

ISSUE
32



Kokeshi Dolls

Inside MATTERS

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Every body. Every day.

The design behind Yakult's Bottle Shape

Features of Yakult's Bottle Shape

The bottle's top is rounded-out of consideration for the feeling of the bottle on the mouth when drinking.

The shape resembles the traditional Japanese 'kokeshi' doll



The middle indentation prevents the contents from being consumed in one swallow and enables the drink to be savoured.

These sections were made of identical diameter to enhance production line filling and accumulation functionality.

Our Japanese fermented milk drink has recently gained media attention as it was described in a recent movie.

Although the Yakult brand name is not shown in the scene, many viewers from around the world have identified the bottle to be of Yakult due to its unique, internationally-recognised bottle shape.

When Yakult was first developed by a Japanese medical doctor, Dr. Minoru Shirota in 1935, its bottle was made of glass with a cork stopper. The bottles were collected after use, thoroughly cleaned and reused. In the early 1960s, a new model of the Yakult glass bottle printed with the Shirota mark was used until the introduction of the first Yakult plastic bottle in 1968.

Yakult appointed the award-winning Japanese industrial designer – Isamu Kenmochi to design the new Yakult plastic bottle. He was tasked to create an original design that is stable, easy to hold and recognisable around the world. Inspired by the small, round shape of the traditional Japanese Kokeshi doll, which is also a symbol of good luck, Isamu Kenmochi created the signature Yakult bottle that is functional, fun and timeless.

Find out how Yakult bottles are made

Book in for a free guided factory tour online or contact us for more information.

Free call: 1800 640 023
Email: info@yakult.com.au

Yakult Bottles Over the Years (in Japan)

Early 50's

Early 60's

1968

Today



Glass bottle
There were a variety of different shapes and sizes.



Printed with the Shirota mark, this glass bottle was used until the introduction of plastic bottle.



The new plastic bottle
The introduction of the plastic bottle was revolutionary and ahead of its time in the beverage industry.



In 2011, the shape of the Yakult bottle was registered as a three dimensional trademark.

Have you seen our new website!

Not only is the fresh look of the website clean, professional, and still fun, it is now more user-friendly to obtain information.

You can now easily request a **factory tour** and **talk booking** online, provide feedback and contact us!

www.yakult.com.au

Tips from our dietitian...



Dinah Woon

Just like Yakult's unique shape bottles have been inspired by traditional Japanese dolls, in this edition of Inside Matters we wanted to feature a traditional Japanese eating practice known as 'Hara Hachi Bu'.

What is Hara Hachi Bu?

In English this Japanese saying means 'to fill your belly only till you are 80% full'. It encourages eating mindfully and stopping before we are completely full to give our brain time to catch up with our stomach.

Experts believe it takes about 20 minutes for your brain to register when your stomach is full. Eating mindfully may reduce the likelihood of overeating during a meal, encourage the feeling of fullness and allow for more efficient digestion.

In contrast, our busy lifestyles mean we tend to eat on the go - often quickly finishing everything on our plate without being aware of how full we may feel. Distractions such as phones and television don't help either, as we neglect to savour and enjoy our meal.

Hara Hachi Bu is an eating habit that encourages moderation, being mindful of what we eat, how much we eat and learning to appreciate our body's cues to satiety. Instead of looking to feel full, we learn when to stop when we have had just enough.

Like any good habit, the art of *Hara Hachi Bu* takes practice. So, how do you know when you are 80% full?

Let's start with these 3 simple ways to eat more mindfully:



Slow down

Eating slowly allows your body to respond to cues which indicate when we are no longer hungry and when we are satisfied



Savour the food

Focus on the meal, enjoy the flavours as you eat, avoid distractions such as televisions and phones



Smaller vessels

Using smaller plates and glasses when eating will subconsciously mean you are eating less, whilst still having your "plate full"

We hope you find this Japanese cultural eating practice beneficial for your gut, just like the unique culture found in Yakult.

Your questions

Why is Yakult only available in a small bottle?

In Yakult Australia, we only manufacture a 65ml Yakult bottle size – the same size as the first Yakult plastic bottle created in Japan. According to studies at the Yakult Central Institute for Microbiological Research, each 65ml bottle contains enough beneficial bacteria to help maintain intestinal balance. It is not created in a larger than a single serve bottle because it would be hard for consumers to ensure sufficient numbers of bacteria were consumed and to reduce the risk of contamination from opening and closing a larger bottle on numerous occasions.

Editor's desk



Cor Nie Tan

It has been a great year so far working with the awesome PR team at Yakult.

Being the newest person in the team, I hope to bring in some fresh ideas, and one of the projects we have completed this year is giving an exciting look to our consumer website. Check it out if you have not already! It was also interesting to see that the community around the world recognised the unique Yakult bottle shape when it was featured in the movie 'To All The Boys I've Loved' aired on Netflix recently. Inspired by that, I'd love to share with you the history and design idea behind the internationally-recognised Yakult bottle shape in this edition of Inside Matters. We hope you enjoy reading our answer to your questions regarding Yakult's bottle size as well as the tips from our dietitian on *Hara Hachi Bu* or eating more mindfully!

If you have any comments in regard to Inside Matters, **please send your feedback via our contact form on www.yakult.com.au** or free call number **1800 640 023**.

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