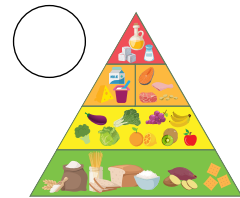


Your Digestive Health Checklist

Start today! Keep your gut healthy and happy by following this checklist.



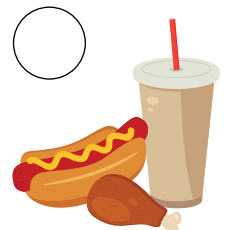
I practise a balanced, moderate and varied diet



I eat more legumes, fruits, vegetables and whole grains than meats



I eat foods that are rich in probiotics and prebiotics every day



I reduce the intake of sugary and oily foods



I reduce stress by being physically active daily



I go for annual health screening

This leaflet is part of the Nutrition Month Malaysia (NMM) 2018 "Your Only Choice: Eat Healthy & Be Active" Infographic Kit: Volume 3.

The Infographic Kit includes 11 key messages:

- | | |
|---------------------------------------|-----------------------------------|
| 1 Basics of Healthy Diet | 6 Start Your Day Strong with Milk |
| 2 Stay Active Everyday | 7 Fibre for Health |
| 3 Eat Fruits and Veggies for Health | 8 Go Whole Grains |
| 4 Be Informed, Make Wise Food Choices | 9 Keep Your Heart Healthy |
| 5 Make Time for Breakfast | 10 Healthy Digestive System |
| | 11 Good Bacteria Balance |

Visit www.nutritionmonthmalaysia.org.my to obtain the full set of leaflets and other educational materials from NMM programme.

Vitagen[®] Proven for Better Digestion*



Digest food faster
by **33%**

The time taken for food to digest is faster by average 5-15 hours



Shorter Toilet Time
by **45%**

Time reduced from 20 minutes to 10 minutes or less

Softer stools
by **31%**

Stools passed out are soft and smooth, not hard and lumpy or watery



Fully Empty Bowels
by **17%**

Feeling satisfied and comfortable, and no urge to pass motion again



Less straining
by **36%**

Less pain and/or bleeding that can cause haemorrhoids



Based on 2017 research conducted by Gastroenterology & Hepatology Unit, Pusat Perubatan Universiti Kebangsaan Malaysia on 180 healthy adults, and adults with IBS from Klang Valley.

*Based on 3 bottles of VITAGEN a day

Vitagen[®]
BE GOOD TO YOUR GUT

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Vitagen[®]
BE GOOD TO YOUR GUT

OUR IMMUNITY STARTS FROM OUR GUT

Facts don't lie - 70% of our immunity lies within the gut.

Our gut does more than just help with our digestive process. It also plays a vital role in both our physical and emotional health. Formulated with two strains of probiotic cultures, VITAGEN has been trusted and proven for over 40 years for better digestion and a stronger immune system.



**A Better Gut Begins
With VITAGEN**



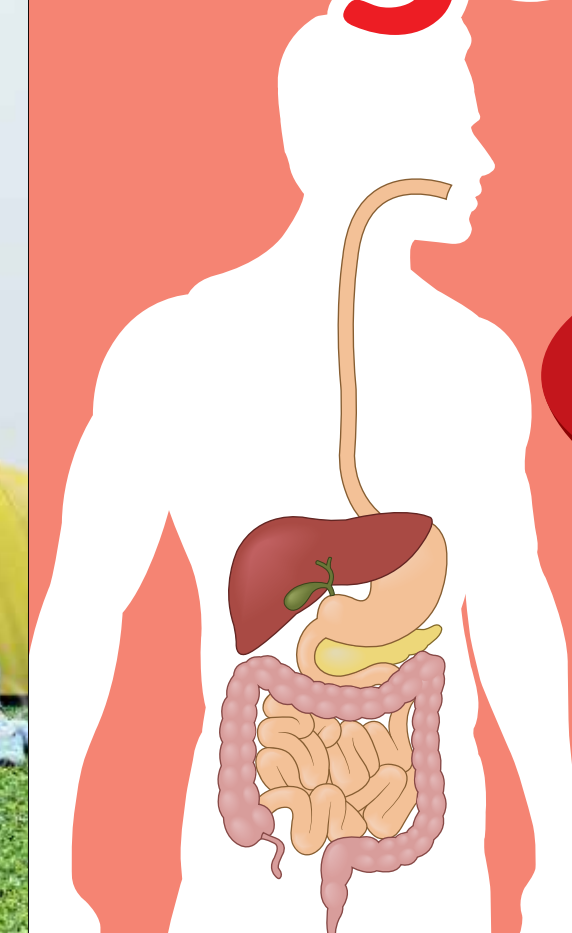
NO. 1 CULTURED MILK DRINK IN MALAYSIA*

*Based on Nielsen Retail Index Service in Cultured Milk Drinks segment for 12 months ending December 2017 in Modern Trade for Total Peninsular Malaysia (Copyright © 2017, The Nielsen Company (M) Sdn Bhd)

