

## Our Expertise in Microbiology

Made fresh in Australia using the finest ingredients, Yakult contains skim milk powder, sugars, water, natural citrus flavour and our exclusive *Lactobacillus casei* Shirota strain. This probiotic bacteria is unique to Yakult and is scientifically proven to reach your intestines ALIVE.

When Dr. Minoru Shirota began investigating Lactic Acid Bacteria (LAB) living standards in Japan were poor due to malnutrition and poor socio-economic conditions, resulting in a range of digestive diseases and general ill health.



As his work continued, Dr Shirota became convinced that beneficial bacteria were the key to a long life and had the potential to improve public health standards. In 1930 he successfully isolated a unique Lactic Acid Bacterium with the ability to survive the acidic conditions in the stomach.

This enabled the bacteria to reach the intestines alive to have a positive effect on the balance of the intestinal flora, and was named the *Lactobacillus casei* Shirota strain in honour of his research.

Yakult's core principles are based on Dr. Shirota's aim to make Yakult available to all people at a reasonable price, his understanding of the importance of preventative health and that 'healthy intestines lead to a long life'.

Yakult is cheaper than a can of soft drink and offers many benefits. Although people recognise the Yakult brand and its connection with the digestive system, many still misunderstand the importance of daily digestive balance.

Optimal digestive function requires 'digestive balance' which involves having a greater number of beneficial bacteria than potentially harmful bacteria in the digestive system.

Unfortunately, lifestyle factors such as stress, dietary choices, the natural ageing process and some medications can easily disrupt this balance resulting in undesirable digestive symptoms.

So, frequent consumption of beneficial bacteria is necessary to maintain digestive balance and protect against the potentially harmful bacteria.

Don't confuse Yakult's high quality products with the inferior look-a-like products that have been introduced since Yakult established Australia's probiotic market in 1994.

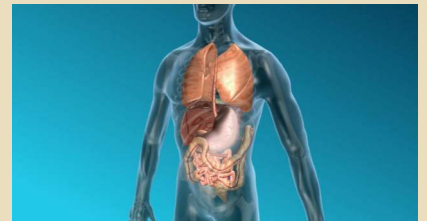
These look-a-like products contain generic types of Lactic Acid Bacteria which are unable to survive exposure to gastric juice and bile, so they don't reach the intestine alive. If bacteria can't reach the intestines alive, they will not contribute to 'digestive balance'.

Yakult is highly concentrated, containing 100 million *Lactobacillus casei* Shirota strain per millilitre. That's 6.5 billion in every bottle!

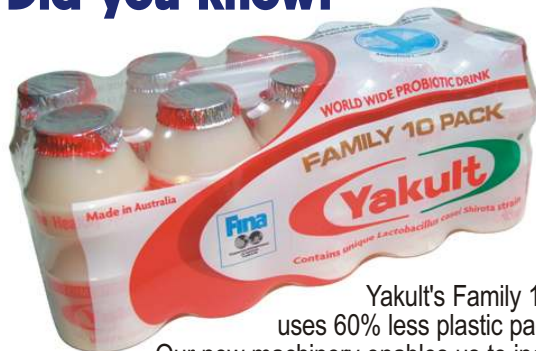
### Does Yakult's bacteria survive stomach acids?

The stomach contains about two litres of gastric juice which acts to digest food and kill any ingested bacteria.

The *Lactobacillus casei* Shirota strain is scientifically proven to survive exposure to gastric juice and bile, passing through this acidic barrier to reach the intestines **alive**.



### Did you know?



Yakult's Family 10-pack now uses 60% less plastic packaging. Our new machinery enables us to include straws and use less polyethylene wrap. So it's environmentally friendly **and** good for your digestive system!

Yakult Original and Yakult LIGHT are under licence of Yakult Honsha Co., Ltd Japan and is manufactured in Dandenong before being distributed to outlets all over Australia and New Zealand.

The unique products are marketed under one brand - **Yakult** - which is still the only fermented milk and probiotic made fresh daily in Australia.

# Yakult

Worldwide Markets

## Is Yakult suitable for young children?

By **Fiona Morrison**  
BSc. MNutrDiet. MDA.

This is one of our most frequently asked questions. The question seems simple enough, but the answer is a little more complex; let me explain.

Although Yakult contains a simple list of ingredients care should be taken when introducing Yakult, as there are two ingredients which may result in an immune response; cow's milk protein (casein) and citrus (flavouring).



Casein allergy is usually detected in infancy when susceptible children display an allergic response after drinking cow's milk for the first time.

Reactions include hives, eczema, vomiting, asthma and diarrhoea; fortunately children usually grow out of the allergy.

Citrus flavouring gives Yakult its refreshing, fruity taste though it may also result in an allergic reaction for some children.

For these reasons, we generally recommend Yakult for children over 12 months of age, provided they have been introduced to both cow's milk and citrus fruits (like oranges and mandarins) and have shown they can safely consume both types of food products without any adverse reaction.

From this age, children may have one bottle of Yakult daily because their 'intestinal flora' is similar to that of an adult.

Young children love Yakult's unique flavour, but don't be alarmed if your child manages to sneak an extra bottle from the fridge when you're not looking. Drinking more than one bottle (even at this age) is not harmful, as any beneficial bacteria the body doesn't need is simply excreted.

Yakult is great for school aged children as it helps to boost the immune system and reduce the likelihood of catching the common colds that frequent the playground. It also helps replenish the numbers of beneficial bacteria in the digestive system depleted by a course of antibiotics.

So keep Yakult nearby for your kids this winter ... but perhaps hide it in the veggie draw where they're less likely to find it and help themselves!



## Your questions

### Is Yakult suitable for pregnant and breast-feeding women?

Yes, Yakult is suitable to drink during pregnancy and breastfeeding.

During its manufacture, Yakult is sterilised using Ultra Heat Treatment (UHT) at 120°C, prior to the addition of the *Lactobacillus casei* Shirota strain. This process ensures that our products contain only this strain of beneficial bacteria, which is not harmful to you or your baby.

### Is Yakult suitable for those with lactose intolerance?

Yes, Yakult Original is suitable for people who are lactose intolerant. Lactose is the natural sugar found in milk and milk products. Yakult and Yakult LIGHT contain approximately 1 gram of lactose per bottle which is a small amount when compared to the amount of lactose in a glass of full cream milk.

### Is Yakult gluten-free?

Yes, Yakult Original and Yakult LIGHT are wheat and gluten free so they are suitable for people with Coeliac Disease and those requiring a gluten free diet. Gluten is naturally found in wheat, barley, oats and rye. The dextrose used in Yakult is sourced from a corn starch not a wheat starch.

## Editor's word:

In Australia, Yakult's objective has been to educate people about digestive health and the benefits of Probiotics.

Here at Yakult, we understand the value of preventative health because it's the foundation of our business. That's why we recommend replenishing good bacteria in your digestive system daily to restore balance.

With the aim of improving the health of all Australians, Dr. Shirota's philosophy remains the motivating factor behind Yakult today.

I hope you enjoy reading this issue of *Inside Matters* which includes information about our unique probiotic product and our expertise in microbiology. *Tips from our Nutritionist* contains information about the suitability of Yakult for young children.

Thank you for the letters, phone calls and e-mails with your comments. Please contact us with any feedback via our website [www.yakult.com.au](http://www.yakult.com.au), freecall number **1800 640 023** or post to 10 Monterey Rd, Dandenong, Victoria, 3175.

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



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Tips from our Nutritionist