

UNCONVENTIONAL

# KID'S PROBIOTIC WITH TRIPLE ACTION

Probiotic + Prebiotic + Postbiotic Formula

A Perfect Childhood Begins Here



Specially formulated probiotic for kids.

Each sachet contains 10 billion CFU probiotics, 3 types of prebiotics and postbiotics.

First step to enhance

## Kids' overall health Nurture Gut Microbiome!

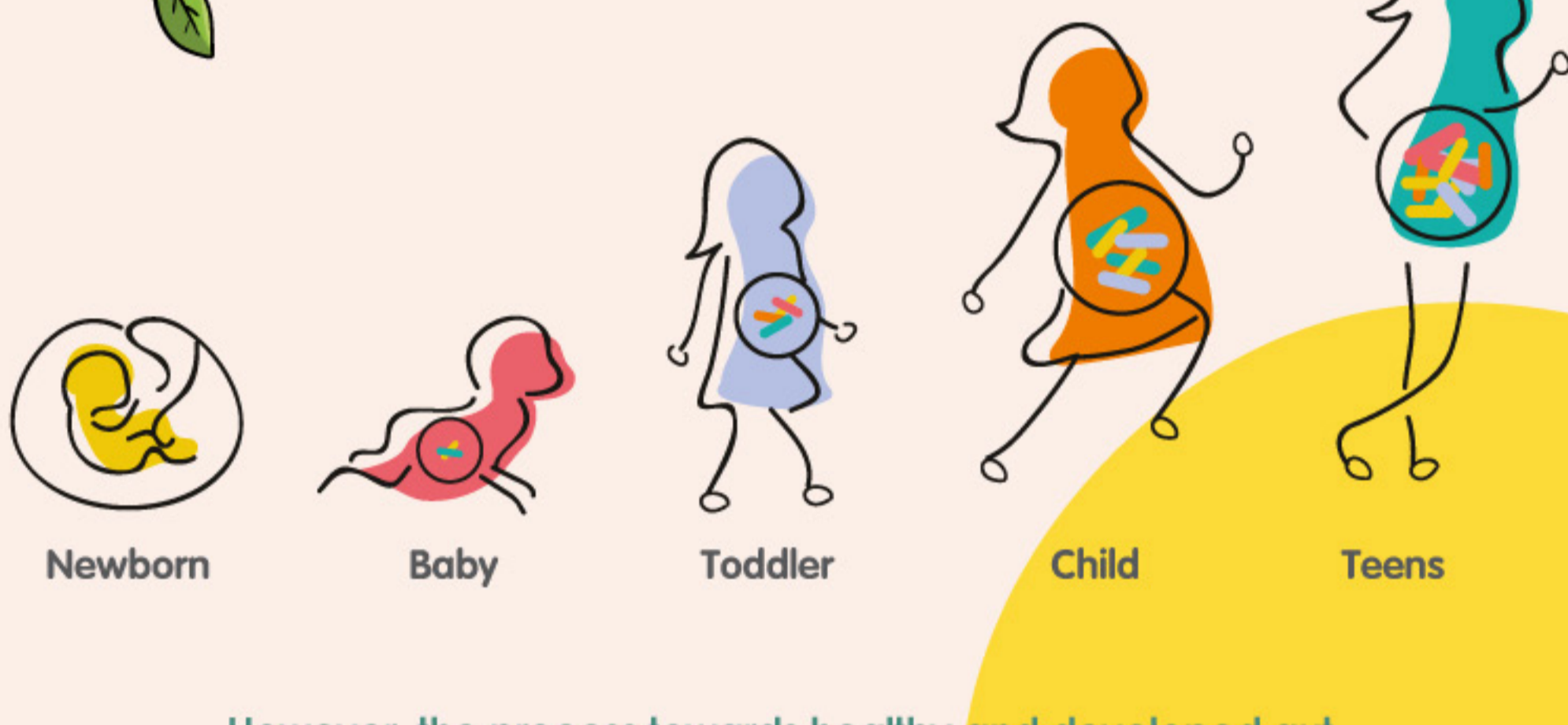
The first few years of childhood are extremely important for the development of all aspects in child including **gut microbiome**, because it may affect both their **current and future health!**

### So, what is Gut Microbiome?

Gut microbiome (also known as gut microbiota) refers to an ecosystem filled with living microorganisms including bacteria (both beneficial and harmful), fungi, protozoa and viruses, everyone has a **unique gut microbiome**. Infants' guts are **sterile** before delivered, hence, changes dramatically during childhood.

