

# MAKE ACTIVIA® YOUR PROBIOTIC CHOICE

BACKED BY 20 YEARS OF RESEARCH

## ACTIVIA IS A PROBIOTIC YOGURT

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

ACTIVIA contains the exclusive probiotic *Bifidobacterium animalis lactis* DN-173 010/CNCM I-2494, which has been shown to survive passage through the gastrointestinal tract in sufficient numbers.



## WHAT ARE PROBIOTICS?

Probiotics are live microorganisms which, when administered in adequate amounts, confer a health benefit on the host.<sup>1</sup>



## THE GI TRACT AND THE INTESTINAL MICROFLORA

The complex environment of the human gastrointestinal (GI) tract usually refers to the stomach and small and large intestines, but can include all structures from the mouth to the anus. The pancreatic enzymes and liver bile break down proteins and fats, respectively, in the duodenum, and soluble molecules are absorbed by the capillaries and lacteals in the ileum. The principal function of the colon is absorption of water and formation of vitamins by bacteria. Bacteria comprise most of the microflora in the colon and approximately 60% of the dry mass of feces.

The intestinal microflora of each individual is highly specific and remains remarkably stable over time.<sup>2</sup> However, it develops in stages throughout the individual's lifetime as a result of diet, host health status, and environmental conditions. The intestinal tract of an adult human contains microflora comprising approximately  $10^{11}$  microorganisms per gram of stool, with more than 1000 different bacterial species. The dominant population consists of mainly anaerobic bacteria: *Bacteroides* and *Clostridia* bacteria are the most prevalent. *Bifidobacterium*, *Escherichia* and *Lactobacillus* species are also present, but to a lesser extent.<sup>3</sup>

Research suggests that when the intestinal microflora is out of balance, the imbalance may affect overall digestive health. This balance can be disturbed during physical or psychological stress, with age, in menopause, during drug treatment (e.g., antibiotics), and with an unbalanced diet.<sup>4,5,6</sup> The ingestion of certain probiotics can help temporarily restore intestinal microflora balance.<sup>7</sup>

## DIGESTIVE WELL-BEING AND MINOR DIGESTIVE ISSUES

Digestive well-being is a multidimensional concept which includes physical and psychological components. It can be assessed by individual perception measurements based on validated markers and questionnaires for subjective and objective parameters. It refers to the ability of the digestive system to function properly and support a high quality of life.

Minor digestive issues in a healthy population are multifactorial and most commonly include bloating, gas, rumbling, and discomfort.<sup>8,9,10</sup> Practical and appropriate measures of minor digestive issue outcomes are obtained through validated questionnaires, which allow subjects to self-report their minor digestive issues.

The general population experience gut-derived minor digestive issues as part of the usual physiological digestive process.<sup>8,11</sup> However, there is limited research focusing on the effects of probiotics on gastrointestinal well-being in the general population. Most of the studies had small sample sizes and examined the effect of probiotics on bowel habits.<sup>12,13,14,15,16</sup>

Gastrointestinal discomfort associated with gas, like bloating, are among the most frequent minor digestive issues in the general population.<sup>8</sup> For instance, 40% to more than 50% of the general western population frequently experience one or more gut-related unpleasant sensations, e.g., abdominal discomfort,<sup>17</sup> as well as bloating and rumbling.<sup>8</sup> These disturbances are well known to be uncomfortable and can significantly impact the quality of life of those affected.

Minor digestive issues associated with intestinal gas content, like bloating, flatulence, and rumbling account for greater than 80% of the composite score of these minor digestive issues. Gut microbiota moderates intestinal motility, barrier function, visceral sensitivity, and gas metabolism.<sup>18,19</sup> Since gas metabolism is dependent on the metabolic activity of the gut microbiota,<sup>18</sup> the modification of the microbiota is a probable reason for the effects of a probiotic fermented milk product on minor digestive issues. New molecular approaches have recently shown significant associations between the gut microbiota and common minor digestive issues, like abdominal discomfort and bloating, in healthy subjects.<sup>20</sup>

# 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 double-blind, randomized, placebo-controlled studies show the effect of ACTIVIA in reducing the frequency of minor digestive issues like bloating, gas, rumbling, and discomfort.<sup>21,22</sup> Both studies were designed to investigate the effect of ACTIVIA on different gastrointestinal (GI) outcomes, including GI well-being and frequency of minor digestive issues, in healthy women lacking any diagnosed GI disorders. In the first study, Guyonnet *et al.* recruited a total of 253 subjects and in the second study Marteau *et al.* recruited a total of 388 subjects. Subjects were women, 18 to 60 years old, with a Body Mass Index between 18 and 30. None of the subjects met diagnostic criteria for a GI disorder, including irritable bowel syndrome (IBS). Criteria used for recruitment included the presence and frequency of minor digestive issues (bloating, gas, rumbling, and discomfort).

