

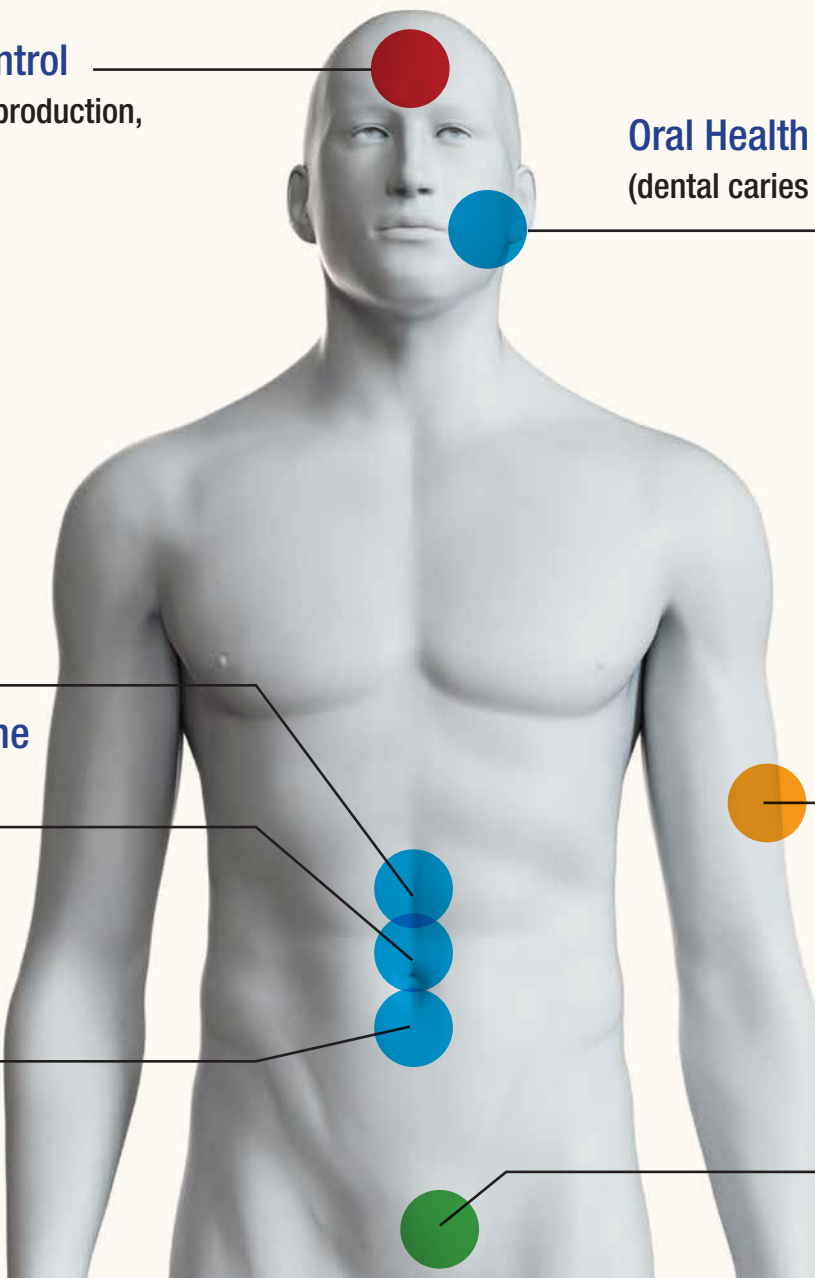


Differentiating **PROBIOTIC PRODUCTS**

Consumer awareness about and use of probiotics continue to increase. New products can differentiate and glean additional benefits by using researched, patented probiotic strains.

Research

Specific strains of probiotics are being studied for potential benefits in areas such as:



Mood Control
(serotonin production, well-being)

Oral Health
(dental caries protection)

Digestive Health
(inflammation, celiac)

Metabolic Syndrome
(fat reduction, satiety)

Immunity
(diarrhea/rotavirus, boosts immune system)

Skin Health
(atopic dermatitis, psoriasis)

Fertility
(male, female)

Intellectual Property (IP)

Using a patented probiotic strain provides many advantages.



Demand for the product you are selling



Market awareness of your unique product



Scarcity of that product



Benefits of that product to the buyer



Data supporting the product's benefits



Protection against competitors

The Three P's of Value

Branded ingredients empower product manufacturers to:

