



HOWARU[®]
protect



The supplement that maintains the body's natural defenses

Germs are everywhere — at work, the gym, day care, school, public transportation — there's no getting away from them. That's why cold & flu are the most frequent infectious diseases worldwide. Children are affected 6 to 10 times and adults 2 to 3 times a year with symptoms that can last from one to two weeks. For instance, in the United States last year, nearly one billion colds and between 35 and 50 million cases of flu were recorded. These maladies cause many unpleasant symptoms — from runny noses and coughing to headaches and fevers. Cold & flu are considered a major public health issue in many countries, because they represent a significant economic burden in the form of health care costs and lost productivity.

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

To help address this daily challenge, Danisco scientists developed a probiotic formulation — HOWARU Protect — to strengthen the body's natural defenses against, and lessen the impact of colds & flu on people's daily lives. HOWARU Protect is a condition-specific, patented probiotic formulation that combines *Bifidobacterium lactis* and *Lactobacillus acidophilus*.

You may not be able to avoid germs, but you can boost your natural defenses to keep you healthy.

DANISCO
First you add knowledge...

Scientific substantiation

The results of a gold standard clinical study sponsored by Danisco clearly show that HOWARU® Protect represents an efficient, preventive solution to strengthen the body's natural defenses, particularly during the cold & flu season.

The research revealed:

- A reduction in the incidence and duration of cold & flu symptoms
- Enhanced resistance to cold & flu among children
- A reduction in the number of sick days taken
- A strengthening in the body's natural defenses

The research

A double-blind, placebo-controlled study, measuring the incidence and duration of cold & flu symptoms was conducted over a 26-week period in day care centers near Shanghai, China. The children involved were between 3 and 5 years old, non-gender specific and without preexisting illnesses. It was conducted from November to May when children are particularly vulnerable to colds & flu because of inclement weather conditions.

The study, "Probiotic Effects on Cold & Influenza-Like Symptom Incidence and Duration in Children" Pediatrics 2009; 124; e172-e179, monitored the impact of HOWARU Protect vs. a placebo. During the course of the study, children received doses of HOWARU Protect or a placebo administered twice per day, seven days per week, either at home or in day care centers.

Flu- and cold-like symptoms, namely headache, sore throat, runny nose and fever, as well as, other

symptoms were evaluated. Each symptom was documented as to its frequency, duration and severity, following the guidelines of the World Health Organization.

Measurements also included the number of days with illness-related or flu-like symptoms and the number of absences from day care because of illness or fever.

Results from the clinical study showed a considerable reduction in fever, cough and runny nose. The number of sick days taken was reduced by nearly half, and in addition, the number of antibiotic prescriptions was cut down by 80 percent for those children taking HOWARU Protect. In summary, HOWARU Protect significantly contributes to enhancing the body's natural resistance to seasonal infections such as cold & flu.

HOWARU Protect is a clinically proven, safe and effective means to help maintain a robust immune system. Improve your customers' health and strengthen your brand image at the same time by adding HOWARU Protect to your product range today!

HOWARU Protect can be delivered successfully in:

- Supplements - capsules, tablets and powders
- Nutritional drinks or milk powder formulas
- Plain or flavored yogurts
- Fresh-fermented or non-fermented milks
- Beverages like fruit juices or powder drinks
- Hard, semi hard or fresh cheeses and ice cream
- Chocolate confectionery or nutritional bars

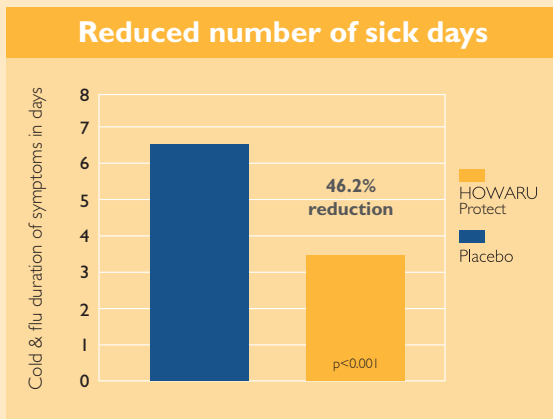


Figure 1. The clinical study showed a reduction in illness duration by nearly half the number of days.

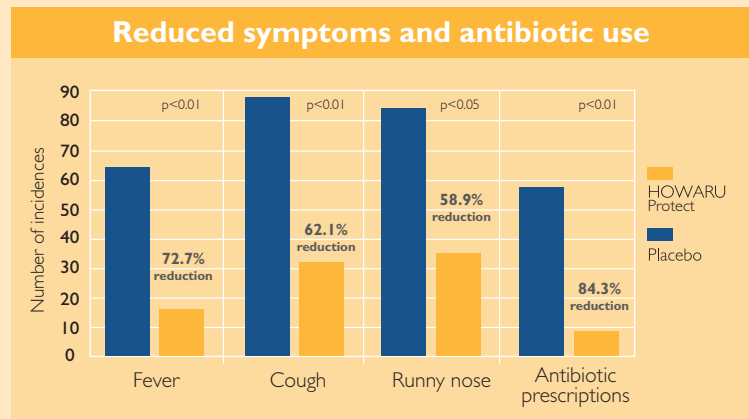


Figure 2. The clinical study showed a considerable reduction of symptoms and an 84.3% reduction in the number of antibiotic prescriptions.

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

www.DaniscoSupplements.com • www.Howaru.com
probiotics.uscanada@danisco.com • probiotics.euroafrica@danisco.com
probiotics.latinamerica@danisco.com • probiotics.asia@danisco.com

Information contained herein is believed to be accurate and is offered in good faith for the benefit of the customer. Danisco, however, does not assume any liability or risk involved in the use of its products since the conditions of use are beyond its control. Nothing contained herein shall constitute an express or implied guarantee or warranty with respect to Danisco products or their use. Statements concerning possible use of Danisco products are not to be construed as recommendations for any use which would violate any patent rights, regulations or statutory restrictions. The information contained herein is not intended to represent Danisco products for use in treating, curing or preventing any disease.

DANISCO

First you add knowledge...