



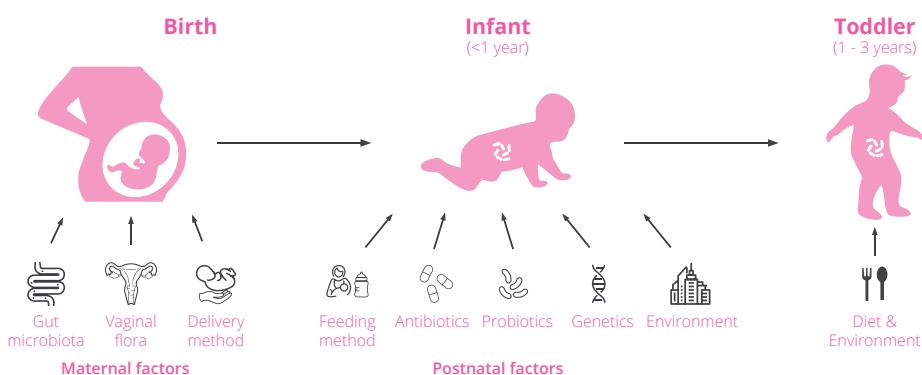
# Probiotics for babies

Science shows that the bacteria that naturally live in our gut & body are fundamental for wellbeing; from gut function and nutrient absorption to immune support and mental wellbeing. Health begins in the gut.



## First 1,000 Days

Furthermore, the first 1,000 days from conception onwards represent a window of opportunity for building a healthy microbiome.<sup>1</sup> We get our first major introduction to bacteria at birth. The type of bacteria that establish themselves in the gut during our early years can influence lifelong health & wellbeing; research has shown that a healthy baby biome is associated with high levels of beneficial bacteria known as Bifidobacteria. Many factors can impact the levels of Bifidobacteria a baby has:



High levels of friendly Bifidobacteria have been associated with **stronger gut health & immunity**, and even a **happier temperament** in babies.<sup>2</sup> On the other hand, too much of the wrong bacteria can lead to an increased risk of developing various health conditions<sup>3</sup> such as asthma, eczema and allergies, and may even affect behavioural development.



**1 in 4** women have caesarean births in the UK & Ireland<sup>4,5</sup>



Breastmilk contains 'HMO's' (human milk oligosaccharides) which **feed good bacteria in the baby's gut**



In the UK & Ireland **8/10 women stop breastfeeding** before they want to<sup>6,7</sup>

## Research on Probiotics

*Bifidobacterium breve* M-16V® is a specific probiotic strain that has been extensively researched in babies from birth onwards, and found to promote the development of a healthy microbiome in babies and toddlers by increasing levels of friendly *Bifidobacteria*.<sup>8</sup>

*B. breve* M-16V® also inhibits bad bacteria which have been associated with colic<sup>9</sup> and eczema and has even been shown to benefit symptoms of asthma and allergies.<sup>10,11</sup>

When looking for a probiotic for babies, go for a high-quality probiotic that has been researched in newborns.

### Shining a spotlight on: *Bifidobacterium breve* M-16V®

- Successfully used by Doctors in over 120 baby care units around the world
- Studied in over 4000 babies & young children

### Top Tips for Soothing:



**Soothing Sounds:**  
Fussy babies can often find white noise calming



**Skin to Skin:**  
This bonding time also has physiological benefits for the baby<sup>12</sup>



**Motion:**  
Life in the womb is very jiggly, so babies can find soft motion calming

### Find a well-researched probiotic from a company you trust

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