

Clinically proven to help strengthen the body's defenses.

Presenting DanActive™

It's a probiotic-cultured dairy drink.

It's clinically proven to help naturally strengthen the body's defense system.

It's a delicious way to help achieve a healthy lifestyle when consumed as part of a balanced diet.



"A DanActive™ a Day" helps naturally strengthen the body's defense system

DanActive™ is a great-tasting probiotic-cultured dairy drink. Each bottle contains 10 billion live and active *Lactobacillus casei* Immunitas™ cultures (*L. casei* strain DN-114 001) that survive and remain active in the digestive tract.

Starting each morning with **DanActive™** is a smart habit that helps naturally strengthen your body's defense system.



What are probiotics?

Probiotics are living microorganisms that, upon ingestion in sufficient numbers, exert health benefits beyond basic nutrition.

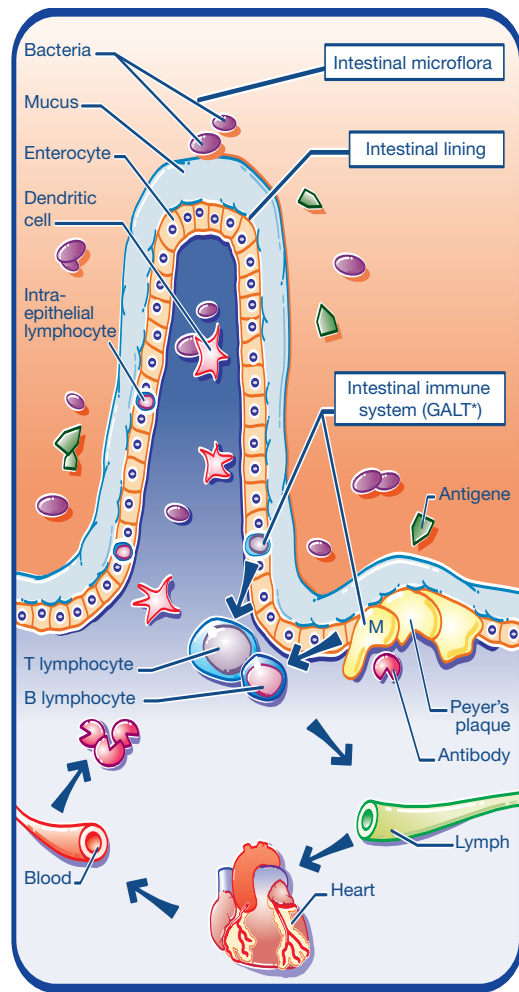
THE DIGESTIVE TRACT: A MAJOR DEFENSE SYSTEM

The body's major defense system

The body has its own natural defense system, but the important role of the gastrointestinal system as one of the major organs of our natural defenses is often underestimated. In addition to digestion, the gastrointestinal tract performs a large number of tasks that are essential for good health. This natural defense system protects the body from a wide range of everyday challenges, including pathogenic microorganisms, free radicals, or lifestyle factors such as psychological and physical stress.

Three principal lines of defense work together to provide a barrier against external aggressions

The efficacy of these 3 defense systems depends upon the presence of certain specific elements coming from the outside environment. It is generally recognized that a balanced and nourishing diet and well-functioning digestive system are essential for the maintenance of the body's natural defense system.



Three lines of defense¹⁻⁴

1 Intestinal microflora

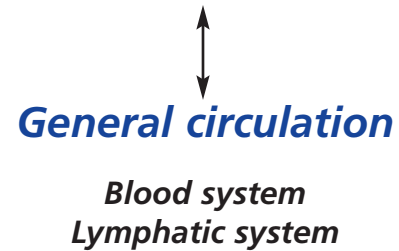
Up to 10¹⁴ bacteria in the colon act as a barrier, protecting against a broad range of enteric pathogens.

2 Intestinal lining

A sort of "safety net" for the epithelium, which allows it to block most bacteria while remaining permeable to nutrients.

3 Intestinal immune system (GALT*)

About 70% of the immune system is located in the intestine where specialized cells play an important role as a first line of defense against certain bacterial and environmental assaults.



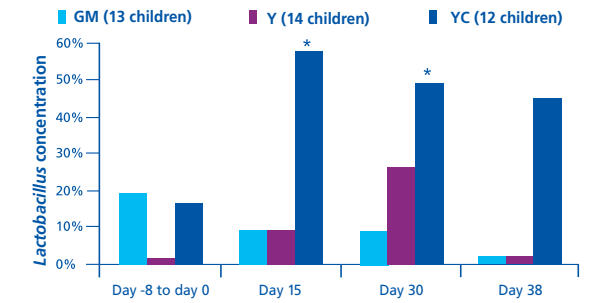
*GALT=gut-associated lymphoid tissue.

HOW "A DanActive™ A DAY" PERFORMS A TRIPLE ACTION ON THE INTESTINE

Provides a positive effect on the balance of the intestinal bacteria

DanActive™ has a beneficial action on the intestinal microflora because it helps regulate the level of friendly bacteria, reinforces this barrier function, and helps maintain intestinal health. This is key when poor diet, stress, and other environmental conditions that normally create an imbalance in the microflora are present.

