

ProVen: Probehav Study & Product Summary

PROBEHAV STUDY

AIMS:

To examine the effects of ProVen 50 Billion on:

- 1) General feelings of anxiety, using a questionnaire-based approach;
- 2) Cognitive function, using a comprehensive cognitive battery of tests
- 3) Stress reactivity, using a laboratory stressor task in which participants must undertake a number of actions designed to induce the stress response.

The first trial of probiotics on cognitive outcomes in humans

PROBEHAV STUDY

STUDY DESIGN:

- DBPC pilot study
- 50 healthy volunteers (19-38 years old, BMI<30)
- Active: ProVen 50 Billion at 5×10^{10} cfu per capsule/day
- Placebo: Maltodextrin
- Duration of intervention: 6 weeks

RESULTS:

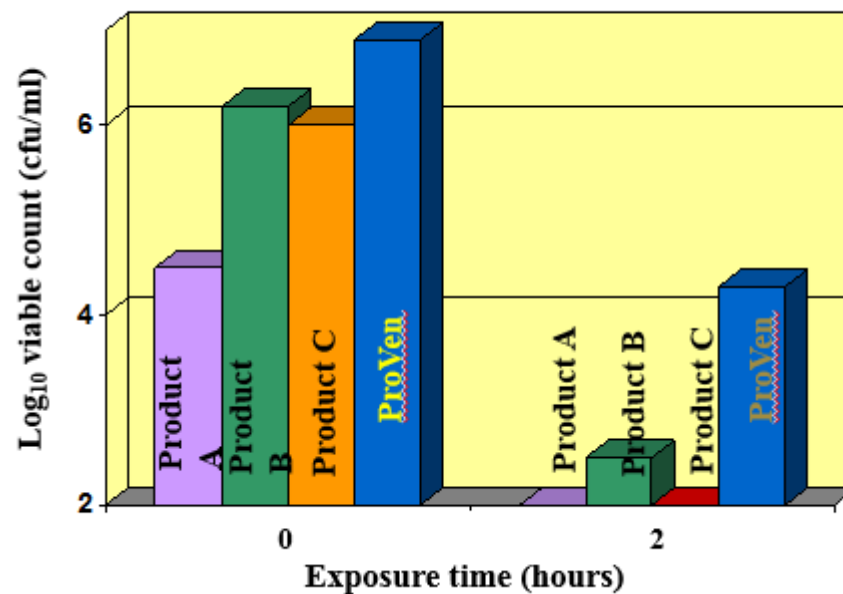
1. ProVen significantly decreased 'trait' anxiety levels compared to placebo group ($p = 0.042$)
2. 'Continuity of attention' increased in response to the ProVen intervention and decreased with the placebo group ($p=0.035$)

ProVen and **Lab4**[®] Probiotics

PROBIOTICS

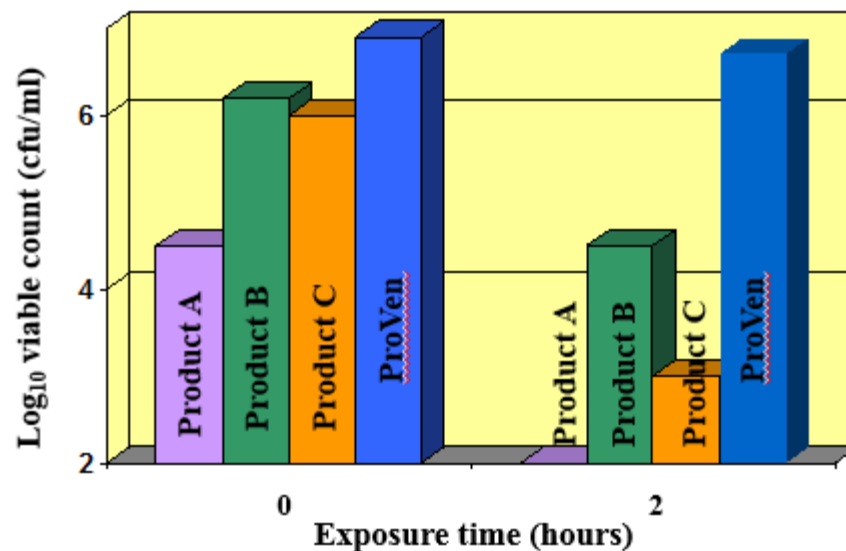


Passage of Probiotics through the G.I. Tract



The Acid Test: At a low pH of 2.6, ProVen remains the most viable probiotic

Passage of Probiotics through the G.I. Tract



The Acid Test: At a high pH of 4.2, ProVen remains the most viable probiotic

Who we are... **PROVEN** PROBIOTICS

We produced our first human probiotic in 1994

Since then, OUR OWN team of scientists, have worked to develop OUR OWN trademarked group of probiotic strains – finalised around 15 years ago:

- **ProVen** – used in our child and adult products to reflect the composition of the human gut once it is fully developed
- **ProVenb** – used in our pregnancy, baby and toddler products to replicate the composition of the friendly bacteria in the developing human gut

Who we are... **PROVEN[®]** PROBIOTICS

ProVen

Lactobacillus acidophilus – strain 1
Lactobacillus acidophilus – strain 2
Bifidobacterium bifidum
Bifidobacterium animalis (var lactis)



ProVenb

Lactobacillus paracasei
Lactobacillus salivarius
Bifidobacterium bifidum
Bifidobacterium animalis (var lactis)



