

# ACTIVIA®

## GUT HEALTH DICTIONARY

### GUT

The gut is a crucial part of our digestive system, encompassing the stomach and intestines, along with a complex community of bacteria known as the gut microbiota. This community plays a significant role in digesting food and maintaining overall health.

### GUT HEALTH

Gut health refers to the optimal functioning of the digestive system, ensuring it processes food efficiently and remains free from issues like discomfort or gastrointestinal disturbances.

### MICROORGANISM

Microorganisms, or microbes, are tiny organisms invisible to the naked eye, including bacteria, viruses, yeasts, and moulds. Bacteria, for instance, can be helpful, harmless, or harmful to our health.

### MICROBIOTA

This term describes the community of microorganisms, such as bacteria, fungi, viruses, and yeasts, living in a specific environment, like our gut.

### MICROBIOME

The microbiome is essentially the entire habitat of the microbiota, including the microorganisms and their genetic material, in a particular environment.

### LIVE AND ACTIVE CULTURES

Live and active cultures refer to beneficial bacteria that play a key role in fermentation processes, a method used in creating various foods and beverages. Beyond their technological use, these cultures have a significant health benefit, particularly for digestion. They have been found to aid in breaking down lactose, which can be especially helpful for people with lactose intolerance.

### PROBIOTIC

Probiotics are live microorganisms that provide health benefits when consumed regularly in the right amounts. They can help balance the gut microbiota and support a healthy digestive system.

### PREBIOTIC

Prebiotics are substances that feed the beneficial bacteria in our gut, helping them grow and flourish, which in turn benefits our health.

### SYNBIOTIC

Synbiotics are combinations of probiotics and prebiotics that work together to enhance gut health by supporting the growth of beneficial bacteria.

### CFU (COLONY FORMING UNITS)

CFU refers to the number of viable bacteria in a product, indicating the amount of live microorganisms it contains. The CFU count should match the levels proven to be beneficial in scientific studies.

### STRAIN

A strain is a specific version of a microorganism, identified by a unique name. Different strains of the same species can have varying effects on health, making strain identification crucial for understanding a product's benefits.



YOUR  
GUT IS  
WHERE  
IT ALL  
BEGINS



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