



The
supplement
for healthy
aging



HOWARU[®]
balance plus

Healthy digestion and natural immunity in one

Unlike previous generations, today's older adults and seniors are not taking growing old sitting down. Yet as we age, our digestive system slows and the natural balance of our gut microflora shifts. The beneficial bifidobacteria population decreases and our immune function declines, leaving us more vulnerable to illness.

The new HOWARU Balance Plus formulation from Danisco was developed to help older adults and seniors maintain their natural immunity and an efficient digestive system — both of which are necessary for sustaining a healthy, active lifestyle. The unique blend of clinically-documented ingredients in HOWARU Balance Plus is specially formulated for the specific microflora needs

in older adults and seniors, taking into account slower colonic transit and declining bifido populations. Therefore, HOWARU Balance Plus is formulated with a higher bifidobacteria to lactobacilli ratio.

HOWARU Balance Plus contains a blend of *Bifidobacterium lactis* HN019 and *Lactobacillus acidophilus* NCFM[®] probiotics, plus a unique prebiotic fiber, Litesse[®] polydextrose, which offers a sustained fermentation throughout the gastrointestinal tract and is a good source of fiber, aiding in digestion. Contact your Danisco representative today to find out how you can enhance your product range with HOWARU Balance Plus, the supplement for healthy aging.

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

DANISCO
First you add knowledge...

Maintaining the body's delicate microbial balance is known to be a critical factor in overall well-being. When this delicate ecological balance is disturbed by environmental or physiological factors, intestinal health can be negatively impacted. HOWARU® Balance Plus is a combination of three clinically documented ingredients: *Bifidobacterium lactis* HN019 and *Lactobacillus acidophilus* NCFM® probiotic strains, and a prebiotic fiber, Litesse®, all which promote intestinal health. HOWARU Balance Plus combines the synergistic effects of probiotics and a prebiotic fiber to promote healthy digestive and immune systems.

Digestive health benefits

L. acidophilus NCFM® and *B. lactis* HN019 are 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. 2)

Multiple human intervention trials have shown that *L. acidophilus* NCFM® and *B. lactis* HN019 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.

Litesse® prebiotic fiber complements these probiotic strains with its positive effects on gastrointestinal microflora – it has been found to selectively stimulate the growth of bifidobacteria and lactobacilli. Moreover numerous studies have shown Litesse®

to be an effective prebiotic with a sustained effect throughout the colon. Simulator studies joined with human and animal data show that Litesse® passes intact to the colon where it is slowly fermented, aiding digestion.

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.

B. lactis HN019 is well documented to positively impact the immune system based on compelling evidence generated through numerous in vitro, animal and human trials. These gold standard human studies evaluated immune system modulation by monitoring the activity of the main biomarkers of natural immunity — phagocytic and natural killer cells. Significant improvement was clearly demonstrated in these markers of immune health, suggesting that HN019 contributes to strengthening the body's natural defenses.

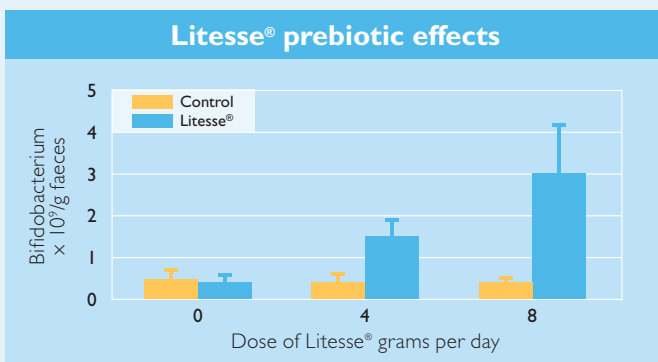


Figure 1. Ingestion of Litesse® increases the numbers of bifidobacteria and/or Lactobacilli, as has been shown in two independent clinical trials.

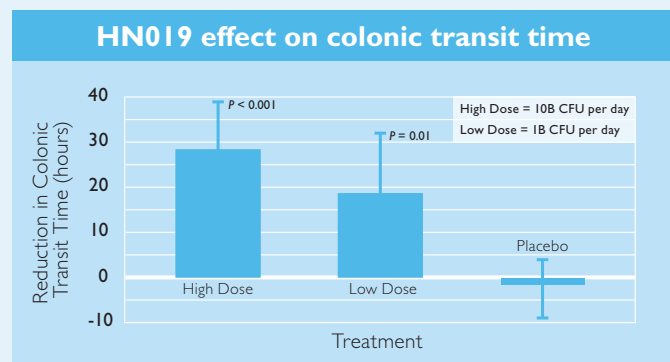


Figure 2. Effect on colonic transit time (CCT) of healthy adults after 14 days of consumption of *Bifidobacterium lactis* HN019. Decreases CCT and reduces frequency of digestive symptoms.

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

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