



Howaru[®]
CALM

Healthy Mood Support

Brain Health

Introducing HOWARU[®] Calm

For brand owners looking to support large majority of adults who report experiencing stress in their everyday lives, introducing our clinically studied probiotic for mood support.

Stress levels faced by adults today:

Everyday Stress 65%



Howaru[®]



Manage Stress

Manages the psychological reactions to stress



Balanced Mood

Balances and regulates general feelings of stress



Mental Well-Being

Promotes overall mental well-being



Relaxed Mindset

Promotes overall relaxed state of mind

CALM- Clinical Trial Summary



Study Aim

Assess the effect of *Lacticaseibacillus paracasei* Lpc-37®* on stress and anxiety



Study Design

Randomized, double-blind, placebo-controlled, single-site study

* Note: *Lacticaseibacillus paracasei* Lpc-37® is formerly known as *Lactobacillus paracasei* Lpc-37®



Study Method

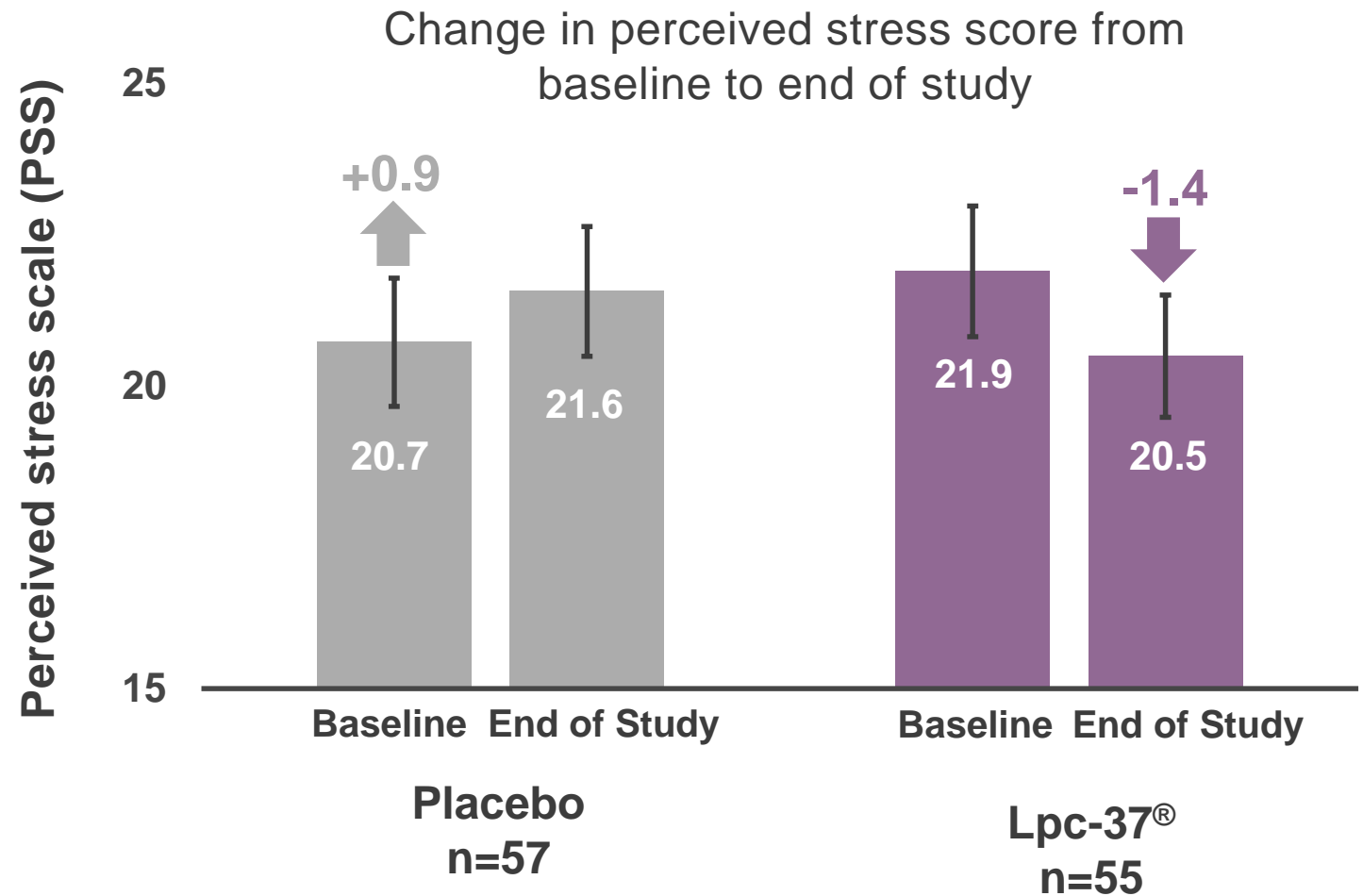
- 120 healthy men and women, 18-45 years of age enrolled in the study
- Lpc-37® at 17B CFU per day
- Trier Social Stress Test (TSST) as a challenge triggering perceived and physiological stress responses
- **Primary outcome:**
 - Efficacy on heart rate before, during, and after the TSST
- **Secondary outcomes:**
 - Measures of general psychometric assessment including perceived stress, cortisol analyses, blood pressure and online diary measures including sleep quality, health, well-being and mood

CALM- significantly less perceived stress



KEY FINDINGS

The Lpc-37[®] group reported significantly less perceived stress compared with the placebo group after 5 weeks ($p=0.048$).



