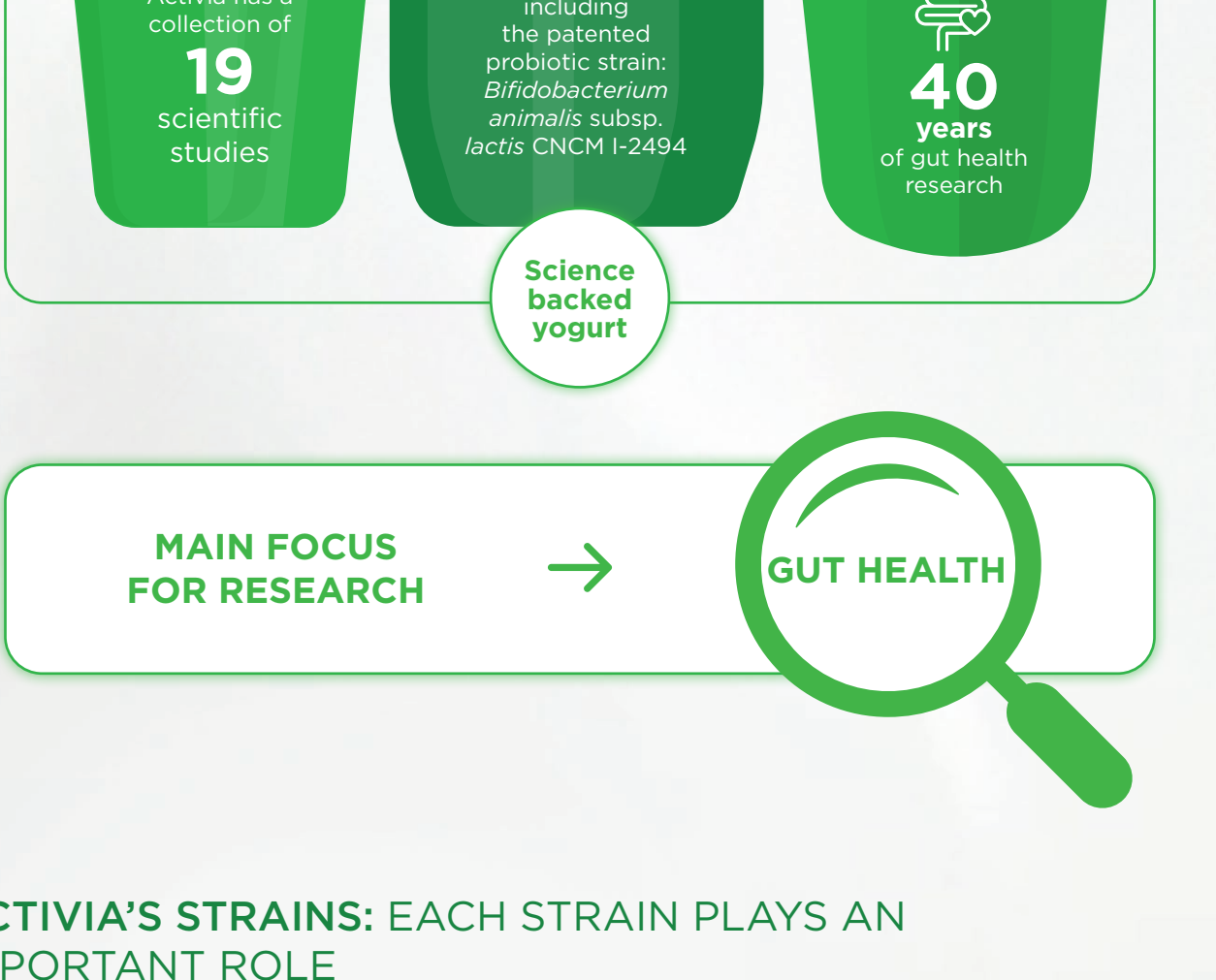


SCIENCE SUMMARY

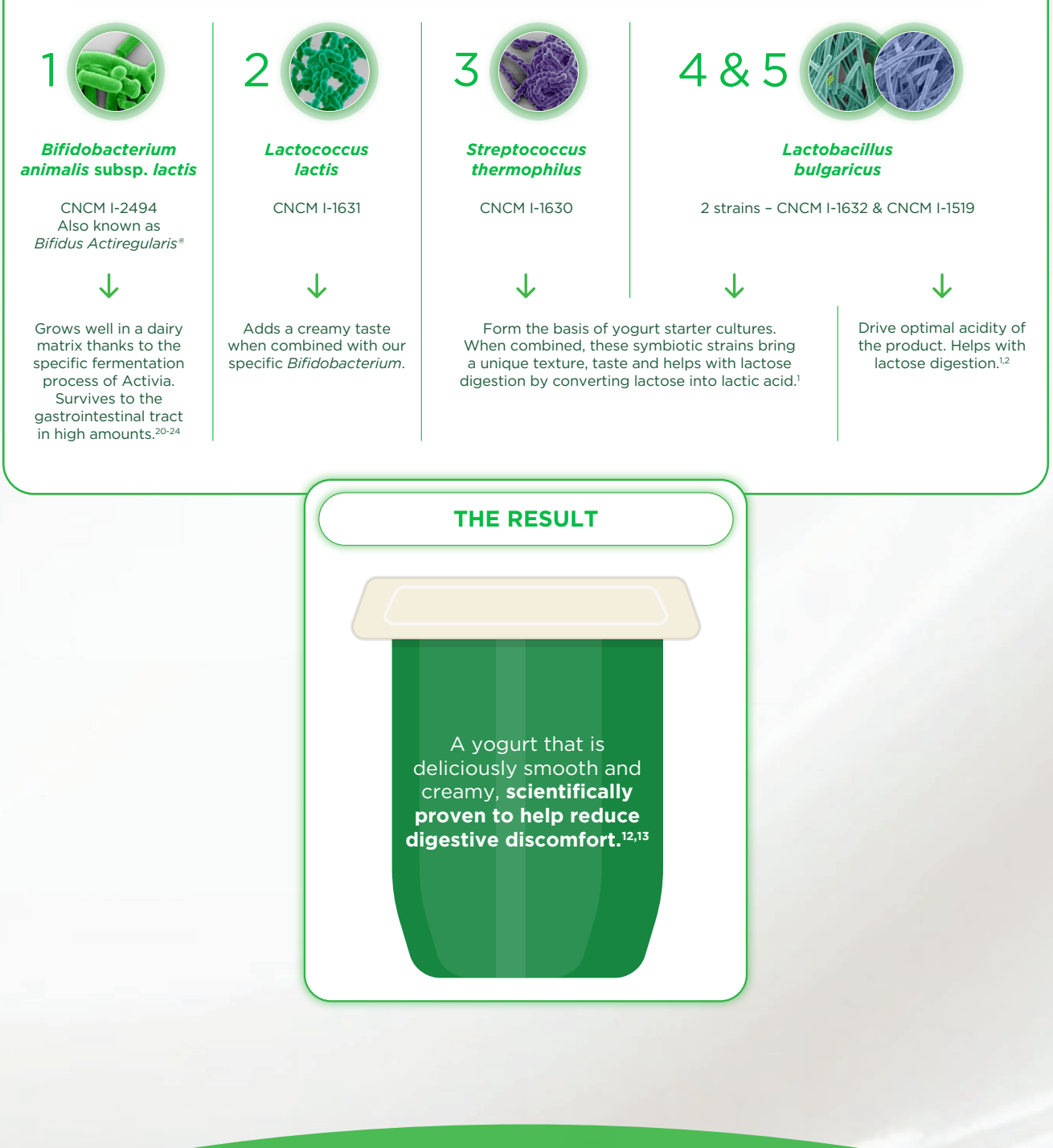
With over 40 years of gut health research, Activia is backed by extensive science.

