



**Stronger, Healthier
Bones for All Ages!**



The Effects and Key Characteristics of MBP®

- Increases the number of bone-forming osteoblast cells
- Encourages collagen production
- Suppresses excessive activity of bone-destroying osteoclast cells
- Helps maintain healthy bone metabolism

Kesan dan Ciri-Ciri Utama MBP®

- Meningkatkan bilangan sel osteoblas pembentuk tulang
- Menggalakkan penghasilan kolagen
- Menyekat aktiviti berlebihan sel osteoklas pemusnah tulang
- Membantu mengekalkan metabolism tulang yang sihat

MBP®的效果及主要特性

- 增加造骨细胞数量
- 刺激骨胶原产量
- 抑制破骨细胞活动
- 调节骨骼新陈代谢



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 dikelangkan oleh Megmilk Snow Brand Co., Ltd. *Mainichi Hone Kea MBP®* membentarkan labelnya menyatakan "Produk ini mengandungi MBP® yang memberi kesan peningkatan ketumpatan tulang".

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

MBP® ialah satu tanda dagangan 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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FOOD FOR HEALTHY BONES!

MBP® NeoMilk is a specially formulated nutritious milk formula that contains MBP®. It is low in fat and high in Calcium, Vitamin D and Magnesium to help promote and maintain strong and healthy bones.

Low in Fat - Helps maintain optimum body weight

Calcium - Aids in the development of strong bones and teeth

Vitamin D - Helps the body utilise calcium and phosphorus

Magnesium - Promotes calcium absorption and retention

MBP®—WHAT IS IT?

MBP® is an active complex of natural proteins found in trace amounts in bovine and human milk. The benefit of MBP® for bone health was discovered and scientifically proven in 1993 by Megmilk Snow Brand Co., Ltd.



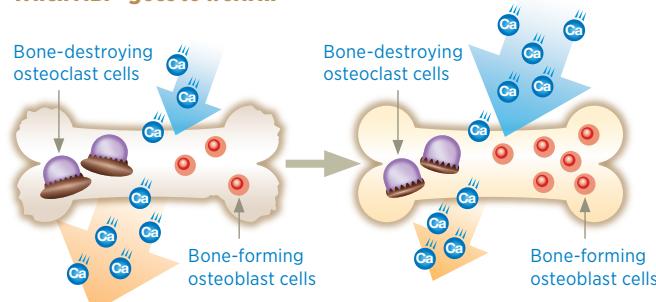
Helps calcium to adhere to bones

Prevents calcium from dissolving from bones

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 ...

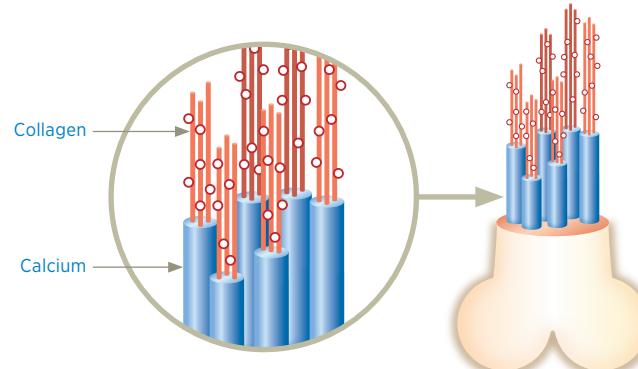


In unhealthy bones, osteoclasts are overactive, dissolving too much calcium and collagen.

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

CALCIUM IS ONLY BENEFICIAL WHEN 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.

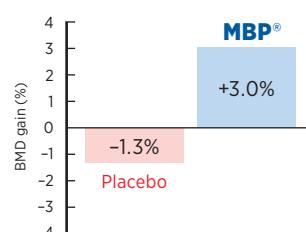


High calcium intake without proper functioning of bone cells results in wastage as bones will not be able to effectively use the calcium consumed.

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.

BONE DENSITY-INCREASING EFFECTS OF MBP®

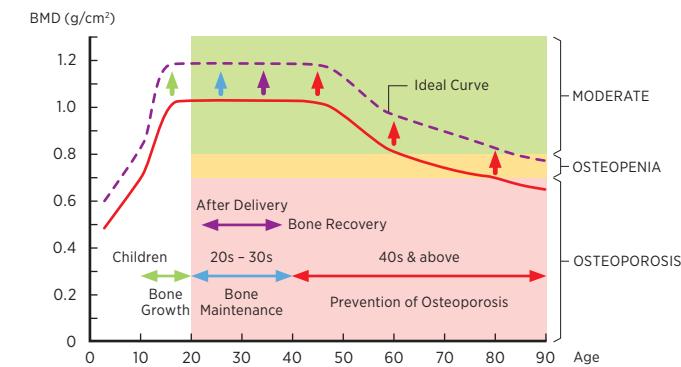
In tests where people drank MBP® daily, improved bone metabolism was confirmed after 3 months and enhanced bone density after 6 months. It is important to consistently consume MBP® as bone metabolism progresses at an extremely gradual pace. As bones are reborn each day, it is beneficial to drink MBP®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



Scientific tests were conducted on healthy women aged 20s to 50s. The group that consumed 40mg of MBP® daily for 6 months showed an average increase of 3% in bone mineral density of the radius (a forearm bone near the wrist).

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)

BONE MASS LIFESTAGE WITH MBP®



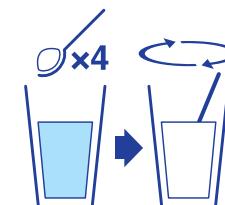
Ideal for consumption by all age groups, MBP® NeoMilk is suitable for:

- children to encourage skeletal growth
- pregnant and lactating women to maintain bone mass
- adults to strengthen bones
- elderly to prevent onset of osteopenia and severe stages of osteoporosis*

* Osteoporosis is a disease that reduces the density of bones. Women are more susceptible to osteoporosis, particularly during menopause as declining estrogen levels cause excess osteoclast activity which destroys bones at an increased rate. MBP® helps control excess osteoclast activity, resulting in balanced bone metabolism.

RECOMMENDED DAILY INTAKE

Two servings daily of MBP® NeoMilk provides 40mg of MBP® and meets daily requirement of Calcium*.



Add 4 scoops of MBP® NeoMilk to 200ml of water and stir thoroughly. You can also add MBP® NeoMilk to your coffee, tea, yogurt, cereal, oatmeal or muesli for your enjoyment.



* Dietary Reference Intakes (DRI) USA & Recommended Nutrient Intakes (RNI) Malaysia