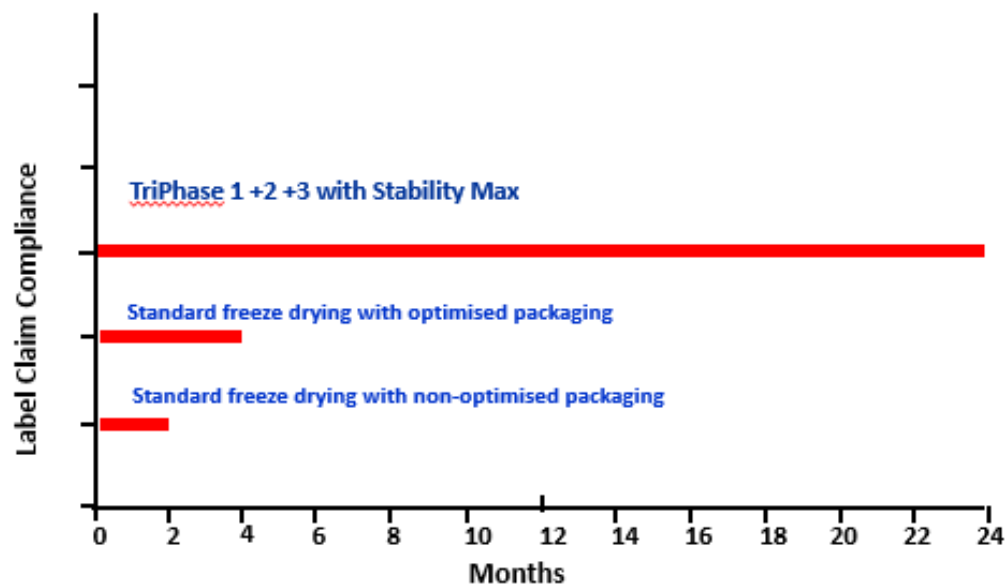
Unlike any other probiotic brand in the UK

- We have OUR OWN team of researchers and scientists
- We do research on OUR OWN group of probiotic strains – ProVen and ProVenb are both extensively researched
- Our research team works DIRECTLY with the best universities and hospitals in the UK and overseas to carry out OUR OWN clinical studies
- We develop our ProVen products based upon our clinical studies
- We manufacture all the ProVen products in OUR OWN Good Manufacturing Process (GMP) approved facilities in South Wales



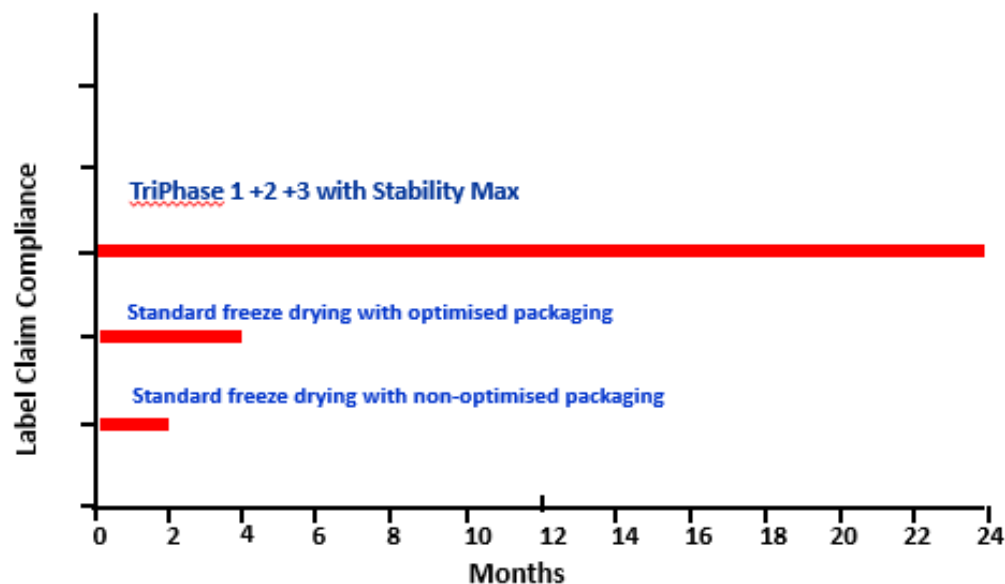
TriPhase and Stability Max -The Ultimate Stability of Probiotics

This chart compares typical stability profiles obtained with a high potency probiotic (over 5 billion per capsule) combined with a multivitamin component



TriPhase and Stability Max -The Ultimate Stability of Probiotics

This chart compares typical stability profiles obtained with a high potency probiotic (over 5 billion per capsule) combined with a multivitamin component



Adult Acidophilus & Bifidus – 25 Billion

- For use alongside and following antibiotics - prevents the overgrowth of undesirable bacteria following antibiotics
- ProVen probiotics significantly reduced total symptoms and improved quality of life of IBS sufferers
- Shown to reduce the incidence of C.difficile diarrhea
- Proven to colonise the human intestine

