



RIDGECREST
HERBALS

SALES INFO | BELLY BE HAPPY™

HAPPY BELLY, HAPPY YOU.

Supplement Facts

Serving size 2 capsules
Servings per container 30

	AMOUNT PER SERVING	%DV
Belly Be Happy™ Digestive-soothing Herbal Blend (185 mg/cap): Marshmallow root, Slippery Elm bark, Ginger root, Peppermint leaf	370 mg	†
Belly Be Happy™ Microbiome-Support Blend (25 mg/cap): <i>Bacillus subtilis</i> DE111® <i>Bacillus coagulans</i>	50 mg (4 Billion CFUs)	†
† Daily Value (DV) not established		

Other ingredients: Rice Maltodextrin, Vegetable Capsule (hypromellose, Water), Medium-chain triglycerides

SUGGESTED USE: Adults and children age 12+, take 3 capsules daily for five days, pause for two days, and repeat. Refrigeration isn't required, but is recommended for longer shelf life.

Results are usually felt within hours, and increase with continued use. Does may be adjusted for individual needs.

As with any supplement, **if you are pregnant, nursing, taking medication, have a medical condition, or have difficulty swallowing, consult your doctor before use. Keep out of reach of children.** Do not use if safety seal around cap is broken or missing. Capsule size "00." *Bacillus subtilis* DE111® is a registered trademark of Deerland Probiotics & Enzymes, Inc.

MADE WITHOUT artificial colors, dairy, gluten, magnesium stearate, nuts, preservatives, sesame, soy, wheat, or yeast. Not produced with genetic engineering. Capsule size "00."

*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.



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BELLY BE HAPPY[™] TARGET CUSTOMER:

- ◆ Belly Be Happy[™] is for anyone who wants to focus on gut health, support their microbiome, and needs occasional or frequent help with their digestive system.
- ◆ It's great for those who need help with soothing occasional or regular digestive discomforts. It is useful for those on-the-go, who travel, or who want to leave the house and live their life without worrying about the nearest restroom.
- ◆ It's for anyone seeking digestive comfort, regardless of food choice, stress, travel, or past history of mild issues.



CUSTOMER PITCH

Belly Be Happy[™] helps soothe and comfort your digestive system and supports overall gut health. This formula helps you find daily digestive balance, while keeping your immune system healthy. It uses a high-potency combination of well-known herbs, such as ginger and slippery elm, plus shelf-stable probiotics to keep your belly happy.

"Belly Be Happy[™] is one of RidgeCrest Herbs' creative and eclectic formulas, combining age-old digestive herbal support with the outstanding benefits of probiotics for digestive care. A happy belly is a big part of a happy day!"

- Brittini Gehring, MH

HAPPINESS FOR YOUR DIGESTIVE SYSTEM:

Four Powerful, Timeless Herbs

- ◆ **Marshmallow root:** This herb has a long history of helping soothe digestive discomforts. It forms a protective, thick coating around membranes found in the digestive tract lining. It contains active ingredients such as antioxidants and amino acids (asparagine). It is beneficial for calming normal digestive discomforts in the stomach or colon, helping you keep the bubbles in your champagne and not in your tummy.
- ◆ **Slippery Elm:** This tree has long been used by Native Americans to make salves and tinctures. The herb contains mucilage, which coats and soothes the esophagus, stomach, and gut lining by forming a membrane barrier. It encourages reflux stimulation of the nerve endings in the digestive tract which supports mucus secretion. This aids the digestive lining when excess acid is present.
- ◆ **Ginger root:** This root herb has been used for thousands of years. Ancient texts around the world have all documented the use of ginger to help general health and well-being. Ginger contains active ingredients which are potent antioxidants that support normal muscle recovery and promote daily comfort. It is commonly known to help with feelings of queasiness and indigestion, among many other digestive benefits.
- ◆ **Peppermint:** Peppermint is one of the oldest known European herbs used for medicinal purposes, but has also been discovered in other ancient civilizations. This herb is known for helping calm tension related to muscle contraction. It supports balanced stomach health, encouraging calm and settling feelings of queasiness. The most well-known active ingredients in peppermint are menthol and menthone.

Robust Probiotic Support:

Bacillus Subtilis DE111®: this shelf-stable probiotic helps maintain a healthy gut microbiome, supports normal immune function, communicates with cells to help maintain gut barrier function, and encourages a community of healthy bacteria in the gut.

Bifidobacterium coagulans: this shelf-stable probiotic supports overall digestive health. This strain produces lactic acid, which helps feed other healthy gut microbiota, similar to lactobacillus probiotic strains. It is able to survive harsh, acidic environments, such as that found in the stomach. It supports healthy stomach and bowel movements, helps maintain a stable, bubble-free environment, and encourages a pleasantly settled stomach.

RETAILER EDUCATION SPOTLIGHT



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