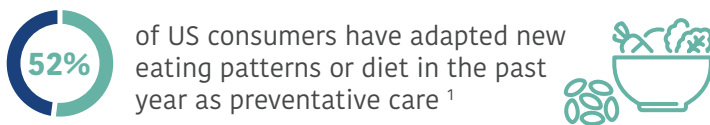


# EVOLVED HEALTH STARTS WITH EVOLVED PROBIOTICS™

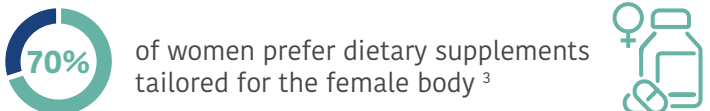
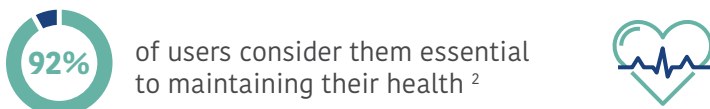
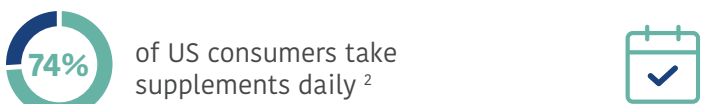
**Consumers are taking a more proactive approach to their health and wellness.**

With a focus on improving dietary habits and incorporating probiotics into their daily routine, consumers are navigating their health journey and seeking new ways to optimize their physical and overall well-being.

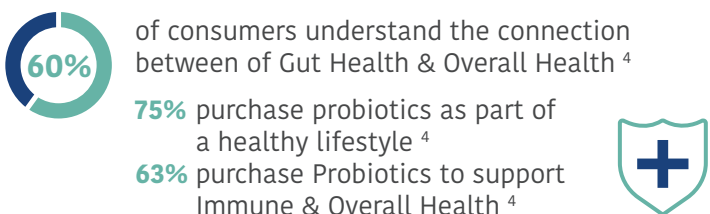
## CONSUMERS ARE GOING BACK TO BASICS



## SUPPLEMENTS AND PROBIOTICS CONTINUE TO PLAY AN IMPORTANT ROLE



## CONSUMER UNDERSTANDING GROWS



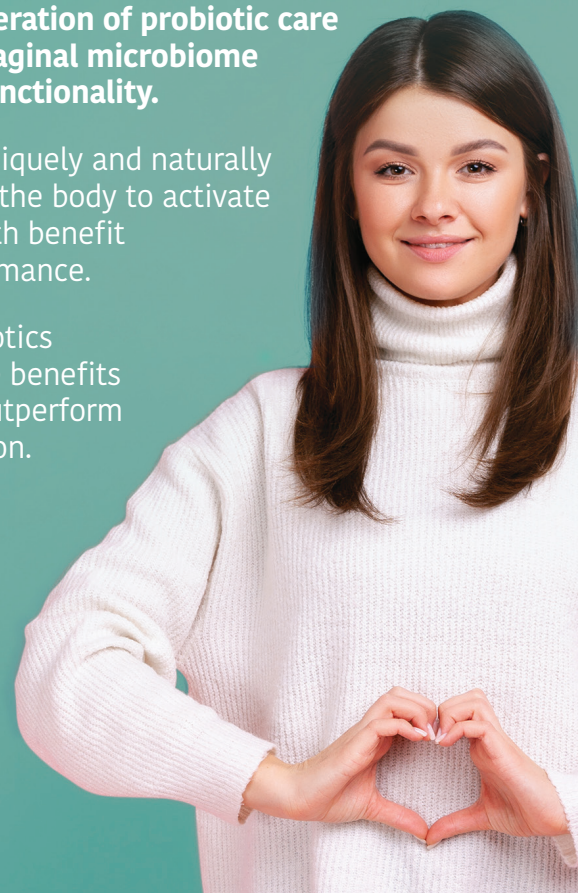
**AND NOW, TRUE INNOVATION THAT MEETS CONSUMER NEEDS!**

## INTRODUCING EVOLVED PROBIOTICS™

The next generation of probiotic care for gut and vaginal microbiome health and functionality.

Each strain uniquely and naturally transforms in the body to activate targeted health benefit system performance.

Evolved Probiotics deliver unique benefits to help you outperform the competition.

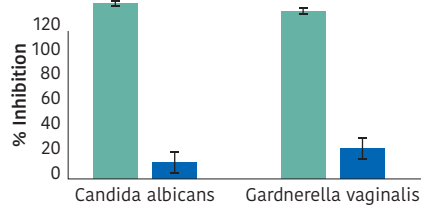


## EVOLVED PROBIOTICS L. REUTERI 3613-1 SUPPORTS VAGINAL AND URINARY HEALTH

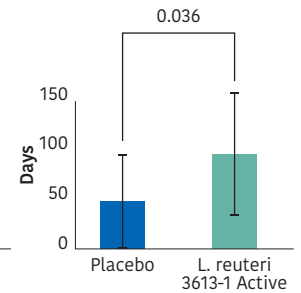
3613-1 produces reuterin (Unlike other L. reuteri strains) and inhibits the growth of pathogens up to 90% better than competitive strains to provide more symptom-free days.