Learn more about our key research and evidence below

ACTIVIA'S EXPERTISE: THE FACTS



ACTIVIA'S STRAINS: EACH STRAIN PLAYS AN IMPORTANT ROLE

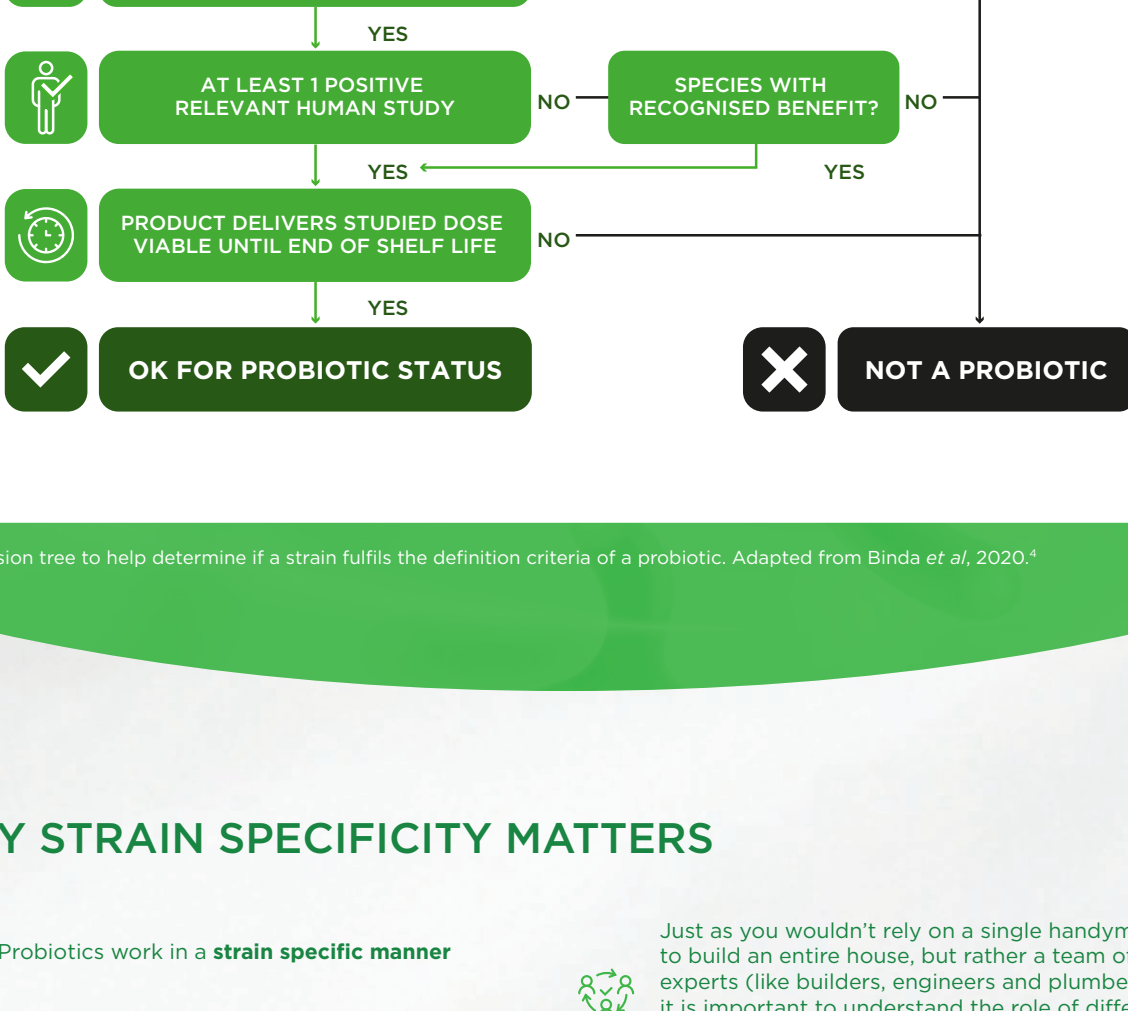


WHAT ARE PROBIOTICS?

