

Innovate your dairy portfolio with Chr. Hansen's probiotics

Each year, millions of people across the globe suffer from respiratory discomfort and flu-like sickness. These conditions can be difficult to avoid, so we need to rely on our immune systems to fight them – or, better yet, support us to not get them in the first place. Consuming foods containing probiotics – such as Chr. Hansen's L. CASEI 431®, BB-12®, and LGG® strains – may help strengthen our immune response, allowing us to remain healthy, all year long.

What are probiotics?

Probiotics are live bacteria that can be associated with some specific health benefit areas when consumed in proper quantities. The scientific definition for being classified as a probiotic is that products must satisfy three criteria: they must contain live bacteria; have health benefits that are supported in human studies; and have an established proposed CFU level for obtaining those benefits. While the scope of uses for probiotics is still being explored, specific strains have demonstrated some benefits for enhancing immunity.

Probiotics may support the immune system

Respiratory discomfort and flu-like conditions – including fever, cough, and a sore throat – can impose a burden on families and societies, as those who experience discomfort may be absent from work and may require health intervention. The World Health Organization reports that every year, 3-5 million people worldwide experience a combination of discomforts that include a runny nose, chills, fatigue, sore throat and sore muscles¹. In Denmark alone, the Danish Microbiology Database estimates that approximately 12,000 people suffered from flu-like symptoms from October 2018 to May 2019, and an average of 130 people reported flu-like condition to their doctors each week during that period².

Numerous well-designed studies suggest that specific probiotic strains may play a role in supporting and maintaining a healthy immune system, helping to avoid the onset of respiratory discomfort and flu-like conditions. In particular, the L. CASEI 431®, BB-12® and LGG® strains have been studied in high-quality clinical trials. For children and adults, supplementing with these strains has been associated with fewer incidences of respiratory discomfort.

Interest in better health is on the rise

While probiotic products have traditionally been seen as beneficial to digestive health in particular, recent years have seen a growing interest in using probiotics to improve immunity. This reflects a longer-term trend that suggests consumers are increasingly committed to maintaining good health, and understand that wellness must be supported by healthy choices.

Probiotics add value to traditional dairy products

The growing interest in probiotics among consumers represents a unique opportunity for dairy producers to capture additional value and differentiate their products. Consumers expect probiotic benefits from foods that have a credible connection to fermentation, and dairy products with ancient fermentation histories, such as yogurt and kefir, are natural choices for those seeking probiotic benefits.

“At Chr. Hansen, we know that good health is fundamental to wellness. We are committed to nourishing the whole consumer by creating probiotic strains that enhance dairy products while supporting the wellbeing of those who enjoy them,” says Lars Bredmose, Senior Director, Dairy Health at Chr. Hansen.


With Chr. Hansen's scientifically demonstrated strains, innovation can be brought to any fermented milk application, including kefir, drinking yogurt, skyr, and Greek yogurt. ●

CHR. HANSEN

Disclaimer: This is business-to-business and Healthcare professionals communication on ingredients intended for consumer goods. It is not intended for final consumers of final consumer goods. The statements contained herein are not evaluated by authorities nor by the U.S. Food and Drug Administration. Any claims made towards consumers remains the sole responsibility of the marketer of the final product and the marketer should conduct their own legal and suitability investigations to ensure that all national requirements are followed. The products are not drugs and are not intended to prevent, cure or treat any diseases. The information provided herein is to the best of our knowledge and belief, true and accurate. The information presents and summarizes among others clinical data obtained on the product(s). This is for information purposes only.

References

- 1 Jespersen et al. Am J Clin Nutr 2015;101(6):1188-96
- 2 Statens Serum Institut, Influenza season 2018/19, 26 June 2019



Increase value in dairy with the world's most documented probiotics

Chr. Hansen's range of food cultures includes the scientifically studied nu-trish probiotic strains for all fermented milk products:

- > *Bifidobacterium*, BB-12®
- > *L. rhamnosus*, LGG®

Learn more at chr-hansen.com or contact CHSCAN@chr-hansen.com for more information

CHR HANSEN

Improving food & health