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IN THE STORY  
*of* THE GOOD  
& BAD  
BACTERIA,  
HERE'S  
ONE LITTLE  
HERO.



Inside us all are trillions of good and bad bacteria.  
Their story continues every day.

**THE GOOD**... are harmless, or even help  
maintain our health.

...**THE BAD**... are potentially  
harmful. The balance between the good and bad can  
be upset by everyday things - a busy lifestyle, what we  
eat and drink, travel, antibiotics or ageing.

...AND **THE FRIENDLY**.

Yakult is full of friendly bacteria  
which help our good bacteria  
keep the upper hand.

Yakult is a refreshing little drink  
that slots easily into the day. It's  
fat-free with no more calories than  
an apple.

Millions worldwide drink Yakult  
regularly. They know that well-  
being begins inside.



For further information or your free copy of our **Good Bug Guide**  
booklet, call the Yakult Consumer Information Service on  
**0845 769 7069** (local rate call) or visit [www.yakult.co.uk](http://www.yakult.co.uk)