



HOWARU® PREMIUM PROBIOTICS FOR WOMEN'S HEALTH

Helps maintain vaginal health

Clinically-documented probiotics for increasing healthy vaginal flora

Women's health is a top consumer concern and dietary supplement sales for this category have consistently grown over the last five years. The most common vaginal infection that occurs in women ages 15-44 is bacterial vaginosis, characterized by a depletion of beneficial bacteria (*lactobacilli*) and an overgrowth of anaerobic bacteria in the vagina. The healthy human vagina is colonized predominantly with members of the genus *Lactobacillus*. A reduced proportion of *lactobacilli* in the vaginal microbiota is associated with disease or increased disease risk.

Supplementation with probiotics is an attractive approach to increasing the levels of vaginal *lactobacilli* that has been tested for effectiveness in reducing the risk of bacterial vaginosis. Probiotic *lactobacilli* are considered to provide antimicrobial activity, by reducing vaginal pH, producing H₂O₂ and potentially bacteriocins. Furthermore, vaginal probiotics are expected to adhere to vaginal epithelial cells and thereby exclude potential pathogens.

Your daily challenge

- Supporting women's vaginal health needs
- Addressing imbalance of the vaginal microbiota
- Tailor-made products for the consumer you are targeting
- Documented clinical evidence to support your products
- Proven safety

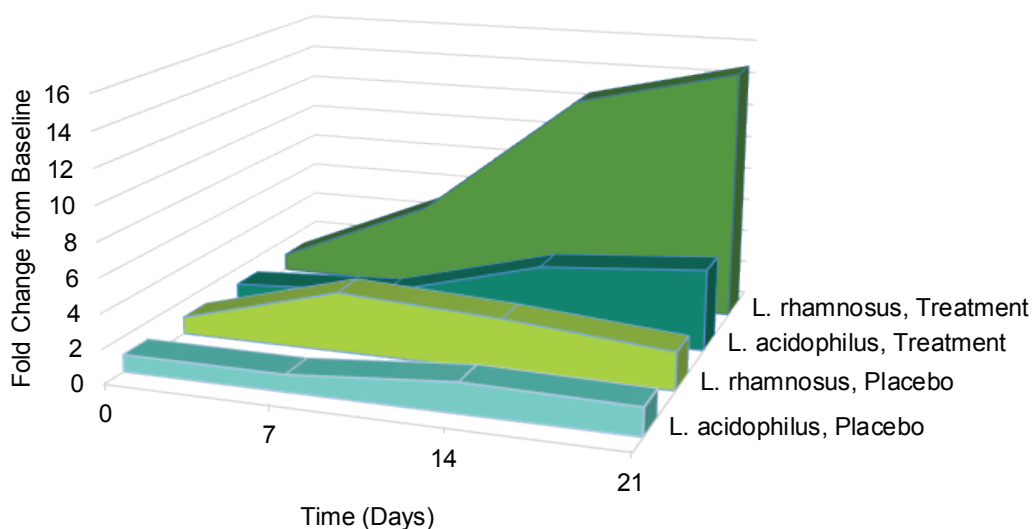
Proven benefits of HOWARU® Probiotics for Women's Health

By combining *Lactobacillus rhamnosus* HN001™ and *Lactobacillus acidophilus* La-14® (5x10⁹ CFU/dose), DuPont Nutrition & Health presents a product designed to give women the ability to support vaginal health through maintenance of healthy vaginal microbiota.

A product offering composed of the combination of HN001™ and La-14® can survive passage through the digestive system to successfully colonize vaginal cells. In a recent study by De Alberti, D., et al. (*Arch Gynecol Obstet* (2015) 292:861–867 DOI 10.1007/s00404-015-3711-4) this capability was investigated in a double-blind placebo-controlled clinical trial involving 40 healthy women in Italy.

In the trial, oral administration of a probiotic combination formulation (containing La-14® and HN001™ [5x10⁹ CFU] plus lactoferrin) occurred twice daily for 14 days. The complex was demonstrated to be well tolerated and lead to colonization of the vagina in nearly all subjects receiving the probiotic combination formulation compared to those who did not. In addition, colonization persisted at least one week after consumption of the study product used was discontinued.

HN001™ + La-14® increases vaginal recovery of healthy bacteria



Adapted from *Arch Gynecol Obstet* (2015) 292:861–867 DOI 10.1007/s00404-015-3711-4

Why choose HOWARU® Probiotics for Women's Health?

- Supports the healthy vaginal microbiota
- Increases healthy vaginal flora
- Proven safe and well tolerated
- May help reduce risk for recurrence of bacterial vaginosis
- May help reduce symptoms of bacterial vaginosis

Why choose DuPont?

- Leader in probiotics science
- Broadest range of clinically-documented probiotics
- Unrivalled dietary supplement formulation expertise
- Robust regulatory support to help you comply with local requirements
- Marketing support and industry insights to help you successfully position your products



DuPont Nutrition & Health

Tel: 800-255-6837

www.dietarysupplements.dupont.com

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