HUB GUT

SCIENCE SUMMARY

With over 40 years of gut health research, Activia is backed by extensive science.

Learn more about our key research and evidence below

ACTIVIA'S EXPERTISE: THE FACTS



ACTIVIA'S STRAINS: EACH STRAIN PLAYS AN **IMPORTANT ROLE**



Grows well in a dairy matrix thanks to the specific fermentation process of Activia. Survives to the gastrointestinal tract in high amounts.20

Adds a creamy taste when combined with our specific Bifidobacterium.

Form the basis of yogurt starter cultures. When combined, these symbiotic strains bring a unique texture, taste and helps with lactose digestion by converting lactose into lactic acid.1 Drive optimal acidity of the product. Helps with lactose digestion.1,2

THE RESULT

A yogurt that is deliciously smooth and creamy, **scientifically** proven to help reduce digestive discomfort.^{12,13}

WHAT ARE PROBIOTICS?

and Prebiotics (ISAPP)

Live microorganisms defined at the strain level, which, when administered in adequate amounts confer a health benefit on the host



WHY STRAIN SPECIFICITY MATTERS



Probiotics work in a strain specific manner



It is critical to understand which strains have been evaluated, in which specific populations



Just as you wouldn't rely on a single handyman to build an entire house, but rather a team of experts (like builders, engineers and plumbers), it is important to understand the role of different probiotics when targeting specific health outcomes. Each probiotic strain, much like skilled specialists, plays a unique and essential role in achieving



THE IMPORTANCE OF STRAIN SPECIFICITY



OUR RESEARCH FOCUS: GASTROINTESTINAL DISCOMFORT

Gastrointestinal discomfort is typically associated with the presence of gastro intestinal symptoms such as:5-11



SUMMARY OF ACTIVIA SCIENCE PAPERS

Key Science Facts on Activia:

B.lactis CNCM I-2494 survives all the way to the gut²⁰⁻²⁴

Has been demonstrated in clinical trials to improve digestive discomfort^{12,13}

Modulates the gut microbiome^{14,15}



X2 Review & Meta-analysis demonstrating an improvement on overall GI discomfort and wellbeing after consumption of Activia^{12,13}

x2 Studies on the impact of Activia and B.lactis CNCM I-2494 on modulating the gut microbiota^{14,15}

CLICK HERE TO LEARN MORE ABOUT ACTIVIA SCIENCE



X4 Studies looking at the mechanism of action on consumption of Activia and B.lactis CNCM I-2494 on the host, including colonic transit time & the gut brain axis¹⁶⁻¹⁹



X5 Survival studies, demonstrating the ability of *B.lactis* CNCM I-2494 to survive the entire GI tract in high amounts²⁰⁻²⁴



X6 Efficacy studies which show improvements on digestive wellbeing in the general population (x4) & IBS- constipated population $(x2)^{25-30}$

META-ANALYSIS FINDINGS

Eales et al 2016¹²

A 2016 meta-analysis of double blind randomised controlled trials evaluated the effect of consumption of 2 portions per day (2x125g) of Activia on digestive discomfort in 596 healthy adult participants. The pooled data indicated a consistent, statistically significant, modest association with improved symptoms of digestive discomfort.

Meta-analysis of studies assessing the effect of Activia* on composite score of digestive symptoms in the general population. Adapted from Eales et al 2016