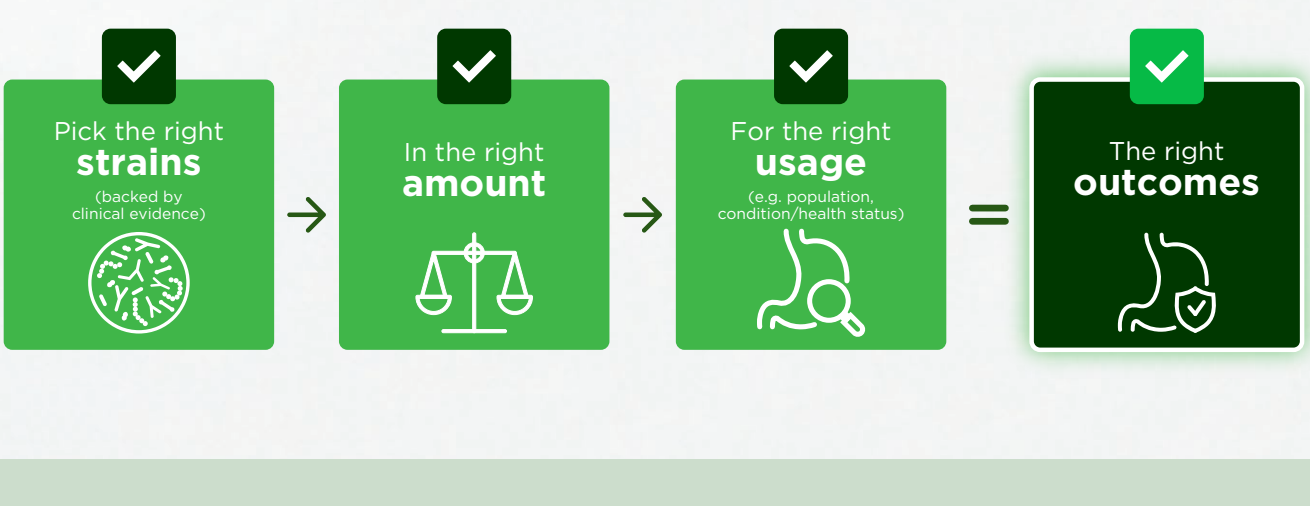
International Scientific Association for Probiotics and Prebiotics (ISAPP) identifies a probiotic as:³