Consumption of yogurt containing *L. casei* Immunitas™ during 30 days resulted in a significant increase in the percentage of children with a concentration of *Lactobacillus* greater than 6 log₁₀ cfu/g of feces.



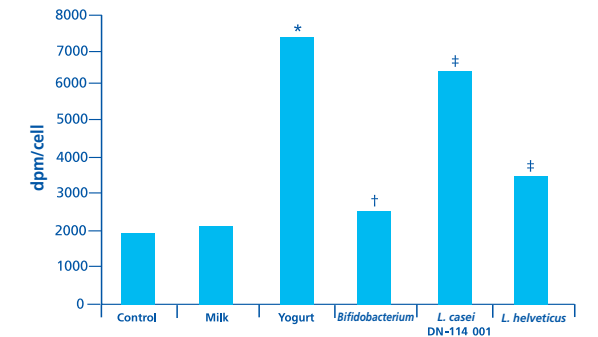
Before (day -8 to day 0), during (day 0 to day 30), and after supplementation with the test products (GM=gelled milk; Y=yogurt; YC=yogurt combined with *L. casei* DN-114 001). *P<.05

Adapted from Guerin-Danan et al.⁵

Helps strengthen the function of your intestinal lining

DanActive™ provides improved functioning of the intestinal lining by favoring the integrity and trophicity of the intestinal epithelium and by beneficially enhancing various markers associated with this barrier function.

L. casei Immunitas™ stimulated DNA synthesis and cAMP (cyclic AMP) production in cultured IEC-6 (intestinal epithelial cell line) cells, indicating increased proliferation and cell activity.



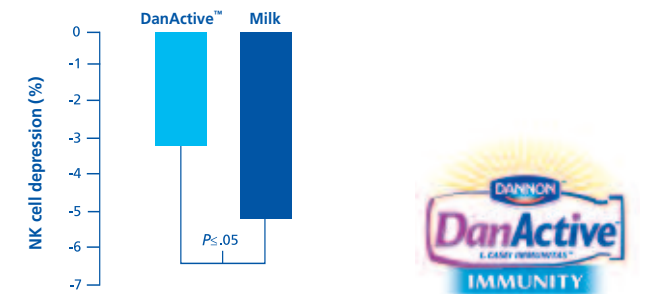
Measured by uptake of tritiated thymidine (dpm=disintegration per minute). *P<.001, †P<.05, ‡P<.01

Adapted from Thoreux et al.⁶

Helps optimize the functioning of your digestive tract's immune system

DanActive™ helps regulate the functioning of the digestive tract's immune system by enhancing restoration of certain immunological markers.

DanActive™ may modulate the innate immune cellular response, by reducing the depression of natural killer (NK) cell concentration, induced during intense physical exercise.



Adapted from Pujol et al.⁷



DanActive™ HEALTH EFFECTS

For more than 10 years, Danone Vitapole researchers have worked in collaboration with international research laboratories specializing in lactic cultures and probiotics. Several studies provide a body of evidence demonstrating the beneficial effects of DanActive™ or *L. casei* Immunitas™ cultures on the body's natural defense system. The following section sets out experimental data obtained in both clinical and animal models that demonstrate effects of consumption of DanActive™.

DanActive™ effects on diarrhea

Several studies have been done in both humans and animals to demonstrate the effect of consuming DanActive™ on the incidence and severity of diarrhea.⁸⁻¹⁰ In addition, recent meta-analysis and clinical research studies have explored the impact of probiotics on antibiotic-associated diarrhea and on children's acute infectious diarrhea.

DanActive™ effects on infection resistance and severity

If the natural defenses of the gastrointestinal tract are weakened, a series of events can occur that may lead to an increased susceptibility to contracting infections and diseases. Studies have been done to demonstrate the effect of DanActive™ on resistance to infections.⁸⁻¹²

How to recommend DanActive™ to your patients

- DanActive™ is suitable for the entire family and can be included as part of a balanced diet.
- Regular consumption of DanActive™ can be achieved, for example, by drinking a bottle daily with breakfast.

DanActive™ PRODUCT INFORMATION

- DanActive™ is available in strawberry, blueberry, vanilla, cranberry raspberry and plain.
- DanActive™ contains no artificial flavors or preservatives.
- DanActive™ is a chilled, cultured dairy drink that should not be heated, thus killing live cultures.

Visit www.DanActive.com for stores and availability, and to obtain a copy of our *Scientific Summary*. For more information on probiotics, visit www.dannonprobioticscenter.com.

Plain

Nutrition Facts	
Serving size: 1 Bottle	
Servings Per Package: 4	
Amount Per Serving	Calories from Fat 15
Calories 90	
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 40mg	2%
Potassium 135mg	4%
Total Carbohydrate 15g	5%
Sugars 15g	
Protein 3g	6%
Calcium	10%

Not a significant source of Dietary Fiber, Vitamin A, Vitamin C and Iron.

* Percent Daily Values are based on 2,000 calorie diet.

Check packaging for most updated nutritional information.

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