

Notice of the launch new product, Nyu-San-Kin Helve* Yogurt drink-type (100g)

A food with function claims : The first proposal in the fermented milk market in JAPAN
 Launching nationwide from January 21, 2020 (Tues.)

MEGMILK SNOW BRAND Co., Ltd.

Megmilk Snow Brand (main office: Shinjuku, Tokyo; Representative Director and President: Keiji Nishio) is pleased to announce the launch of Nyu-San-Kin Helve* yogurt drink-type (100g) with sales to start on January 21, 2020 (Tues.).

* Nyu-San-Kin helve : *Lactobacillus helveticus* SBT2171

Nyu-San-Kin Helve (*L. helveticus* SBT2171) is lactic acid bacteria selected from Megmilk Snow Brand culture collection. In recent research, we confirmed through human study that this lactic acid bacteria improved eyes and nose discomfort. We performed the human study that drink-type yogurt containing *L. helveticus* SBT2171 or placebo yogurt were consumed to healthy subjects for 12 weeks. As the result, we observed that *L. helveticus* SBT2171 group were a significant improvement in eyes and nose discomfort, and a significant reduction in the number of sneezes compared to placebo group. Based on these results, we submitted to the Consumer Affairs Agency for Nyu-San-Kin Helve yogurt drink-type (100g) as a food with function claims for improving eyes and nose discomfort.

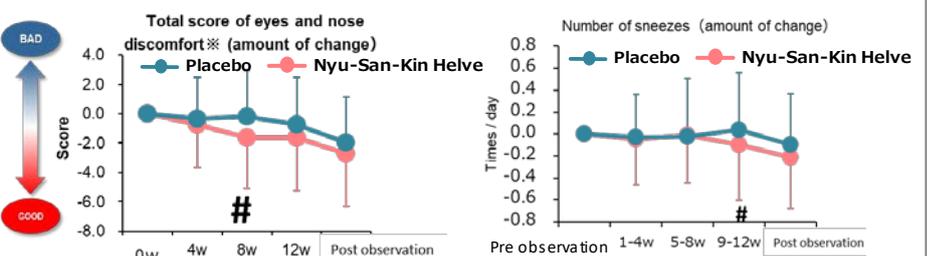
Nyu-San-Kin Helve yogurt drink-type (100g) features a mild sour taste and a refreshing flavor that one can enjoy on a daily basis. This product is low-fat and only 37 kcal per bottle. We also sell Nyu-San-Kin Helve yogurt drink-type (100g) in cases (6 bottle per case) to make regular consumption easy. The packaging features an innovative design based on silver tones that are rare for yogurt products.

With the launch of Nyu-San-Kin Helve yogurt drink-type (100g), we hope to revitalize the yogurt market by proposing new habits for eyes and nose condition to create new value for our consumers.



Nyu-San-Kin Helve Yogurt Drink-type 100g (Functional Food)

A food with function claims for improving eyes and nose discomfort



※ Total of 6 items: rhinorrhea, sneezing, nasal obstruction, nose itching, eye itching, and tearing.

Intake of yogurt containing Nyu-San-Kin Helve, significantly improved eyes and nose discomfort compared to intake of placebo.
 Yamashita, M., et al., *Funct. Foods Health Dis.*, 2019; 9(1): 52-78.

Contents of submission to the Consumer Affairs Agency

- Submitted Claim : This product contains *L. helveticus* SBT2171 (Nyu-San-Kin Helve), which improves eyes and nose discomfort
- Functional substance : *L. helveticus* SBT2171 (Nyu-San-Kin Helve)
- Notification Number : E9

This product is not intended to diagnose, treat, cure, or prevent any diseases. However, unlike Foods for Specified Health Uses, this product has not been individually evaluated by the Secretary-General of the Consumer Affairs Agency. Maintain a balanced diet including a staple food, a main dish and side dishes.

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