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

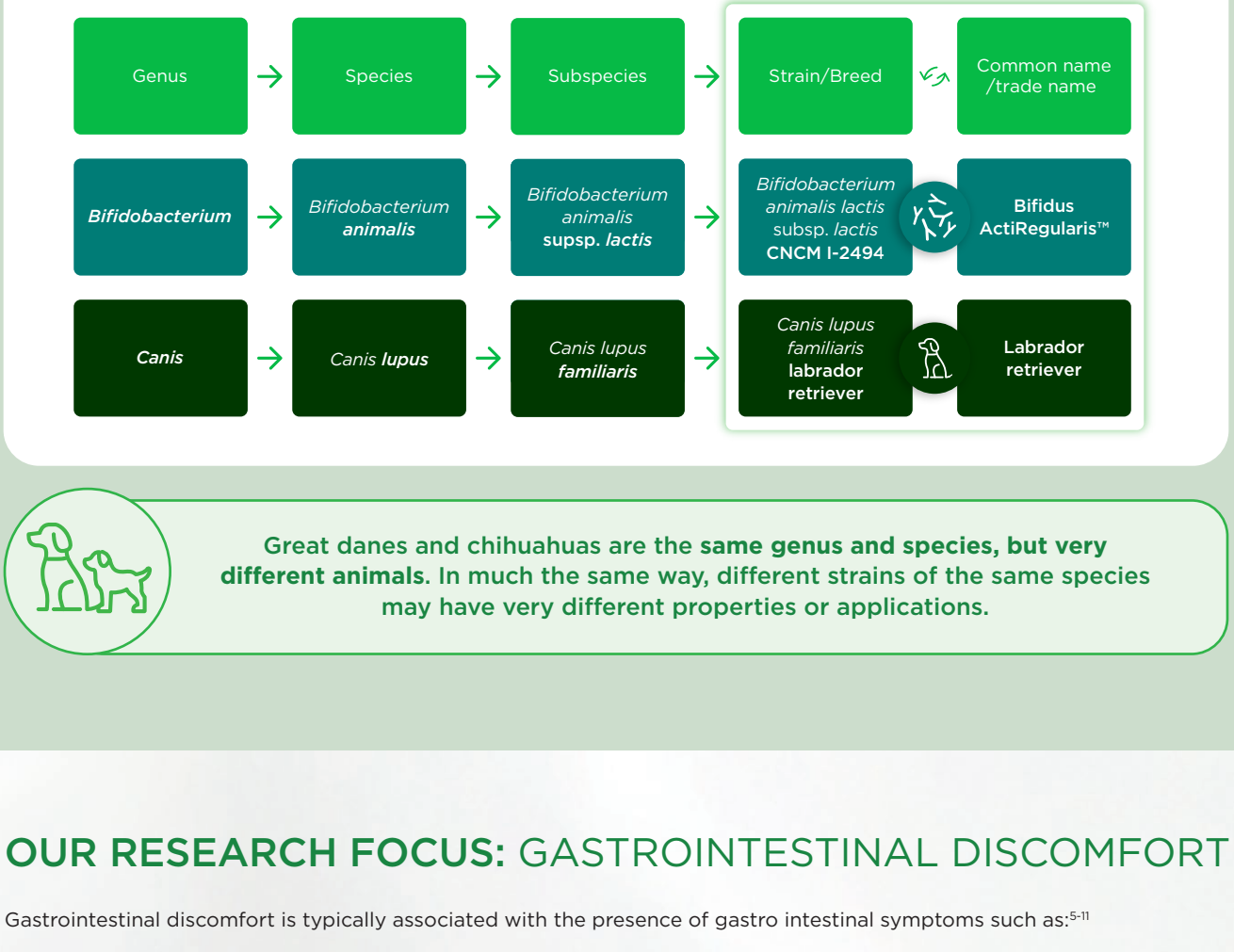
PROBIOTIC STRAIN DECISION TREE



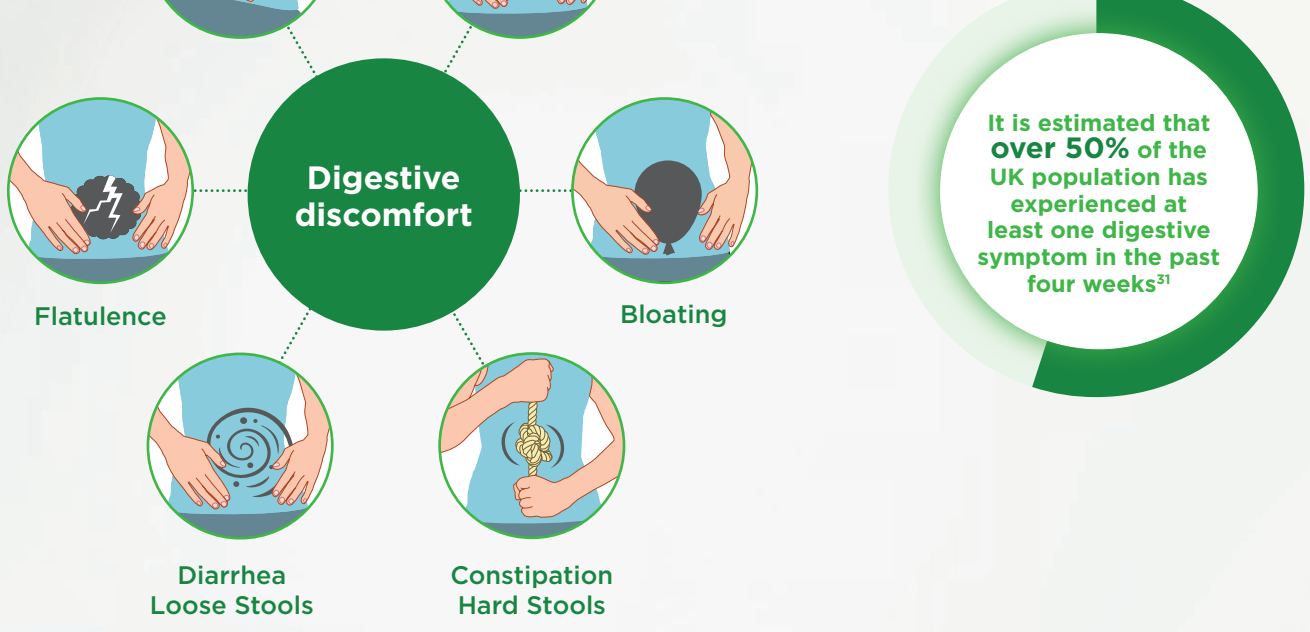
WHY STRAIN SPECIFICITY MATTERS



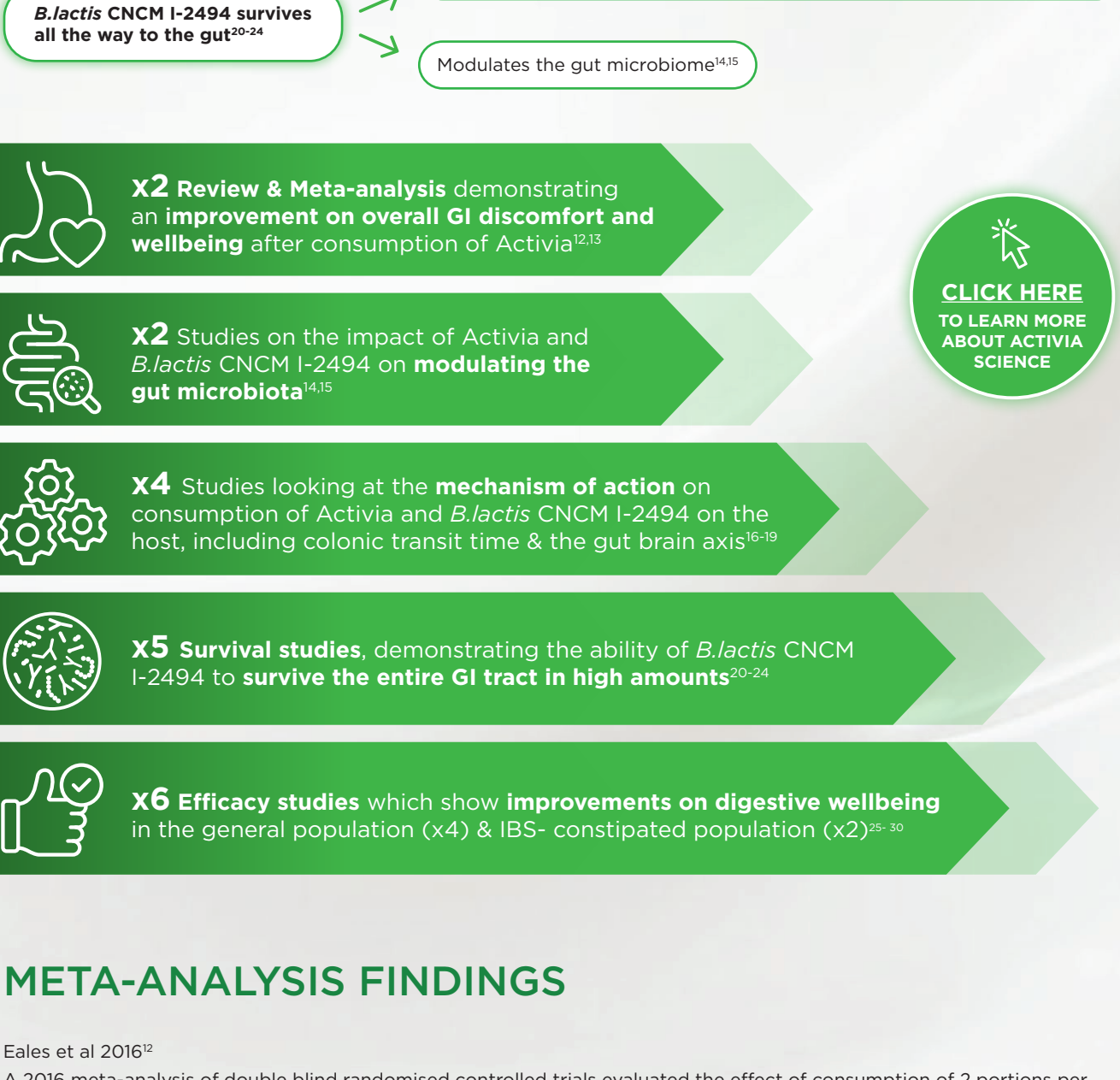
THE IMPORTANCE OF STRAIN SPECIFICITY



