

Yakult and Essendon form a new culture

Yakult is the proud sponsor of the Essendon Football Club (The BOMBERS) in 2005/2006. This follows Essendon's 2004 end-of-season football trip to Japan and their subsequent visit to Yakult Head Office in Tokyo.



Yakult signage at Essendon home games

It was Dr Shirota's quest for preventative health that led to the development of Yakult in Japan in 1935, and Yakult's world-wide corporate philosophy is "to contribute to the health and happiness of people around the world through the pursuit of excellence in life sciences."

Normally you wouldn't associate a football team with a fermented milk drink, however both share a similar business culture when it comes to respect, discipline and determination. Both Yakult and Essendon want to raise the profile of their respective businesses, by increasing their consumers and supporters nationally. This partnership is based on an understanding of the importance of maintaining health both inside and out.

Essendon's Deputy Vice-Captain, Dean Solomon has suffered from Irritable Bowel Syndrome (IBS). He was introduced to Yakult by his mother and has been drinking it for the past year.



Dean and John promoting Yakult

Since drinking Yakult Dean's symptoms have improved, and he says "Yakult has been a great benefit to me and I drink it everyday." You may recognise Dean from our current Yakult LIGHT television commercial.

Other regular Yakult drinkers are team mates Adam Ramanauskas, Andrew Welsh, Mark McVeigh and Fitness Coach, John Quinn.

Drinking Yakult helps to maintain the balance of good bacteria in the digestive system by adding hundreds of millions of the unique probiotic bacteria, *Lactobacillus casei* Shirota strain, into our intestines.

FREE factory tours

The Yakult Information Service conducts tours at our manufacturing facility in Dandenong, Victoria.



Visit us to see how we manufacture original Yakult and Yakult LIGHT. Plus you can enjoy a refreshing FREE sample.

A tour of the facility provides all visitors with information about the benefits of digestive balance, and the unique opportunity to observe the complex manufacturing process involved in making each bottle of Yakult.

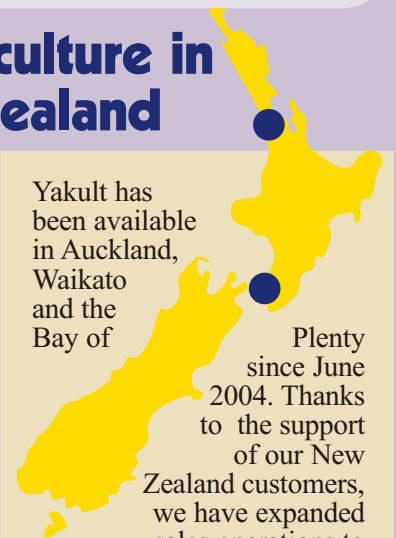
This includes culturing, quality control, bottling and packaging. Also find out how balanced your digestive system is! A visit to the facility provides an opportunity to ask those questions that you have always wanted answered.

Many groups enjoy visiting the factory; including consumers, community groups such as Probus and Rotary and school groups including primary, secondary and tertiary students. Tours run for approximately 1 hour and bookings are essential.

Freecall 1800 640 023 www.yakult.com.au

Yakult culture in New Zealand

Yakult has been available in Auckland, Waikato and the Bay of



Plenty since June 2004. Thanks to the support of our New Zealand customers, we have expanded sales operations to include Wellington as of June, 2005. New Zealand customers can call **Freecall 0800 YAKULT** for any enquiries.

Worldwide Markets

Irritable Bowel Syndrome

By Fiona Morrison
BSc. MNutrDiet. MDAA.



Irritable Bowel Syndrome (IBS) is a functional disorder that interferes with the normal activity of the large intestine (colon). As a result, the bowel does not work as it should. IBS is not a disease, but as the name suggests a syndrome, characterised by a group of symptoms such as:

- Abdominal pain
- Cramping
- Bloating
- Constipation
- Diarrhoea

IBS occurs more often in women than in men and usually begins from the age of 20. Although the cause is unknown, research suggests that in IBS, the nerves and muscles in the bowel are extra-sensitive and more reactive than in individuals without the syndrome.