## An Infant's Gut Microbiome Development Timeline:

The microbiome increase in terms of amount and diversity when the children are growing.



However, the process towards healthy and developed gut microbiome can be affected by various factors.

### The Impacting Factors on

## The Establishment of Gut Microbiome in Children:

Feeding Method

Mode of Delivery

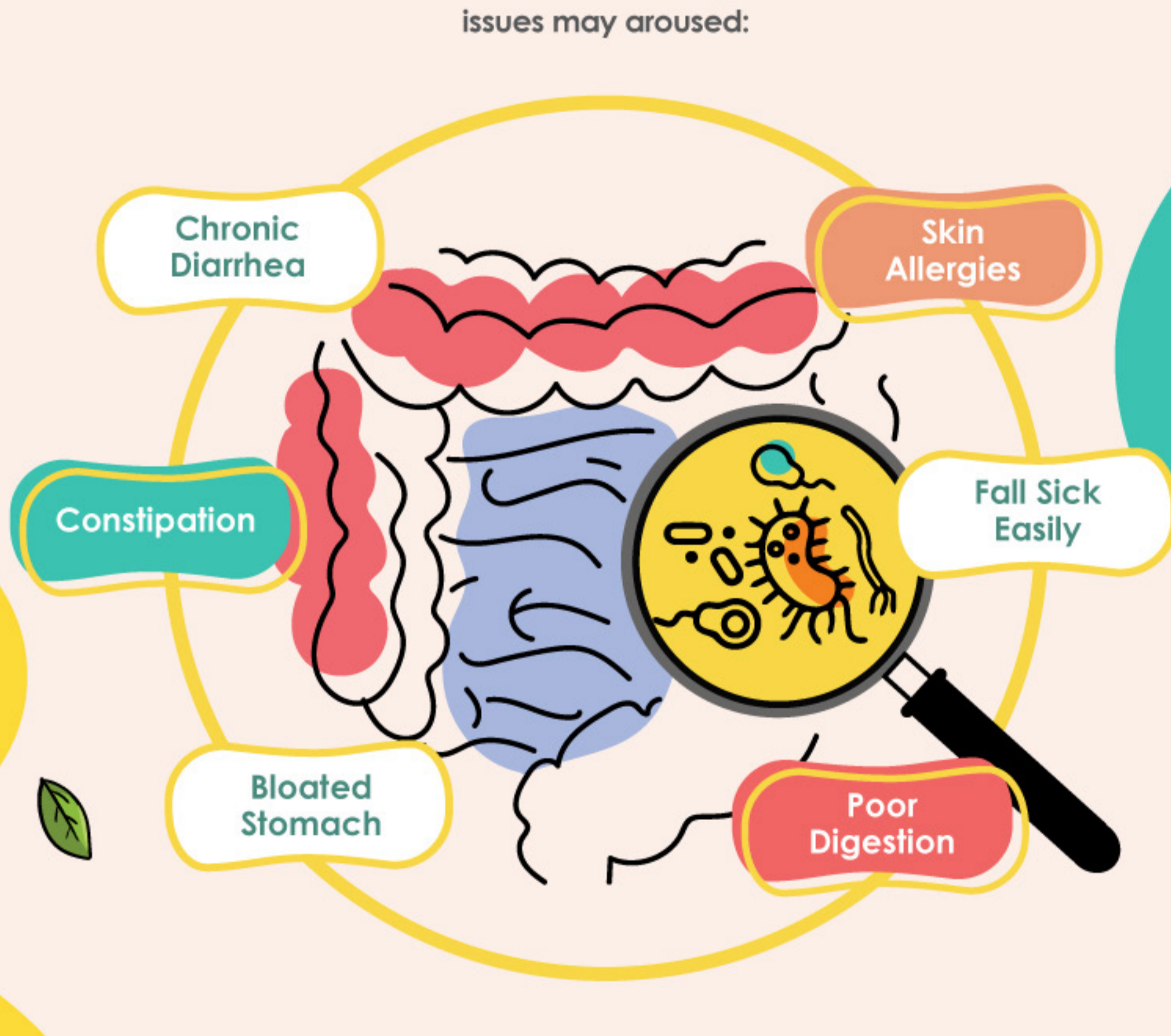
Environment

Antibiotic

- 1 Mode of Delivery** Natural Childbirth: Infant will ingest bacteria that gathered on mother's vaginal tract, hence, these will be the first group of microorganisms residing in infant's gut.  
Breastfeeding: Well-known for its rich nutrients and great source of good bacteria, breast milk also contains nutrients that are beneficial to the growth of good bacteria in infant's gut.
- 2 Feeding Method**
- 3 Environment** Overly hygienic or dirty environment are both harmful for the development of child's gut microbiome. However, appropriate exposure to bacteria may be beneficial to the strengthening of children's immune systems.
- 4 Antibiotic** As antibiotic can kill both good and bad bacteria in gut, the development of gut microbiome will be obstructed if antibiotic is taken frequently.
- 5 Others** Unbalanced diet, genetic inheritance.

## 80% of Children's Health Issues are Related to Gut Microbiome!

Healthy ratio of beneficial to harmful bacteria should be maintained at 85% to 15%. When harmful bacteria overgrowth, a series of health issues may aroused:



## Unhealthy Gut = Unhappy Childhood!

Human Gut is Responsible for:

Gut health is crucial to a child's overall health, when gut health is not well-maintained, these consequences may occur:

**Malabsorption**

**Impaired Detoxification**

**Low Immunity**

Unable to absorb the consumed nutrients, highly affecting children's growth

Unable to remove toxins from intestine, toxins may pass through gut lining and enter bloodstream

