

Bio Activia with Bifidus essensis cultures : when you're healthy on the inside, it shows on the outside / Danone Limited (UK).

Contributors

Danone Limited (UK)

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**wellcome
collection**

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? Who can enjoy Bio ACTIVIA?

It is *suitable for everyone*, that means all the family, including children from the age of 1 year, vegetarians and pregnant women.

? Why does Bio ACTIVIA taste so creamy?

The unique culture found in Bio ACTIVIA, Bifidus ESSENSIS® also provides the delicious, mild and creamy taste.

? Is it suitable for those intolerant to Lactose?

Yes, it is suitable for those with Lactose intolerance.



Typical Nutritional Values per 100g

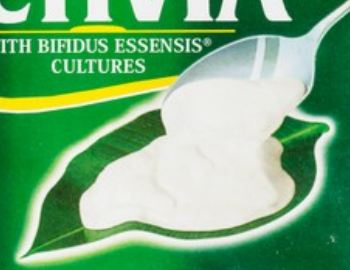
Nutrient	BIO ACTIVIA			BIO ACTIVIA Low Fat		BIO ACTIVIA 0%	
	Natural	Prune	Raspberry	Cereal	Natural	Cherry	Peach
Energy kJ (kcal)	293kJ/ 69kcal	416kJ/ 99kcal	328kJ/ 78kcal	413kJ/ 98kcal	253kJ/ 60kcal	220kJ/ 52kcal	218kJ/ 51kcal
Protein	4.1g	3.3g	3.3g	4.1g	4.7g	3.6g	3.7g
Carbohydrate	5.6g	15.2g	13.0g	15.4g	6.1g	9.1g	8.9g
Fat	3.4g	2.8g	2.8g	2.1g	1.9g	0.1g	0.1g
Vitamin B12	-	0.25 µg	0.25 µg	0.17 µg	-	0.2 µg	0.2 µg
Calcium	146.0mg	117.0mg	117.0mg	94.0mg	136.0mg	136.0mg	136.0mg
Pack sizes	4x125g			4x125g	500g	4x125g	

For more information write to DANONE U.K., PO Box 338, Enfield, Middlesex EN3 7AQ or DANONE Ireland, Belgrave Road, Tallaght, Dublin 24

OFFER INSIDE



BIO ACTIVIA
WITH BIFIDUS ESSENSIS® CULTURES



When you're healthy on the inside, it shows on the outside

VALID UNTIL 31.03.01

0229 42236

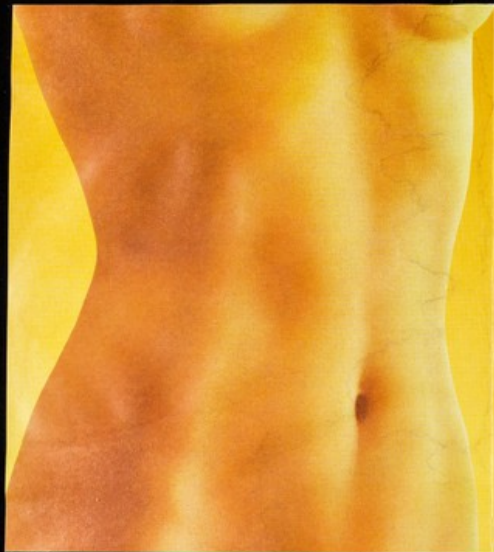
20p off
next purchase



9 904522 480207

OF A 4x125g PACK OF BIO ACTIVIA 0% FAT CHERRY OR A 4x125g PACK OF BIO ACTIVIA 0% FAT PEACH

To the customer: This coupon can be used against the purchase of a 4x125g pack of Bio Activia 0% fat Cherry or a 4x125g pack of Bio Activia 0% fat Peach. Only one coupon can be used per item purchased. Valid only in the UK and Ireland.
To the retailer: This coupon is redeemable at its face value (20p) against a 4x125g pack of Bio Activia 0% fat Cherry or a 4x125g pack of Bio Activia 0% fat Peach. Please submit coupon before 31.03.01. to: Danone Limited (UK), Dept. 841 (NCHI), Corby, Northants NN17 1NN, UK.
Danone Limited (Ireland) Danone coupon redemption, c/o PHS, Section 470, PO Box 5149 Crumlin, Dublin 12, Ireland.



Bio ACTIVIA is a range of delicious tasting bio yogurts. It contains a unique culture, Bifidus ESSENSIS®, which helps keep you and your digestion healthy.

? Why is it important to have a healthy digestive system?

We are only as healthy as the digestive system that feeds us. Our digestive system is an essential part of the process that helps to feed our body with essential nutrients as well as helping to eliminate toxins and waste.



? Why is Bio ACTIVIA different from yogurts and other bio yogurts?

The Bifidus ESSENSIS® culture has been selected by Danone researchers from among hundreds of other cultures for its proven benefits. It is unique to Danone and is not found in any other yogurts.

? When should I eat Bio ACTIVIA?

To get the full benefit of Bio ACTIVIA we recommend eating it every day. Serve it throughout the day as a breakfast, snack or dessert. As well as enjoying the benefits of its unique culture, you can provide your body with some of the essential nutrients you need every day: protein, calcium, as well as vitamins B1, B2 and B12.

? What is the role of intestinal flora?

There are billions of bacteria in your digestive systems and these are essential for the digestive process to work effectively. Maintaining a healthy digestive system depends on keeping a delicate balance between these various types of bacteria. Unfortunately the stresses of modern living - a busy life coupled with factors such as stress, an unpredictable diet and medication (in particular antibiotics) and various illnesses - can all affect the balance of these bacteria.

? How can Bio ACTIVIA help your digestive system?

The unique culture in Bio ACTIVIA, Bifidus ESSENSIS®, supplements and supports the essential cultures in our intestinal flora, which play an important role in the correct functioning of our digestion. Bio ACTIVIA has been clinically proven to regulate the transit process, meaning our digestion works at its best, particularly important in helping our body purify itself from toxins and waste.



20p off next purchase



**OF A 4x125g PACK OF BIO ACTIVIA 0% FAT CHERRY
OR A 4x125g PACK OF BIO ACTIVIA 0% FAT PEACH**