

## Finland first market to launch BioGaia Protectis capsules



**BioGaia's partner in Finland, Oy Verman Ab, is the first partner to launch BioGaia's new product BioGaia Protectis capsules. Verman's product, RELA® Caps, is available in pharmacies all over Finland from mid-March.**

Verman is one of the leading healthcare companies in Finland and also one of BioGaia's oldest partners for finished products. The cooperation started in 2004 when Verman launched BioGaia Protectis tablets under their brand RELA. Today Verman markets the whole BioGaia range of products and RELA is a well-known brand among consumers and healthcare professionals in Finland, with a market share of 36 percent of the pharmacy probiotic food supplement market.

"This is a very important line extension of our RELA brand portfolio and one that responds to the current market trend in Finland", says Ilona Odé-Haapiainen, CEO of Oy Verman Ab.

"Free from" is a consumer driven trend and products without sugar, gluten and other additives are increasingly demanded. Within the nondairy probiotic market capsules is an important product formulation that matches the requirements. We are therefore happy to launch our first capsule product. The Finnish market is a mature probiotic market and we look forward to a successful launch. Later this year the capsules will be launched in more markets", says Isabelle Ducellier, CEO of BioGaia.

### **Vegan capsules**

BioGaia Protectis capsules is a vegan capsule containing the probiotic strain *Lactobacillus reuteri* Protectis (DSM 17938). The product contains no flavor, colorings or other additives. The capsule is small and easy to swallow but can also be opened and sprinkled on food.

### **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 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](http://biogaia.com)*