30 capsules

25 billion ProVen friendly bacteria per two capsules

25 billion = benchmark clinical study level

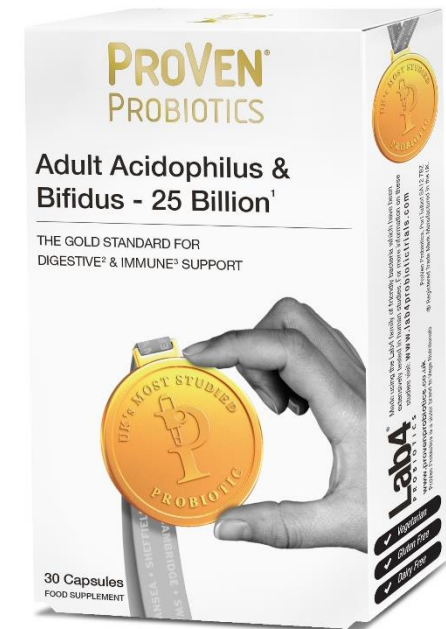
12.5 billion = maintenance level

NUTRITION INFORMATION

Serving Size:	1 Capsule		2 Capsules	
Servings Per Container:	30		15	
Amount Per Serving		%NRV*		%NRV*
Vitamin D3	25µg	500%	50µg	1000%
Vitamin C	80mg	100%	160mg	200%
Calcium	120mg	15%	240mg	30%
Zinc	15mg	150%	30mg	300%
Selenium	55µg	100%	110µg	200%

Lab4 Consortium

<i>L. acidophilus</i> (CUL60)		†		†
<i>L. acidophilus</i> (CUL21)		†		†
<i>B. animalis subsp. lactis</i> (CUL34)	12.5 billion	†	25 billion	†
<i>B. bifidum</i> (CUL20)	viable cells	†	viable cells	†
Fructooligosaccharides (FOS)	100mg	†	200mg	†



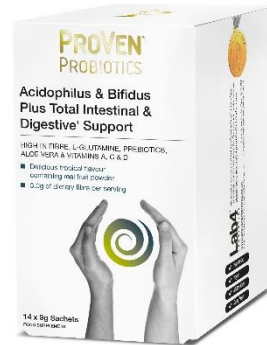
For Adults | Gluten Free | Dairy Free | Vegetarian | NOT Vegan |

Total Intestinal & Digestive Support / Total Immune & Energy Support

- Vegetarian (NOT Vegan) 14 individual sachets
- Tropical flavour drink
- 12.5 billion ProVen per sachet
- PLUS complete intestinal support

For Adults

Gluten and Dairy Free



NUTRITION INFORMATION			
Serving Size: 1 Sachet			
Servings Per Container: 14			
			%NRV RD *
Vitamin A	800ug RE		100%
Vitamin D3	50ug		1000%
Vitamin C	500mg		625%
Calcium	120mg		15%
Lab4 Consortium			
Lactobacillus acidophilus (CUL60)			†
Lactobacillus acidophilus (CUL21)			†
Bifidobacterium animalis subsp. lactis (CUL34)			†
Bifidobacterium bifidum (CUL20)			†
	12.5 billion viable cells		
Dietary Fibre			
Provided as:	3000mg		†
Fructooligosaccharides (FOS)	1000mg		†
Inulin	1000mg		†
Sunfiber™	1000mg		†
L-Glutamine	1000mg		†
Aloe Vera 200:1	10mg		†

- 14 individual sachets
- Fizzy orange drink
- 12.5 billion ProVen per sachet
- PLUS further immune boost and energy support

For Adults

Gluten and Dairy Free

Vegetarian (NOT Vegan)



NUTRITION INFORMATION			
Serving Size: 1 Sachet			
Servings Per Container: 14			
			%NRV RD *
Vitamin D3	25ug		500%
Vitamin C	1000mg		1250%
Thiamin (Vitamin B1)	0.3mg		300%
Riboflavin (Vitamin B2)	4.2mg		300%
Niacin	40mg NE		300%
Vitamin B6	4.2mg		300%
Folic Acid	600ug		250%
Vitamin B12	15ug		600%
Biotin	150ug		150%
Pantothenic Acid	16mg		300%
Zinc	10mg		100%
Selenium	100ug		162%
Lab4 Consortium			
Lactobacillus acidophilus (CUL60)			†
Lactobacillus acidophilus (CUL21)			†
Bifidobacterium animalis subsp. lactis (CUL34)			†
Bifidobacterium bifidum (CUL20)			†
	12.5 billion viable cells		
Herbberry Extract			
Equivalent to: Herbberry Fruit	2000mg		†
Guarana Extract (Min 22% Caffeine)	200mg		†
Beta 1,2 & 1,6 Glucan	100mg		†
Caffeine (as Caffeine Anhydrous & Guarana Extract)	100mg		†
Coenzyme Q10	10mg		†

Fit for School

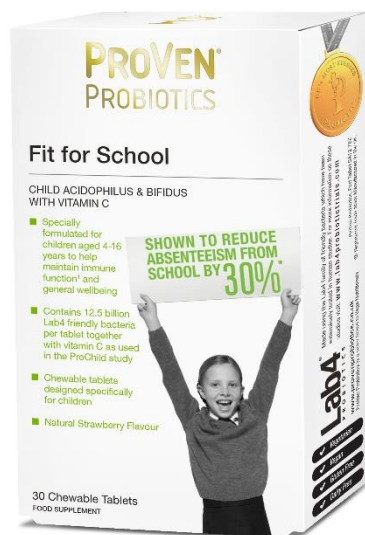
For boosting immunity in children:

- Shown to reduce incidence of coughs and colds by a third
- Shown to halve the number of days of illness
- Absenteeism from school and thus childcare reduce by a third
- Days with a runny nose or sore throat reduced by a third
- Visits to the doctor, and consequently antibiotic prescription, reduced by 43%

Fit for School

- 30 chewable tablets
- Strawberry-flavoured
- 12.5 billion ProVen per tablet
- PLUS vitamin C

