



PRESS RELEASE

Bio-Kult Probiotics - 'For Life!'

Leading probiotic supplement **Bio-Kult** is unveiling a fresh new look for 2011.

Award winning **Bio-Kult** will model a strong new pack design and all **Bio-Kult** products will now be packaged in blister format to reduce packaging and guarantee freshness.

Lizzie Hardy – Head of Marketing comments:

“Our aim with refreshing the Bio-Kult packaging is to strengthen awareness and educate consumers about the benefits of probiotics. Part of this is to have an attractive brand with an extensive research programme behind it.

There is a vast amount of research out there showing that probiotics are beneficial for gut health, this can be overwhelming for consumers. Our responsibility as experts in the probiotic field is to help inform and educate consumers as to how probiotics can benefit them.”

The new look will be accompanied with consumer and trade advertising throughout 2011, majoring on some key areas where probiotics can be beneficial such as general gut health, alongside antibiotics and away on holiday.



Date: 11.03.11

Note to Editors: Bio-Kult Further Information

Bio-Kult Profile:

Bio-Kult is a unique multi-strain probiotic product, expertly formulated to help maintain healthy digestive and immune systems, which are closely linked to our optimum health. The beneficial bacteria in Bio-Kult helps to re-establish and re-balance the gut microflora. The supplements can help with specific conditions such as: antibiotic associated diarrhoea, traveller's stomach, atopic dermatitis, leaky gut syndrome, irritable bowel syndrome (IBS) and inflammatory bowel disease (IBD). Bio-Kult is suitable for vegetarians which can be swallowed whole or pulled apart and mixed with food/drink and does not need to be refrigerated.

Also available - Bio-Kult Candéa, a probiotic supplement with added grapefruit seed extract and garlic - taken daily it can help strengthen the body's natural defences against Candida.

Bio-Kult is available in: 30s capsules (RSP £8.99), 60s capsules (RSP £14.95), 120s capsules (£29.45)

Bio-Kult Candéa is available in: 60s capsules (£14.95)

For more information visit www.bio-kult.com

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