



HOWARU[®]
balance



The
supplement
for healthy
living

Healthy digestion and natural immunity in one

An efficient digestive system and strong immune defense go a long way towards maintaining an active, healthy life. Much of the secret lies in balanced gut microflora — a need Danisco can help you meet with our newest probiotic formulation — HOWARU Balance.

Medical researchers have understood for many decades that the body's digestive and immune systems are intimately linked and dependent upon one another for overall well-being. In fact, the gut is the largest immune organ in the human body, standing in the center of the body's natural defenses.

HOWARU is an exclusive line of premium probiotics featuring extensive human clinical studies documenting a wide variety of health benefits.

HOWARU Balance is formulated to nurture this critical link between these essential systems of the human body! Containing two of the most documented probiotic strains for gut and immune health, *Lactobacillus acidophilus* NCFM[®] and *Bifidobacterium lactis* HN019, HOWARU Balance delivers healthy digestion and natural immunity in one convenient supplement.

Available in a pre-blended concentrate, drum-to-hopper blends or in consumer-ready finished formats, HOWARU Balance is specifically designed for adults ages 18 to 55. Contact your Danisco representative today to find out how you can enhance your product range with HOWARU Balance.

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First you add knowledge...

Numerous studies have shown that ingestion of certain strains of probiotics are beneficial in helping to maintain the body's delicate microbial balance, known today to be a critical factor in our overall well-being. When this delicate ecological balance is disturbed by environmental or physiological factors, intestinal health can be negatively impacted. Maintaining a healthy microflora is a key element in providing both digestive and immune health. HOWARU® Balance can offer both of these benefits with the combination of two clinically documented probiotic strains, *Bifidobacterium lactis* HN019 and *Lactobacillus acidophilus* NCFM®.

Digestive health benefits

Lactobacillus acidophilus NCFM® and *Bifidobacterium lactis* HN019 are both highly-documented probiotic strains that have been extensively studied in vitro and in animal models for characteristics important to digestive health. These studies have demonstrated that both NCFM® and HN019 display antagonistic activity against common gastrointestinal pathogens and food borne microbes. Furthermore, a recent human clinical study showed that *B. lactis* HN019 normalized colonic transit times, resulting in positive digestive comfort. (Fig. 1)

Multiple human intervention trials have shown that *L. acidophilus* NCFM® and *B. lactis* HN019 can positively modulate gut microflora resulting in enhanced levels of beneficial bacteria. Collectively, these findings support the health-enhancing attributes associated with *L. acidophilus* NCFM® and *B. lactis* HN019 consumption and strongly position these strains as premium digestive health probiotics.

Immune health benefits

The human immune system's primary function is to defend the body against foreign infectious agents and other invaders. As the gastrointestinal tract is considered the body's largest immune organ, the intestinal microbial ecosystem represents one of the key elements in supporting the body's natural and acquired immune responses.

Bifidobacterium lactis HN019 is well documented to positively impact the immune system based on compelling evidence generated through numerous in vitro, animal and human trials, performed on groups of healthy middle-aged or elderly subjects. Multiple gold standard human clinical studies have evaluated immune system modulation by monitoring the activity of the main biomarkers of natural immunity — phagocytic and natural killer cells. These studies clearly demonstrate significant improvement in these markers of immune health, suggesting that HN019 contributes to strengthening the body's natural defenses.

HOWARU Balance offers a premium combination of two highly documented strains with immune and digestive health benefits to provide you an optimal health solution.

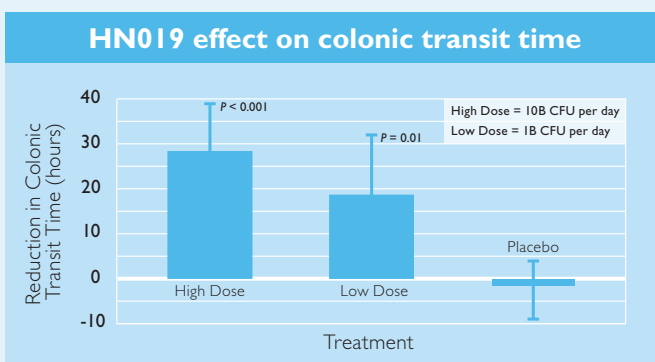


Figure 1. Effect on colonic transit time (CCT) of healthy adults after 14 days of consumption of *Bifidobacterium lactis* HN019. Decreases CCT and reduces frequency of digestive symptoms.

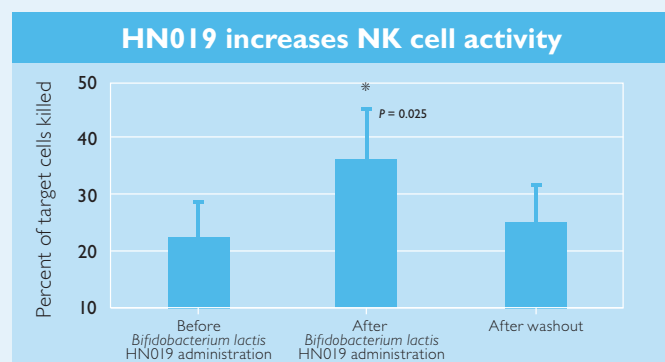


Figure 2. Effect of supplementation with *Bifidobacterium lactis* HN019 on natural killer cell activity. *Significantly different from run-in.

For more information on HOWARU Balance, please call or visit us online today.

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