

Yakult, and the Bombers, fly up!

The importance of being aware of the health of our environment is incorporated into a Yakult company slogan, "in order for people to be healthy, everything around them must also be healthy".

Through this awareness of our environment, Yakult enjoys being involved in sporting events and healthy lifestyle activities, promoting the importance of good health for all.

Yakult's philosophy to contribute to the health and happiness of people around the world promotes living a healthy lifestyle through our community connections.

Five years ago in the Spring 2005 issue of Inside Matters, we informed you that Yakult and the Essendon Football Club (EFC) had just signed a



sponsorship agreement. As Yakult and Essendon share the same passion for a healthy lifestyle, our sponsorship continues into the 6th AFL season.

Yakult's love of sport has meant that the partnership with the Bombers has continued to grow over the years. As part of the current agreement, Yakult is now a significant supporter of the EFC Community Programs and an official community partner.

This agreement has strengthened our involvement in the community through our support of the various EFC Community Department school initiatives, particularly the Literacy Program and by subsidising 200 Auskick places.

Yakult is proud to support the Essendon Football Club Community Department in promoting healthy lifestyles for students and the wider community.

Wouldn't you prefer a genuine probiotic?

If you're looking for a probiotic to help maintain your digestive balance, a fermented milk drink is an easy way to incorporate live, beneficial bacteria into your daily routine.

But how do you make sure that your supermarket purchase delivers sufficient amounts of live bacteria, with benefits, to your intestines?

You may have noticed little bottles on the supermarket shelves which look like Yakult. Similar bottle shape, but these bottles do not contain genuine probiotics. There are many differences between the high quality Yakult probiotics and these look-alike drinks.

Yakult has been available in Japan since 1935 and therefore has a long history of safe use. Yakult contains the *Lactobacillus casei* Shirota strain, named in honour of our founder Dr. Shirota, which no other product on the market contains.

Yakult is made fresh daily at our facility in Dandenong, Melbourne with every bottle containing 6.5 billion live *Lactobacillus casei* Shirota strain.

Every bottle has a use-by-date embossed into the foil cap so that you know you are buying the freshest Yakult. Importantly *Lactobacillus casei* Shirota strain survives the shelf-life and your digestive acids.

We are proud to display the Yakult name on every bottle produced and we will never make Yakult under any other name.

This year we celebrate the 75th Anniversary since the founding of the Yakult Company, and our passion to improve the health of people around the world remains as strong as ever.

Yakult 75th

Keep an eye out for the 75th Anniversary logo displayed on our sales vans!

Did you know?

There are 42,200 smiling Yakult Ladies who deliver Yakult door-to-door on a daily basis. They have been a constant delivery system in Japan since 1963. The Yakult Ladies play a vital role in delivering Yakult to individual customers while explaining the features and benefits of Yakult.

Mexico is the third largest market by volume behind Japan and Korea, selling more than 3½ million products daily. Yakult has been operating in Mexico since 1981 and this success has been driven by its network of over 6,000 Yakult Ladies.



Inside Matters

Feeling fit this Winter

Tips from our Nutritionist

By Dinah Woon
B. NutrDiet
Accredited Practising Dietitian



Research¹ shows that the lack of sunlight and gloomier weather during the coldest season of the year alters mood which can trigger a form of depression known as seasonal affective disorder (SAD). The milder form of the condition is known as winter blues. Symptoms that may affect some people include lack of energy, withdrawal from social activities, food cravings and weight gain.

At this time of the year pay attention to:

Your mental and emotional condition

- When feeling down, people tend to avoid socialising. It's important to continue to speak with friends and family. Why not organise to meet for a chat over coffee or a meal!
- Try to spend time outdoors. Sunlight directly improves our mood and is a good natural source of vitamin D. A number of observational studies have found people with lower vitamin D levels may have an increased risk of being infected by the common cold and flu.²
- Do something you enjoy each day, like reading a good book, taking a walk or cooking new recipes.



Your physical condition

Eat well

- Eating well during winter is vital to ensure our immune system is in good working order. A healthy immune system can help fight off colds and flu or minimise their duration. Foods that contain sufficient levels of vitamins C and D, zinc, and good bacteria such as probiotics can assist your immune system and have a direct effect on your energy levels.
- Choose high-fibre and complex carbohydrate options such as wholegrain breads, brown rice and legumes.
- Select seasonal fruit and vegetables (apples, broccoli, pumpkin, sweet potato) to include in your meals. They are not only good for you, but will help save some money too.

Stay active

If you are the sporty type, winter can be an excellent time for seasonal activities such as skiing and snowboarding.

If staying indoors sounds better to you, there are still many ways to be active.

- Use exercise videos in the comfort of your own home such as yoga or Pilates.
- Join dance or aerobic classes at the local community centre or gym.
- Do any activity that will get your body moving.

Stay warm, eat well and keep active this winter!

References: 1. Magnusson, A. & Boivin, D., "Seasonal Affective Disorder: An Overview", *Chronobiology International*, 2003; 20(2), pg 189-207. 2. Bartley, J., "Vitamin D, innate immunity and upper respiratory tract infections", *Journal of Laryngology & Otology*, 2010; 124, pg 465-469.

Your questions

Should I finish drinking Yakult when I finish my antibiotics?

No. It is important to continue drinking Yakult upon completion of the antibiotic course to replenish numbers of beneficial bacteria. Some beneficial bacteria in the digestive system can be destroyed during antibiotic therapy, as antibiotics destroy both the harmful and beneficial bacteria. *Lactobacillus casei* Shirota strain is resistant to most common antibiotics and has been shown to be beneficial in re-establishing a balance during and after antibiotic therapy.

Editor's word

Yakult's presence on the Australian market has promoted good health for all and we continue to educate and strive for healthy communities.

We are proud to display the Yakult name, and the science behind Yakult ensures that we go beyond the required criteria for a Probiotic. For the important points on Yakult, check out page 1 "Wouldn't you prefer a genuine probiotic?"



At our Head Office in Dandenong, a great way to get through the colder months is to follow the BOMBERS games closely as well as the continuing success of Yakult and Yakult LIGHT. You can read some updates about our sponsorship and link with their community department, and Dinah, our Nutritionist has a few practical tips for you on how to beat the winter blues.

Don't forget the Yakult Public Relations Team conducts tours at our Dandenong facility. You can visit us to see how we manufacture Yakult and Yakult LIGHT, and enjoy a refreshing probiotic drink. Tours run for approximately one hour and bookings are essential by contacting the Yakult Information Service on Freecall number **1800 640 023**. A visit to the facility provides an opportunity to ask those questions that you have always wanted answered.

Send us your feedback and any suggestions for future issues of Inside Matters so that we can continue to provide you with information on how to keep a balanced digestive system.

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

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

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