For children aged 4+
Gluten and Dairy Free
Vegetarian and Vegan



NUTRITION INFORMATION

Serving Size: 1 Chewable Tablet
Servings Per Container: 30

Amount Per Serving		%NRV/RDA*
Vitamin C	50mg	63%
Lab4 Consortium		
<i>Lactobacillus acidophilus</i> (CUL60)		†
<i>Lactobacillus acidophilus</i> (CUL21)		†
<i>Bifidobacterium animalis subsp. lactis</i> (CUL34)		†
<i>Bifidobacterium bifidum</i> (CUL20)		†
Fructooligosaccharides (FOS)	200mg	†

- 28/14 individual sachets
- 12.5 billion ProVen per sachet
- PLUS vitamin C, vitamin D and FOS

For children aged 1+
Gluten and Dairy Free
Vegetarian (NOT
Vegan)



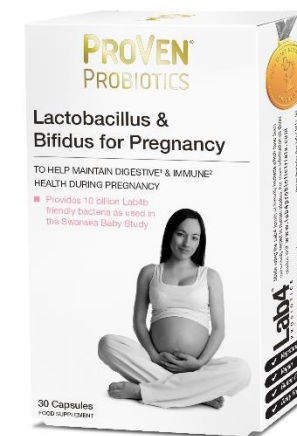
NUTRITION INFORMATION

Serving Size: 1 Stick Pack
Servings Per Container: 14

		%NRV*
Vitamin D3	5µg	100%
Vitamin C	50mg	62.5%
Lab4 Consortium		
<i>Lactobacillus acidophilus</i> (CUL60)		†
<i>Lactobacillus acidophilus</i> (CUL21)		†
<i>Bifidobacterium bifidum</i> (CUL20)		†
<i>Bifidobacterium animalis subsp. lactis</i> (CUL34)		†
Prebiotic Fructooligosaccharides (FOS)	1000mg	†

Lactobacillus & Bifidus (ProVenb) for Pregnancy

- Supported by the Swansea Baby Trial – the largest clinical trial ever done with pregnant mother and infant pairs
- Mums-to-be took 10 billion ProVen Probiotics ProVenb friendly bacteria daily for their third trimester
- Babies took 10 billion ProVenb friendly bacteria daily for the first six months following birth
- Risk of allergy in the babies reduced by 50% - a lifetime benefit



30 capsules
10 billion ProVenb per tablet
PLUS vitamin C and calcium to support digestive and
immune health

For adults
Gluten Free
Dairy Free
Vegetarian
Vegan

NUTRITION INFORMATION

Serving Size: 1 Capsule

Servings Per Container: 30

Amount Per Serving

Vitamin C

Calcium

80mg

120mg

%NRV*

100%

15%

Lab4b Consortium

Lactobacillus salivarius (CUL-61)

Bifidobacterium animalis subsp. lactis (CUL-34)

Bifidobacterium bifidum (CUL-20)

Lactobacillus paracasei (CUL-08)

10 billion viable cells

†

ProVenb plus complete nutritional support for Pregnancy

- Supported by the Swansea Baby Trial – the largest clinical trial ever done with pregnant mother and infant pairs
- Mums-to-be took 10 billion ProVen Probiotics ProVenb friendly bacteria daily for their third trimester
- Babies took 10 billion ProVenb friendly bacteria daily for the first six months following birth
- Risk of allergy in the babies reduced by 50% - a lifetime benefit
- 30 capsules + 30 softgels
- 10 billion ProVenb
- PLUS vitamins, minerals & DHA at levels optimised for pregnancy
- Includes folic acid and vitamin D
- 200mg of DHA – essential for foetal nerve and brain development
- For conception, pregnancy and breastfeeding

For Adults

Gluten Free

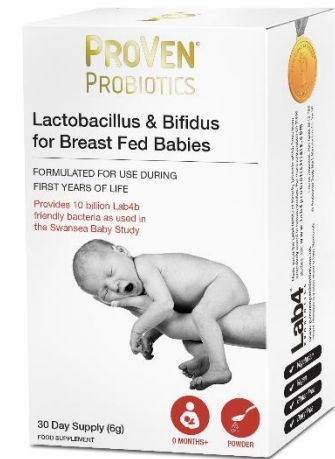
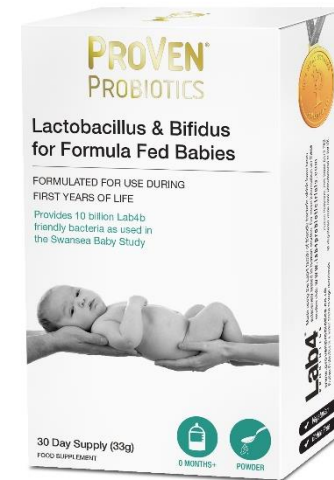
Dairy Free

Contains Fish



Lactobacillus & Bifidus (ProVenb) for Babies

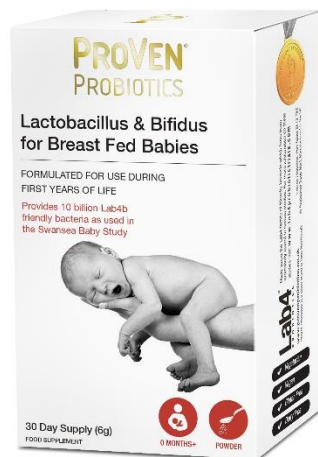
- Supported by the Swansea Baby Trial and 'Safety in Newborns' study
- Proven to be completely safe
- Proven to reduce allergic sensitization to any allergen by 50%
- Proven to reduce eczema by 60%



Lactobacillus & Bifidus (ProVenb) for Babies

- 30 days supply
- Powder with scoop
- 10 billion ProVenb per dose

For babies from birth
Gluten and Dairy Free
Vegetarian and Vegan
Add to expressed
breast milk or give
direct to baby