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Healthy Digestive System



*Key to
healthier body and
immunity*

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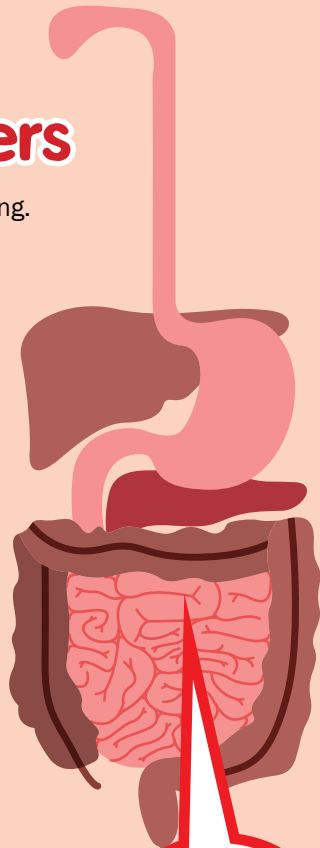
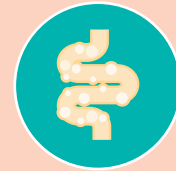
Digestive Health Matters

Your digestive health is vital for your overall well-being.

The digestive system:

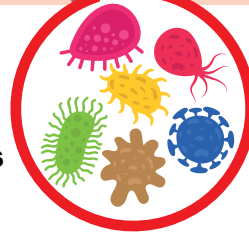
- is made up of the gastrointestinal (GI) tract or gut, in which its main function is to digest food to release energy and nutrients. The latter are absorbed for bodily functions.
- also functions to eliminate waste material from digestion.
- is a major part of your immune system.

Many people are unaware that the gut is home to a whole population of microorganisms called gut microbiota. They play a vital role to ensure that your digestive system functions efficiently for good gut and immune health.



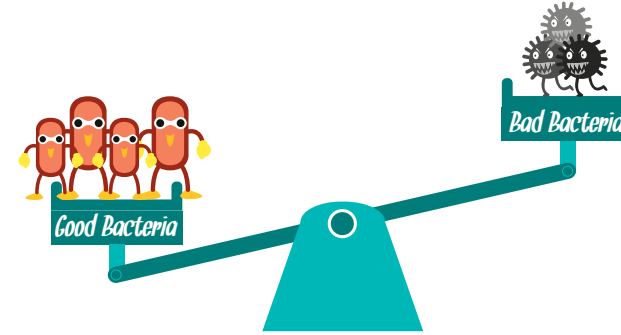
Discover the gut microbiota

- Gut microbiota refers to the entire 'population' of **microorganisms** that **live within the gut**, especially in the intestines.
- It comprises **trillions of microorganisms** living in harmony and includes about **1000 different types of bacteria**, including "good" and "bad" ones.
- A **healthy digestive system** (gut) should have a healthy balance of about **85% of good bacteria** and **15% bad bacteria**.
- A **healthy gut microbiota** is the key to **ensuring a healthy digestive and immune system**, as well as production of some vitamins in the body (e.g. vitamin B12 and K) and digest certain food components that the body is unable to digest, such as dietary fibre.



Keeping A Balanced Gut Microbiota

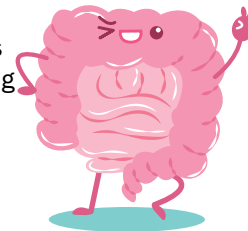
**Good bacteria > Bad bacteria =
Balanced gut microbiota = Healthy Gut**



Good digestive health depends on the balance between good and bad bacteria in the gut. A balanced gut microbiota is achieved when the good bacteria are more dominant than the bad bacteria. **A balanced gut microbiota helps to:**

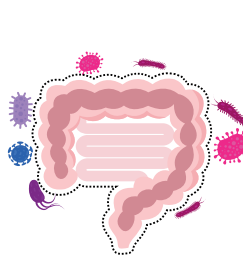
Promote normal gut

Good bacteria help maintain proper digestion, regular bowel movements and normal stool, as well as reducing digestive disorder symptoms such as bloating, constipation and diarrhoea.

