

PRESS RELEASE

Nordic launch of Probi® Sense – a unique dietary supplement for the mental capacity

Today, on World Mental Health Day, Probi launches Probi Sense, a brand-new probiotic food supplement reducing stress and improving mental well-being. The new product will shortly become available directly to consumers through pharmacies and selected retailers across Sweden, Denmark and Norway.

Probi Sense contains Probi's unique and well-documented lactic acid bacteria strain *Lactiplantibacillus plantarum* HEAL9 (HEAL9®), as well as the minerals zinc, iodine and magnesium. The product, underpinned by four clinical studies demonstrating its positive effects, is designed to support mental well-being by maintaining normal memory, concentration and reducing fatigue¹.

"With Probi Sense, we can offer our Nordic consumers a product that not only promotes physical health, but also mental health. We are proud to launch a product supported by multiple clinical studies that meets the growing need for mental well-being in today's society," says Alexia Wilhelmsson, Marketing Manager at Probi.

The gut is often referred to as the 'second brain' due to the two-way communication between the gastrointestinal tract and the brain. Through this close interaction, the gut flora can influence our mental and emotional health.

Mental health supplements are one of the fastest growing areas on the global dietary supplement market. Between 2017-2021, there was a 30% growth in launches of probiotics targeting mental health, indicating that the field, also referred to as "psychobiotics", is a rapidly growing niche in the market². According to the World Health Organization (WHO), mental health is of critical importance to all people worldwide. Mental health needs are great, but efforts are currently insufficient³. With this as a background, Probi sees an opportunity to contribute to improving global wellbeing with Probi Sense.

Three initial studies on HEAL9 showed significant improvements in cognitive function, in terms of learning and working memory, mood, sleep and inflammation linked to stress. A fourth study, published earlier this year, showed that HEAL9 reduces inflammation and improves cognitive function in older individuals. An additional fifth study, which was recently published, showed that HEAL9 reduced cognitive impairment and inflammation in both the gut and brain using a mouse model of Alzheimer's disease. This further confirms HEAL9's benefits in Gut-Brain health while also offering hope for future preventative measures in the early stages of Alzheimer's.

For more information about the product, please visit www.probi.se.

For more information, please contact:

Lisa Jalakas, Global Content Strategy Manager, Probi AB,
E-mail: lisa.jalakas@probi.com, Tel: +46 721 93 63 22

Martina Pettersson, Global Marketing Director, Probi AB,
E-mail: martina.pettersson@probi.com, Tel: +46 766 33 11 66

¹Zinc and iodine contribute to normal cognitive function. Magnesium helps to reduce fatigue and exhaustion.

²Lumina Intelligence (March 2022) "The gut-brain axis: Psychobiotic opportunity in 25 countries".

³[World mental health report: Transforming mental health for all \(who.int\)](https://www.who.int/world-mental-health-report)

ABOUT PROBI

Probi® is a global company focused exclusively on researching, manufacturing, and delivering probiotics for supplements and functional food. We are experts at managing stable, live bacteria from R&D through every stage of the manufacturing process and are dedicated to making the health-enhancing benefits of probiotics available to people everywhere. Our health concepts, formulations, and formats are supported by robust clinical documentation. Since our founding in 1991 at Sweden's Lund University, Probi has expanded its operations to more than 40 markets. We hold 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.