

**New study from MOJU, shows evidence that prebiotic shots have proven
long lasting positive impacts on gut health**

- *The study has been commissioned by MOJU on its product, Prebiotic shots*
- *Co-funded by the European Regional Development Fund and London South Bank University*
 - *The study proves a significant increase in gut health*

A world-first study, co-funded by the London South Bank University and the European Regional Development Fund, commissioned by MOJU, the UK's leading functional food and drinks brand, has today been published in [MDPI](#), concluding that prebiotic shots have a positive and proven longer lasting impacts on gut health than first perceived.

The study specifically looked at MOJU's Prebiotic Shot and the health benefits of taking it on a daily basis. The results showed a significant increase in gut microbiome alpha diversity. Alpha diversity is a common indicator for assessing gut microbiota health and plays an important role in maintaining a balanced ecosystem. The research also showed overall improvements in Bifidobacterium in all participants. Due to their purported health-promoting properties, Bifidobacterium helps aid digestion and staving off harmful bacteria. The health benefits were ongoing and continued up to 21 days after taking prebiotics. By conducting the study, it has shown us clearly that there is a link between taking a blend of different prebiotic fibres and the positive effect that this can have with supporting a healthy and functioning gut.

Participants were randomly allocated to two different groups. One group consumed the prebiotic and the other a placebo daily for three weeks. Then entered into a period of three week washout in which they did not consume any of the product to allow them to return to baseline. Following this participants consumed the opposite product from the first phase for three weeks. The study was conducted as part of the London Agri-Food Innovation Clinic (LAFIC) which is managed by London South Bank University and supports and promotes research and innovation in London's food businesses. The study was published in June 2023.

Ross Austen, Nutrition and Research Lead at MOJU, said "One thing researchers do agree on is that a more diverse microbiome is generally a healthier microbiome, so it's fantastic that the results from the study showed such a positive effect on this, meaning that our product can be a really great start to the day that will help people with their gut health."

Senior Food Technologist Adri Bester from London South Bank University, said: "Unlike our genetics, we can influence which bacteria live in our gut. While some of the factors that affect the bacteria that live in our gut are difficult to change – like genetics, stressful events, or illness – we can modify and control our lifestyle behaviours. By conducting the study, it has shown us clearly that there is a link between taking a prebiotic and the positive effect that this can have with supporting a healthy and functioning gut. In addition to the demonstrable gut microbiome health benefits of the MOJU Prebiotic Shot, the shotgun metagenome analyses revealed interesting findings of advanced beneficial potential, including colon cancer. We know that as a world

population we do not consume enough fibre in our diets, and consumers of all ages cite improving gut and digestive health as one of the top three benefits they want from their diet. Our study demonstrates that the MOJU Prebiotic Shot can be a convenient product to top up dietary fibres and improve gut and digestive health for any adult age and gender.”

MOJU has been the pioneer in the functional shot category and following rapid growth over the past three years and gaining more than 7,000 distribution points across the UK, it now boasts listings in the country’s major grocery retailers. Since its launch in 2015, the brand claimed a first with the launch of its Dosing Bottles, which now contain the equivalent of seven of its popular 60ml shots and designed to support daily ‘at-home consumption rituals’. The brand’s Ginger Dosing Bottle currently ranks as the highest loyalty product in the entire Juices & Smoothies category, highlighting its role as a habitual and functional product.

The trial took place between August and December 2021, with the analysis and data interpretation throughout 2022. 20 participants were enrolled, 6 participants were lost during the study – 3 due to product dispatch problems causing delays that impacted their availability; 1 due to antibiotic treatment; 1 due to COVID-19, 1 due to not being able to travel back to the UK from Spain due to UK COVID-19 lockout. Gut microbiota was tested pre and post for each phase.

-ENDS-

MEDIA ENQUIRIES:

For further information, contact EMERGE: moju@emergelimited.com

Link to the full study: <https://www.mdpi.com/2304-8158/12/13/2480>

ABOUT MOJU:

MOJU is a nutrition brand that is dedicated to helping its customers build healthier habits and kick-start their day with nutrition that’s unrivalled in its power, quality and flavour. We only make our products from ingredients grown in nature whilst prioritising ethical sourcing and more sustainable ways of doing business. MOJU’s full range includes including **6 x 60ml SKUS** – Ginger, Turmeric, Multi-Berry Immunity, Hot Mango Immunity, Raspberry Gut Health and Tropical Gut Health and **7 x 420ml SKUS** – Ginger, Turmeric, Ginger Extra Strength, Multi-Berry Immunity, Hot Mango Immunity, Raspberry Gut Health and Tropical Gut Health

CURRENT MOJU STOCKISTS:

Sainsbury’s
Waitrose
Ocado
ASDA
Co-op
Leon
Itsu
WHSmith
Amazon
Wholefoods
Planet Organic



MOJU online

MORE INFO:

Website: <https://mojudrinks.com/>

Instagram: [@mojudrinks](https://www.instagram.com/mojudrinks)

Facebook: [@mojudrinks](https://www.facebook.com/mojudrinks)

About the European Regional Development Fund:

The project (LAFIC) is receiving up to £1,001,660 funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014–2020. The Department for Levelling Up, Housing and Communities and Greater London Authority is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>