



Each cup of ACTIVIA contains billions of natural Bifidus cultures. Many of these Bifidus cultures survive and remain active in the digestive tract where they have their beneficial effect.

To get the benefits of lactobacillus strains, yogurt is preferable to supplements. Live and active cultures flourish in yogurt but have trouble withstanding the stress of freeze-drying into supplements. Yogurt also dishes up important nutrients that are not present in culture supplements.

### *Is yogurt okay for me if I am lactose intolerant?*

People who cannot digest lactose (milk sugar) may be able to enjoy yogurt with live and active cultures. The live cultures in yogurt break down most of the milk's lactose into lactic acid. By taking away lactose, live and active cultures help create a food that may not cause the same bloating, cramps, gas and/or diarrhea as milk does in people who are lactose intolerant. Others with more severe lactose intolerance, may not be able to eat yogurt. We recommend speaking with a physician about any concerns you might have prior to consuming yogurt if you are lactose intolerant.\*

\* Lactose intolerance should not be confused with a milk allergy. Milk allergies relate to milk proteins. Anyone with a milk allergy should consult his or her physician.



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# You asked about live and active cultures

Live and active cultures are the living organisms that turn milk into yogurt. Cultures convert some of the lactose (milk sugar) in milk or cream into lactic acid, providing tart flavor and creating yogurt's custard-like consistency.

Yogurt that is produced in the United States must contain two specific active yogurt cultures — *Lactobacillus bulgaricus* (*L. bulgaricus*) and *Streptococcus thermophilus* (*S. thermophilus*). Some DANNON® yogurt may contain additional cultures, either *Lactobacillus acidophilus*, *Lactobacillus casei*, or *Bifidobacterium*, but these are not required. The unique live and active strains of cultures in DANNON yogurts are selected and isolated from nature by Danone Research, the international research center of DANNON's parent company, Groupe Danone, which is just outside of Paris, France.

### How do I know that my yogurt contains live and active cultures?

Yogurts with live and active cultures usually say so on the label, so look for product labels stating "with active yogurt cultures," "with living yogurt cultures" or "contains active cultures."

Many yogurt products are marked with the National Yogurt Association's Live and Active Cultures (LAC) seal. Most DANNON products include this seal that identifies yogurts with significant amounts (at least 100 million active cultures per gram at time of production and with measurable activity at the end of shelf life) of live and active cultures. Yogurt should be eaten by the "best if consumed by" date in order to take full advantage of the amount of live and active cultures.

# What are live and active cultures?

DANNON guarantees that its yogurts which bear the LAC symbol meet the standards for active *L. bulgaricus* and *S. thermophilus* at the time of purchase.

### Do all yogurts contain live and active cultures?

No, but all DANNON yogurts do. Yogurt that is heat-treated or pasteurized after culturing does not contain significant amounts of live and active cultures because heat destroys the cultures. In addition, some yogurts have extremely low levels of cultures, even if they are not heat-treated.

The milk used in DANNON yogurt is pasteurized before the cultures are added. Most DANNON yogurts proudly display the LAC seal, your guarantee of live and active cultures.

### What are *Lactobacillus acidophilus*, *Lactobacillus casei* and *Bifidobacterium*?

*Lactobacillus acidophilus* (*L. acidophilus*) is another culture that DANNON adds to some of its refrigerated cup yogurts. Certain *L. acidophilus* can tolerate the acid in the stomach which allows it to survive digestion and reach the large intestine, where it can help restore the body's balance of good bacteria. Specific levels of this and other added cultures are not a part of the LAC guarantee because the guarantee only specifies the two required organisms, *S. thermophilus* and *L. bulgaricus*.

DANNON produces DANACTIVE™, a probiotic cultured dairy drink, which helps strengthen your body's defenses. DANACTIVE contains an exclusive *Lactobacillus casei* (*L. casei*) culture. We also produce a probiotic cultured lowfat yogurt called ACTIVIA® which contains a unique *Bifidus* culture. ACTIVIA is clinically proven to help with slow intestinal transit — the time it takes food to pass through the digestive system.

