



## PRESS RELEASE

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### **Probi enters the bone health area - a new area for probiotics**

**Another successful clinical trial on Probi's probiotic strains has been completed. The results are significant, showing evidence for the development of a new probiotic concept within the area of bone health and osteoporosis – a new probiotic area and a completely new health indication for Probi.**

The randomised, double-blind, placebo-controlled trial included 250 post-menopausal women. The results provide evidence that bone loss is significantly reduced with Probi's probiotic supplement. The product tested in the study contains a unique combination of three patent protected Probi® strains and was given daily for one year. The effect was measured on Bone Mineral Density using Dual-energy X-ray absorptiometry (DXA). The subjects in the placebo group suffered significant bone loss over the study period in contrast to the subjects treated with the three probiotic strains, who were protected against bone loss.

"We are very excited about the results showing an opportunity to delay the progression of bone loss by using our probiotics in this healthy population, which potentially may lead to a reduced risk for osteoporosis." says Ole Søgaaard Andersen, CEO of Probi.

Osteoporosis constitutes a major health concern that places a considerable economic burden on the health care system and entails a lot of suffering for the patients in relation to bone fractures. The increasing number of fractures associated with the aging population emphasizes the importance of developing preventive solutions. The bone loss process increasing the risk for osteoporosis starts already around the age of 30. Both men and women are affected even though the risk is higher in women where the bone loss rate increases in the menopausal phase.

The number of new product launches with a bone health position is increasing, but Probi's probiotic strains will be one of the first probiotic products to be launched in this segment. The new concept will target both the Consumer Healthcare and Functional Food market segments and will be launched later this year.

#### FOR FURTHER INFORMATION, CONTACT:

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#### ABOUT PROBI

*Probi is a world leader within probiotics. Our vision is to help people live healthier lives by delivering effective and well-documented probiotics, with proven health benefits based on scientific research. Probi offers dedicated probiotic expertise and partnership all the way from R&D to finished products for companies within the consumer healthcare and food industry. Our GMP certified manufacturing facilities produce probiotics in custom made formats with value-adding delivery technologies. Founded by scientists in Sweden 1991, Probi is a multinational company with 4 centers of excellence, active in more than 40 markets around the world and holding over 400 patents worldwide. Read more at [www.probi.com](http://www.probi.com).*