CALM- Consumer Perception Study Summary



Study Aim

Assess the effect of *Lacticaseibacillus paracasei* Lpc-37[®] on stress



Study Design

In-home use test
Randomized, single-blind,
placebo-controlled, single-site
study



Study Method

- 190 healthy yet stressed men and women 18-65 years of age
 - Lpc-37[®] at 17B CFU per day
 - Line Scale (0-100) to measure stress and anxiety levels
 - Likert Scales (1-5) to measure level of agreement with various statements related to stress and mental focus

Study Objectives:

- Participants completed questionnaires prior to the start of product consumption to determine an individual baseline. At both 4 weeks and 8 weeks, participants completed the same questionnaires

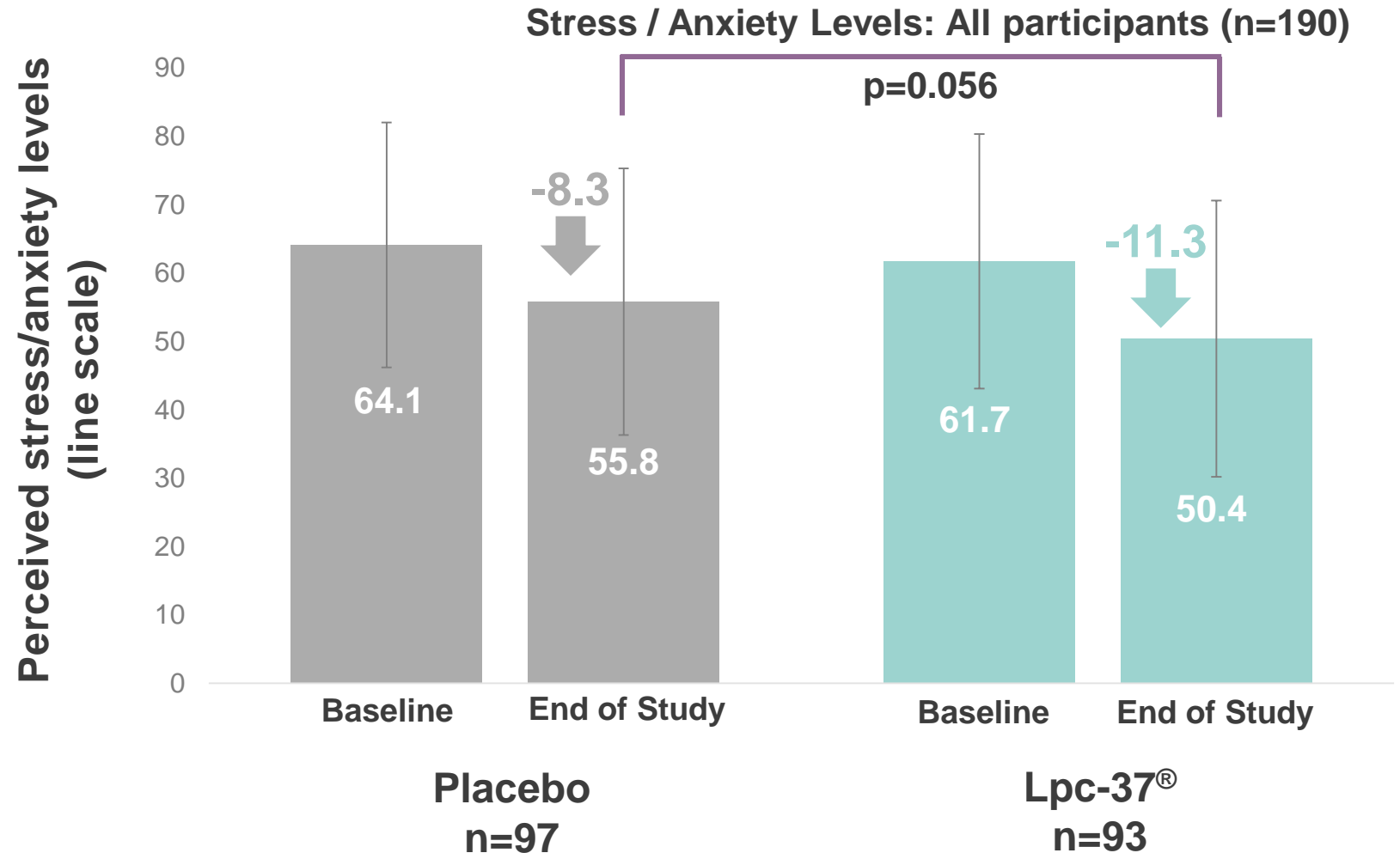
* Note: *Lacticaseibacillus paracasei* Lpc-37[®] is formerly known as *Lactobacillus paracasei* Lpc-37[®]