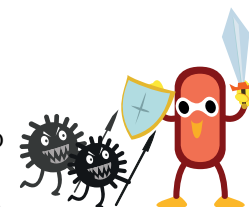


Improve immune response

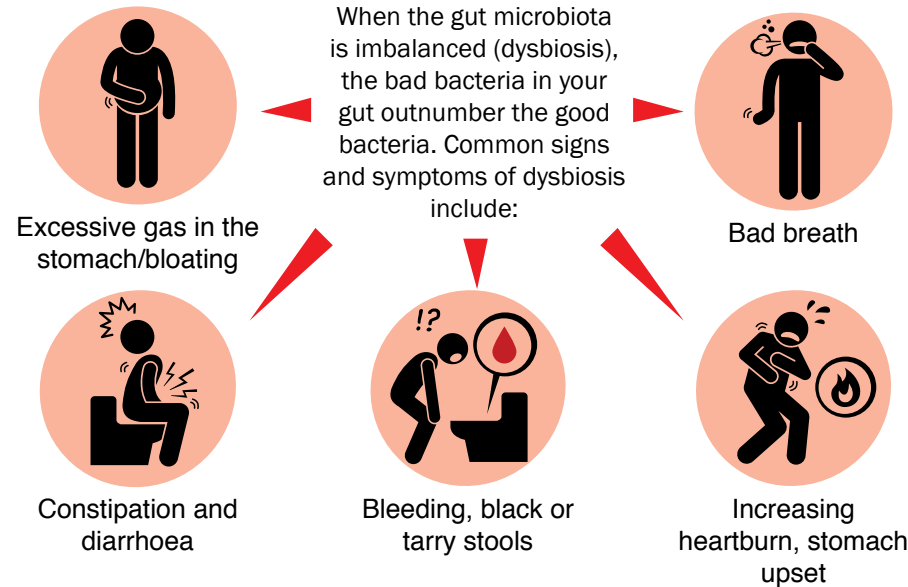
Approximately 80% of the entire immune system resides within your gut and good immune health depends on good bacteria that line the gut.



- Good bacteria help form a barrier on the intestinal wall to prevent harmful microorganisms from being absorbed.
- They also help to modulate the immune system and improve how it responds to external threats.



**Bad bacteria > Good bacteria =
Imbalanced gut microbiota = Unhealthy gut**



Dysbiosis (imbalanced gut microbiota) can lead to intestinal inflammation that could damage the gut lining. If left untreated, it may cause chronic digestive disorders such as Irritable Bowel Syndrome (IBS), leaky gut syndrome, celiac disease, and colon or rectum cancer.

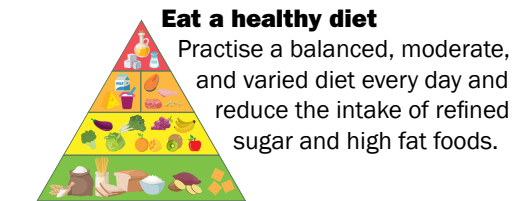
Did you know?



You can consume foods containing good bacteria known as "probiotics" to promote balanced gut microbiota. Probiotics are live microorganisms which when consumed in adequate amounts have been shown to provide health benefits to the human body. Benefits of consuming probiotics include promoting better digestive health, leading to stronger immune system.

Tips to Keep Your Gut Healthy

Many lifestyle factors affect your gut microbiota balance and its composition. Dietary factors play an important role to improve the balance of gut microbiota and a healthy gut!



Eat a healthy diet

Practise a balanced, moderate, and varied diet every day and reduce the intake of refined sugar and high fat foods.



Consume probiotic-rich foods

Probiotics help to replenish the gut with good bacteria. Sources of probiotics include cultured milk drinks and yoghurt.



Increase your dietary fibre intake

Include more legumes, whole grains, fruits and vegetables in your daily meal.



Include prebiotic-rich foods in your diet

Prebiotics are certain dietary fibres that act as food for the good bacteria and encourage their growth. Sources of prebiotics include onion, garlic, asparagus and bananas, or food with added prebiotics, like the widely-accepted fructo-oligosaccharides (FOS), inulin and galacto-oligosaccharides (GOS).

A healthy lifestyle is important to maintain good gut health too. Be physically active, manage stress and go for annual health screening.

Important to note

When choosing cultured milk containing probiotics, make sure the products are labelled with:

Total number of bacteria contained in the product

The genus, species and strain of probiotic used

At least 10^6 colony-forming units (cfu) per ml or per gram of probiotic culture

Words such as "live" or "active" probiotics cultures

Direction on the storage before and after the package is opened

