

ACTIMEL® Fact sheet

- Actimel has been available in the UK since 1999 and is currently bought by 1 in 4 UK households making it the UK's leading probiotic drinking yogurt.
- Actimel is a delicious probiotic drinking yogurt which contains the unique culture *L.casei* Imunitass®, and can help support your body's defences*, one way is by topping up the levels of good bacteria.
- The word probiotic derives from the Greek word pro-bios, meaning 'for life', which the World Health Organisation defines as: **“live bacteria that when administered in sufficient quantities, have a beneficial effect on our health”** (FAO/WHO 2002).
- Actimel contains a unique strain of bacteria known as *L. casei* Imunitass; its benefit to health has been researched for more than 15 years and Danone has carried out 17 clinical studies on more than 3000 people to help understand its benefits.
- Actimel increases some of the good bacteria in the gut and helps support your body's defences*. One 100g bottle of Actimel contains more than 10 billion *L.casei* Imunitass® cultures, which remain active throughout its shelf life.
- Actimel bottles feature Guideline Daily Amounts (GDAs) which have been derived from Estimated Average Requirements and official government guidelines. They are based on the recommendations for an average adult of healthy weight and average activity level, for more information on GDAs go to www.whatsinsideguide.com
- Actimel is suitable for the whole family, from the age of 3 upwards
- Actimel is available in twelve flavours, including three flavours that are 0.1% fat. It is available in packs of 4, 8 and 12.

* Drinking Actimel everyday helps support your body's defences, as part of a balanced diet and healthy lifestyle'

For more information:

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