Fall sick easily, higher chance of inflammations and bacterial infections

**KidAone™**  
Microbiome

## Rewriting the Story of Gut

Specially formulated for kids, KidAone Microbiome is the first kids' formulation of

### [Probiotic + Prebiotic + Postbiotic] in Malaysia!

It contains an ideal amount of 10 billion CFU (colony-forming unit) probiotics, making it a right solution to enhance gut health without overburdening their bodies.

Restore the balance of gut microbiota

Reduce harmful bacteria

Improve intestinal and digestive health


Relieve constipation or diarrhea

Alleviate abdominal discomfort

Improve nutrient absorption

Reduce eczema and skin allergies

Enhance immunity and overall health



**KidAone™**

## Distinctive Joint Forces behind KidAone Microbiome!

The unique combination of [probiotics, prebiotics and postbiotics] possesses synergistic effects when consumed together, making it a perfect solution to **speedy microbiome restoration**.

**Probiotics = Replenish**

The viable probiotics demonstrate beneficial effects in the gut when consumed.

**10 billion CFU Probiotics**

- ✓ B. longum BB536
- ✓ B. breve M-16V
- ✓ L. rhamnosus GG

**Prebiotics = Nourish**

Food for probiotics, helps to ensure the stable growth of probiotics in the gut.

**3 Types of Prebiotics**

- ✓ Inulin
- ✓ Human Milk Oligosaccharides (2-fucosyllactose)
- ✓ Yeast β-glucan

**Postbiotics = Protect**

Strengthen gut lining through inhibiting adhesion of pathogenic bacteria.

**Postbiotics**

- ✓ Fermented from 36 types of fruits and vegetables
- ✓ Including beetroot, wolfberry, cherry, bilberry and asparagus

**KidAone™**

## 1 3 Steps to Achieve Perfect Gut Health

### PROBIOTICS

#### Replenish Good Bacteria


World Health Organization defines probiotics as "live microorganisms which when administered in adequate amounts confer health benefits on the host".

Probiotic is beneficial to human health, and it is a form of **microorganism** which is **safe to be consumed**.

