

## Your immune system can't afford a vacation, arm yourself this summer!

**Montreal, June 2008** – The summer months present unique threats to the immune system including: increased smog levels which cause the immune system to work overtime, the use of air conditioners that can trap and circulate germs, and swimming pools that can harbour nasty bacteria. Danone is proud to announce the nation-wide launch of *DanActive*, an unparalleled innovation and the only product on the agrifood market whose benefits have been scientifically proven. There are many factors that weaken our natural defenses, making us vulnerable to viruses and infection such as; stress, lack of sleep or exercise, an unhealthy diet and environmental conditions.

Specifically designed to help reinforce the body's natural defenses in combination with a balanced, healthy diet, *DanActive* is a bottled drink containing 10 billion bacteria *L.casei* *Defensis*<sup>TM</sup>, a probiotic culture unique to Danone. With over 37 scientific studies, including 16 clinical trials<sup>1</sup>, *DanActive* has been proven effective in reinforcing the body's natural defenses. Evidence shows that *DanActive* can help to reduce the severity of cold symptoms, of which 20%<sup>2</sup> are caught during the summer, and aid with digestive problems related to antibiotic treatments

Well-known nutritionist Lois Ferguson, RD and author of the best selling book *Eating for Energy & Ecstasy*, understands the importance of maintaining a strong immune system. "The lack of time and our hectic lifestyle contributes to a less than optimal diet for many Canadians. As our body is constantly subjected to attacks by pollution, stress and microbes, a lot of Canadians choose to include more antioxidant-rich food in their diet, such as garlic, berries and green tea. Probiotics with scientifically proven benefits, like *DanActive* from Danone, are also a great addition to one's natural defenses."

*DanActive* is already accessible in 35 countries, and over 10 million bottles of this delicious drink are consumed daily across the world. Available in a 93 ml, one shot format makes it easy to incorporate into a breakfast routine. *DanActive* can be found in the yogurt section of most supermarkets in three delicious flavours—blueberry, cranberry-raspberry and strawberry. The suggested retail price for a four-bottle pack is \$3.29; eight-pack's are also available in cranberry-raspberry and strawberry at the suggested price of \$5.99.

### **About Danone**

Danone Inc. is a subsidiary of the Danone Group, a world-leader in the agrifood industry. Producing superior quality products that combine good taste, health and well-being, Danone is Canada's top yogurt producer and occupies a leading position in the natural spring water market. Danone thrives on its conviction that its activities must be directly aimed at improving the lives of all Canadians, present and future. For more information, visit: [www.danone.ca](http://www.danone.ca) and [www.danactive.ca](http://www.danactive.ca).

---

<sup>1</sup> [www.danactive.com/danactive\\_scientific.html](http://www.danactive.com/danactive_scientific.html)

<sup>2</sup> Common Cold Center, Cardiff University