

Date: 17th October 2011



PRESS RELEASE

Bio-Kult Going Underground!



Leading multi-strain brand of probiotics **Bio-Kult** is embarking on its first underground advertising campaign in prominent underground tube stations around central London.

Launching on 17th October 2011 the campaign is targeting commuters looking to help build up their immune system before the cold and flu season strikes.

“In the run up to the winter season consumers are more aware on how important it is to help build up their immune systems.

Says Lizzie Hardy – Head of Marketing for Bio-Kult

“The London underground is the perfect area to advertise in, as commuters are conscious they need to try to stay healthy, yet the pace of London life can often leave them stressed out and their immune system depleted.

A good multi-strain probiotic such as Bio-Kult can be beneficial in helping your body defend itself against pathogenic (bad bacteria) by topping up the good bacteria in your gut.”

This is an exciting step for Bio-Kult, who is strongly supported in London by many independent retailers. This campaign will help support those retailers by communicating the benefits of Bio-Kult probiotics to consumers.

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Any retailers wishing to find out more or would like to receive a visit from Bio-Kult they can contact our National Sales Manager, Tej Sehmbi on 07917268801, or call the office free on 08003285663.

For press enquiries and pack imagery please contact:

Lizzie Hardy – Head of Marketing

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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 or 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