

Meiji Co., Ltd.

March 17, 2025

Tasty and Easy! UV and Dryness Protection from Inside the Body!

Meiji W Skin Care Yogurt

On Sale Nationwide from March 25, 2025

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) is pleased to announce the nationwide launch of Meiji W Skin Care Yogurt beginning from March 25, 2025. Meiji W Skin Care Yogurt is a registered Food with Function Claims with two reported functions: “aids in protecting the skin from UV stimulation” and “maintains skin moisture to help alleviate skin dryness”. These functions are achieved through the functional ingredients *L. bulgaricus* OLL1247 strain and *S. thermophilus* 3078 strain (SC-2 lactobacillus) as well as collagen peptide and sphingomyelin.

Point 1: SC-2 lactobacillus, collagen peptide, and sphingomyelin are reported to have the following two functions.

Assists in protecting skin from UV stimulation

Maintains skin moisture to alleviate skin dryness

Point 2: A drinking yogurt that is easy to adopt



「Meiji W Skin Care Yogurt (112g)

MSRP: 156 yen (tax included)

Recent years have seen increased opportunities to go outdoors. This has led to increased UV exposure and, subsequently, a growing awareness among consumers concerning the need for UV protection. With consumers desiring a higher level of care, there was a need for a new skin care product capable of supplementing existing care while being easy to adopt.

To address this need, Meiji introduces Meiji W Skin Care Yogurt, a yogurt drink featuring *L. bulgaricus* OLL1247 strain, *S. thermophilus* 3078 strain (SC-2 lactobacillus), proprietary lactobacillus Meiji carefully selected by Meiji to address skin care needs, blended together with collagen peptide and sphingomyelin. These three ingredients are reported to achieve two functions: “assist in protecting the skin from UV stimulation” and “maintain skin moisture to alleviate skin dryness”. Featuring a mild sweetness, Meiji W Skin Care Yogurt is a yogurt drink (112g) offered in a compact bottle that makes it easy to adopt as part of your daily routine.

Through Meiji W Skin Care Yogurt, Meiji is proposing new solutions for consumers who are not fully satisfied with their current skin care and our commitment to contributing to the healthy and energetic daily lives of our customers.

■About function claims of Meiji W Skin Care Yogurt

Product name	Meiji W (Double) Skin Care Yogurt 112g
Filed claims	This product contains <i>L. bulgaricus</i> OLL1247 strain and <i>S. thermophilus</i> 3078 strain (SC-2 lactobacillus), collagen peptide, and sphingomyelin. SC-2 lactobacillus, collagen peptide, and sphingomyelin are reported to have functions that aid in the protection of skin from UV stimulation. These ingredients are also reported to have the function of maintaining skin moisture to alleviate skin dryness.
Registration No.	J826
Daily consumption volume	Consume one bottle (112g) per day.
Volume of functional ingredients from daily consumption	Functional ingredient name: <i>L. bulgaricus</i> OLL1247 strain and <i>S. thermophilus</i> 3078 strain (SC-2 lactobacillus), collagen peptide, and sphingomyelin Content volume: <i>L. bulgaricus</i> OLL1247 strain: 920 million or more; <i>S. thermophilus</i> 3078 strain: 92 million or more; collagen peptide: 1000mg; sphingomyelin: 10mg

*Meiji recommends maintaining a balanced dietary lifestyle centered on healthy foods.

*This product is registered by Meiji with the Consumer Affairs Agency as a product with claims that specific health benefits can be expected. However, unlike Foods for Specified Health Uses, this product is not subject to individual inspection by the Consumer Affairs Agency.

*This product is not meant for the purpose of illness diagnosis, treatment, or prevention.

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