



HOWARU®
restore

The supplement to good health

Of all the organs in the human body, those of the gut are most susceptible to external stress factors that can throw your beneficial bacteria off balance and undermine the body's natural frontline of defense. Antibiotic treatment, travel, a poor diet and a hectic way of life are just some of the stresses your GI tract typically face on a daily basis.

That's where supplements containing HOWARU Restore can make an important difference to overall well-being.

In a randomized, double-blind, placebo-controlled clinical study, a group of volunteers subject to gut stress received a daily dose of HOWARU Restore. The convincing findings were as follows:

- Beneficial *Bifidobacterium* levels were quickly restored to pre-stress levels
- The entire gut microflora returned more rapidly to normal

Sponsored by Danisco, this study demonstrates that HOWARU Restore is a safe and effective way to strengthen gut health.

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...

Gut health restored

More and more consumers understand the link between their gut health and their overall health and well-being. Gut health can be negatively influenced by the stresses of everyday life – poor diet, skipped meals, travel and antibiotic and prescription drug use to name a few. For example antibiotic associated diarrhea is experienced by 1 in 5 antibiotic users or 180 million people annually. Studies have shown that one of the most effective and natural precautions consumers can take to overcome the negative drawbacks of gut stresses, such as antibiotic therapy, is to supplement the diet with an efficacious dose of live and active probiotic bacteria.

For patients who are experiencing general gastrointestinal discomfort caused by these daily stressors, doctors frequently recommend eating yogurt. However, not all yogurts contain probiotics. Furthermore yogurts and most probiotic supplements deliver a far lower dose of probiotics than contained in HOWARU® Restore. Additionally, most of these products lack any clinical data supporting their ability to act rapidly to reestablish gut microflora post GI stress.

Danisco sponsored a randomized, double-blind, placebo-controlled study to evaluate the ability of HOWARU Restore to effectively and rapidly restore beneficial gut microflora following gut stress.

There were two key findings. First the research revealed that HOWARU Restore promotes a rapid return of bifidobacteria to pre-stress levels. In the placebo group, bifidobacteria levels remained far below pre-stress levels even two weeks after cessation of the stressor. Secondly, this study was the first of its kind to measure the entire gut microflora population. HOWARU Restore returned this total population to normal, baseline levels significantly faster than the placebo group.

Clinical study details are available in the publication - "Probiotics to minimize the disruption of fecal microbiota in healthy subjects undergoing antibiotic therapy." Journal of Medical Microbiology (Volume 58, 2009) Here you will find further support and scientific basis for a structure/function claim such as "helps restore and maintain the natural gut flora."

HOWARU Restore – the clinically proven, safe and effective means to strengthen your customer's health and your brand image at the same time.

HOWARU Restore 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
- Chocolate confectionery or nutritional bars

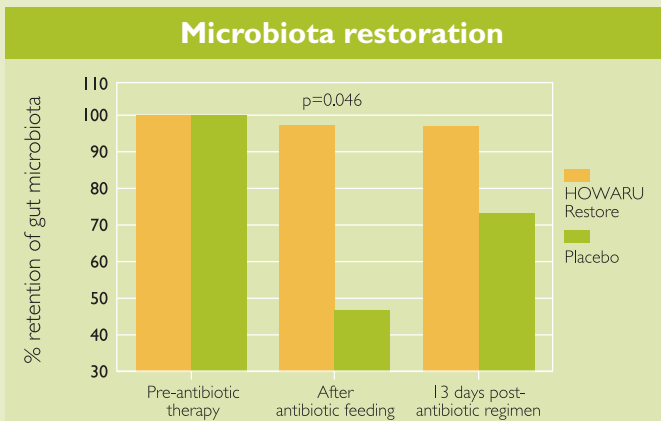


Figure 1. This data shows the ability of HOWARU Restore to rapidly reestablish total gut microflora levels following antibiotic therapy.

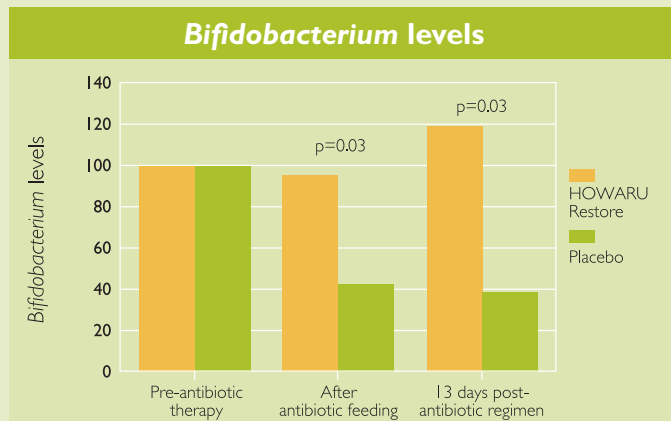


Figure 2. This data shows the ability of HOWARU Restore to maintain and restore the body's Bifidobacterium levels immediately following antibiotic therapy.

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

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