



## Build Strong, Healthier Bones!



## FOOD FOR STRONG, HEALTHY BONES!



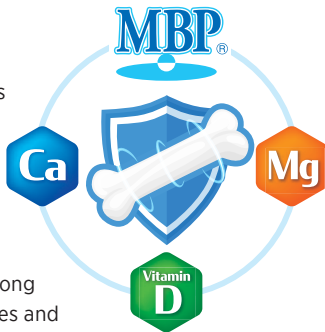
SNOW MBP® is a nutritious milk formula specially formulated to promote bone density to build strong bones, which are crucial for overall health and well-being for a person to lead an active lifestyle.

It contains MBP® with added higher level of calcium, vitamin D, and magnesium, and is low-in-fat with no added sucrose.

### MBP®—WHAT IS IT?

MBP® (Milk Basic Protein) is an active complex of natural proteins found naturally in human and bovine milk.

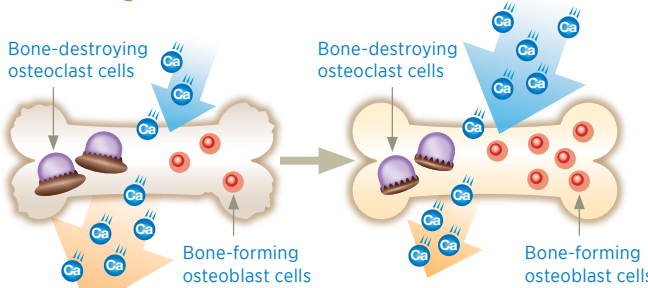
The benefit of MBP® for bone health was discovered and scientifically proven in 1993 by Megmilk Snow Brand Co., Ltd. Strong bones will help to prevent fractures and the onslaught of osteopenia and osteoporosis. MBP® works synergistically to optimize calcium absorption to strengthen bones, together with vitamin D and magnesium.



### KEY CHARACTERISTICS OF MBP®

MBP® increases the amount of bone-forming osteoblast cells while simultaneously suppresses excessive activity of bone-destroying osteoclast cells.

#### When MBP® goes to work ...



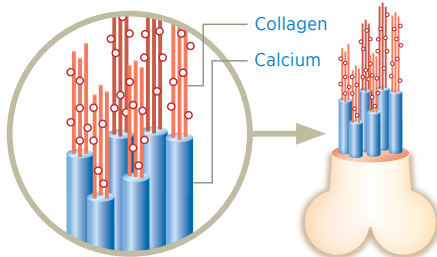
In unhealthy bones, osteoclasts are overactive, dissolving too much calcium and collagen.

Osteoblast cell activity is increased while excessive osteoclast activity is reduced. This results in healthy bone metabolism.

### CALCIUM WORKS BEST WHEN PROPERLY UTILISED

Bones are made of calcium and collagen. If bones resembled reinforced concrete, calcium would be the cement, and collagen the reinforcing rods. Collagen supports calcium absorption and helps bind calcium together to form new bone. In adults, bones are completely regenerated every three years.

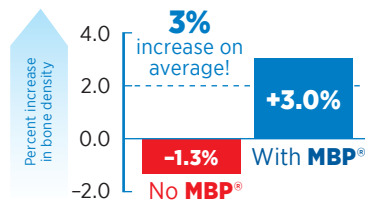
High calcium intake without proper functioning of bone cells results in wastage as bones will not be able to effectively use the calcium consumed.



MBP® makes bones more receptive to calcium by stimulating osteoblast cells that encourage collagen production. It also suppresses osteoclast cells from excessively dissolving calcium and collagen in the bone. These two actions optimises the utilisation of calcium we derive from milk and other sources to build strong, healthy bones.

### SCIENCE-PROVEN BENEFITS OF MBP®

In tests where people drank MBP® daily, improved bone metabolism was confirmed after 3 months and enhanced bone density after 6 months. It is important to consistently consume MBP® as bone metabolism progresses at an extremely gradual pace. As bones are reborn each day, it is beneficial to drink MBP® daily.

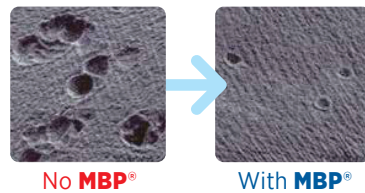


#### INCREASE BONE DENSITY

In a human study conducted on healthy adult women (in their 20s – 50s), bone density increased 3% on average in the group that consumed 40mg of MBP® per day for 6 months.

Yamamura, J., Aoe, S., Toba, Y., Motouri, M., Kawakami, H., Kumegawa, M., Itabashi, A., and Takada, Y., Biosci. Biotechnol. Biochem., 66(3), 702-704 (2002)

#### Enlarged image of the bone surface

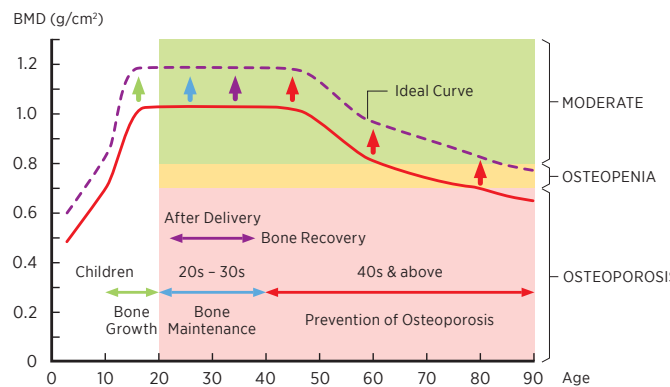


#### INHIBITS OSTEOCLASTS & BONE RESORPTION

Tests confirm that bones have fewer and smaller holes after the addition of MBP®, indicating excessive osteoclast activity and bone loss was reduced.

