

Probiotic Product Summary BifidoB HN019™

For infants and children

Grow with us



Ingredient overview

Scientifically proven to support the development of healthy gut microflora and provide immune protection.

Bifidobacterium animalis subspecies lactis HN019™ supports a healthy immune system and digestive health by improving gut integrity and barrier function¹, with the potential to reduce inflammation and certain types of infections common in infants and children^{2,3}. With 53% of parents and caregivers concerned about their child's gut health and immunity⁴, SureStart™ BifidoB HN019™ provides a solution to meet these consumers' needs.

Key Consumer Benefits

Our clinical research provides evidence for customers to pursue differentiated value propositions.



Immunity protection

- Supports infant and childhood immune defence against colds, flu, gastro and fever^{2,3,5}
- Reduces the numbers of days sick and the need for antibiotics²



Supports gut health

- Promotes gut motility^{6,7} and a better microflora balance for infants and children⁸



Supports growth and nutritional status

- Protects against iron deficiency and anaemia⁹



Key Customer Benefits

Premiumised product positioning

Provides a premium offering of a unique probiotic strain with clinically proven health benefits.

Effective and safe

- Clinically proven unique health benefits
- Backed by 100+ peer-reviewed publications and over 90 years of probiotic heritage
- Approved for use in foods for infants and children in China
- Notified GRAS (FDA Generally Recognised as Safe) status for general population

Superior shelf-life stability

- High survival rates in typical powdered applications, enabling a lower addition rate to deliver a competitive cost in use

Technical expertise

- Unlocks access to industry leading formulation and application support to reduce development time

Ideal Applications

- Infant and child nutritional milk powders
- Supplements e.g. capsules, sachets
- Selective food and snack formats e.g. bars, ready-to-mix food/beverages

Key Features

- Variable cell counts available for ease of use in different applications
- Freeze-dried powder
- Available in 2 convenient pack sizes of 100g or 1kg
- Vegetarian and dairy-free/vegan compliant options
- Halal and Kosher
- Non-GMO Project Verified
- New Zealand Origin

Non-GMO Advantage

Active avoidance of genetically modified organisms (GMOs) is increasingly common amongst health conscious consumers. This is why NZMP has invested in third-party Non-GMO Project Verification for our probiotics.

The Non-GMO Project Verified seal is consumers' most trusted non-GMO certification, providing assurance that our probiotics comply with the comprehensive Non-GMO Project Standard.



Clinical Studies



Infant Clinical Study

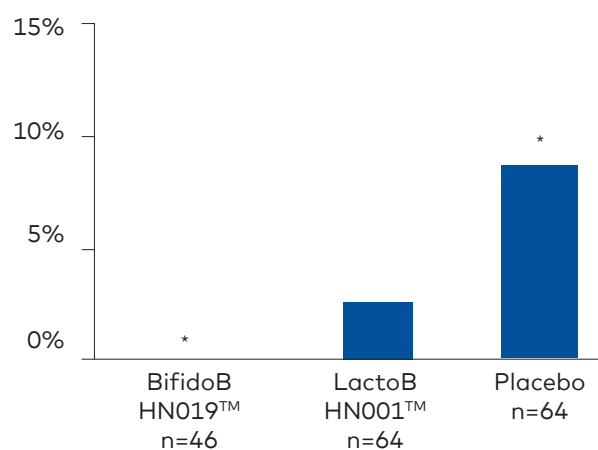
192 Chinese infants aged between 6 and 12 months received formula containing SureStart™ BifidoB HN019™ or SureStart™ LactoB HN001™ or a control milk for 12 weeks².

