

Japan launches functional foods with immune support functions

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Japan's Kirin Holdings and Kirin Beverage jointly announced the launch of six new products containing *Lactococcus lactis* strain Plasma. These Six iMUSE branded products that utilize *Lactococcus lactis* strain Plasma registered as Foods with Functional Claims with Japan's Consumer Affairs Agency (CAA). When registration is accepted by the CAA, labeling of "functional claims" (usually health benefits) on products becomes possible. This registration provides the value of reliability and reassurance for consumers when choosing the product. Kirin's Health Science product iMUSE brand was developed based on Kirin's immunological research.



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Kirin Holdings will launch Kirin iMUSE Professional *Lactococcus lactis* strain plasma supplement in early November 2020 and Kirin iMUSE *Lactococcus lactis* strain Plasma supplement (15-day supply) on November 11. Kirin iMUSE *Lactococcus* strain plasma supplement (7-day supply) will be launched on November 24th. Kirin beverage will launch the Kirin iMUSE Yogurt Taste, Kirin iMUSE Water beverages on November 24

Kirin's priority *Lactococcus lactis* strain plasma is a type strain of *Lactococcus lactis* which is a natural lactic acid bacterium mainly used for cheese and yogurt fermentation. Plasma lactic acid bacteria activate plasmacytoid dendritic cells (pDC), which monitor the immune system. The instruction given by the activated pDC cells activates immune cells and thus the immune system. pDC gets activated by ingesting *Lactococcus lactis* strain plasma for two weeks or more.