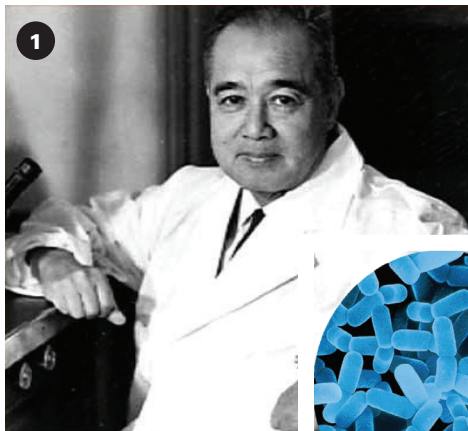


LEARNING ABOUT PROBIOTICS With Yakult

Learn about the benefits of probiotics and what goes into the production of Yakult with the many programmes available.

By Tan Chee Kiang



1. Dr. Minoru Shirota dedicated his life to research to find an affordable and effective solution to improving intestinal health.

While many of us are familiar with the nostalgic taste of Yakult from our childhood, do you know how the beverage actually benefits you? With 70% of our immune cells located in our intestines, a robust digestive system is crucial to developing a strong immunity. This is particularly important with the surge of freak pandemics around the world. Yakult was inceptioned in 1935 by its founder, Dr. Minoru Shirota, who was a strong advocate of preventive medicine. Since then, Yakult has been reflecting his philosophy by committing itself to improving gut health for all ages. If you're curious about how to strengthen your immunity through affordable and fuss-free ways that can benefit the whole family, Yakult Singapore hosts factory tours and

health talks that you might find helpful. It can even be a family activity during the upcoming school holidays!

Yakult Factory Tours

Each bottle of the delicious and nutritious Yakult sold in Singapore is produced locally in its factory – a state-of-the-art production plant in Senoko. Since 1987, Yakult Singapore has hosted over 400,000 visitors in educational tours at its production plant. Visitors include organisations such as schools, community centres, private organisations, government bodies, as well as interested members of the public. The tour will provide an in-depth understanding of the scientific evidence and health benefits about Yakult's unique strain of probiotic and why it can be helpful to consume them on a regular basis. Visitors will also be introduced to other innovative Yakult products available in other parts of the world that can help with other health conditions. Through an engaging scientific documentary, visitors explore the science and history behind Yakult's signature live culture – the *Lactobacillus casei* (*L. casei*) strain Shirota. Dr. Shirota discovered through his research that lactobacilli

could help to suppress harmful bacteria in human intestines. With that knowledge, he successfully cultured and strengthened *L. casei* strain Shirota in 1930, which can withstand gastric juices and bile to reach the intestines alive.

Apart from learning about the health benefits, visitors will also get to witness first-hand the manufacturing process in a glass-walled viewing gallery and how each bottle of Yakult is created under tightly-controlled measures to ensure product quality and safety standards. Of course, one cannot leave the Yakult production plant without a complimentary bottle of Yakult and the chance to purchase Yakult at a special factory price after the tour. This educational tour is complimentary for all visitors and will take approximately 1.5 hours. Tours are held on weekdays, except public holidays. As there are limited slots available, advance booking is required and slots are allocated on a first-come-first-serve basis. Call 6257 7882 for enquiries.

Due to the current Covid-19 pandemic, Yakult Factory Tour is temporarily suspended till further notice. Do check out Yakult's website or Facebook for more updates.

Educational Health Talks

In line with promoting a healthy lifestyle, Yakult also offers a



2

2. The public getting an up-close look at the production process of Yakult.
3. Students listen attentively as the experts from Yakult share more about the benefits of probiotics.

All factory tour photos taken before Covid-19 outbreak.



3

New Look, Same Benefits

Early this year, Yakult launched its revamped packaging and also introduced the Yakult Ace Light Family Pack which comes in packs of 10. There's no better time than now to embark on a health journey with Yakult and start building up your immunity by taking care of your intestinal health.



comprehensive range of nutrition and health talks for corporate, institutions and community outside of its factory. One such example is the collaboration between Yakult and the National Foundation for Digestive Diseases (NFDD) for its annual symposiums where the public are educated on causes, diagnosis, prevention and treatment of the diseases afflicting the digestive system. You can be assured of a professional team of microbiologists and nutritionists working together to deliver an interesting talk for you. As experts in their respective fields, they can shed more light on topics such as the relationship between Probiotics and Intestinal Health, the benefits of Yakult on intestinal health and the immune system, how probiotics can perform the role of nutrition booster, and cultivating good nutritional habits from young, among many others. Contact the Yakult team at pr@yakult.sg or call +65 6756 1033 (ext. 314) for more information.



In commemoration of Breast Cancer Awareness Month back in October, Yakult raised awareness in the community with its "Fight Breast Cancer" campaign. During the month, funds raised for its beneficiary, the Breast Cancer Foundation (BCF), went towards programmes and services for breast cancer beneficiaries, as well as

mammogram subsidies and awareness outreach activities for the community. This effort was helmed by Yakult ladies who wore the highly recognisable pink "Fight Breast Cancer" shirt with the Breast Cancer Foundation Pink Ribbon pin, and distributed informative brochures that educated the public on the disease and methods for early detection.