



Howaru®

PREMIUM PROBIOTICS

Customized Probiotic Solutions from IFF



Howaru®

PROBIOTIC QUALITY YOU CAN FEEL

HOWARU® is a line of clinically mastered probiotic solutions from the leading industry experts at IFF.

HOWARU® premium probiotics are offered as single strains or pre-formulated blends, all validated by gold-standard clinical trials. Each robust strain or strain-combination provides an array of benefits sure to meet your manufacturing needs and that of your unique customer.



High Performance

We boast more than 100 years of probiotic experience with over 600 scientific publications on probiotics..



High Stability

Our products utilize efficient fermentation & concentration drying processes and patent-protected stability technology, which ensures perfectly active probiotics in optimal forms.



High Functionality

Our products are formulated with only the best probiotic strains and combinations to ensure your product delivers the results you desire.

Characteristic Badges



Digestive Health



Immune Health



Vaginal Health



Respiratory Health



Brain Health

Our Areas of Expertise

- Women
- Weight Management
- Immune
- Oral
- Digestive
- Brain

WOMEN

At IFF, we believe a well-balanced life starts from a well-balanced gut. That's why we have created a line of probiotic formulations designed to meet the needs of women everywhere, at every stage of life. From pregnancy and beyond, HOWARU® probiotic solutions feature condition-specific formulations created just for feminine wellness.

HOWARU® Protect Prenatal+

6B CFU | *Lactobacillus rhamnosus* HN001™ + **9B CFU** | *Lactobacillus acidophilus* La-14®

HOWARU® Protect Prenatal+ supports the health of mother and child during pregnancy and beyond. This clinically-studied product not only promotes vaginal health but also happiness and calmness in new mothers. In addition, this combination of strains has also been shown to support healthy immune function in both mothers and their infants.

-  Supports the immune health of expectant mothers and their infants
-  Promotes mother's happiness and calmness
-  Helps maintain a healthy vaginal microbiota and pH
-  Associated with healthy blood glucose levels in pregnant women*

* Not an implied structure function claim

HOWARU® Feminine Health

10B CFU | *Lactobacillus rhamnosus* HN001™ + *Lactobacillus acidophilus* La-14®

HOWARU® Feminine Health features clinically-documented probiotic strains for vaginal health and overall feminine wellness. This formulation has been shown to promote healthy vaginal microbiota in addition to having beneficial effects regarding bacterial vaginosis and vulvovaginal candidiasis when administered in conjunction with metronidazole or clotrimazole treatment, respectively.

-  Formulated exclusively for women's health
-  Promotes healthy vaginal microbiota
-  Helps maintain healthy vaginal pH





IMMUNE

With over 70% of the immune system residing in the digestive tract, our gut is the first line of defense against potentially harmful pathogens and is closely related to overall health. Our daily diet directly affects gut health and therefore immune function. Accordingly the demand for dietary ways to support immunity has only been growing. This is why IFF offers a full range of immune health probiotic options perfected for every stage of life.

○ HOWARU® Protect EarlyLife

6B CFU | *Lactobacillus rhamnosus* HN001™

HOWARU® Protect EarlyLife is a safe and proven probiotic formulation that supports the development of the immune system in infants. It has been clinically studied to support overall immunity in infants and children, with documented benefits spanning from birth through age 11.

- Proven safe for use with infants and children
- Continually supports infant's immune system, year after year
- Provides increased levels of healthy bacteria in the intestinal tract of children

○ HOWARU® Protect Kids

5B CFU | *Lactobacillus acidophilus* NCFM® + **5B CFU** | *Bifidobacterium lactis* Bi-07™

HOWARU® Protect Kids is an effective probiotic formulation for immune support in children. It features a multi-strain combination which has been proven clinically to help children have fewer respiratory symptoms and fewer missed days of school than their peer group.

- Helps promote optimal health in children
- Helps shorten duration of symptoms
- Supports fewer missed school days

HOWARU® Protect Adult



2B CFU | *Bifidobacterium lactis* BI-04®

HOWARU® Protect Adult is a proven probiotic solution for supporting overall immune health in adults. It features one well-documented strain for immune health, *Bifidobacterium lactis* BI-04®, which research has shown to also bolster healthy respiratory function in adults.

- ☑ Promotes a healthy immune response
- ☑ Helps maintain healthy respiratory function
- ☑ Dr. Preferred Probiotic for Respiratory Health*

* 2018 ProVoice Survey of 250 Board Certified Primary Care Physicians

HOWARU® Protect 55+



5B CFU | *Bifidobacterium lactis* HN019™

HOWARU® Protect 55+ is designed to promote immune enhancement in aging adults. *Bifidobacterium lactis* HN019™ is supported by a long list of successful clinical studies on the health of the immune system in adults 55 and over, and is regarded as a natural, safe, and efficacious way to for the aging population to stay healthy.

- ☑ Promotes immune health in aging adults
- ☑ Helps maintain regularity
- ☑ Shifts microbial balance in favor of a healthy gut

HOWARU® Protect Sport



5B CFU | *Lactobacillus acidophilus* NCFM® + 5B CFU *Bifidobacterium lactis* Bi-07™

HOWARU® Protect Sport is a series of pre-formulated blends developed specifically for sports enthusiasts. It has been clinically shown to support respiratory health and energy levels in physically active adults and to help athletes stay healthy.

