ACTIVA SUPPORTING IMMUNE HEALTH

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UNDERSTANDING THE HEALTH BENEFITS OF PROBIOTICS AND THEIR ROLE IN DIGESTIVE HEALTH AND IMMUNITY

Probiotics are live microorganisms that, when consumed in adequate amounts, confer a health benefit on the host. They are often referred to as "good" or "friendly" bacteria because they help maintain the balance of our gut microbiota. This balance is crucial for not only digestion but also for overall health and well-being. While this article explores the general health benefits of probiotics, it's important to note that specific strains offer distinct benefits. For instance, Activia® is a probiotic yogurt known for its potential to alleviate minor digestive discomforts, such as bloating, gas, and abdominal pain, when consumed in adequate amounts and included as part of a balanced diet and healthy lifestyle.

THE GUT-IMMUNE CONNECTION

Our body's immune system is a complex network designed to protect us against various external threats, including harmful microorganisms and environmental stressors. Interestingly, a significant portion of this immune system is located in our gut.

The gut microbiome, which is the community of microorganisms living in our digestive tract, performs several key functions that are important for our health. These include aiding in digestion, synthesizing essential nutrients, and defending against pathogens. The effectiveness of our gut microbiome in performing these tasks is closely linked to its health and composition.

PROTECTION LAYERS IN THE GUT

The gut microbiome's defence mechanism is composed of three layers, each playing a unique role in protecting the body from external aggressions. These layers work synergistically to form a barrier against harmful substances and organisms.

- 1. THE GUT MICROBIOTA: A DIVERSE AND SYNERGISTIC COMMUNITY: The gut microbiota refers to the vast and diverse community of microorganisms, including bacteria, fungi, and viruses, residing within the gastrointestinal tract. This multispecies community is not a random assembly of microbes but a highly organized and synergistic ecosystem that coexists with the host—us—in a mutually beneficial relationship. These microorganisms are not mere passengers; they play essential roles in digestion, nutrient absorption, and the synthesis of vitamins and essential amino acids.
- 2. THE INTESTINAL LINING: THE BODY'S SELECTIVE BARRIER: One of the gut's remarkable features is its intestinal lining, which functions as a selective barrier between the internal environment of our bodies and the external world. This lining acts as a "safety net" for the epithelial cells that form the gut wall, allowing the passage of nutrients into the bloodstream while blocking the entry of most harmful bacteria and substances. This selective permeability is important for maintaining health, as it ensures that essential nutrients are absorbed while potential pathogens are kept at bay.





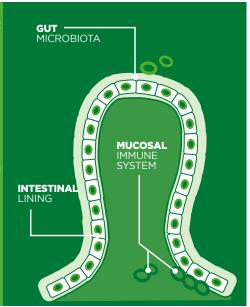
IT STARTS IN THE GUT



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is home to approximately 70% of the body's immune system, highlighting its critical role in defending against pathogens. This mucosal immune system is comprised of specialized cells and tissues that are adept at identifying and neutralizing threats like harmful bacteria and viruses. These immune cells are the first line of defence, constantly monitoring and responding to potential dangers.



ESSENTIAL NUTRIENTS FOR THE IMMUNE SYSTEM

When faced with pathogens, the immune system ramps up its activity, increasing the demand for specific nutrients that provide energy and the building blocks for new immune cells and regulatory molecules. These nutrients include glucose, amino acids, and fatty acids, underscoring the need for a well-rounded diet to support immune function during times of infection. Numerous vitamins and minerals could have an impact in bolstering our body's defences, including:

VITAMINS	A	B 6	B 12	FOLATE (B ₉)	С	D	E
MINERALS	ZINC	COPPER		SELENIUM		IRON	

Research indicates that adding a mix of specific, beneficial micronutrients to one's diet can support immune system function.