

BioGaia Protectis with vitamin D now available at Apoteket AB, Apotek Hjärtat and Apotea

Together with Medhouse AB, BioGaia expands its operations in Sweden by launching BioGaia Protectis with vitamin D at selected pharmacy chains around the country. The chewable tablets, containing the patented lactic acid bacteria *Lactobacillus reuteri* Protectis and vitamin D, are included in the assortment of Apoteket AB, Apotek Hjärtat and Apotea.

Through Semper, BioGaia's child health products, such as Semper Magdropper and Semper D-vitaminsdroppar, are well established in Sweden since many years. With the new launch of the Protectis products, BioGaia further strengthens its brand on the Swedish market.

"I am very pleased that we are now launching new products together with Medhouse and look forward to building the BioGaia brand in our local market. Vitamin D deficiency is common here, especially during the winter, and therefore it is logical to introduce products containing a combination of *L. reuteri* Protectis and Vitamin D," says Axel Sjöblad, Managing Director, BioGaia.

BioGaia Protectis with vitamin D

BioGaia Protectis with added vitamin D is available in two different doses, D₃ and D₃+. D₃ contains 10 microgram of vitamin D, which covers the daily intake recommended by the National Food Agency for people under the age of 75. D₃+ contains 20 microgram of vitamin D and is intended for adults over the age of 75 years and adults with limited exposure to sunlight or those who, for other reasons, do not receive enough vitamin D.



"We are convinced that the launch of BioGaia Protectis in Sweden will be successful, given the fact that we are now adding a range of probiotic products to the market, all based on the patented lactic acid bacteria *Lactobacillus reuteri* Protectis, which, in many scientific studies, has shown to be a healthy bacterium. Moreover, it is products with added vitamin D, which seem tailor-made for the Nordic population," says Tomas Ludvigsson, Chairman of the Board, Medhouse.

For additional information, please contact

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BioGaia is an innovative Swedish healthcare company that develops, markets and sells probiotic products with documented health benefits. The products are sold through local distribution partners in around 90 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm.
biogaia.com