NUTRITION INFORMATION

Serving Size: 2 Level Scoops
Servings Per Pack: 30

Amount Per Serving

Lab4b Consortium

Lactobacillus salivarius (CUL61)

Lactobacillus paracasei (CUL08)

Bifidobacterium animalis subsp. lactis (CUL34)

Bifidobacterium bifidum (CUL20)

10 billion viable cells

%NRV/RDA*

†

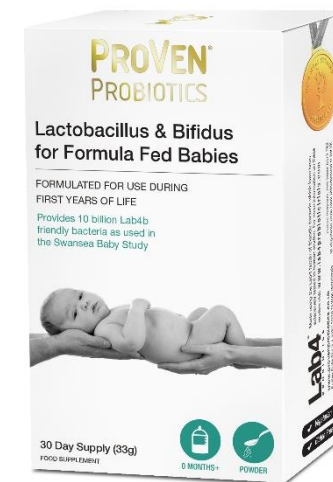
†

†

†

- 30 days supply
- Powder with scoop
- 10 billion ProVenb per dose
- PLUS GOS at breast-milk levels

For babies from birth
Gluten Free (not Dairy Free)
Vegetarian (not Vegan)
Add to made-up and cooled formula milk



NUTRITION INFORMATION

Serving Size: 1 Heaped Scoop
Servings Per Pack: 30

Amount Per Serving

Lab4b Consortium

Lactobacillus salivarius (CUL61)

Lactobacillus paracasei (CUL08)

Bifidobacterium animalis subsp. lactis (CUL34)

Bifidobacterium bifidum (CUL20)

10 billion viable cells

%NRV/RDA*

†

†

†

†

Galactooligosaccharides (GOS)

450mg

†

Fructooligosaccharides (FOS)

100mg

†

ProVenb with Vitamins and Prebiotic for Toddlers

The only probiotic with multivitamins specifically developed to promote immune, digestive and general health in toddlers

- 30 days supply
- Powder with scoop
- 5 billion ProVenb per dose
- PLUS 100% NRV of all 13 essential vitamins
- PLUS 800mg GOS and FOS

For toddlers aged 1-4

Gluten Free

NOT Dairy Free

Vegetarian

NOT Vegan

NUTRITION INFORMATION

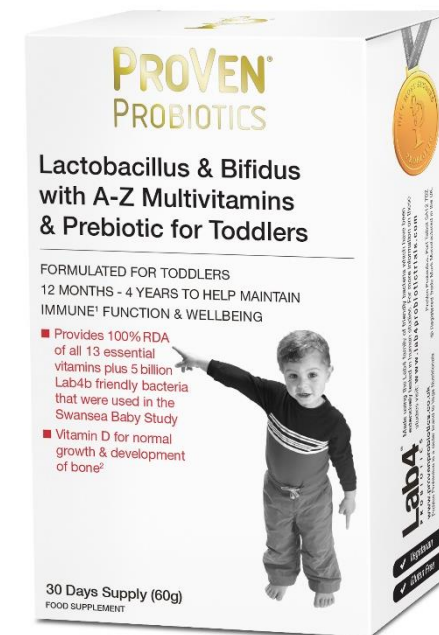
Serving Size: 2 Heaped Scoops
Servings Per Container: 30

Amount Per Serving		%NRV/RDA*
Vitamin A	800µg RE	100%
Vitamin D3	10µg	200%
Vitamin E	12mg TE	100%
Vitamin K1	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.1mg	100%
Riboflavin (Vitamin B2)	1.4mg	100%
Niacin	16mg NE	100%
Vitamin B6	1.4mg	100%
Folic Acid	200µg	100%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%

Lab4b Consortium

<i>Lactobacillus salivarius</i> (CUL61)	5 billion viable cells	†
<i>Lactobacillus paracasei</i> (CUL08)		†
<i>Bifidobacterium animalis subsp. lactis</i> (CUL34)		†
<i>Bifidobacterium bifidum</i> (CUL20)		†

Fructooligosaccharides (FOS)	500mg	†
Galactooligosaccharides (GOS)	280mg	†

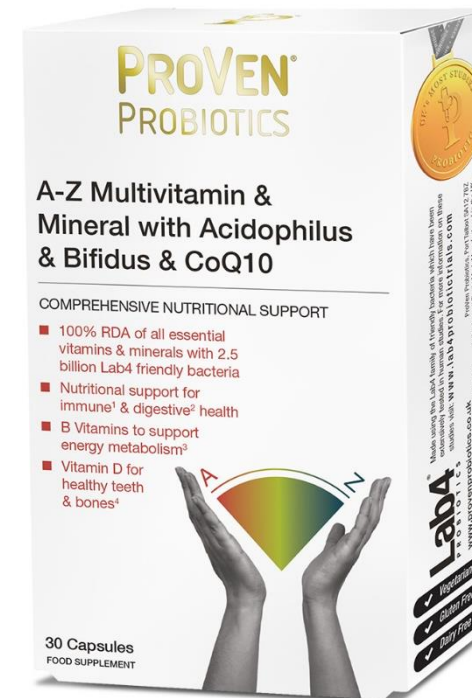


ProVen with multivitamins and minerals for Adults

- 2.5 billion ProVen friendly bacteria per capsule
- 100% NRV of all essential vitamins and minerals
- Additional essential nutrients to support healthy aging
- Developed specifically to support general wellbeing

- 30 capsules
- 2.5 billion ProVen per capsule
- PLUS vitamins, minerals, CoQ10, silicon and boron

For Adults | Gluten Free | Dairy Free | Vegetarian | NOT Vegan



NUTRITION INFORMATION		
Serving Size: 1 Capsule		
Servings Per Pack: 30		
Amount Per Serving		%NRV/RDA*
Vitamin A (as Beta Carotene)	800µg RE	100%
Vitamin D3	25µg	500%
Vitamin E	12mg TE	100%
Vitamin K1	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.1mg	100%
Riboflavin (Vitamin B2)	1.4mg	100%
Niacin	16mg NE	100%
Vitamin B6	1.4mg	100%
Folic Acid	200µg	100%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%
Calcium	120mg	15%
Magnesium	56.25mg	15%
Iron	14mg	100%
Zinc	10mg	100%
Copper	1mg	100%
Manganese	2mg	100%
Selenium	55µg	100%
Chromium	40µg	100%
Molybdenum	50µg	100%
Iodine	150µg	100%
Coenzyme Q10	20mg	†
Silicon	2mg	†
Boron	100µg	†
Lab4 Consortium		
Lactobacillus acidophilus (CUL60)		
Lactobacillus acidophilus (CUL21)		
Bifidobacterium animalis subsp. lactis (CUL34)		
Bifidobacterium bifidum (CUL20)		
		2.5 billion viable cells †

ProVen with multivitamins and minerals for Adults aged 50+

- 2.5 billion ProVen friendly bacteria per capsule
- 100% NRV of all essential vitamins and minerals
- Additional essential nutrients to support healthy aging
- Developed specifically to support those over 50

- 30 capsules
- 2.5 billion ProVen per capsule
- PLUS vitamins, minerals, CoQ10, silicon and boron

For Adults aged 50+ | Gluten Free | Dairy Free | Vegetarian | NOT Vegan



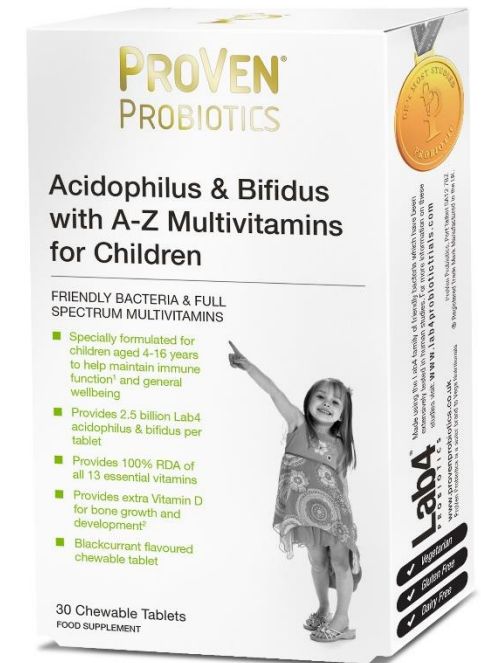
ProVen plus Multivitamins for Children

- 2.5 billion ProVen friendly bacteria per chewable tablet
- 100% NRV of all essential vitamins
- Additional essential nutrients for each life-stage
- Developed specifically to support general wellbeing and health in children

- 30 chewable tablets
- Blackcurrant-flavoured
- 2.5 billion ProVen friendly bacteria per tablet
- PLUS 100% NRV of all 13 essential vitamins

For children aged 4+ | Gluten Free | Dairy Free | Vegetarian | NOT Vegan

NUTRITION INFORMATION		
Serving Size: 1 Capsule		
Servings Per Pack: 30		
Amount Per Serving		%NRV/RDA*
Vitamin A	800µg	100%
Vitamin D3	25µg	500%
Vitamin E	12mg	100%
Vitamin K	75µg	100%
Vitamin C	80mg	100%
Thiamin (Vitamin B1)	1.1mg	100%
Riboflavin (Vitamin B2)	1.4mg	100%
Niacin	16mg	100%
Vitamin B6	1.4mg	100%
Folic Acid	200µg	100%
Vitamin B12	2.5µg	100%
Biotin	50µg	100%
Pantothenic Acid	6mg	100%
Silicon	55µg	100%
Boron	150µg	100%
Lab4 Consortium		
<i>Lactobacillus acidophilus</i> (CUL60)		
<i>Lactobacillus acidophilus</i> (CUL21)		
<i>Bifidobacterium animalis subsp. lactis</i> (CUL34)		
<i>Bifidobacterium bifidum</i> (CUL20)		
2.5 billion viable cells		

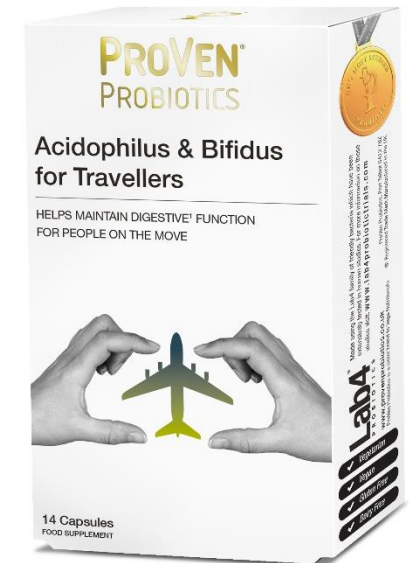


Acidophilus & Bifidus for Travel

Designed specifically for travel - helps protect the tummy against exposure to local food, water and a different and unfamiliar range of local 'bugs'

