

MAKE ACTIVIA YOUR PROBIOTIC CHOICE

BACKED BY 30 YEARS OF RESEARCH

START WITH ACTIVIA

Activia stands out with its unique blend, incorporating over one billion probiotics that contribute to healthy gut flora.*

At the heart of ACTIVIA is the distinct probiotic strain *Bifidobacterium animalis lactis* DN-173 010/CNCM I-2494.



*Activia may help reduce the frequency of minor digestive issues when consumed twice a day for two weeks as part of a balanced diet and healthy lifestyle. Minor digestive issues include gas, bloating, rumbling and discomfort.



THE GI TRACT AND GUT HEALTH

THE GASTROINTESTINAL TRACT AND ITS MICROBIAL INHABITANTS

The human gastrointestinal (GI) tract is a complex system extending from the mouth to the anus, encompassing organs such as the stomach, and the small and large intestines. This system plays a role in digesting food, with pancreatic enzymes and liver bile, breaking down proteins and fats in the duodenum. Nutrients are then absorbed into the bloodstream through capillaries and lacteals in the ileum. The colon, primarily responsible for water absorption and vitamin synthesis through bacterial action, houses a significant portion of our body's microflora, making up about 60% of the dry weight of feces.

The composition of the intestinal microflora is unique to each individual and maintains remarkable stability over time. It evolves through various life stages, influenced by diet, health, and environmental factors. An adult's intestinal tract harbours around 100 trillion microorganisms per gram of stool, encompassing over 1000 bacterial species. Among these, anaerobic bacteria like *Bacteroides* and *Clostridium* dominate, with *Bifidobacterium*, *Escherichia*, and *Lactobacillus* present in smaller numbers.

Some research indicates the important role of a balanced intestinal microflora in maintaining gut health. Factors such as stress, aging, menopause, antibiotic treatments, and poor diet can disrupt this balance.

UNDERSTANDING GUT HEALTH AND MANAGING MINOR DIGESTIVE DISCOMFORT

Gut health encompasses both the physical and mood aspects of how well the digestive system operates, influencing our overall quality of life. It's evaluated through a combination of personal feedback and scientific methods, using both subjective feelings and objective health markers. Essentially, it's about ensuring the digestive system works smoothly to support our well-being.

Many people experience mild digestive problems, which can range from bloating and gas to stomach rumblings and general discomfort. These issues, while common, vary greatly among individuals and are influenced by numerous factors. To gauge these minor digestive concerns accurately, researchers rely on detailed questionnaires that allow individuals to report their symptoms directly.

In the broader scope, these slight digestive disturbances are a normal part of digestion for many. Despite this, there's a scarcity of research on how probiotics—beneficial bacteria—might benefit overall gut health in the wider population. The studies that do exist are often limited by small participant numbers and tend to focus on how probiotics affect bowel movements.

Gastrointestinal discomfort, especially issues like bloating caused by gas, is a frequent complaint. These issues, while not severe, can significantly lower one's quality of life.

Interestingly, over 80% of the complaints regarding minor digestive issues are related to problems with intestinal gas, including bloating, flatulence, and stomach noises. The community of microbes living in our gut plays an important role in managing these symptoms. They help with moving food through the gut, maintaining the integrity of the gut barrier, regulating sensitivity to pain in the gut area, and managing gas.

Recent scientific advancements have begun to uncover strong links between our gut microbes and common digestive complaints, such as abdominal pain and bloating, in healthy individuals. This emerging evidence points towards the gut microbiota's significant role in managing and potentially improving minor digestive issues.

CLINICAL STUDIES OF ACTIVIA WITH B. LACTIS DN-173 010/CNCM I-2494

Effect of Activia with B. lactis DN-173 010/CNCM I-2494 on gastrointestinal well-being and minor digestive discomfort in healthy women reporting minor digestive issues

Two comprehensive studies, both double-blind, randomized, and placebo-controlled, have highlighted the effectiveness of ACTIVIA in mitigating common minor digestive issues such as bloating, gas, discomfort, and rumbling. These studies specifically explored ACTIVIA's impact on various gastrointestinal (GI) health outcomes, including overall GI well-being and the occurrence of minor digestive problems, focusing on healthy women without any diagnosed GI disorders.

