



PRESS RELEASE

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Probi launches a tasty and convenient way of taking your daily probiotic supplement

Capsules and tablets are still the most common delivery formats in the probiotic supplement industry, but not all consumers embrace taking pills. To meet the demand for new, innovative application formats, Probi has developed a novel probiotic product formulation - Probi® Fast Melt.

Probi® Fast Melt is a probiotic powder stick that melts directly in your mouth – no water needed. The powder comes in a fresh lemon flavor and offers a tasty and convenient way of taking your probiotic supplement. The stick-pack is easy-to-use and ideal for children, but also suitable for adults. The stick-pack has been developed to provide a product with a pleasant mouthfeel, one stick holding one daily dose. Probi® Fast Melt contains Probi's patented and clinically documented probiotic strain LP299V®, but will also be available with other Probi strains.

"Taste and flavor are driving consumption and are becoming an important differentiator also within Consumer Healthcare. We believe that, with Probi® Fast Melt, there is a fantastic opportunity for our customers to attract new consumer groups, particularly children, into the probiotic supplement category", says Niklas Bjärum, President Probi USA, Global Sales & Marketing.

Probi will present this newly launched product application at the major industry exhibitions, Supply Side West, in Las Vegas 25-29th September and CPhi, in Frankfurt 24-26th October. The first consumer product with the Probi® Fast Melt formulation will be launched in Sweden in October this year already, under the Probi Mage® brand, the leading probiotic supplement brand in Sweden.

FOR FURTHER INFORMATION, CONTACT:

Niklas Bjärum, President Probi USA, Global Sales & Marketing, tel +46 46 286 89 67,
e-mail: niklas.bjarum@probi.com

Johan Wahlqvist, Director Marketing & Sales Consumer Healthcare, tel +46 46 286 89 27,
e-mail: johan.wahlqvist@probi.com

ABOUT PROBI

Probi is a world leader within probiotics. Our vision is to help people live healthier lives by delivering effective and well-documented probiotics, with proven health benefits based on scientific research. Probi offers dedicated probiotic expertise and partnership all the way from R&D to finished products for companies within the consumer healthcare and food industry. Our GMP certified manufacturing facilities produce probiotics in custom made formats with value-adding delivery technologies. Founded by scientists in Sweden 1991, Probi is a multinational company with 4 centers of excellence, active in more than 40 markets around the world and holding over 400 patents worldwide. Read more at www.probi.com.