

**PRESS RELEASE**

# Probi® Launches Clinically-Supported Probiotic Solution for Metabolic Health at SupplySide West 2024

**With 88 percent of U.S. adults being metabolically unhealthy<sup>1</sup> and over 1.9 billion adults classified as overweight worldwide<sup>2</sup>, the need for effective metabolic health solutions is acute. To tackle one of the most critical health issues of our time, Probi is unveiling a new product concept.**

Metabolic health, cardiovascular support, and weight management are all key areas addressed by Metabolic Health by Probi®, the latest innovation from Probi which will be unveiled at SupplySide West 2024 during October 28–31.

*“Our aim is to help people take control of their microbiome, their gut, and live better for longer. With this product, we want to specifically support metabolic well-being. With cardiovascular disease and type 2 diabetes being the top two causes of death globally, the need couldn’t be more urgent,”* says Anita Johansen, CEO of Probi.

Metabolic Health by Probi® is a new probiotic concept that targets the key markers of metabolic syndrome, a condition linked to higher risks of cardiovascular disease and diabetes. Combining two proprietary probiotic strains, *Lactiplantibacillus plantarum* 299v (LP299V®) and *Lacticaseibacillus paracasei* 8700:2 (L. Paracasei 8700:2®), this new solution offers scientifically backed support for cardiovascular health, weight management, and blood pressure regulation while promoting overall gut function.

Backed by robust clinical evidence, Metabolic Health by Probi® is poised to make a significant impact on the global dietary supplement market by offering brands a flexible solution to meet their consumers’ demands.

## Information about the probiotic strains

**LP299V®:** With over 230 publications and 8 clinical trials, LP299V® is the most clinically validated probiotic strain for metabolic support, specifically shown to enhance cardiovascular health by positively influencing cholesterol levels, inflammatory pathways, and blood vessel dilation.

**L. Paracasei 8700:2®:** Supported by more than 30 publications, Lpa 8700:2™ has shown remarkable results in improving metabolic health by reducing key risk factors associated with metabolic syndrome. Recent clinical studies demonstrate its effectiveness in promoting weight management and lowering blood pressure and cholesterol.

### Any queries, please contact:

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<sup>1</sup> Araújo, J., Cai, J., & Stevens, J. (2019). Prevalence of Optimal Metabolic Health in American Adults: National Health and Nutrition Examination Survey 2009-2016. *Metabolic syndrome and related disorders*, 17(1), 46–52.

<sup>2</sup> World Health Organization. Obesity and Overweight. Apr, 2020. <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>.

## ABOUT PROBI

Probi® is a global biotics solutions company, focused on researching, manufacturing, and delivering biotics for supplements and functional food. Founded on science, and together with customers and research partners, Probi is striving towards a future in which as many people as possible can take control of their gut microbiome - so that they can live better lives for longer. Since its founding in 1991 at Sweden’s Lund University, Probi has expanded its operations to more than 40 markets, and holds more than 400 patents globally. Probi had sales of 628 MSEK in 2023. Probi’s shares are listed on Nasdaq Stockholm, Mid-cap, and there were around 3,400 shareholders on December 31, 2023.