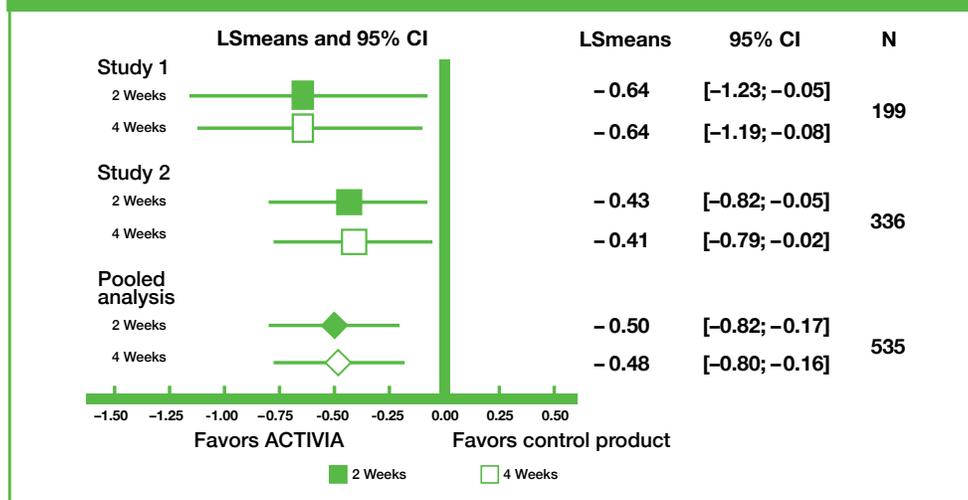
In both studies, subjects were randomized into a group that consumed ACTIVIA twice a day for four weeks and a control group that consumed an equal quantity of a nutritionally equivalent nonfermented dairy product. GI well-being and minor digestive issues were assessed weekly. The study published by Marteau *et al.* 2013, was a repetition of Guyonnet *et al.* 2009.

After their entry into the study, subjects self-assessed the weekly frequency of their minor digestive issues (abdominal discomfort, bloating, gas, and rumbling) using a five-point Likert scale.

This allowed for the calculation of a composite score of minor digestive issues, ranging from 0 (no minor digestive issues) to 16 (all minor digestive issues every day). The results for both studies are reported in the form of least squares means (LSmeans). A significant change in the frequency of minor digestive issues (expressed by the LSmeans) indicates that ACTIVIA consumers are more likely to experience a reduction in the frequency of minor digestive issues compared to the control. **(Figure 1)**

The results were analyzed using the same criteria after two weeks and four weeks of consumption of the ACTIVIA product versus control product. When compared, the results at both two weeks and four weeks were found to be consistent and significant. **(Figure 1)**. In both studies, the composite score of minor digestive issues over the two- and four-week consumption period in the ACTIVIA group was significantly lower ( $P < 0.05$ ) than that in the control group at 2 weeks [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)]. In conclusion, two double-blind, randomized, placebo-controlled studies demonstrate that daily consumption of two containers of ACTIVIA containing the probiotic *Bifidobacterium animalis lactis* DN-173 010/CNCM I-2494 may help reduce the frequency of minor digestive discomfort like bloating, gas,

**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 20 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

abdominal discomfort, and rumbling in healthy adult women without a diagnosis of a GI disorder when consumed twice per day for two weeks and four weeks of consumption as part of a balanced diet and healthy lifestyle (**Figure 1**).<sup>21,22,23</sup>

Data from the two studies previously described were also subjected to a pooled analysis. This represents the largest cohort of subjects for a specific probiotic combination in this area of research available in the public domain.

Results from the pooled analysis show that over the two-week and the four-week consumption period, the composite score of minor digestive discomfort in the ACTIVIA group was significantly lower ( $P < 0.003$ ) than that of the control group at 2 weeks [LSmean -0.50; 95%CI (-0.82; -0.17)] and 4 weeks [LSmean -0.48; 95% CI (-0.80; -0.16)]. The pooled analysis of the two studies strengthens the conclusion that ACTIVIA is able to significantly reduce the frequency of minor digestive discomfort.