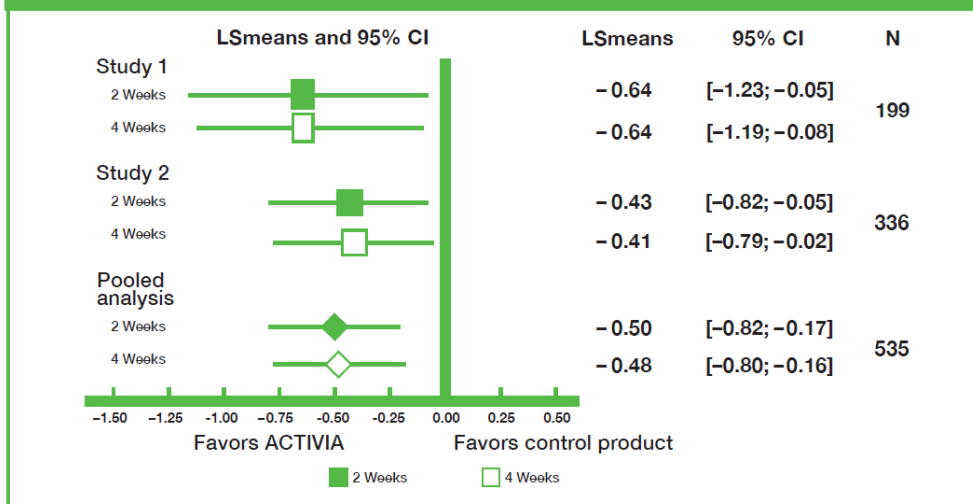
In the initial study led by Guyonnet et al., 253 participants were enrolled, while the subsequent study by Marteau et al. included 388 participants. The subjects, women aged between 18 and 60 years with a Body Mass Index (BMI) of 18 to 30, did not meet the criteria for any GI disorders, including irritable bowel syndrome (IBS). Recruitment criteria emphasized the presence and frequency of minor digestive complaints.

Participants in both studies were divided into two groups: one consumed ACTIVIA twice daily for four weeks, and the other consumed a nutritionally similar non-fermented dairy product. The effects on GI well-being and minor digestive issues were assessed weekly. The study by Marteau et al., published in 2013, served as a replication of the 2009 study by Guyonnet et al.

Participants self-evaluated their minor digestive issues weekly using a five-point Likert scale, allowing researchers to calculate a composite score for these issues. This score ranged from 0 (indicating no issues) to 16 (indicating daily occurrences of all minor issues). The findings, presented as least squares means (LSmeans), showed a significant reduction in the frequency of minor digestive issues among ACTIVIA consumers compared to the control group.

Analysis at two and four weeks of consumption revealed consistent and significant improvements in the ACTIVIA group's composite scores for minor digestive issues, demonstrating a lower frequency of such issues compared to the control group. In the conducted research, the group consuming ACTIVIA experienced notably fewer minor digestive problems over both two-week and four-week periods. This improvement was statistically significant ($P < 0.05$) when compared to the control group, particularly observed at the two-week mark [Study 1: LSmean -0.64; 95%CI (-1.23; -0.05), Study 2: LSmean -0.43; 95%CI (-0.82; -0.05)] and 4 weeks [Study 1: LSmean -0.64; 95% CI (-1.19; -0.08), Study 2: LSmean -0.41; 95% CI (-0.79; -0.02)]. This evidence supports the conclusion that daily intake of two servings of ACTIVIA, containing the probiotic *Bifidobacterium animalis lactis* DN-173 010/CNCM I-2494, can effectively reduce minor

Figure 1 Forest plot of composite score of the frequency of minor digestive issues. LSmeans = least squares means; CI = confidence interval; N = number of subjects that completed the study; test for heterogeneity $P > 0.10$; test for overall effect $P = 0.003$.



PROBIOTIC PIONEER WITH 30 YEARS OF RESEARCH

CLINICAL STUDIES OF ACTIVIA WITH B. LACTIS DN-173 010/CNCM I-2494

Effect of Activia with B. lactis DN-173 010/CNCM I-2494 on gastrointestinal well-being and minor digestive discomfort in healthy women reporting minor digestive issues

digestive discomfort in healthy adult women when consumed as part of a balanced diet and healthy lifestyle.

Further, a pooled analysis of data from both studies, representing the largest subject cohort for this specific probiotic in this research field, confirmed the significant reduction in minor digestive discomfort over two and four weeks of ACTIVIA consumption. This pooled analysis reinforces the conclusion that ACTIVIA significantly alleviates minor digestive discomfort.

Additionally, self-reported GI well-being improved significantly in the ACTIVIA group compared to the control group, as evidenced in both the individual studies and the pooled analysis. These results affirm that the benefits of ACTIVIA, including improved GI well-being and reduced minor digestive issues, are consistent and significant from two to four weeks of consumption.

The combined analysis of data from two comprehensive studies has provided the most extensive dataset to date on a specific probiotic effectiveness in the field of digestive health research. This analysis revealed that participants consuming ACTIVIA experienced a notable reduction in minor digestive issues such as bloating, gas, discomfort, and rumbling over both two-week and four-week periods.