- 14 capsules
- 12.5 billion ProVen per capsule
- PLUS calcium, ginger, glutamine and aloe vera
- to support the gut
- Easy to pack
- Refrigeration not required
- Take before, during and after travel

NUTRITION INFORMATION		
Serving Size: 1 Capsule		
Servings Per Pack: 14		
Amount Per Serving		%NRV/RDA*
Calcium	120mg	15%
Lab4 Consortium		
<i>Lactobacillus acidophilus</i> (CUL60)	12.5 billion viable cells	†
<i>Lactobacillus acidophilus</i> (CUL21)		
<i>Bifidobacterium animalis subsp. lactis</i> (CUL34)		
<i>Bifidobacterium bifidum</i> (CUL20)		
Ginger Root Powder	200mg	†
L-Glutamine	200mg	†
Aloe Vera 200:1	20mg	†



For adults | Gluten Free | Dairy Free | Vegetarian | Vegan

NEW PRODUCTS 2017

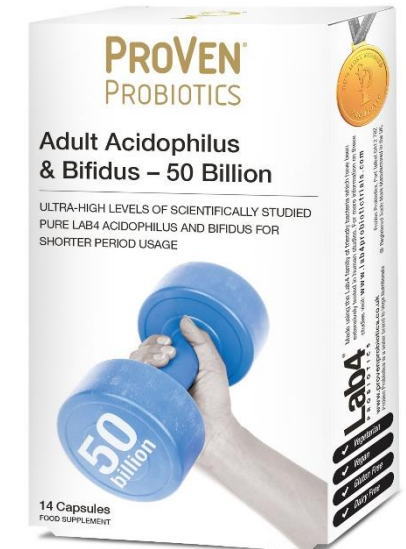


Adult Acidophilus & Bifidus – 50 Billion

- Ultra-high strength research-backed friendly bacteria
- Scientifically studied ProVen acidophilus & bifidus, proven to colonise the human intestine and to be effective for reducing IBS symptoms and the effects of antibiotics
- Intensive high-strength pure probiotic designed for short-term use
- For use alongside and/or following antibiotics – designed specifically to support the gut during periods of powerful antibiotic use
- Higher dose for a faster and more profound effect
- For use following digestive upset

- 14 capsules
- 50 billion ProVen per capsule
- Ultra-high strength

For Adults | Gluten Free | Dairy Free | Vegetarian | Vegan



NUTRITION INFORMATION

Serving Size: 1 Capsule
Servings Per Pack: 14

Amount Per Serving
Lab4 Consortium

Lactobacillus acidophilus (CUL60)

Lactobacillus acidophilus (CUL21)

Bifidobacterium bifidum (CUL20)

Bifidobacterium animalis subsp. lactis (CUL34)

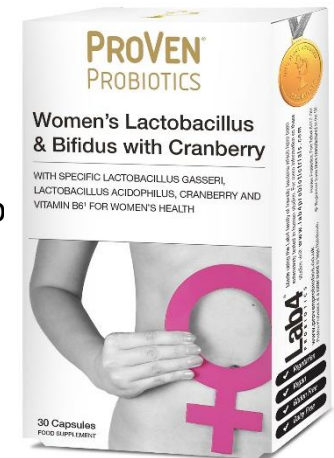
%NRV*

50 billion viable cells †

Women's Lactobacillus & Bifidus with Cranberry

- Support both the digestive tract and the urogenital tract in women
- Designed specifically for women – Lactobacillus strains are colonisers of vaginal canal (anaerobic)
- Contains 12.5 billion ProVen friendly bacteria for gut support – proven to colonise the intestine
- PLUS a special strain of bacteria, *Lactobacillus gasseri* - normal part of the vaginal flora - thrives in acidic circumstances (pH of vagina c.4)
- Oral probiotics easily move from the GI tract to the vaginal canal
- Cranberry helps to support the health of the urinary tract
- Vitamin B6 contributes to the regulation of hormonal activity

- 30 capsules
- 12.5 billion ProVen per capsule plus *Lactobacillus gasseri*
- PLUS cranberry and vitamin B6
- Take daily for ongoing support or 2 capsules per day if required



Women's Lactobacillus & Bifidus with Cranberry

NUTRITION INFORMATION

Serving Size: 1 Capsule		
Servings Per Pack: 30		
Amount Per Serving		%NRV*
Vitamin B6	1.4mg	100%
Cranberry Extract	100mg	†
Equivalent to Fresh Cranberries	3600mg	†

Lab4 Consortium with *L. gasseri*
Lactobacillus acidophilus (CUL60)
Lactobacillus acidophilus (CUL21)
Bifidobacterium bifidum (CUL20)
Bifidobacterium animalis subsp. lactis (CUL34)
Lactobacillus gasseri (CUL09)

17.5 billion viable cells †

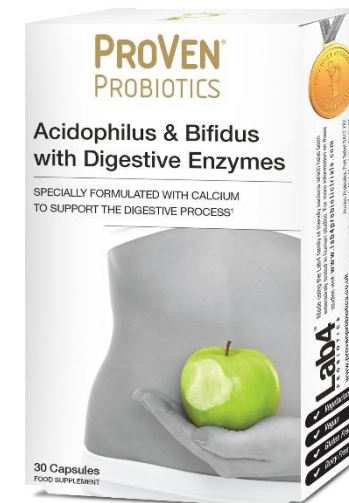
For Adults | Gluten Free | Dairy Free | Vegetarian | Vegan |

Acidophilus & Bifidus with Digestive

- Developed to provide comprehensive support for digestion
- A logical combination providing the intestinal/digestive effects of both probiotics and digestive enzymes
- Research-backed ProVen bacteria with digestive enzymes and calcium
- Contains the major enzymes used to digest food - lipase for fats, protease for protein and amylase for carbohydrates
- To help with indigestion or inefficient digestion

