CLAIMS REVIEW | BEFORE AND AFTER | WORK SAMPLE

Single-Strain Probiotic: L. plantarum 299v Product Sheet

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The task: re-review a product sheet I wrote for a single-strain *L. plantarum* 299v probiotic used by practice families, keep every claim the strain-specific evidence supports, and bring the copy within DSHEA structure/function limits. **Result:** of 16 claims reviewed, 7 were removed, 8 rewritten, and 1 kept; the required FDA disclaimer was added.

REMOVE REWRITE KEEP KEEP means the claim was kept in substance; wording may be tightened.

BEFORE (ORIGINAL COPY)	VERDICT	WHY	AFTER
Decreases cortisol and the release of histamine along the gut lining	REMOVE	No published study tests 299v on histamine or cortisol.	Removed
Produces lactoferrin, an essential gut-derived nutrient	REMOVE	No evidence supports it; lactoferrin is a protein made by the body, not by the strain.	Removed
Assists in clearing bacteria and viruses; antibacterial and antiviral	REMOVE	Infection-treatment language reads as a disease claim; the one recurrent C. difficile trial was too small to conclude [6].	Removed
Doubles in population in less than five minutes; stronger than many acidophilus products	REMOVE	No supporting data, and a comparative claim needs head-to-head testing.	Removed
Probiotics play a vital role in detoxifying the body	REMOVE	"Detox" is vague and unsubstantiated.	Removed
Decreases inflammation and stress hormones	REMOVE	Lower inflammatory markers were seen only in men with heart disease [8], a disease population.	Removed from product copy; kept in separate practitioner education
Proven Effectiveness (section title)	REMOVE	"Proven" overstates trials rated low certainty [2].	"Why We Chose This Strain"
Shifts and promotes growth of a beneficial microbiome; nudges out unfavorable bacteria	REWRITE	299v raised lactobacilli only while taken and did not change other bacteria [4]; probiotics do not raise diversity [7].	"Reaches the gut and is detectable within a week of daily use."*
Soothes digestive discomfort; for bloating and gas during meals	REWRITE	Supported by a 214-person trial [1] and two meta-analyses [2, 3]; IBS itself cannot be named.	"Supports digestive comfort, including occasional bloating and abdominal discomfort."*
Better nutrient absorption	REWRITE	Specific and supported: about 50 percent higher non-heme iron absorption in a small study [5].	"Supports iron absorption."*
Restores normal GI motility	REWRITE	"Restores" implies treating a dysfunction.	"Supports regular elimination."*
Boosts immunity; boosts immune function	REWRITE	"Boosts" overstates; the general structure/function form is safer.	"Supports immune health."*
Perfect introduction for infants, children, and adults	REWRITE	"Perfect" is a superlative, and infant use needs clinical guidance.	"For children and adults; infants only as directed by a practitioner."
Non-allergenic vegetarian capsule	REWRITE	"Non-allergenic" is an absolute claim.	"Free of dairy, gluten, and soy; vegetarian capsule."
GI- and heat-stable; survives stomach acid without coating	REWRITE	Gut survival shown in people [4]. "Heat-stable" conflicts with the label direction "Must be refrigerated"; storage wording must match the label.	"Survives stomach acid without a special coating."* Storage stated as on the label: keep refrigerated.
Single strain, no prebiotics; occasional constipation, diarrhea, or gas; pleasant taste	KEEP	Accurate product facts and accepted structure/function wording.	Kept, with claim asterisks

Also fixed: the sheet lacked the FDA disclaimer required with structure/function claims, and it described the bacteria as "acid-loving" while citing a near-neutral pH; the pH figure was removed and the dairy clarification kept.

The Revised Version

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Single-Strain Probiotic

LACTIPLANTIBACILLUS PLANTARUM 299v | SINGLE STRAIN

A single, well-studied probiotic strain, chosen because it has one of the deepest research records of any probiotic and is gentle enough for daily use.

HOW IT SUPPORTS YOU*

Digestive comfort
Supports digestive comfort, including occasional bloating and abdominal discomfort.*

Regularity
Supports regular elimination and may be taken for occasional constipation, occasional diarrhea, or excess gas.*

Iron absorption
Supports iron absorption, as studied with an iron-fortified drink in women of reproductive age.*

Immune health
Supports immune health as part of a healthy gut environment.*

Reaches the gut
Survives digestion without a special coating and is detectable in the gut within a week of daily use.*

WHY WE CHOSE THIS STRAIN

- One of the most studied probiotic strains, with more than 30 randomized controlled trials
- Single strain with no added prebiotics, which some people find cause gas and bloating
- Store refrigerated, as the label directs, to protect the live-culture count
- Pleasant-tasting powder; capsules may be opened and mixed with food

PRODUCT FACTS

- Live-culture count per capsule as stated on the Supplement Facts panel
- Free of dairy, gluten, and soy; vegetarian capsule
- For children and adults; infants only as directed by a practitioner
- "Lacto" refers to lactic acid, not to dairy or lactose
- Taking medications or managing a health condition? Ask your practitioner before use.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

SEPARATE PRACTITIONER EDUCATION (SHARED AS SCIENCE, NOT WITH THE PRODUCT): WHAT THE 299v RESEARCH SHOWS

Digestive symptoms: in a randomized trial of 214 adults with IBS, 4 weeks of 299v reduced abdominal pain and bloating versus placebo [1]; meta-analyses support a benefit, at low certainty [2, 3].

Iron: about 50 percent higher non-heme iron absorption from a fortified drink in young women [5].

Vascular and inflammatory markers: in 20 men with stable coronary disease, 6 weeks improved endothelial function and lowered IL-8, IL-12, and leptin [8].

Gut-brain axis: added to SSRI therapy, 299v improved attention and verbal learning and lowered kynurenine [9].

Dosing note: colonization is temporary, so benefits depend on daily use [4].

Evidence behind the revisions (each verified in PubMed): [1] Ducrotte P, et al. World J Gastroenterol. 2012;18(30):4012-8. PMID 22912552. [2] Goodoory VC, et al. Efficacy of probiotics in irritable bowel syndrome: systematic review and meta-analysis. Gastroenterology. 2023;165(5):1206-18. PMID 37541528. [3] Maslennikov R, et al. Strain-specific systematic review with meta-analysis of probiotics in IBS. J Clin Med. 2026;15(3):1152. PMID 41682832. [4] Goossens D, et al. Aliment Pharmacol Ther. 2003;18(5):495-505. PMID 12950422. [5] Hoppe M, et al. Br J Nutr. 2015;114(8):1195-202. PMID 26428277. [6] Wullt M, et al. Scand J Infect Dis. 2003;35(6-7):365-7. PMID 12953945. [7] Kristensen NB, et al. Genome Med. 2016;8(1):52. PMID 27159972. [8] Malik M, et al. Circ Res. 2018;123(9):1091-102. PMID 30355158. [9] Rudzki L, et al. Psychoneuroendocrinology. 2019;100:213-22. PMID 30388595. End-of-shelf-life potency: manufacturer's internal stability report and batch Certificates of Analysis (to be kept on file as substantiation).