

BioGaia's oral health probiotic launched in several European markets as GUM PerioBalance

BioGaia's distribution partner Sunstar has recently launched BioGaia's oral health probiotic, BioGaia Prodentis, in Sweden, Denmark, France, Belgium and the Netherlands. Later this year it will also be launched in Italy. The product is marketed under the brand name GUM PerioBalance and available at selected local pharmacy chains.

Sunstar focuses on medical marketing, mainly targeting dentists and dental hygienists, which is in line with the business model used by most of BioGaia's partners selling BioGaia Prodentis.

BioGaia Prodentis is sold in more than 35 countries worldwide and the strategy is to continue to expand this global network. Sunstar already markets GUM PerioBalance in Germany, Spain, Portugal and Austria.

BioGaia Prodentis contains the patented and well-studied probiotic *Lactobacillus reuteri* Prodentis, which in more than 30 clinical studies has shown positive effects on oral health, reducing gingivitis and periodontal disease.

"I am happy that Sunstar now launches our well documented oral health probiotic in several European markets. As the market for probiotics in oral health is growing we see a large potential for BioGaia Prodentis within the coming years", says Axel Sjöblad, Managing Director, BioGaia.

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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 100 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. biogaia.com