KidAone Microbiome contains two of the most common probiotic genera in human body: *Bifidobacterium* and *Lactobacillus*.

**Probiotics can help to:**

- 1 Maintain balance of gut microbiota
- 2 Inhibit the growth of harmful bacteria
- 3 Digest food that is indigestible by human body
- 4 Stimulate growth of gut cells, strengthen gut lining to avoid harmful bacteria from entering bloodstream
- 5 Stimulate the production of vitamins in the gut such as vitamin K



**KidAone™**

## 3 Branded Strains Supported by more than A Thousand Scientific Studies

KidAone Microbiome contains 3 world-class branded probiotic strains with proven record of safety (GRAS) and clinical efficacy on human health!

**L. rhamnosus GG (France)**

- ✓ More than 1,000 published research papers including 300 clinical studies
- ✓ Help to **improve immunity** against **diarrhea** caused by virus and increase immunoglobulin G (IgG) level
- ✓ Help to **protect microbiota** from antibiotic-associated changes and reduce the frequency of **intestinal infections**

**B. longum BB536 (Japan)**

- ✓ More than 100 scientific literatures
- ✓ Help to **increase Bifidobacterium**, reduce frequency of abdominal pain and constipation
- ✓ Research shown that it can improve intestinal microbiota composition of infants in 2 months and improve symptoms of irritable bowel syndrome in children

**B. breve M-16V (Japan)**

- ✓ More than 80 scientific evidences and used in more than 140 NICU hospitals in Japan
- ✓ Help to **relieve skin allergy** symptoms in infants
- ✓ Research shown that symptoms of **atopic dermatitis** were relieved in infants with milk allergy



