



Howaru®

PROBIOTIC QUALITY YOU CAN FEEL

HOWARU® is a line of clinically mastered probiotic solutions from the leading industry experts at IFF.

HOWARU® premium probiotics are offered as single strains or pre-formulated blends, all validated by gold-standard clinical trials. Each robust strain or strain-combination provides an array of benefits sure to meet your manufacturing needs and that of your unique customer.



High Performance

We boast more than 100 years of probiotic experience with over 600 scientific publications on probiotics..



High Stability

Our products utilize efficient fermentation & concentration drying processes and patent-protected stability technology, which ensures perfectly active probiotics in optimal forms.



High Functionality

Our products are formulated with only the best probiotic strains and combinations to ensure your product delivers the results you desire.

Our Areas of Expertise

○ Women

○ Immune

○ Digestive

○ Weight Management

○ Oral

○ Brain

HOWARU® Single Strains and Proprietary Blends

Product	Daily Dose (CFUs)	Health Benefit	Composition	Strain Designation
HOWARU® Protect Prenatal+	15B	Supports immune health of mother and baby. Promotes mothers' mental well-being, metabolic and vaginal health	<i>Lactobacillus acidophilus</i> <i>Lactocaseibacillus rhamnosus</i>	HOWARU La-14™ HOWARU HN001™
HOWARU® Feminine Health	10B	Promotes healthy vaginal microbiota for overall vaginal health	<i>Lactobacillus acidophilus</i> <i>Lactocaseibacillus rhamnosus</i>	HOWARU La-14™ HOWARU HN001™
HOWARU® Protect EarlyLife	6B	Supports immune health of expectant mothers and infants	<i>Lactocaseibacillus rhamnosus</i>	HOWARU HN001™
HOWARU® Protect Kids	10B	Promotes respiratory health in children	<i>Lactobacillus acidophilus</i> <i>Bifidobacterium lactis</i>	HOWARU NCFM™ HOWARU Bi-07™
HOWARU® Protect Adult	2B	Helps maintain a healthy respiratory function	<i>Bifidobacterium lactis</i>	HOWARU Bi-04™
HOWARU® Protect 55+	5B	Enhance immune cell function in aging adults. Helps to maintain a healthy, active immune system in aging adults	<i>Bifidobacterium lactis</i>	HOWARU HN019™
HOWARU® Protect Sport	10B	Helps physically active adults stay healthy for optimal sports performance	<i>Lactobacillus acidophilus</i> <i>Bifidobacterium lactis</i>	HOWARU NCFM™ HOWARU Bi-07™
HOWARU® Restore	17B	Promotes digestive balance promotes resilience within the digestive tract in times of GI stress	<i>Lactobacillus acidophilus</i> <i>Lactocaseibacillus paracasei</i> <i>Bifidobacterium lactis</i> <i>Bifidobacterium lactis</i>	HOWARU NCFM™ HOWARU Lpc-37™ HOWARU Bi-04™ HOWARU Bi-07™
	4B	Promotes digestive balance For maintenance of digestive health in times of GI stress		
HOWARU® Dophilus	1B	Supports digestive health	<i>Lactobacillus acidophilus</i>	HOWARU NCFM™
	10B	Supports gut comfort		
HOWARU® Transit	2B	Helps naturally regulate your digestive system and relieve occasional constipation	<i>Bifidobacterium lactis</i>	HOWARU HN019™
	17B			
HOWARU® Kids Digestive Health	5B	Chewable tablet for digestive support in children	<i>Bifidobacterium lactis</i>	HOWARU HN019™
HOWARU® Shape	10B B420™ +/- 12g Litesse™ Ultra™	Supports weight management and helps keep your waist trim	<i>Bifidobacterium lactis</i> +/- Polydextrose	HOWARU B420™ +/- Litesse™ Ultra™
HOWARU® Smile	2B	Provides a natural way to support oral health	<i>Bifidobacterium lactis</i>	HOWARU HN019™
HOWARU® Calm	17B	Helps to manage the psychological response to stress	<i>Lactocaseibacillus paracasei</i>	HOWARU Lpc-37™

*Regional restrictions apply speak with RPLM or Regional Marketer before presenting

Available HOWARU® Options

Custom Blends

- Standardized single-strain or multi-strain blends
- HOWARU® blends
- Blends with other active ingredients
- Customizable as hopper-ready or pre-blends

Finished Formats

- Full or partial turnkey solutions available upon request

Shipping Available Worldwide

Support Documentation

- Halal and Kosher Certification
- DS cGMP, ISO 9001, HACCP, SDS

