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Probi and Nomura Dairy Achieve Clinical Validation of LP299V in Japanese Adults, Advancing Science-Led Probiotic Innovation in Asia

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Probi, part of Symrise Group, has reached a major scientific and commercial milestone with the first-ever clinical study of its flagship probiotic strain LP299V in Japanese adults. The study sets a new benchmark for validated probiotic solutions in one of the worldâ??s most advanced functional food markets.

The randomised, double-blind, placebo-controlled study, led by Yamakawa et al and titled â??Effects of Lactiplantibacillus plantarum 299v on bowel movements in healthy adults with a tendency for loose stools: a randomised, placebo-controlled, double-blind, parallel-group comparison studyâ•, demonstrated that daily consumption of LP299V significantly improved bowel habits in healthy adults with a tendency toward loose stools. After eight weeks, participants in the LP299V group showed a significantly lower bowel movement frequency compared to placebo.

The findings extend the strainâ??s well-documented efficacy into a new study population and highlight the ability of LP299V to deliver clinically meaningful outcomes in a Japanese cohort, including a reduction in bowel movement frequency and a shift towards a more balanced gut environment. The number of days with bowel movements was also significantly reduced (5.3 vs. 6.2 days per week; p=0.011), further supporting normalisation of bowel habits. These results further strengthen the strainâ??s position as one of the most robust and versatile probiotic solutions available for product development.

These effects are supported by LP299Vâ??s well-established ability to survive gastric transit, adhere to the intestinal mucosa and temporarily colonise the gut â?? key characteristics that enable direct interaction with the host microbiome and intestinal barrier.

Mechanistically, LP299V has been shown to modulate the gut microbiota by promoting the growth of beneficial, short-chain fatty acid-producing bacteria, including those associated with butyrate production. This is particularly relevant as butyrate plays a central role in maintaining intestinal barrier integrity, regulating inflammation, and supporting normal bowel function.

This milestone is a direct result of Probiâ??s strategic partnership with Nomura Dairy Products, a pioneer in Japanâ??s fermented food sector. Together, the two companies have combined scientific excellence with deep market insight to bring LP299V to Japanese consumers in a format tailored to local preferences in a fermented carrot juice under the My Flora brand.

The new clinical evidence moves this collaboration from product innovation to clinically substantiated market leadership and provides partners and customers with powerful, population-specific evidence in a highly discerning and science-driven market.

Â â??By combining Probiâ??s world-class science with Nomuraâ??s strong local market expertise, we have delivered a clinically validated solution that strongly resonates with Japanese consumers, says Karen Ong, Head of APAC at Probi. â??This study marks a significant milestone, reinforcing LP299Vâ??s position as a leading global probiotic strain while demonstrating proven efficacy in the Japanese population. It also highlights how targeted clinical validation can accelerate commercial growth and meet rising consumer demand for credible, science-backed digestive health solutions.â