



PRESS RELEASE

Lepicol Advert 'Walks' off with Admedia Award

Protexin's Lepicol announced as winner of Admedia's Q3 2012 Creative Awards

Protexin have been announced as the winner of Admedia's Creative Awards from Quarter 3, 2012. The standout creative was the unanimous winner with the largest number of votes and was the also the favourite of the judges thanks to its clever and unique creative that was perfectly designed for Admedia's advertising environments.

Phil Daniel, Sales Director at Admedia comments on the win:

'We thought the poster was very clever in the way that it showed greenery, to represent the natural element of the product. The clearing in the bushes in the shape of the digestive system was a really unique way of getting the message across & demonstrated the positive effect the product could have. The poster was completely relevant to the washroom environment, where people are in the right mindset.'

The campaign was placed into A3 male and female washroom panels in Admedia's Motorway Service Areas, taking advantage of a busy, travelling audience as well as Shopping Malls, reaching shoppers at point of sale.

Protexin's Lepicol campaign was designed to target people who have a busy lifestyle and irregular eating patterns that make it difficult for them to keep their bowels healthy. Protexin wanted to use Admedia A3 Washroom panels to make them aware the solution is Lepicol – a three-in-one combination of gentle fibres, probiotic cultures and natural prebiotics. The Creative showcased the natural element of the product and promoted the health message in a subtle yet effective way.

"We are delighted our advert has been recognised as creative of the quarter. Advertising in toilets across the country was a great way to increase awareness to a captive audience of how Lepicol can help contribute to maintaining normal bowel transit."

Lizzie Hardy – Protexin Head of Marketing

The campaign was booked by agency Goode Communications & Outdoor Specialist Open Outdoor and the creative was designed by Swordfish Advertising, all of whom were rewarded for their part in the campaign.

FOR IMMEDIATE RELEASE

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Note to Editors: Further Information

Probiotics International Limited (Protexin) manufacturers of Bio-Kult and Bio-Kult Candéa and owners of Lepicol bowel health products are dedicated to producing innovative research based products of the highest quality for humans and animals under the brand names Protexin, Bio-Kult and Lepicol.

Protexin are the leading manufacturer of probiotic supplements to the Human, Veterinary, Equine and Agriculture markets. They provide a complete range of products for gastrointestinal sensitivities.

Protexin probiotic supplements are now sold in over 50 countries worldwide.

Protexin Healthcare are manufacturers of Bio-Kult and Bio-Kult Candéa, a unique multi-strain brand of probiotic products, expertly formulated to help the digestive and immune systems, which are closely linked to our optimum health. The beneficial bacteria in Bio-Kult help 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, can be swallowed whole or pulled apart and mixed with food and drink. 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.

Protexin are also the owners of a range of natural bowel health products such as Lepicol.

Their belief is that nature is an ideal source of effective healthcare solutions, and that applied research and understanding can harness these solutions to the benefit of both humans and animals. That's why all products that carry the Protexin name are developed under the guiding philosophy – ***science and nature in balance.***

In practice this means that the natural healthcare and probiotic supplements Protexin manufacture are extensively researched for safety and efficacy. They work closely with leading universities, hospitals and research centres around the world on a range of ongoing research programmes and are always looking to improve our products, but never compromise on their natural basis.

Protexin products are manufactured in their own purpose built, state-of-the-art facility in Somerset, UK. This allows Protexin to be completely in control of their commitment to the highest quality standards. All products are subject to the same high standard of production and quality control as pharmaceutical products.

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You can be confident that whether you buy a Protexin product for yourself, your family or your animals, you are getting the highest quality, natural products backed by effective science.

Bio-Kult, Bio-Kult Candéa, Bio-Kult Pro-Cyan, Protexin and Lepicol are registered trademarks of Probiotics International Limited (Protexin).

Admedia's Creative Awards were set up to honour the creative and planning teams behind the fantastic campaigns they carry. Due to our unique environments & products, their clients can create something a bit different in the creative they produce for them and whether they are a small local company or a big blue chip brand, they have seen some excellent examples of impactful creatives that work.