- ☑ Contributes to a significant increase in weekly exercise*
- ☑ Promotes gut comfort and helps to reduce occasional bloating
- ☑ Supports immune health

* those in probiotic group vs. placebo group



DIGESTIVE

Good gut health is key to overall health, especially when it comes to digestion. Improper diet, fast-paced lifestyles, travel, and medicines can all lead to digestive discomfort. That's why IFF offers clinically-documented strains and pre-formulated blends to help restore our guts to optimal function and efficiency.

HOWARU® Dophilus

1B CFU | *Lactobacillus acidophilus* NCFM®

HOWARU® Dophilus features *Lactobacillus acidophilus* NCFM®, a human intestine isolate supported by numerous research publications and which was the first *Lactobacillus acidophilus* strain for which the complete genomic sequence has been obtained. Its clinical studies began in the 1970s and have since had more than 300 research papers published on it, which have confirmed that this bacterium can help maintain a healthy intestinal environment.

- ⊙ Promotes overall gut comfort

HOWARU® Transit

10B CFU | *Bifidobacterium lactis* HN019™

HOWARU® Transit is an evidence-based product studied to effectively shorten colonic transit time, support healthy digestion, and ease digestive discomfort including occasional gas and bloating. It was granted a health claim for supporting digestion by reducing gut transit time in Canada, Japan, Switzerland, and Brazil.

- ⊙ Helps maintain regularity and promotes gut comfort
- ⊙ Helps to relieve occasional constipation and ease flatulence
- ⊙ Supports optimal intestinal balance

HOWARU® Restore

2.5B CFU | *Lactobacillus acidophilus* NCFM® + 2.5B CFU | *Lactobacillus paracasei* Lpc-37®
 + 2.5B CFU | *Bifidobacterium lactis* Bi-07™ + 2.5B CFU | *Bifidobacterium lactis* BI-04®

HOWARU® Restore is a documented probiotic blend shown to help replenish beneficial bacteria lost during times of dysbiosis. Its unique benefits are attributed to its formulation, which is comprised of equal amounts by number of bacteria adapted to upper intestine support as well as lower intestine support. This clinically-proven formulation has been shown to not only quickly promote digestive regularity but also restore overall digestive comfort.

-  Quickly restores gut health and promotes overall gut comfort
-  Addresses duration of diarrhea and bloating
-  Lessens days of gut disruption

HOWARU® Kids Digestive Health

5B CFU | *Bifidobacterium lactis* HN019™

HOWARU® Kids Digestive Health is a delicious way for children to support their overall digestive wellness. Each berry-flavored chewable features 2.5 billion CFU of *B. lactis* HN019™, a probiotic strain shown to maintain gut health in children.

-  Supports digestive health in children





WEIGHT MANAGEMENT

Obesity is a major health epidemic in the United States and increasingly around the world. Consumers continue to look for answers, as seen with the growth of weight management supplements to an over \$5 billion industry. This health and market trend is why we created a product that meets the consumer demand for a natural way to manage weight.

○ HOWARU® Shape

10B CFU | *Bifidobacterium lactis* B420™

HOWARU® Shape is an innovative probiotic solution proven to keep your waist trim without requiring changes to diet or exercise. In a study published in EBioMedicine, HOWARU® Shape (10B CFU *B. lactis* B420™ alone or in combination with 12g of prebiotic fiber Litesse® Ultra™ polydextrose) controlled body fat mass, trunk fat mass, waist circumference, and reduced energy intake in overweight and obese adults.

- ⊙ Controls waist circumference
- ⊙ Helps to reduce calorie intake
- ⊙ Controls body and trunk fat mass
- ⊙ Promotes an increase in Akkermansia which is linked to lean and healthy body weight

ORAL

A healthy smile is a top health concern of many adults today. An emerging component to self-care routines includes taking a probiotic for oral health. HOWARU® probiotics feature clinically-proven probiotic strains that provide benefits to help support the areas checked most often by dentists, including gum health.

○ HOWARU® Smile

2B CFU | *Bifidobacterium lactis* HN019™

HOWARU® Smile is a scientifically-formulated probiotic solution that offers a natural, alternative way to support healthy gum tissue and promote an overall healthy smile. It features *Bifidobacterium lactis* HN019™, which has had several pre-clinical and important reviews in vitro conducted on its ability to support oral health in addition to a human clinical trial conducted on patients with periodontitis.

- ⊙ Provides a natural way to support oral health
- ⊙ Promotes gum health
- ⊙ Promotes a healthy oral microflora



BRAIN

Everyone experiences stress and anxiety at one time or another. In fact, 2 out of 3 adults report experiencing some level of stress in their everyday lives. Whether it is occasional or chronic, there are many negative health implications that are experienced as a result. This is why we are proud to introduce the new brain health line of products that provide a natural way to support overall mental well-being.

○ HOWARU® Calm

17B CFU | *Lactobacillus paracasei* Lpc-37®

HOWARU® Calm is an innovative probiotic solution to promote mental well-being in adults and has been clinically demonstrated to manage the mind's psychological response to stress. By significantly reducing users' perceived stress, the premium probiotic strain in HOWARU® Calm – *L. paracasei* Lpc-37® – helps balance mood, promote overall mental well-being and offer a relaxed state of mind.

- ⊗ Helps to manage the psychological response to stress
- ⊗ Helps to reduce perceived stress
- ⊗ Promotes mental well-being
- ⊗ Helps balance and regulate general feelings of stress





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