

September 25<sup>th</sup>, 2019

## Morinaga Milk Launches Global Synchronized Bifidobacteria Campaign in 3 Cities on Sept 24 2019

TOKYO(SEP, 2019)--- [Morinaga Milk Industry Co., Ltd](http://www.morinagamilk.co.jp) announced today that it launches global synchronized bifidobacteria campaign in three cities (Paris, Singapore and Japan) on September 24 2019. Morinaga Milk is at the forefront of bifidobacteria research. As part of its public relations activities, Morinaga Milk participated in three global events simultaneously to increase the public awareness about the importance of bifidobacteria on human health, with a particular focus on the health benefits of its flagship human-residential bifidobacteria probiotics, which include *Bifidobacterium longum* BB536, *B. breve* M-16V, *B. infantis* M-63 and *B. breve* B-3 – an area for which it has gained attention for being a leading company in the global arena. This global synchronized bifidobacteria campaign is the largest bifidobacteria marketing campaign ever conducted in company history.

### ▼ Morinaga Milk Collaborates with Anrealage in the Paris Fashion Week Spring/Summer 2020

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Morinaga Milk participated in the Paris Fashion Week Spring/Summer Collection 2020 in collaboration with the fashion brand, Anrealage. The brand was founded by the globally recognized designer, Kunihiko Morinaga, who has earned a top reputation around the world for his creations. The show was held on September 24 at 17:00 at local time in Palais de Tokyo, Paris.



Morinaga Milk supported the Paris Collection with supplements containing its flagship clinically effective probiotic strain *Bifidobacterium longum* BB536, in honor of its 50<sup>th</sup> anniversary of its discovery in 2019. At the show, Morinaga Milk offered its proprietary nutritional supplement called ‘Morinaga Bifidus BB536’, which helps to maintain the condition of intestinal environment and support healthy living to the top models and celebrities. In addition, another product named ‘Triple Bifidus’, which includes their lineup of Human-Residential Bifidobacteria BB536, M-16V and M-63 will also be provided. With these products, Morinaga Milk supports the top models and celebrities to embrace beauty and wellness from the inside out.

This collaboration is the first time in history that functional foods and fashion have come together. The collaboration between the world-renowned bifidobacteria probiotics manufacturer, Morinaga Milk, and the globally recognized fashion designer, Kunihiro Morinaga, which combined Healthcare, Fashion and Technology together, will bring new values which you never seen before to the world. The company strongly believes that this innovative collaboration with the fashion brand Anrealage is a great way to reach out people with the messages on the importance of human-residential bifidobacteria (HRB) probiotics supplementation in driving human well-being.

### ▼ Morinaga Milk’s M-16V Wins Infant Nutrition Award in Singapore

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*Bifidobacterium breve* M-16V, a high-quality, highly safe and efficacious value-adding probiotics ingredient manufactured by Morinaga Milk, has been named Infant Nutrition Ingredient of the Year at the prestigious NutraIngredients Asia Awards. M-16V is a clinically effective, well-established probiotic strain that exerts positive effects on infant health. Supplementation with M-16V is specifically effective at supporting healthy growth and development of infants, both the vulnerable premature neonates and term infants, as well as protecting against the development of neonatal health complications.

The infant nutrition award was presented at a ceremony held on September 24 evening in Marina Bay Sands, Singapore which took place the night before Vitafoods Asia – Asia’s No.1 nutraceutical event and is given for true innovation, excellence and cutting edge research in the functional foods, supplements and nutrition industries.



Dr. Abe, Corporate Officer and General Manager of Food Ingredients & Technology Institute of Morinaga Milk, who accepted the award at the ceremony said, “it’s an honor to have received this prestigious award and we’re absolutely delighted. This award is an acknowledgement from diverse panel of independent experts confirming the quality of science, innovation, commercial success, and market potential of M-16V in infant nutrition market. The strong safety and efficacy profile of M-16V, a strain destined for use in both vulnerable premature neonates and healthy full-term infants, make it stands in contrast to many other marketed infant probiotic strains.”

Consumer awareness of the important roles of bifidobacteria in early life development has fueled demands. Consumers are well aware of the safety and efficacy of probiotic administration, especially if it is destined for use in infants. With a well-consolidated regulatory oversight, quality assurance, and a track record of human substantiation of safety and efficacy, M-16V provides an extraordinary nutritional solution that resolves consumer concerns and demands on the safety and quality of a probiotic ingredient for infant consumption. M-16V is seen as an ideal probiotic strain for optimizing infant health with great commercialization and market potentials all over the globe.

#### ▼ Morinaga Milk Participates in Japan Large Intestine Health Consortium’s Awareness Event

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Morinaga Milk participated in Japan Large Intestine Health Consortium’s Awareness Event, in collaboration with three other key players in Japan nutraceuticals and functional foods industry, including Takeda Pharmaceutical Company, TOA Biopharma Co.,Ltd. and Teijin Limited. The event was held on September 24 at 11:00 at local time in IMPERIAL HOTEL, Tokyo. The event provided a forum for experts from the different companies to present their insights into the role of the gut microbiome in the longevity process and the major products available in the domestic market.



At the event, Morinaga Milk presented the background of the company in bifidobacteria research and pointed out the superiority of bifidobacteria, one of which is the production of acetic acid by bifidobacteria that is beneficial for human intestinal health. The company also presented a series of marketing activities that was held in Japan aimed to increase the public awareness about the importance of maintaining large intestine health for longevity, and introduced its proprietary bifidobacteria probiotic strains and the functional foods products containing these strains.

Morinaga Milk is extremely proud to be participated in this consortium along with three other key players in the industry. The company strongly believes that this event represents an opportunity to raise consumer interest about the importance of large intestine health for which the secret to longevity may lie in the bifidobacteria and the gut.

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