A number of factors can trigger symptoms and these may vary from one person to another. Some triggers include:

- Particular foods
- Exercise
- Hormones
- Stress

Dean Solomon knows all too well the discomfort caused by IBS. The physical stress associated with extreme levels of exercise often meant that Dean's post-match recovery included periods of acute diarrhoea. Luckily for Dean, dietary changes which included the regular consumption of Yakult, have improved the control of his symptoms, allowing him to enjoy peak sporting performance.

IBS is generally diagnosed on the basis of a complete medical history that includes a description of the symptoms and a physical examination. No specific tests are available for IBS, however diagnostic tests may be performed to rule out other diseases or conditions known to cause similar symptoms.

IBS has no cure and treatment is centered around the relief of symptoms which may involve dietary changes, medication and stress relief.

Careful eating may help to reduce symptoms. Generally, a diet containing fewer fatty foods, chocolate, caffeine, carbonated drinks and alcohol can assist with alleviating symptoms. It may also be beneficial to increase dietary fibre, ensure adequate fluid intake and consume smaller, more frequent meals.

If you think you may have IBS, seeing your doctor is the first step. Following confirmed diagnosis, it is recommended that dietary changes are made in consultation with a registered dietitian to ensure adequate nutritional intake in the quest for symptom control.

Tips from our Nutritionist

Your questions

What is the sediment in the bottom of the bottle?

The sediment, sometimes present in the bottom of the bottle, is the natural settling of the skim milk solids as a result of heating during the production process. Its presence does not affect the taste or effectiveness of Yakult.

Can I freeze Yakult and Yakult LIGHT?

Yes. By freezing Yakult, the bacteria become dormant, they do not die. Please ensure you defrost Yakult in the fridge and be careful if you shake the bottle as the lid may have loosened during the freezing process.

Are Yakult and Yakult LIGHT beneficial for people taking antibiotics?

Yes. When taking a course of antibiotics, some of the beneficial bacteria in the digestive system can be destroyed. The resulting imbalance of the intestinal flora may lead to problems such as thrush or diarrhoea. The *Lactobacillus casei* Shirota strain in Yakult is antibiotic-resistant, and has been shown to be beneficial in re-establishing a balance of beneficial bacteria during antibiotic treatment. Hence Yakult can be consumed while taking a course of antibiotics and afterwards to ensure re-balance of the intestinal flora.

Are Yakult and Yakult LIGHT suitable for those with lactose intolerance?

Yes. People with lactose intolerance are unable to properly digest large quantities of lactose. Lactose is the natural sugar found in milk and milk products. Yakult and Yakult LIGHT contain only a very small quantity of lactose, approximately 1.0 gram per bottle. The *Lactobacillus casei* Shirota strain in Yakult also assists in the digestion of lactose.

Editor's word:

The winter months have been exciting at the Yakult Information Service.

We have eagerly followed the Bombers' season, as well as the continuing success of Yakult and Yakult LIGHT, while busily answering enquiries from our customers. Our aim is to continue providing our customers with up-to-date information.



Thank you for the great response to the Inside Matters Issue 11. We hope that you enjoy this issue and continue forwarding your comments, questions and stories about Yakult.

Enjoy! **Tania O'Brien, Editor.**

To join the mailing list or forward any comments, questions or stories contact the editor at the address below.

This publication is protected by copyright. You may copy any part of it, but you must acknowledge the source of the material you copy, and include a copy of this notice. You must not sell copies of this publication, or use them for commercial purposes, without the written consent of Yakult Australia Pty. Ltd.

The information in this publication does not provide medical advice for individual problems. For advice and treatment, consult your doctor or health care professional.

Edited by Tania O'Brien, VIC Education Co-ordinator, Yakult Australia

Published by: Yakult Australia Pty. Ltd. © 2005

10 Monterey Road, Dandenong, Victoria, 3175

Print Post Approval: PP318799/00162