**KidAone™**

## 2 3 Steps to Achieve Perfect Gut Health

### PREBIOTICS

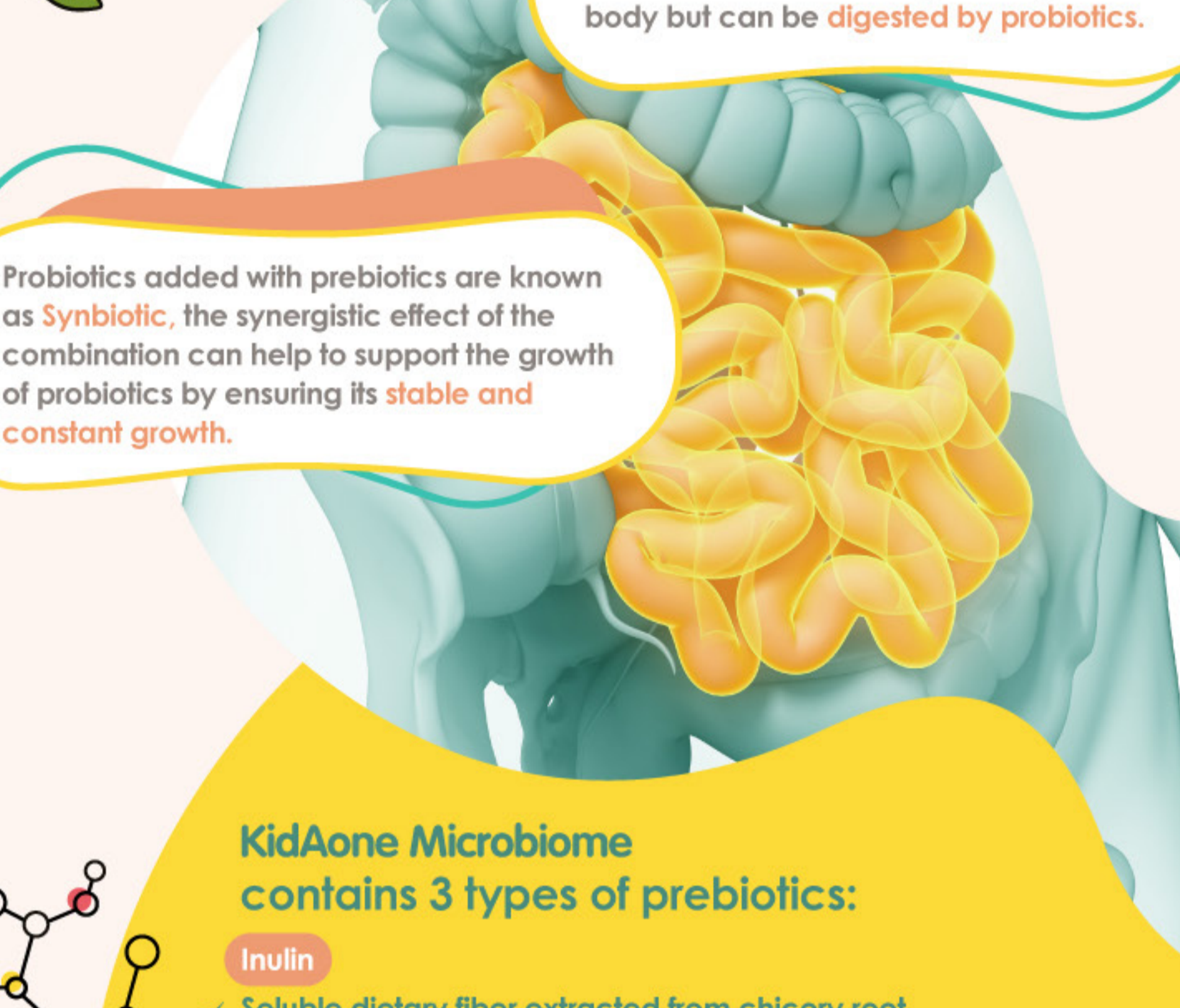
#### Nourish Gut Microbiota

Prebiotic is known as the "food for probiotics" because it cannot be digested by human body but can be **digested by probiotics**.

Probiotics added with prebiotics are known as **Synbiotic**, the synergistic effect of the combination can help to support the growth of probiotics by ensuring its **stable and constant growth**.

**KidAone Microbiome contains 3 types of prebiotics:**

- Inulin**
  - ✓ Soluble dietary fiber extracted from chicory root
  - ✓ Enhance the growth of probiotics especially *Bifidobacterium*
- Human Milk Oligosaccharides (2-fucosyllactose)**
  - ✓ 1 of the top 3 bioactive components found in human breast milk
  - ✓ Highly beneficial in strengthening kid's microbiome and immune system, ideal for children who consume formula milk
- Yeast β-glucan**
  - ✓ Contains beta β-1,3/1,6-glucan which has immune-modulating effect that helps in reducing the risk of infections
  - ✓ Research shown that daily intake of yeast β-glucan can reduce frequency of upper respiratory tract infections



