

- **100 billion active probiotic cultures**
- **MAX POTENCY** for intensive support of occasional digestive distress and irregularity*
- **Protects against occasional bloating, constipation, and digestive discomfort***
- **Promotes digestive and immune health***

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

Keep out of reach of children. Safety sealed with printed inner seal. Do not use if seal is broken or missing. Keep bottle tightly closed.

GLUTEN FREE. No wheat, corn, artificial colors, or flavors.

NutraFlora® and scFOS® are registered trademarks of Ingredion.

◆ LN15784.A04 B712400A

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SINCE 1974 **Nature's Way** 1974

fortify
Optima
PROBIOTIC

100 BILLION
ACTIVE PROBIOTICS

MAX POTENCY

30 Vegetarian Capsules • Dietary Supplement

Once Daily

Recommendation: Take 1 capsule daily. May be taken at any time, with or without food. If pregnant, nursing, or taking any medications, consult a healthcare professional before use. **Keep refrigerated** to maintain maximum potency.

Supplement Facts	
Serving Size 1 Capsule	
Amount per Serving	% DV
Fortify™ Optima™-100B	586 mg**
Proprietary Probiotic Blend providing 100 billion CFU	
Lactobacilli HDS Probiotics: (L. casei HDS-0108; L. paracasei HDS-0274; L. acidophilus HDS-0122; L. rhamnosus HDS-0111; L. rhamnosus HDS-0114; L. salivarius HDS-0129; B. infantis HDS-0132; B. longum HDS-0135; B. infantis HDS-0116)	
NutraFlora® scFOS® (short-chain fructooligosaccharides)	75 mg**
**Daily Value (DV) not established.	

Other ingredients: plant-derived capsule (hypromellose), potato starch, hypromellose, magnesium stearate, ethylcellulose, sodium alginate, silica, medium chain triglycerides, ascorbic acid, oleic acid, stearic acid.

Contains milk and soy.



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Why take Fortify™ Optima® MAX POTENCY?

- **100 billion active probiotic cultures**
- **Maximum support** to fortify and balance the intestinal microflora*
- **Specially formulated** to replenish the intestinal microflora during and after occasional episodes of digestive distress and irregularity*
- **Promotes healthy digestion***
- **Protects against occasional bloating, constipation, and digestive discomfort***
- **Supports healthy immune function***
- **Ideal for use** to fortify the intestinal microflora while traveling, or as part of a cleansing/detox program*

Enteric-Coated for Targeted Release™

- **Ensures probiotics survive stomach acid**
- **Releases active probiotics directly into the intestine**



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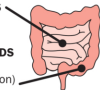
100% HDS Probiotics™ (Human Digestive Strains)

- **Contains unique probiotic strains** originated from human microflora
- **Naturally compatible** with your intestinal tract to support digestion, regularity and immunity*
- **No animal/dairy or plant source** probiotic strains



10 Unique HDS Probiotics for Total Intestinal Balance

- Ensures your intestinal tract receives the diversity of probiotics it needs
- **6 Lactobacilli HDS Probiotics** for the small intestine
- **4 Bifidobacteria HDS Probiotics** for the large intestine (colon)



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NEW LOOK
SAME POWERFUL FORMULA

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fortify
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PROBIOTIC

MAX POTENCY

100 BILLION
ACTIVE PROBIOTICS

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Digestive Support & Immune Health™

- **100% HDS Probiotics™**
- **Intensive Support**
- **Enteric-Coated**



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<i>Lactobacillus paracasei</i> HDS-0274	
<i>Lactobacillus acidophilus</i> HDS-0122	
<i>Lactobacillus rhamnosus</i> HDS-0111	
<i>Lactobacillus rhamnosus</i> HDS-0114	
<i>Lactobacillus salivarius</i> HDS-0118	
Bifidobacteria HDS Probiotics	
<i>Bifidobacterium breve</i> HDS-0129	
<i>Bifidobacterium bifidum</i> HDS-0132	
<i>Bifidobacterium longum</i> HDS-0135	
<i>Bifidobacterium infantis</i> HDS-0116	
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100 billion potency is guaranteed until expiration date when bottle is kept tightly closed & refrigerated.