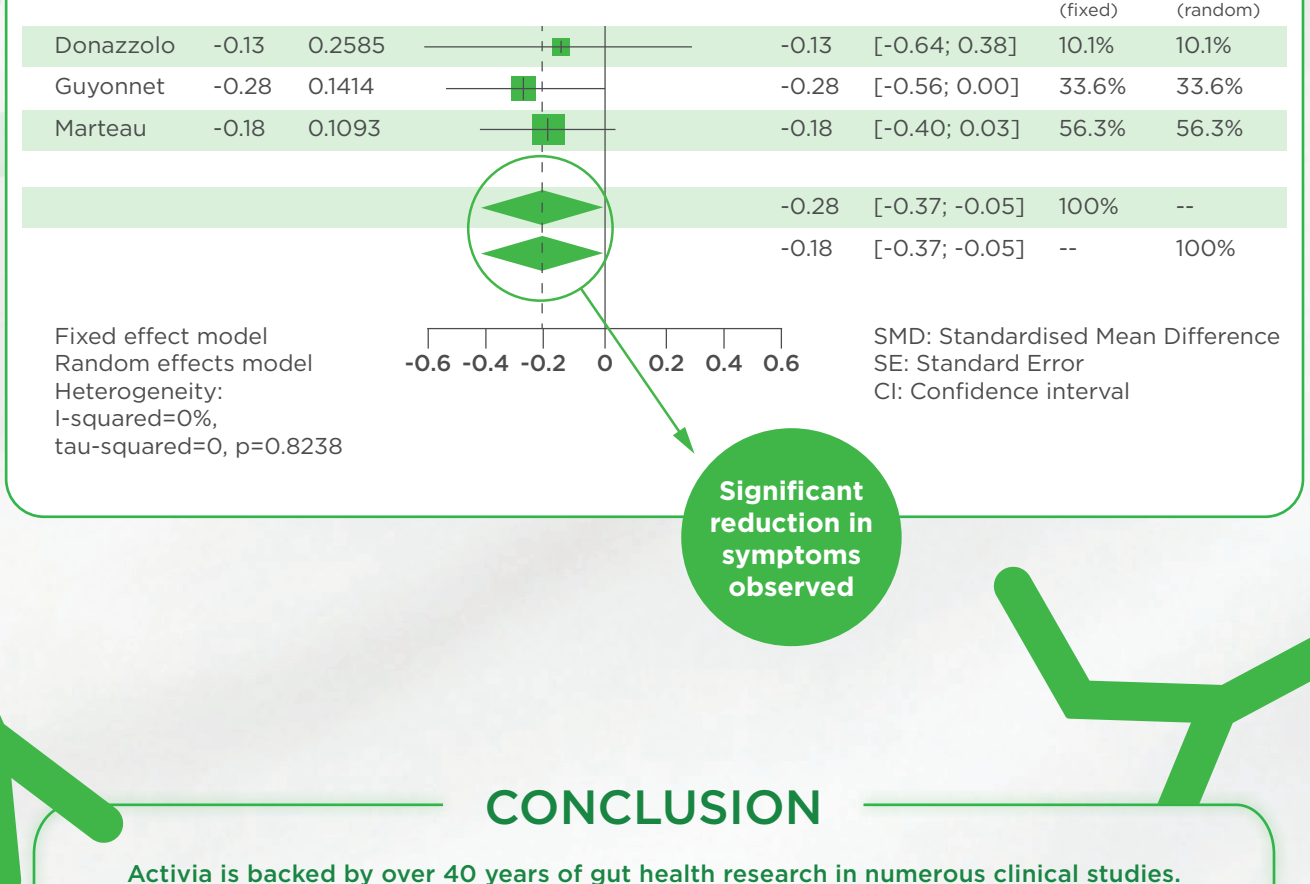
OUR RESEARCH FOCUS: GASTROINTESTINAL DISCOMFORT



SUMMARY OF ACTIVIA SCIENCE PAPERS



META-ANALYSIS FINDINGS



CONCLUSION

Activia is backed by over 40 years of gut health research in numerous clinical studies. Activia is backed by probiotics with extensive clinical research, including the survival to the gut of the exclusive *Bifidobacterium animalis* subsp. *lactis* CNCM I-2494 strain. Consuming Activia daily over 4 weeks is associated with an improvement on overall GI discomfort and wellbeing