GI well-being was also self-reported by subjects weekly during the two weeks and four weeks of product consumption. Guyonnet *et al.* 2009 showed that the percentage of subjects reporting an improvement in their GI well-being after 2 weeks ( $P=0.004$ ) and 4 weeks ( $P < 0.006$ ) consumption

was significantly higher in the ACTIVIA group than in the control group. In the study conducted by Marteau *et al.* 2013, this improvement both at 2 weeks and 4 weeks was not statistically significantly different in the ACTIVIA group from that of the control group. The pooled analysis of both studies showed that overall, the percentage of subjects reporting an improvement in their GI well-being was significantly higher [( $P=0.002$ ) 2 weeks and ( $P=0.014$ ) 4 weeks] in the ACTIVIA group than in the control group.<sup>22</sup>

The magnitude of the effect observed over 2 weeks of consumption is equivalent to the effect over the 4-week period of product consumption for both composite score of digestive symptoms and GI well-being. These results show that the benefits of ACTIVIA are consistent from 2 weeks to 4 weeks of product consumption.<sup>23</sup>

In conclusion, both studies described above and the pooled analysis of those two studies support the conclusion that ACTIVIA, consumed twice a day for two or four weeks as part of a balanced diet and healthy lifestyle, may help reduce the frequency of minor digestive discomfort like bloating, gas, abdominal discomfort, and rumbling.

**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 abdominal discomfort.**



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## ACTIVIA CONTAINS *B. LACTIS* DN-173 010/CNCM I-2494, WHICH HAS BEEN SHOWN TO SURVIVE PASSAGE THROUGH THE GASTROINTESTINAL TRACT IN SUFFICIENT NUMBERS.

Various human studies have demonstrated the high survival of *B. lactis* DN-173 010/CNCM I-2494 in the digestive system when consumed in a fermented dairy product.<sup>24,25,26,27</sup>

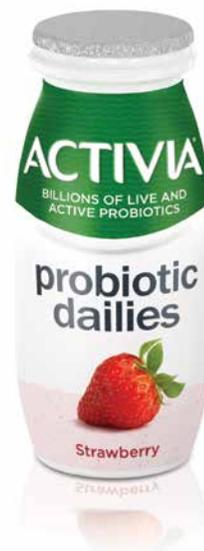
- *B. lactis* DN-173 010/CNCM I-2494, when incorporated in ACTIVIA at  $10^5$ - $10^6$  cfu/g, survived successfully ( $10^5$ - $10^6$  cfu/g) for at least 90 minutes in the stomach, unlike less resistant commercial strains. The shelf life of the product does not affect the survival capability of *B. lactis* DN-173 010/CNCM I-2494.
- *B. lactis* DN-173 010/CNCM I-2494, incorporated in ACTIVIA, survived orofecal passage and was recovered live and in large quantities, ( $>10^8$  cfu/g), in stools. The amount of *B. lactis* DN-173 010/CNCM I-2494 recovered was similar to the quantity initially ingested.

## SEVERAL REASONS WHY YOUR PATIENTS SHOULD GET PROBIOTICS FROM FOOD:

- Probiotic foods can buffer stomach acids and increase the chance that the probiotics survive and make it to the intestine.
- Probiotic supplements in the form of pills don't usually provide nutrients that some cultures produce during fermentation.
- Fermented dairy products, like yogurt, are a source of nutrients such as calcium.
- Some individuals have trouble swallowing pills, but yogurt is easy and enjoyable to consume.

## HOW TO RECOMMEND ACTIVIA TO YOUR PATIENTS

- ACTIVIA is a probiotic yogurt that may help reduce the frequency of minor digestive discomfort when consumed twice a day for two weeks as part of a balanced diet and healthy lifestyle. Minor digestive discomfort includes bloating, gas, abdominal discomfort, and rumbling.
- The recommendation is to have your patients consume ACTIVIA, twice a day for at least two weeks, to help reduce the frequency of minor digestive discomfort like bloating, gas, abdominal discomfort, and rumbling. The regular use of ACTIVIA is recommended for continued benefit.
- ACTIVIA is suitable for the entire family and should be consumed as part of a balanced diet and healthy lifestyle.



YOUR  
GUT IS  
WHERE  
IT ALL  
BEGINS

CONSUME TWICE A DAY  
FOR TWO WEEKS.

