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Bifidobacterium breve MCC1274 and Memory Bifidus Memory Protection series won top prize at Wellness Food Award 2023

Won gold award in the Cognition and Sleep Category

Morinaga Milk Industry has won the gold prize in the Cognition and Sleep Category and the top prize out of all the entries at Wellness Food Award 2023 organized by the Wellness Food Japan Show Management Office for our *Bifidobacterium breve* MCC1274 and Memory Bifidus Memory Protection series.



The Wellness Food Award, which was held for the sixth time this year, focuses on food and food ingredients that improve people’s quality of life. The aim of this award is to ensure that wellness food products are properly understood by general consumers and promoted, and to bring about the healthy development of the wellness food industry.

The assessment was based on five criteria, such as “Is the product designed to make it delicious or easy to eat?” and “Are the effects and functions of the product clearly indicated for general consumers and is it easy to understand?”

Among food products designed to improve cognition and sleep by relieving stress, having wakefulness effects, and helping with eye care, our *Bifidobacterium breve* MCC1274 and Memory Bifidus Memory Protection series were recognized for the abundance of evidence, including 20 related papers, and the diversity of our product lineup, and won the gold award in the Cognition and Sleep Category in addition to the top prize out of all the entries.

■ *Bifidobacterium breve* MCC1274

In recent years, research on gut microbiota has developed dramatically, and the close relationship between the brain and the intestines known as the “Gut-Brain Axis” is attracting a lot of attention. As we deepen our research into gut microbiota and brain function, we have identified *Bifidobacterium breve* MCC1274 as potentially acting on cognitive function and memory from the thousands strains of possessing bacterial culture collection.



Our proprietary *Bifidobacterium breve* MCC1274 is a bifidobacterium found among the thousands of strains owned by Morinaga Milk Industry focusing on the relationship between the brain and intestines, and is one of the bifidobacteria in the human intestines that was discovered in infants. It has been reported that healthy middle-aged people maintain memory*¹ and spatial recognition, which are some of the cognitive functions that decline with age.

*1 Memory is the ability to remember and recall what is seen or heard.

■ Product features

<Memory Bifidus Memory Protection Drink-type Yogurt / Memory Bifidus Memory Protection Yogurt>

- 1) Food with function claims containing the world’s first*2 bifidobacteria that maintains cognitive functions, which was found while conducting research on the brain-gut interaction by Morinaga Milk Industry with its over 50 years of research on bifidobacteria. It is a plain yogurt that can be eaten every day.

*2 In a human clinical trial, it was reported for the first time in the world that cognitive function (memory), which declines with age, was maintained with only a single living Bifidobacterium (literature search results of a randomized comparative trial using the keywords of bifidobacterium, cognitive function, and memory on the PubMed and Japan Medical Abstracts Society websites. Survey by KnowledgeWire Corp.)

2) Details of product registration

Registration number: F952 (Memory Bifidus Memory Protection Drink-type Yogurt)
G43 (Morinaga Memory Bifidus Memory Protection Yogurt)

Registered indication: It has been reported that the *Bifidobacterium breve* (*B. breve*) MCC1274 contained in this product helps healthy middle-aged people maintain memory*1 and spatial recognition, which are some of the cognitive functions that decline with age.

Functional ingredients: 20 billion CFU of *Bifidobacteria breve* (*B. breve*) MCC1274

- 3) Contains oligosaccharides derived from milk.

<Memory Bifidus Memory Protection supplies 60 capsules / 14 capsules>

- 1) The “World’s first”*2 supplement containing bifidobacteria that has been recognized to maintain cognitive function

2) Details of product registration

Registration number: G42 (Morinaga Memory Bifidus Memory Protection Supplements)

Registered indication: Same as F952 and G43

Functional ingredients: 20 billion CFU of *Bifidobacteria breve* (*B. breve*) MCC1274 in 2 capsules

- 3) Portable and easy to take by putting it in capsules



Memory Bifidus
Memory Protection
Drink-type Yogurt



Memory Bifidus
Memory Protection
Yogurt



Memory Bifidus
Memory Protection
supplements

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<Dedicated website for the Memory Bifidus Memory Protection series> <https://kioku-taisaku.jp>

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