



## HOWARU® PROTECT KIDS

Helps keep children healthy during the cold and flu season

Helps maintain your  
natural immune defenses

Benefits delivered at 10 billion CFU  
of *Bifidobacterium lactis* Bi-07™ and  
*Lactobacillus acidophilus* NCFM®

Available as ready-to-market  
products or in concentrate form

### Protecting kids against everyday threats

Germs and viruses are everywhere — at day care, school, public transportation — there's no getting away from them. That's why colds and flu are the most frequent infectious diseases worldwide. Children can be affected up to six to ten times a year with symptoms ranging from runny noses to fevers, and often resulting in missed days from school or day care.

Colds and flu are considered a major public health issue. They represent a significant economic burden in the form of health care costs and lost work days by parents of sick children. Supporting a child's immune system to combat seasonal stressors can be an effective preventive measure. Several studies have shown that probiotics may help maintain and reinforce immune defenses.

### DuPont expertise — helping children around the globe

But not all probiotics are the same. DuPont scientists have developed HOWARU® Protect Kids, a unique proprietary\* probiotic formulation with documented benefits to help keep children healthy during the cold and flu season.



## Proven benefits of HOWARU® Protect Kids

A double-blind, placebo-controlled clinical study measured the incidence and duration of cold- and flu-like symptoms in healthy children between 3 and 5 years of age. The study was conducted from November to May, when children are particularly vulnerable to seasonal illness because of inclement weather conditions.

The study, “Probiotic Effects on Cold & Influenza-Like Symptom Incidence and Duration in Children,” *Pediatrics* 2009; 124: e172-e179, monitored the impact of HOWARU® Protect Kids vs. a placebo. Cold- and flu-like symptoms — namely headache, sore throat, runny nose and fever — as well as other symptoms were evaluated. Each symptom was documented as to its frequency, duration and severity, adhering to guidelines issued by the World

Health Organization. The study also recorded the incidence of illness-related or flu-like symptoms and the number of absences from day care due to illness or fever.

Results from the study showed a significant reduction in fever, cough and runny nose. The number of sick days taken was reduced by nearly half, and the number of antibiotic prescriptions was reduced by 80 percent for those children taking HOWARU® Protect Kids.

Key findings for HOWARU® Protect Kids:

- Support of respiratory health with symptom duration shortened from 6.5 to 3.5 days
- A decrease in incidences of respiratory symptoms
- A strong reduction in antibiotic use
- Reduced the number of sick days

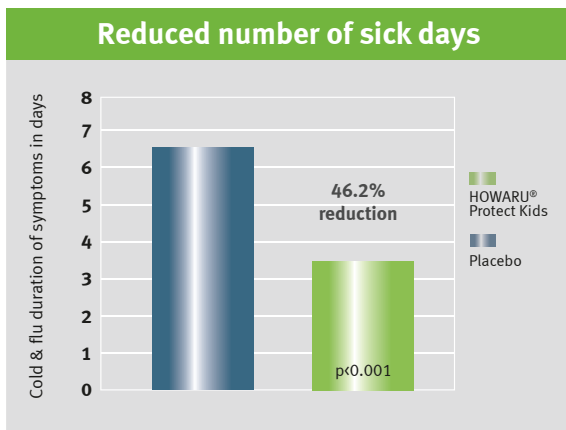


Figure 1. The clinical study showed a reduction in illness duration by nearly half the number of days.

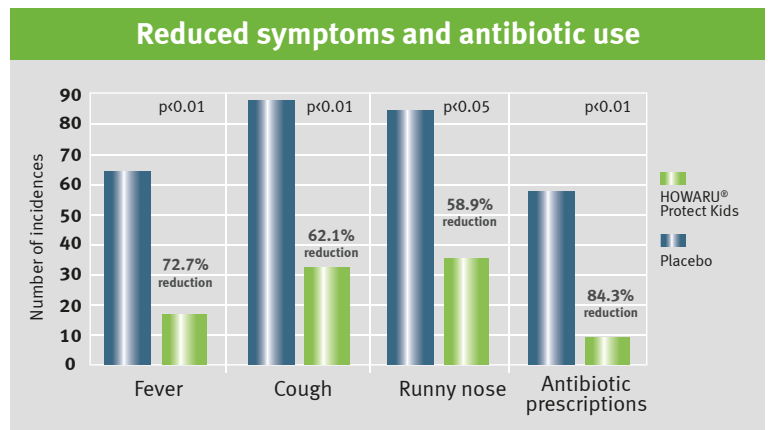


Figure 2. The clinical study showed a considerable reduction of symptoms and an 84.3% reduction in the number of antibiotic prescriptions.

## Why choose HOWARU® Protect Kids?

- A documented probiotic solution developed to help keep children healthy during the cold and flu season
- Kid-friendly formulations to facilitate daily consumption
- A range of convenient ready-to-market formats and concentrate available for the consumer health care, dietary supplement and food & beverage industries, or as a custom formulation suited to your desired delivery format
- Patented\* probiotics for their immune health properties and stabilization technology

\*Patent families WO 04/052462 and WO 08/042101

## Why choose DuPont?

- Leaders in probiotic science
- Unrivalled dietary supplement formulation expertise
- Global and regional applications expertise used widely by the food & beverages industries
- Robust regulatory support to help you comply with the requirements of local authorities
- Marketing support and industry insights to help you position your products successfully

This is business-to-business information intended for food and supplement producers, and is not intended for the final consumer. This information is based on our own research and development work and is, to the best of our knowledge, reliable. However, DuPont does not assume any liability or risk involved in the use of its products, as conditions of use are beyond our control. Manufacturers should check local regulatory status of any claims according to the intended use of their product.

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