### Inhibition of Vaginal Pathogens by L. reuteri supernatant<sup>5</sup>

L. REUTERI 3613-1 COMPETITOR

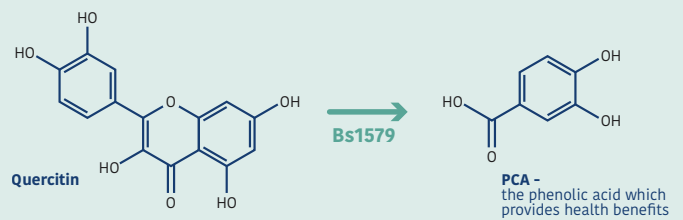
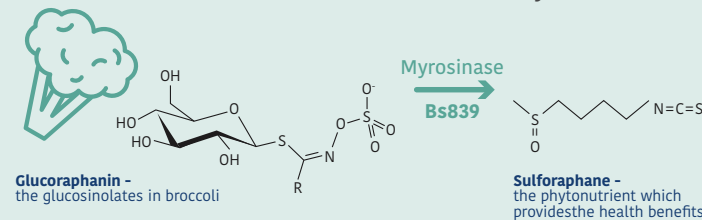


### Number of symptom free days<sup>5</sup>



## EVOLVED PROBIOTICS BACILLUS SUBTILIS 839 & 1579 OFFERS BETTER NUTRITION THROUGH BIOTRANSFORMATION

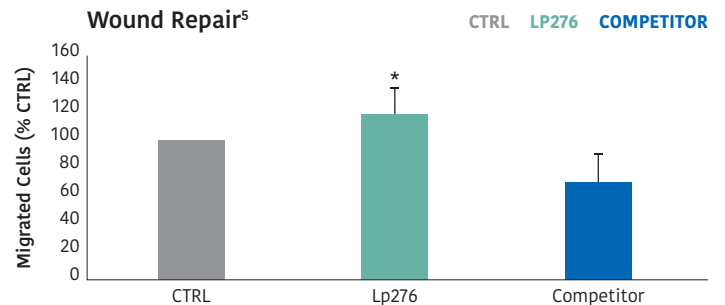
Biotransform healthy fruits and vegetables for better & easier nutrient absorption to activate the antioxidant effect from a healthy diet.



## EVOLVED PROBIOTICS L. PLANTARUM 276 SUPPORTS GUT HEALTH

Improves overall digestive health with superior healing properties to strengthen the intestinal barrier.

**Figure 2.** L. plantarum 276 increased intestinal epithelial cell migration in wounded IEC-6 monolayers over a 24hr period compared to untreated control cells. \* P < 0.05.<sup>5</sup>



## EVOLVED PROBIOTICS BACILLUS VELEZENSIS 747 SUPPORTS GI HEALTH AND IMMUNE FUNCTION

Bv 747 is a spore forming strain benefitting gastrointestinal health.

### CONSUMER RESEARCH VALIDATES CONSUMER INTEREST

Consumer concept testing validates that the new claims that Evolved Probiotics deliver are innovative, relevant, worth paying more for and drive strong purchase intent scores!



stated that the concepts tested offer more benefits and are more effective than others currently in the market.



believe that these products are worth paying more for!

#### Women's health concepts

	WOMEN'S HEALTH GUARD	URINARY HEALTH GUARD
Relevance	87%	84%
Believability	85%	79%
Innovative	83%	88%
More effective	80%	76%
Worth paying more for	77%	69%
Purchase intent	83%	85%

#### Digestive health concepts

	PROTEIN POWDER	DAILY MULTIVITAMINS	NUTRITION BARS	PROBIOTIC SUPPLEMENTS	GREEN JUICE
Relevance	72%	78%	77%	71%	69%
Believability	80%	76%	80%	71%	74%
Innovative	70%	77%	74%	61%	67%
More effective	66%	68%	60%	60%	65%
Worth paying more for	62%	61%	65%	57%	60%
Purchase intent	73%	72%	79%	62%	58%

<sup>1</sup> IFC Report 2023: Food & Health Survey <sup>2</sup> CRN Consumer Survey on Dietary Supplements <sup>3</sup> NBJ Women's Health Report 2023 <sup>4</sup> FMCG Gurus Probiotics A & U 2023 <sup>5</sup> Arm & Hammer Research Notes



All Evolved Probiotics are Patented, Made in the US, Organic, NGPV and GRAS (pending).

To learn more about Evolved Probiotics contact: [Melissa.Patasnick@churchdwright.com](mailto:Melissa.Patasnick@churchdwright.com) or [Robert.Berube@churchdwright.com](mailto:Robert.Berube@churchdwright.com)