

## PRESS RELEASE

# Probi and Oriflame enter partnership for digestive probiotic concept launch

Two Swedish companies are teaming up in a partnership with focus on the Swedish heritage of innovation, natural ingredients and high-quality products. The probiotic supplier, Probi® and Oriflame have entered into agreement of a global launch of a probiotic supplement within general gut health.

The product contains a scientifically proven probiotic strain with documented health effects and is a customer specific formulation, based on Probi's concept called Probi Digestis®.

Hrvoje Rein, Global Senior Brand Manager of Wellness by Oriflame says: *"We are excited to be working with Probi, which is a true innovative probiotic supplier. A fruitful collaboration has made it possible to develop the first probiotic supplement in our product range, and our interactions have turned into an important partnership."*

*"Wellness is one of Oriflame's strategic product categories that has generated the greatest value creation during the last years, from 8% sales in 2016 to 17% in 2020. With an extensive launch plan of our new probiotic supplement, we expect the Wellness category to grow even further,"* Rein concludes.

Oriflame's extensive go-to-market plan covers a number of countries, with a wide geographic reach. First launch is planned to take place in Fall 2021 with a continued roll-out in the Wellness by Oriflame markets during 2022 and onwards.

*"The partnership between Probi and Oriflame is an important step in our commercial efforts in offering clinically documented probiotic products to consumers all over the world. In our partnership with Oriflame we feel commitment and alignment in offering high quality products based upon research, clinical documentation and performance,"* says Tom Rönnlund, CEO at Probi.

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### **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. Read more at [www.probi.com](http://www.probi.com).

Probi® is a registered trademark of Probi AB.

### **ABOUT ORIFLAME**

Oriflame, founded in 1967, is a social selling beauty company in over 60 markets, with a diverse portfolio of Swedish, nature-inspired, innovative beauty and wellness products sold and marketed through approximately 3 million Oriflame Brand Partners.