflamed or sensitised skin will become calmer and stronger.
- Deep, cystic acne will begin to clear over time as waste hormones and toxins are efficiently eliminated.
- Dull congested skin will become clearer and brighter and the rate of skin-ageing will slow.

Bestow Gut Love + powder is a powerful addition to any gut-healing strategy, helping to restore the gut and renew the skin from within.

I'd to share you with some of the process I went through to develop Bestow Gut Love + powder. As you know, I had already created a Bestow product to support gut health a number of years ago - the Bestow Be Cleansed powder. To remind you, Bestow Be Cleansed powder purifies the skin with a fibre-rich blend that encourages regular elimination. This ensures the body regularly gets rid of skin-irritating toxins and waste hormones, which can exacerbate skin disorders like eczema and acne. Be Cleansed powder also contains slippery elm, liquorice, organic sulphur and L-glutamine to help soothe and repair the gut-wall. Be Cleansed is a very effective product for purifying the bowel and cleansing the skin, but after my own gut health journey, I realised that we could create an even more powerful product to support this important healing work.

I began to ask myself...what if we took bowel-cleansing fibre and ingredients that repair the gut wall and combined them with a powerful probiotic to replenish the populations of good microbes in our gut? And what if we nourished those probiotics with prebiotics, so they grew strong and healthy. What an amazing support that would be for restoring a healthy microbiome. Of course, once I had imagined it, I had to create it! My team got to work researching, consulting experts and developing the formulation.

From the beginning of the process it was really important to me to source a top-quality probiotic. As you'll remember, probiotics are beneficial live microbes, which our gut needs in order to thrive. They promote life-giving activity in the microbiome. However, there are many different probiotics on the market and not all of them are created equal. I was very picky and was thrilled when we heard about the BIOHM probiotic.

Formulated by Dr. Ghannoum, a globally recognised expert in gut health, BIOHM is a world-class probiotic that delivers beneficial bacteria and fungi to rebalance the total gut microbiome. This is a vital point of difference, as most probiotics only include bacteria. Many probiotic developers overlook fungi entirely – which means they ignore an entire part of the microbiome family. Dr Ghannoum is recognized as a leading expert in medically beneficial fungus, so it makes sense that he would create the world's first complete probiotic containing both good bacteria and fungi.

The BIOHM probiotic also contains enzymes to break down digestive plaque that can build up on the gut wall. This plaque gives bad fungi and bacteria a place to hide and therefore gets in the way of optimal gut health. The enzyme action in the formulation breaks down this plaque and exposes the pathogenic microbes so they can be neutralised. Another key benefit of Bestow Gut Love + is that it includes prebiotic ingredients to feed the colonies of healthy microbe populations in the gut. Prebiotic ingredients in Bestow Gut Love + powder are flax fibre, slippery elm and blackcurrant extract. Blackcurrant is a prebiotic that selectively favours probiotics that help to reduce inflammation in the body.

While I had the opportunity, I also decided to slip some vitamin D2 into the formulation. Why? I had also been doing some research into how chronically malnourished we are in the West and how difficult it can be to reach our Recommended Daily Intake of key nutrients. Through our online Bestow Seasonal Cleanse programmes we worked hard to design meal plans that provided 100% of all the daily RDI's needed for health. The only way we could do this was to include a daily Bestow smoothie packed with Bestow skin nutrition boosters.

We managed to get to 100% of the RDI of every nutrient except vitamin D. This one important vitamin remained elusive. That really bugged me! So, while we had the chance, we added some organic vitamin D yeast to Bestow Gut Love + powder. A daily serving of Gut Love + provides up to 50% of the RDI of vitamin D. This is a huge boost of this important vitamin for bone health, immune support and of course, a healthy gut. Having good levels of vitamin D helps to counteract the effect that a poor diet has on the gut microbiome. Good vitamin D levels also protect you from all the common diseases, including breast cancer.

You may have heard that vitamin D3 is a better form of vitamin D to take, but our research shows this is only true if you take vitamin D occasionally. If you take it daily, as we hope you will do with the Bestow Gut Love +, then vitamin D2 is best.

My team and I are really proud of this product and it's been one of our most popular product releases ever. A question we have been asked quite a lot is about the difference between Bestow Be Cleansed and Bestow Gut Love + powder. The easiest way to describe it is that Bestow Gut Love + is a super-charged version of Bestow Be Cleansed. It takes all that is good about Be Cleansed and adds even more goodness into the mix! Comparing the two products is a helpful way to recap what we have just learnt.

Bestow Be Cleansed and Bestow Gut Love + powder both:

- Support bowel health.
- Promote elimination of skin-irritating toxins and waste hormones.
- Contain good quantities of soluble and insoluble fibre.
- Contain prebiotics which feed good gut microbes.
- Contain slippery elm, liquorice, L-Glutamine and organic sulphur to repair the gut wall.

These ingredients work to ensure regular elimination and a healthy gut wall, creating the inner environment for clear, radiant skin.

In addition, Bestow Gut Love + powder also supplies:

- The BIOHM probiotic with good bacteria and fungi to rebalance the total microbiome.
- An extra prebiotic, blackcurrant, which feeds microbes that reduce inflammation.
- Enzyme action to break down digestive plaque.
- 50% of the RDI of Vitamin D2 to support well-being.

These additional ingredients help to restore and rebalance the gut microbiome and to renew skin from within. So while, Bestow Be Cleansed is a great product to address digestive sluggishness, Bestow Gut Love + is a superior product for improving gut health. At this stage, it's time to consider some of the more practical questions that you might have.

How do you take Bestow Gut Love + powder?

We recommend starting with 1 teaspoon per day with food and increasing that to 1 tablespoon over a number of weeks. You can blend it with your favourite milk, coconut yoghurt or mix it into a smoothie. I highly recommend getting your clients into the habit of having a Bestow Love Your Gut Smoothie every day.

This includes a Bestow oil to moisturise skin from within, a Bestow nutritional booster to nourish skin from within and Bestow Gut Love + Powder to restore the gut and renew the skin. The contribution this one smoothie makes towards your daily RDI's is significant. Your client will have access to this smoothie recipe, and more, when they sign up for the Bestow Love Your Gut online programme. We will talk more about this programme in the next video.

Is Gut Love + powder suitable for pregnancy?

From our perspective, all Bestow products are safe for pregnancy and breast-feeding and help to enhance the health of both mother and baby during this important time. However, we always recommend that your clients first check with their own doctor or midwife before taking Bestow products. It's just best practice.

How do you store Bestow Gut Love + Powder?

This product should be kept in a cool, dark place such as the pantry. It doesn't need to be refrigerated as the microbes it contains can tolerate a little bit of heat. Each serving contains 30 billion live active cultures, which are protected with an enteric coating. This ensures the beneficial microbes survive their passage through stomach acid and reach the gut alive where they can get to work.

So, there you have it, all the key things you need to know about the story and the science behind this important product. Bestow Gut Love + powder is a powerful tool to support the growth of a healthy inner gut garden.

- It helps to create healthy soil by promoting regular elimination and repairing the gut wall.
- It plants good seeds with a world-class probiotic and
- It supplies prebiotics to nourish those probiotic seeds.

It really is an amazing product for supporting gut health. I look forward to hearing about your experiences after using it with your clients.