

Iconic Probiotic Brand Yakult Launches #GutIsBusted, A Quirky Social Media Awareness Campaign on Healthy Gut

Category: Business

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Having carved a distinct niche for itself in the probiotic category, Yakult Danone India Pvt. Ltd. launched a quirky and enjoyable social media awareness campaign to reinforce the importance of good bacteria to keep a healthy and happy gut. This poignant Social Media campaign will remain live from March 17-31, 2025. This was disclosed by Mr Eiji Amano, [Managing Director](#), Yakult India Pvt. Ltd.



Probiotic [Brand Yakult launches](#) #GutIsBusted, a quirky social media awareness campaign

This innovative campaign titled #GutIsBusted starts with the hype that someone has been arrested for weak immunity, bad digestion and fatigue. But later, it is disclosed that it is not the gut but harmful bacteria that are the primary reason for the illness. Hence, among others, Yakult is also a very good solution to increase good bacteria for better digestion and immunity.

Speaking on the occasion, Mr. Taku Otsuka, Director of Sales, PR & Marketing, Yakult Danone India [Pvt. Ltd.](#), remarked, "Today, world over, people are facing multiple health challenges. The [health](#) barometer suggests that 7 of every 10 Indians may be at risk of a lifestyle disorder. While this has been linked to poor nutrition, stress and lack of physical activity, an important determining factor is poor intestinal

[health](#). Hence, we have tried to reinforce the link between intestinal [health](#) and good health. Through this innovative campaign, we have highlighted the importance of good bacteria in the gut. The concept of probiotics is unique and literally means “For Life”. The unique probiotic Yakult bottle contains 6.5 billion live *Lactobacillus casei* strain Shirota, which suppress the growth of harmful disease-causing bacteria and increase the number of beneficial bacteria in the gut.”

Detailing further, **Dr. Neerja Hajela, Head of Science Department, Yakult Danone India Pvt. Ltd.**, elaborated, “The gut functions as a virtual organ as home to over 100 trillion microbes, which weigh about 2 kg. The communities of micro-organisms are absolutely essential for the digestion of food, absorption of nutrients, maintenance of a well-developed immune system and [production of essential](#) vitamins such as vitamin B. It is pertinent to maintain intestinal balance. Probiotics, backed by decades of research, have been scientifically proven to contribute to the balance of these microbes and, thereby, both [improve digestive health](#) and build overall immunity.

According to **Mr. Ippei Nagamine, Chief [Manager of PR & Marketing](#), Yakult Danone India Pvt. Ltd.**, “Today, we are present in all 28 states & 6 Union territories in India. The health benefits of Yakult are tangible, and there is an upward trend in consumption. There is great visibility about the brand, and we are constantly and [innovatively communicating the key messages of our signature products](#) through consumer engagement initiatives at the ground level and on multiple platforms to raise awareness”.

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