## ACTIVIA PRODUCT INFORMATION

ACTIVIA is a probiotic yogurt or probiotic dairy drinks and is Kosher certified.

ACTIVIA probiotic yogurt is available in 9 delicious flavors: Strawberry, Vanilla, Strawberry & Banana, Blueberry, Mango, Prune, Peach, Mixed Berry, and Black Cherry. Also available:

- ACTIVIA PROBIOTIC DAILIES flavors include: Strawberry, Vanilla, Strawberry & Blueberry, and Cherry & Blueberry.
- ACTIVIA PROBIOTIC DAIRY DRINKS flavors include: Strawberry & Banana, Strawberry, Peach, Mango, and Prune.
- ACTIVIA PROBIOTIC 60 CALORIES flavors include: Strawberry, Vanilla, Blueberry, and Peach.
- ACTIVIA FIBER PROBIOTIC YOGURT WITH PREBIOTICS flavors include: Strawberry & Pineapple.
- ACTIVIA+ PROBIOTIC DRINK flavors include: Strawberry, Raspberry, and Peach.

## ACTIVIA NUTRITION FACTS

Nutrition Facts	
1 serving per container	
Serving size 1 cup (113g)	
Amount per serving	
Calories	90
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 55mg	2%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Total Sugars 12g	
Includes 8g Added Sugars	16%
Protein 4g	
Vitamin D 1.6mcg	8%
Calcium 140mg	10%
Iron 0.1mg	0%
Potassium 170mg	4%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

ACTIVIA® Strawberry as dated 1/1/2022

Nutrition Facts	
1 serving per container	
Serving size 1 bottle (93mL)	
Amount per serving	
Calories	70
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 50mg	2%
Total Carbohydrate 11g	4%
Dietary Fiber <1g	2%
Total Sugars 10g	
Includes 6g Added Sugars	12%
Protein 3g	
Vitamin D 1.6mcg	8%
Calcium 130mg	10%
Iron 0mg	0%
Potassium 160mg	4%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

ACTIVIA® Probiotic Dailies Strawberry as dated 1/1/2022

Nutrition Facts	
1 serving per container	
Serving size 1 cup (113g)	
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol <5mg	1%
Sodium 65mg	3%
Total Carbohydrate 10g	4%
Dietary Fiber 2g	7%
Total Sugars 7g	
Includes 0g Added Sugars	0%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 160mg	10%
Iron 0.2mg	0%
Potassium 210mg	4%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

ACTIVIA® 60 Calories Strawberry as dated 1/1/2022



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To request additional referral pads with valuable coupons for your patients, visit [www.activiareferralpad.com](http://www.activiareferralpad.com). Offer available to healthcare professionals only.

Visit [ActiviaGutHealthToolkit.com](http://ActiviaGutHealthToolkit.com) for professional tools and resources to help educate your patients and clients about gut health.

# ACTIVIA® SUPPORTS GUT HEALTH\*\*

\* **VITAMIN C, D, AND ZINC TO HELP SUPPORT YOUR  
IMMUNE SYSTEM**



VITAMIN C, D &  
ZINC CONTRIBUTE  
TO THE BODY'S  
IMMUNE SYSTEM...



HERE'S HOW →

VITAMIN

**C**

HAS ANTIOXIDANT  
PROPERTIES

VITAMIN

**D**

HELPS PRODUCE  
PROTEINS FOR  
IMMUNE RESPONSE



**ZINC**

HELPS SUPPORT  
IMMUNE CELLS

RECOMMEND  
ACTIVIA+  
FOR AN  
EXCELLENT  
SOURCE OF  
ALL 3.

Activia+ Multi-Benefit Probiotic Yogurt Drinks packed with billions of live and active probiotics help support your gut health, plus have Vitamins C, D and Zinc to support your immune system. Activia+ has 9 grams of sugar, 70 calories, and comes in three flavors: strawberry, peach and raspberry.

\*Activia+ has at least 10% Daily Value more Vitamin C, D, and Zinc per serving than regular Activia Dailies. Activia+: 18 mg Vitamin C (20% DV), 4 mcg Vitamin D (20% DV), 2.2 mg Zinc (20% DV). Activia Dailies: 0 mg Vitamin C (0% DV), 1.6 mcg Vitamin D (8% DV), 0 mg Zinc (0% DV) per 3.1 fl oz serving

\*\*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 abdominal discomfort.

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