The combined analysis from two studies reveals that consuming ACTIVIA for both two-week and four-week periods significantly reduces minor digestive discomfort. Specifically, the ACTIVIA group experienced a notable decrease in discomfort levels compared to the control group, with statistical significance ($P < 0.003$) observed at both the two-week [LSmean -0.50; 95%CI (-0.82; -0.17)] and four-week marks [LSmean -0.48; 95% CI (-0.80; -0.16)]. This comprehensive analysis reinforces the conclusion that ACTIVIA effectively lowers the occurrence of minor digestive issues.

Furthermore, participants' self-reported assessments of their GI well-being during the study periods bolstered these findings. According to research by Guyonnet et al. (2009), a significant portion of the ACTIVIA group reported improvements in GI well-being after two and four

weeks of consumption, with statistical significance noted ($P=0.004$ after two weeks and $P < 0.006$ after four weeks). However, a subsequent study by Marteau et al. (2013) did not find a statistically significant difference in GI well-being improvements between the ACTIVIA and control groups at these same intervals. Despite this, when data from both studies were pooled, the overall percentage of subjects noting enhanced GI well-being was significantly higher in the ACTIVIA group at both the two-week ($P=0.002$) and four-week ($P=0.014$) marks compared to the control group.

Interestingly, the magnitude of improvement in digestive symptoms and overall GI well-being reported by participants was consistent across the two-week and four-week consumption periods. This consistency suggests that the benefits of ACTIVIA begin early and are sustained with continuous consumption.

In summary, the evidence from these studies and their pooled analysis strongly supports the conclusion that incorporating ACTIVIA twice daily into a balanced diet and healthy lifestyle can be effective in reducing the frequency of minor digestive discomfort. This benefit appears to be consistent over time, offering a promising option for those seeking digestive health support.





Activia can aid in lessening the occurrence of minor digestive discomforts if included in one's diet twice daily for two weeks, alongside maintaining a balanced diet and a healthy lifestyle. These minor discomforts encompass symptoms such as bloating, gas, discomfort, and rumbling.

THE FOUNDATION OF HEALTH STARTS IN YOUR GUT

- *Every person possesses a distinct gut microbiota composition, akin to a fingerprint, which external factors can influence. This unique microbial community plays a role in health and well-being.*
- *Adopting a daily regimen that includes a balanced diet and a healthy lifestyle is essential for supporting gut health. This, in turn, is fundamental to maintaining overall health and vitality.*
- *To foster a healthy gut, it's beneficial to embrace a positive lifestyle that encompasses adequate sleep, regular physical activity, effective stress management, and a diet rich in fibre. Such a diet should feature a diverse array of fruits, vegetables, legumes, whole grain foods, and the regular intake of probiotics. These practices collectively contribute to the well-being of gut microbiota.*

HOW TO SUGGEST ACTIVIA TO YOUR PATIENTS

■ ACTIVIA: A PROBIOTIC OPTION

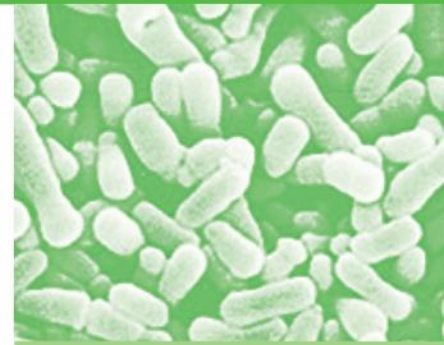
Activia is a probiotic yogurt designed to potentially alleviate minor digestive issues. For optimal results, it is advised to incorporate Activia into one's diet twice daily over a span of two weeks. This regimen, coupled with a balanced diet and a healthy lifestyle, may aid in reducing symptoms such as bloating, gas, discomfort, and rumbling.

■ GUIDELINES FOR CONSUMPTION

Encourage your patients to integrate Activia into their daily routine, consuming it twice a day for a minimum of two weeks. This practice aims to lessen the occurrence of minor digestive discomforts including bloating, gas, abdominal pain, and rumbling. For sustained benefits, continued consumption of Activia is recommended.

■ A FAMILY-FRIENDLY CHOICE

Activia is deemed appropriate for all family members and is best enjoyed as part of a well-rounded diet and an active lifestyle.



Bifidobacterium animalis lactis
DN-173 010/CNCM I-2494



**DELICIOUSLY
SUPPORTS
GUT
HEALTH***



**CONSUME TWICE
A DAY FOR TWO
WEEKS.**

ACTIVIA PRODUCT INFORMATION

Activia Probiotic Yogurt and Drinkable Yogurt - Enjoy the health benefits of Activia's range. Dive into the world of flavours with Activia probiotic yogurt, available in many enticing flavours, including:

- Strawberry.
- Vanilla
- Strawberry & Banana
- Blueberry
- Mango
- Prune
- Peach
- Berries
- Cherry



Visit www.activia.ca for product information.

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