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DuPont unveils stress busting probiotic HOWARU Calm

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dupont-unveils-stress-busting-probiotic-howaru-calm

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HOWARU Calm is shown to manage the psychological response to perceived stress

DuPont Nutrition & Biosciences recently launched HOWARU Calm, a probiotic aimed at helping dietary supplement manufacturers decrease the cycle of consumer stress.

Surveys suggest 65 per cent of adults worldwide indicate stress is a regular part of their daily lives1. Prolonged stress can negatively affect mood, sleep and digestive health.

HOWARU Calm is the most recent addition to DuPont's comprehensive HOWARU portfolio and is shown to manage the psychological response to perceived stress.

Said Dr Elaine Patterson, senior R&D scientist, DuPont Nutrition & Biosciences, "Over the last few years, we have been investigating the links between the gut microbiota and brain health —the so-called microbiota-gut-brain axis. During these investigations, our focus was on discovering a natural probiotic solution targeting brain health, more specifically mood, stress and anxiety. We are proud to finally share the fruits of our innovation and have developed a product that helps consumers target stress at the source so they can prioritize both their mental and physical health."

Ahead of bringing HOWARU Calm to market, the product's featured strain – L. paracasei Lpc-37, was scrupulously tested to ensure its quality, efficacy and performance. During a recent clinical study, participants took Lpc-37 daily for five weeks before undergoing an acute stress test — the Trier Social Stress Test – considered the most valid and reliable laboratory protocol for inducing stress in humans in a clinical setting.

Stephanie Udell, global marketing leader, DuPont Nutrition & Biosciences, said, "By launching HOWARU Calm, we're allowing dietary supplement manufacturers to develop an efficacious end-product that satisfies market demand for probiotic supplements aimed at reducing stress and promoting mental well-being."

HOWARU Calm can be added to existing dietary supplement products or used to create new ones. In addition, HOWARU® Calm can be formulated into innovative food and beverage products sure to meet the increasing consumer demand for alternative probiotic formats.

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