

WHAT is Yakult?

Yakult is a probiotic drink containing live, beneficial bacteria - the exclusive *Lactobacillus casei* Shirota strain.

Yakult has been tested and is scientifically proven to survive the journey through digestive acids to reach your intestines **ALIVE**.

Each 65 ml bottle contains approximately 6.5 billion bacteria, enough to help replenish the levels of good bacteria in the digestive system.

WHAT are the benefits of drinking Yakult?

Ideally the digestive system should contain greater amounts of friendly, beneficial bacteria in order to outnumber those that are potentially harmful.

Yakult helps keep the balance between the beneficial and potentially harmful bacteria living in the digestive system.

Factors that can alter this delicate balance are:

- What we eat and drink
- Stress
- Antibiotics
- A busy lifestyle
- Traveling
- The ageing process



WHAT is Yakult LIGHT?

Yakult LIGHT has the same *Lactobacillus casei* Shirota strain as original Yakult with 30% less sugar and 30% fewer calories.

WHO drinks Yakult?

Everybody. This includes children over 12 months of age.

WHEN do you drink Yakult?

Any time. With or without meals; morning, noon or night.

HOW MUCH Yakult should I drink?

We recommend one bottle daily.



www.yakult.com.au
free call: 1800 640 023

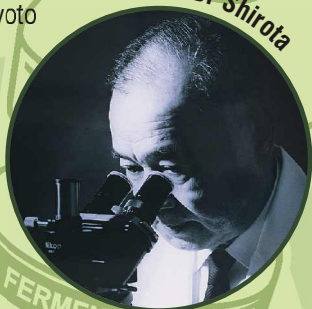
Yakult is Australian made using the finest Australian ingredients.

WHO invented Yakult?

Dr Shirota was the founder of Yakult.

He was a medical doctor and researcher in the Department of Medicine at Kyoto University in Japan. Dr Shirota's passion was preventative health.

He is well known as a pioneer of probiotics.



Dr Shirota

When was Yakult invented?

Dr Shirota began developing Yakult in the 1930's. Between 1930 and 1935, he had isolated 300 different strains of bacteria, eventually selecting one that would survive the trip through the stomach and bile acids to arrive ALIVE in the small intestine.

This live, beneficial bacteria was called the *Lactobacillus casei* Shirota strain in Dr Shirota's honour.

This strain is exclusive to Yakult. It is pronounced: 'Lack-toe-bass-ill-us case-e-i Shirota strain'.



Lactobacillus casei Shirota strain

Did you know?

Yakult launched in Australia in 1994. It was the first probiotic drink on the Australian market.

Yakult remains at the forefront of educating Australians about the importance of maintaining inner health.