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## Probi and Skånemejerier launch probiotic juice in Sweden that strengthens the immune system

**Skånemejerier and Probi introduce a new probiotic juice in Sweden that strengthens the immune system – Bravo Friscus. Bravo Friscus is the world's first probiotic juice scientifically proven to boost the immune system and to help against common colds. The launch in Sweden takes place in September and opens up great possibilities for Probi on the global immune market.**

Bravo is the number one juice brand in the Nordic region and is based on 100 percent natural fruit juice. The new juice Bravo Friscus is pure juice plus a unique mix of probiotics from Probi. The products are the result of a co-development project between Probi and Skånemejerier and two popular fruit juices will be launched – orange and apple. Orange is the most popular juice in the world by a wide margin, and Probi and Skånemejerier are alone in having managed to combine pure orange juice with probiotics without compromising taste or shelf life. Bravo Friscus will also be the first product in the world with Probi's new combination of probiotic bacteria targeting the immune system.

"There is great demand for products strengthening the immune system. Probi supports the new probiotic product with unique clinical results demonstrating real effects on common colds and not just immune markers in blood. With this launch we enter the global immune market with an estimated value of SEK 40 billion. Great tasting juices with scientifically documented effects on consumer's health have great commercial potential. The new range could become a success in the same way as ProViva," says Michael Oredsson, CEO at Probi.

Several years of research lie behind today's launch. A number of studies have been conducted in order to arrive at the optimal combination of the probiotic strains *Lactobacillus plantarum* HEAL9 and *Lactobacillus paracasei* 8700:2. The probiotic mix significantly reduces cold symptoms and shortens cold periods.

"It is now generally accepted within science that probiotics affect the immune system and it is a very active field in R&D. Probi's clinical studies constitute a unique confirmation of this. They show that the effect of the combination of the two bacteria on common colds is surprisingly good, since the symptoms and common cold periods are reduced," says Åke Lernmark, Professor at the University Hospital MAS in Malmö.

"I have been able to go through the results from the placebo controlled clinical studies behind the product and they were carried out at a highly scientific level. The studies show that you can improve your natural defence in a simple and effective way with foods containing probiotics."

Probi and Skånemejerier hold two press conferences at 11.00 today, in Stockholm and Lund, where Bravo Friscus will be presented. Bravo Friscus will be available in Swedish food stores at the beginning of September.



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## **About Probi**

Probi is a leading player in the field of probiotic research and development of effective and well-documented probiotics. The research areas are: stomach and gastrointestinal tracts, immune defense, metabolic disorders as well as stress and recovery. Probi's customers are leading companies within the business areas Functional Food and Dietary Supplements. The company's total operating income was 69.4 million SEK 2008, consisting mostly of royalty revenues. Probi's shares are listed on the Nordic List of the Stockholm Stock Exchange, Small Cap and has approximately 4.000 shareholders. Visit [www.probi.com](http://www.probi.com).