



# Feel great from the inside out

At Activia, we're passionate about the science of gut health. We're on a mission to educate Canadians about digestive health and how to feed their gut right.

## Feel great from the inside out

Activia contains an exclusive strain of beneficial bacteria, or probiotic, called B.L. Regularis™. Studies have shown that B.L. Regularis can help improve your gut health by reducing the frequency of minor digestive issues like bloating, gas, discomfort and rumbling.\* Each 100 gram serving of delicious Activia yogurt contains more than 1 billion B.L. Regularis™, and is backed by 30 years of scientific research. \* When consumed twice (2x100g) per day for 2 weeks.



## Trust your gut

You're always told to trust your gut, but do you know how to treat your gut? It helps to know what you're made of and how to feed your inner body.

[LEARN ABOUT GUT HEALTH](#)

## Challenge yourself to healthier habits

Even small steps can make a difference. The Activia Challenge is a 14-day commitment to making mindful choices. It's simple: enjoy an Activia twice a day for 14 days. Day by day, use your challenge as a stepping stone towards establishing long-term healthier habits.

[TAKE THE CHALLENGE](#)



## Our probiotic products



Activia Classic



Activia Plain



Activia Probiotic Drinks



Activia Fat Free



Activia Lactose Free



Activia Source of Fibre



Activia Fruit on the Bottom

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