Among all participants, the Lpc-37[®] group showed a trend towards less stress at end of study



Participants perceived they were less stressed

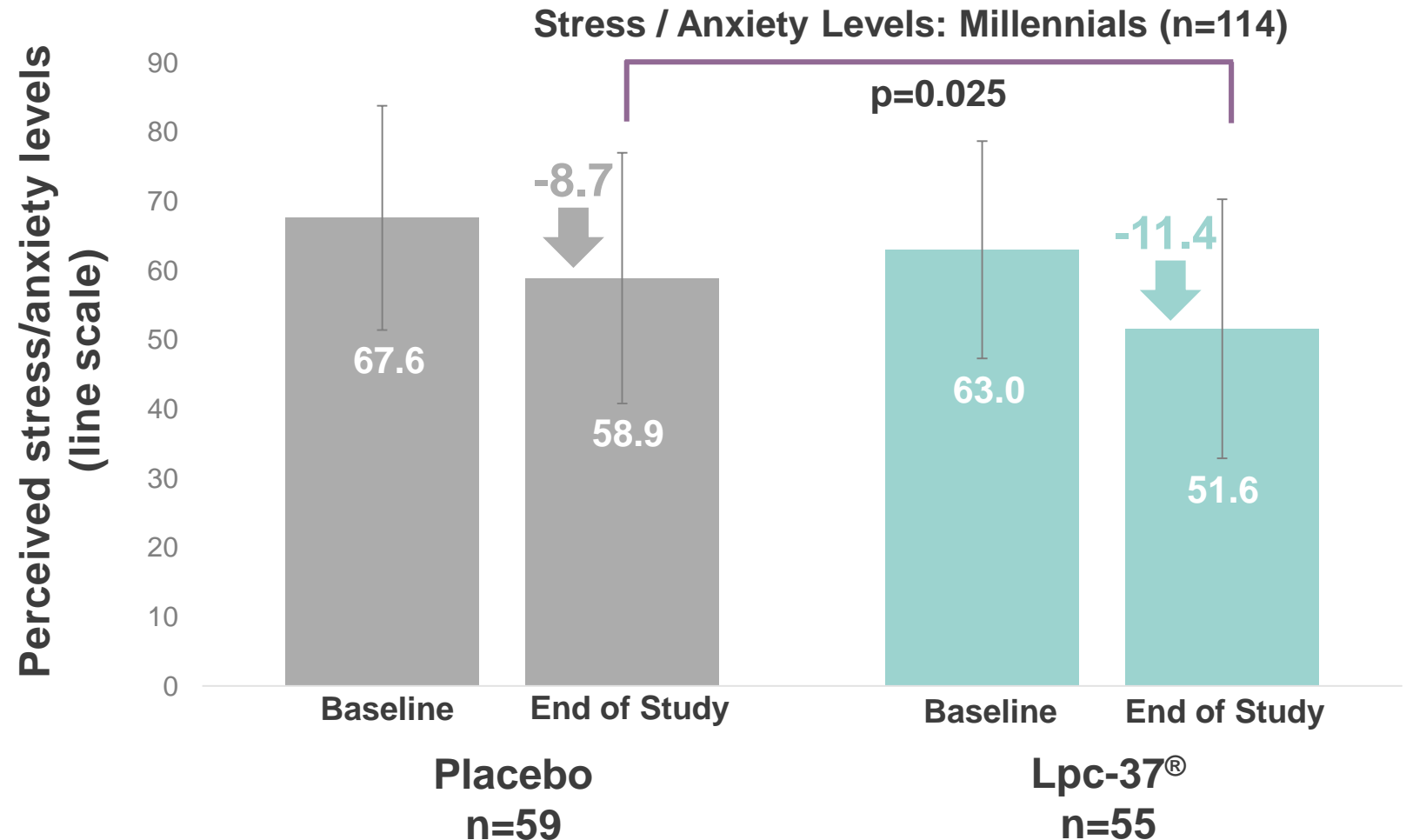
Thinking about your daily life, please rate your Stress / Anxiety level on a typical day:



* p value is Placebo vs. Lpc-37 at End of Study (8 weeks)

Among Millennials, the Lpc-37[®] sub-group were significantly less stressed compared to Placebo group

Thinking about your daily life, please rate your Stress / Anxiety level on a typical day:



* p value is Placebo vs. Lpc-37 at End of Study (8 weeks)



Calm

Clinically demonstrated to relieve perceived stress and promote a relaxed state of mind.

17B CFU | *Lacticaseibacillus paracasei* Lpc-37^{®*}

Benefits



Helps to manage the psychological response to stress



Promotes mental well-being



Helps balance and regulate general feelings of stress

* Note: *Lacticaseibacillus paracasei* Lpc-37 is formerly known as *Lactobacillus paracasei* Lpc-37

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