



**BLEND AND PACK**

17 AUSTRAL PLACE, HALLAM

VICTORIA 3803 AUSTRALIA

Phone 61 3 8786 3637

Fax 61 3 9018 8028  
info@blendandpack.com.au  
[blendandpack.com.au](http://blendandpack.com.au)

New study shows that Chinese breast milk contains bifidobacteria and lactobacilli just like in Western populations - something which has never been investigated before.



## New study confirms BB-12<sup>®</sup> growth potential in China

- Bifidobacteria and lactobacilli are shown to be present in Chinese breast milk

I am pleased to share with you the finding of a new study on breast milk.

### **Bifidobacteria and lactobacilli are present in Chinese breast milk**

Until now, it has never been demonstrated if Chinese breast milk contains bifidobacteria and lactobacilli like in Western populations. The new study provides a definitive answer, showing that bifidobacteria and lactobacilli are, indeed, also present in Chinese breast milk.

### **Key message for infant business in China - build on "natural"**

The confirmed presence of bifidobacteria and lactobacilli in Chinese breast milk is essential knowledge to build on if you are in the infant business in China, or perhaps interested in expanding your business into this region. With bifidobacteria and lactobacilli clearly being *natural* elements of Chinese breast milk, it makes sense for a mother who is feeding her baby with infant formula to prefer a type of formula, resembling *real* breast milk the most.



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## Study just presented at ESPGHAN 2015

The result of the study was presented earlier today by main author Dr. Linxi Qian at the ESPGHAN (European Society for Pediatric Gastroenterology, Hepatology and Nutrition) 2015 conference in Amsterdam. The study was initiated by Chr. Hansen and made in collaboration with the Shanghai Institute of Pediatric Research as part of our continuous investment in clinical studies within the infant segment.

## The importance of a balanced microbiota

Years back, breast milk was thought to be sterile, but today we know that "good bacteria" pass from the mother to the infant. Especially bifidobacteria are known to play an important role in the development of a healthy microbiota in infants and children. A healthy microbiota:

- **Supports digestive health**
- **Interacts with the immune system**

The world's best documented probiotic bifidobacterium, Chr. Hansen's ***Bifidobacterium animalis subsp. lactis*, BB-12®**, has been shown in clinical studies to be effective in preventing gastrointestinal and respiratory infections in infants and children (Chouraqui et al. 2004; Saavedra et al. 2004; Saavedra et al. 1994; Taipale et al. 2010; Rautava et al. 2009).

We also offer the world's best documented lactobacillus, ***Lactobacillus rhamnosus* GG (trademark LGG®)** which has been shown to be efficacious in preventing gastrointestinal and respiratory infections in infants and children in clinical studies (Hojsak et al. 2010a; Hojsak et al. 2010b; Rautava et al. 2009; Szajewska et al. 2001).