**KidAone™**

## 3 3 Steps to Achieve Perfect Gut Health

### POSTBIOTICS

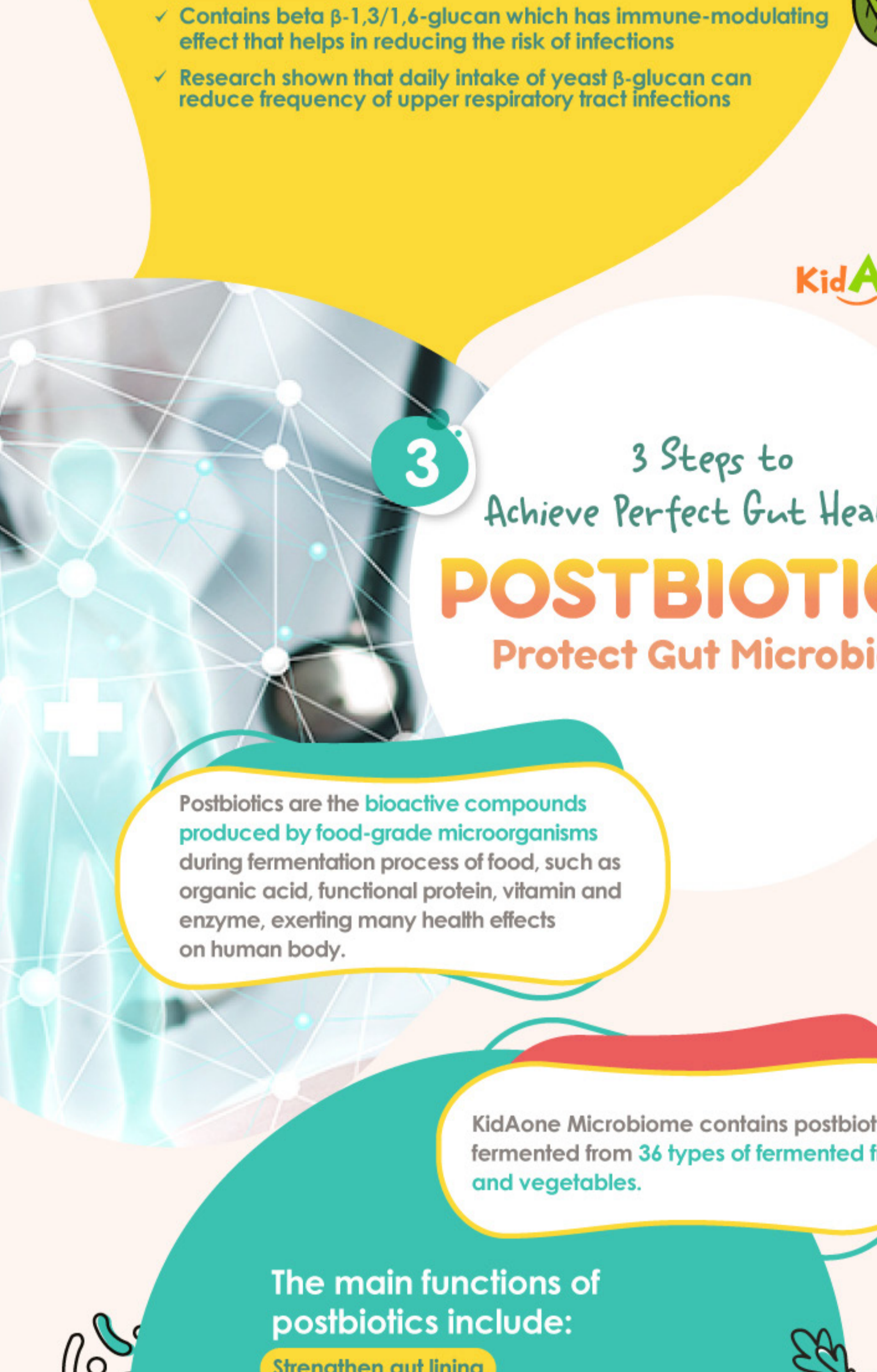
#### Protect Gut Microbiota

Postbiotics are the bioactive compounds produced by food-grade microorganisms during fermentation process of food, such as organic acid, functional protein, vitamin and enzyme, exerting many health effects on human body.

KidAone Microbiome contains postbiotics fermented from **36 types of fermented fruits and vegetables**.

**The main functions of postbiotics include:**

- Strengthen gut lining**
  - ✓ Postbiotic can bind to gut lining to inhibit adhesion of pathogenic bacteria
- Immunomodulation**
  - ✓ Regulate the response of white blood cells
- Reduce inflammation**
  - ✓ Protect gut from inflammation caused by infections



**6 Reasons to say YES**

## KidAone Microbiome!

FIRST kids' formulation of [Probiotic + Prebiotic + Postbiotic] in Malaysia!

3 kid-friendly **branded probiotic strains** supported by a thousand studies!

Ideal amount of **10 billion CFU** probiotics for children!

Blackcurrant flavoured, yummy for tummy, healthy for gut!

On-the-go packaging, probiotics remain **viable in room temperature!**

NO preservatives, refined sugar, artificial flavouring & colouring!

For 2 years old and above

## Microbiome

1 sachet daily before meal

Consume directly or mix with small amount of cool/room temperature water.

**Suitable for Children with the following problems:**



Stomach ache, diarrhea and constipation



Irritable bowel syndrome (IBS)



Eczema and skin allergies



Picky eaters and rarely eat vegetables



Poor digestion and loss of appetite



Low immunity and always fall sick



Take antibiotic frequently due to illness