Protection against cold and flu

Infants consuming BifidoB HN019™ (around 100 million cfu/day) showed:

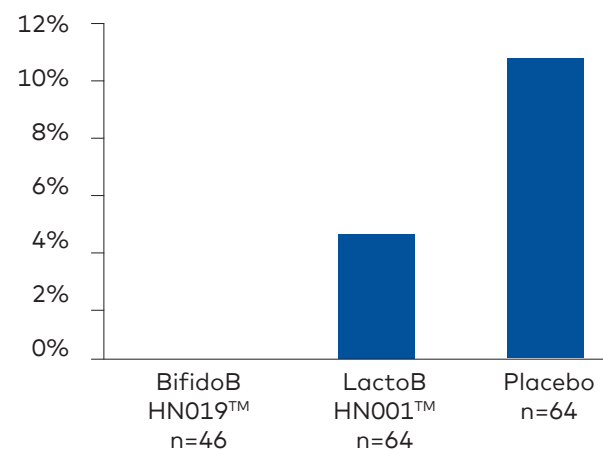
- Greater protection against cold & flu
- Reduced rates of confirmed respiratory tract infections
- Reduced need for prescribed medication (antibiotic or antiviral)

Percentage of infants with physician confirmed respiratory tract infections



*Statistically significant $P < 0.05$

Percentage of infants with prescribed medication



Trusted choice for growth

Childhood Clinical Study

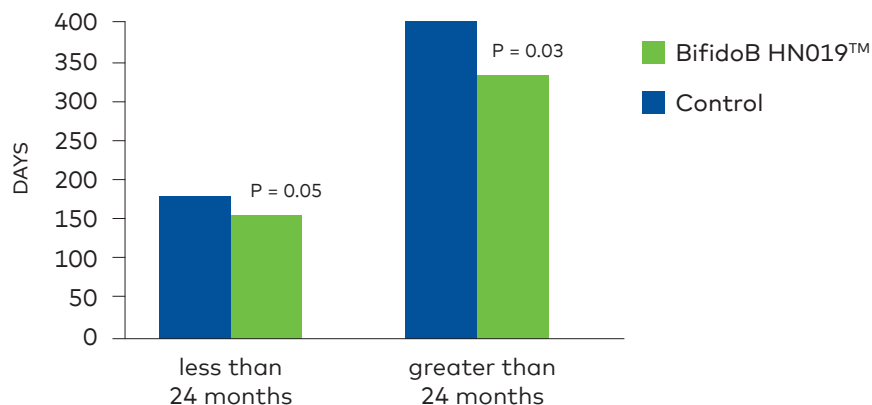
600 Indian children aged between 1 and 3 years received either a milk-based beverage containing SureStart BifidoB HN019™ or a control milk for 12 months³.

Reduced childhood illness, including fever and gastrointestinal infection

Children taking BifidoB HN019™ (around 19 million cfu/day) plus 2.4g GOS showed:

- 35% reduction in severe lower respiratory infections
- 24% reduction in pneumonia
- 21% reduction in dysentery (infectious diarrhoea)
- 16% reduction in sick days
- 5% reduction in days with fever
- 7% lower prevalence of ear discharge

Days with severe illness



Summary of Clinical Health Studies

Study/reference	Benefit platform	Subjects	Dose (cfu/day)	Outcome
Sazawal et al. 2010a, b	Immunity	Children 1-3 years	19 million	Reduced incidence of respiratory infections and pneumonia Reduced incidence of dysentery Reduced days with severe illness and fever Improved iron status (reduced anemia)
Dekker et al. 2022	Immunity	Infants 6-12 months	~100 million	Reduced incidence of respiratory tract infections Reduced antibiotic use
Hemalatha et al. 2014	Gut health / Immunity	Children 2-4 years	5 billion	Reduced diarrhoea and fever during rainy season
Oswari et al. 2013	Gut health	Infants 2-6 weeks	~30 million	Colonises the infant gut Similar gut microflora to breastfed infants

References: 1. Cheng et al. 2021. 2. Dekker et al. 2022. 3. Sazawal et al. 2010a. 4. FMCG Gurus Early Life Nutrition Global Report 2021. 5. Hemalatha et al. 2014. 6. Waller et al. 2011. 7. Ibarra et al. 2018. 8. Oswari et al. 2013. 9. Sazawal et al. 2010b.

Talk to the early life nutrition dairy ingredient experts

We're passionate about sharing our deep early life nutrition expertise to provide the optimal ingredients for growth. For more information please contact your NZMP regional account manager or visit www.nzmp.com/surestart