Source: Milk Science Research Institute, Megmilk Snow Brand Co., Ltd.

### CHANGES IN BONE MASS WITH AGE



Bone health is crucial at every stage of life. As individuals age, bone mass increases, reaching its peak around the 20s. After this point, bone resorption (breakdown) gradually begins to outpace bone formation, resulting in a natural decline in bone mass. If bone mass decreases too much, it can lead to osteoporosis, significantly increasing the risk of fractures, particularly in postmenopausal women.

Prevention is key—building and maintaining bone health continually is crucial to avoid the dire consequences of osteoporosis and fractures for lasting bodily strength and mobility throughout life. MBP® is clinically proven to increase bone density and improve bone formation to build stronger bones, helping reduce bone loss and risk of osteoporosis.

### WHO CAN BENEFIT FROM MBP®?

#### Growing children (3+ years):

To enhance skeletal growth and strong bone development.

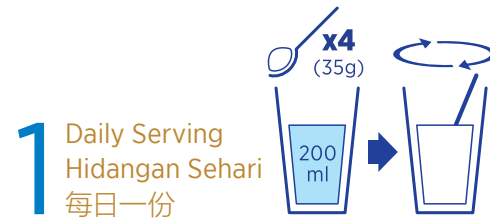


#### Pregnant & lactating women:

Supports maternal bone health by enhancing calcium retention and bone density throughout and after pregnancy and during lactation.

**Adults:** Strengthens and sustains bone health, counteracting age-related bone loss.

**Elderly:** To prevent the onset of osteopenia, osteoporosis, and fractures.



### RECOMMENDED DAILY INTAKE

One daily serving of SNOW MBP® (4 scoops or 35g powder in 200ml water) contains 40mg\* of MBP® as recommended. You can also add it to coffee, tea, yogurt, cereal, muesli, or oatmeal.

Keep your bones healthy and strong with SNOW MBP® for an active, energetic life!

\* Clinical studies confirm the optimal effective dose is 40mg of MBP® per day.

### PENGAMBILAN HARIAN YANG DISYORKAN

Satu hidangan harian SNOW MBP® (4 sudu atau 35g serbuk dalam 200ml air) mengandungi 40mg\* MBP® seperti yang disyorkan. Anda juga boleh tambahkan ke dalam kopi, teh, yogurt, bijirin, muesli atau oat.

Pastikan tulang anda sihat dan kuat dengan SNOW MBP® untuk kehidupan yang aktif dan bertenaga!

\* Kajian klinikal mengesahkan dos berkesan optimum ialah 40mg MBP® sehari.

### 建议每日摄取量

每日一杯 SNOW MBP® (4匙或35克粉末，加入200毫升水)，含有 40mg\* MBP® (建议摄取量)。您也可以将其添加至咖啡、茶、优格、麦片、什锦谷物或燕麦中一起饮用。

SNOW MBP® 维持骨骼健康，让生活更有活力！

\* 临床研究证实，MBP® 的最佳有效摄取量为每日 40 毫克。



- ✓ MBP® 40mg
- ✓ High in Calcium, Magnesium & Vitamin D
- ✓ Low in Fat
- ✓ No Sucrose



The Ministry of Health, Labour and Welfare of Japan awarded FOSHU (Food for Specified Health Use) status to the product manufactured by Megmilk Snow Brand Co., Ltd. *Mainichi Hone Kea MBP®* allowing its label to state "This product contains MBP® that effects increase in bone density".

Megmilk Snow Brand Co., Ltd. was bestowed the prestigious 2005 Institute of Food Technologists (IFT) Industrial Achievement Award for MBP® in recognition of an outstanding food product.

MBP® is a registered trade mark of Megmilk Snow Brand Co., Ltd.

Kementerian Kesihatan, Buruh dan Kebajikan Jepun menganugerahkan status FOSHU (Food for Specified Health Use atau Makanan untuk Kegunaan Kesihatan Khas) kepada produk yang dikilangkan oleh Megmilk Snow Brand Co., Ltd. *Mainichi Hone Kea MBP®* membenarkan labelnya menyatakan "Produk ini mengandungi MBP® yang memberi kesan peningkatan ketumpatan tulang".

Megmilk Snow Brand Co., Ltd. telah menerima Anugerah Pencapaian Perindustrian oleh Institute of Food Technologists (IFT) yang berprestij itu pada tahun 2005 sebagai pengiktirafan kepada MBP®, produk makanan yang cemerlang.

MBP® adalah tanda dagangan berdaftar milik Megmilk Snow Brand Co., Ltd.

日本厚生劳动省 (Ministry of Health, Labour and Welfare of Japan) 授予 Megmilk Snow Brand Co., Ltd. 旗下产品 *Mainichi Hone Kea MBP®* 特定保健用食品 (FOSHU) 资格，并允许在 MBP® 使用标签上注明 "此产品含有 MBP® 有助增加骨质密度"。

Megmilk Snow Brand Co., Ltd. 生产的 MBP® 也荣获 2005 年著名食品技术者协会 (IFT) 颁发工业成就奖，以表彰此杰出食品。

MBP® 是 Megmilk Snow Brand Co., Ltd. 的注册商标。

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