- 30 capsules
- 12.5 billion ProVen per capsule
- PLUS calcium to support the digestive process
- Take one capsule with each main meal

For Adults | Gluten Free | Dairy Free | Vegetarian | Vegan



Acidophilus & Bifidus with Digestive Enzymes

NUTRITION INFORMATION

Serving Size: 2 Capsules
Servings Per Pack: 30

Amount Per Serving		%NRV*
Calcium	120mg	15%
Lipase	30mg	†
Protease	300mg	†
Amylase	600mg	†

Lab4b Consortium

Lactobacillus acidophilus (CUL60)
Lactobacillus acidophilus (CUL21)
Bifidobacterium bifidum (CUL20)
Bifidobacterium animalis subsp. lactis (CUL34)

25 billion viable cells †

Cardiobiotic

- Designed specifically to support heart health
- Contains two scientifically studied types of friendly bacteria, *Lactobacillus plantarum* (CUL66) and *Lactobacillus reuteri* (NCIMB 30242)
- CUL66 (a Cultech strain) backed by research showing it significantly reduces the amount of cholesterol being absorbed into the gut through the following mechanisms:
 - Blocks cholesterol being absorbed so it passes straight through the gut lumen and out through the body
 - Accelerates the efflux mechanism in cells which pushes some cholesterol back into the gut lumen
 - Inhibits absorption of cholesterol into the blood
- *Lactobacillus reuteri* supported by human trials showing significant reduction of cholesterol
- Also contains hydroxytyrosol (from olive leaf) shown to reduce oxidised LDL cholesterol
- And vitamin B1, shown to be beneficial for heart health

Cardiobiotic

Cardiobiotic

NUTRITION INFORMATION

Serving Size: 1 Capsule

Servings Per Pack: 30

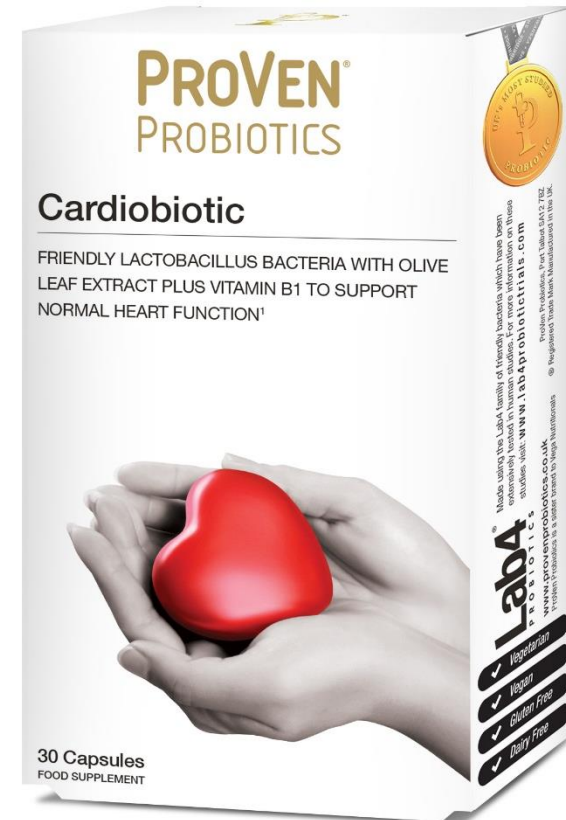
Amount Per Serving		%NRV*
Thiamin	1.4mg	127%
<i>Lactobacillus plantarum</i> (CUL66)]	10 billion viable cells †
<i>Lactobacillus reuteri</i> (NCIMB 30242)		
Olive Leaf Extract	71.5mg	†
Providing: Hydroxytyrosol	5mg	†

30 capsules

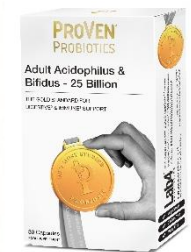
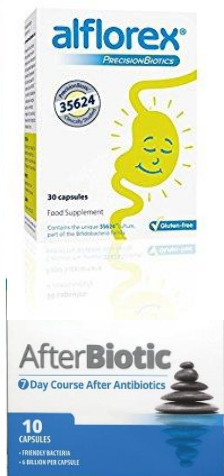
10 billion live bacteria per capsule

PLUS olive leaf extract and vitamin B1

For Adults | Gluten Free | Dairy Free | Vegetarian | Vegan



Comparison of 'Value for Money' Across Three Leading Probiotics



Caps /Pack	CFU count/cap	Total CFU/pack	Pack Cost	Cost /BillionCFU
30	1 Billion	30 Billion	33.0 Euros	1.1 Euros!!!
10	6 billion	60 billion	6.75 Euros	0.11 Euros
30	12.5 billion	375 billion	16.0 Euros	0.043 Euros!!!

Aflorex is 25 times more expensive than ProVen

Afterbiotic is 2.5 times more expensive than ProVen and ProVen has far more evidence of effect than either!!

In summary

- Clinical efficacy now THE MOST IMPORTANT REQUIREMENT for any probiotic
- ProVen Probiotics 'families' of products supported by clinical research
- Products for all lifestages
- Unsurpassed stability (proprietary Tri-Phase and Stability Max processes)
- Strains chosen for their ability to survive acid and bile
- Products stable at room temperature – no need for refrigeration
- Developed, manufactured and clinically studied in the UK
- Continuous research and development

