

# FRUIT IMPROVED **new**

The natural way to well-being: fruit + probiotics\* - now we do both!



Delicious fruit matrix accompanied by the well proven probiotics\*: With our fortified fruit gums we've finally found a convenient and delicious way to end pill fatigue. The brand new product in our health division merges several trends. Global markets for gut health products is growing rapidly, as is the interest in functional foods and fruit gums. Now we have the perfect solution!

**PARADISE  
FRUITS**  
HEALTH | by Jahncke



**tasty** ➔

**trending** ➔

**convenient** ➔

**functional** ➔

\*legal status of using the word probiotic can vary by country



## FRUIT + PROBIOTICS\*



### OUR FRUIT GUMS:

- Halal/Kosher ←
- Allergen free<sup>1</sup> ←
- Clean Label ←
- Low-fat ←
- Maximum fruit content<sup>2</sup> ←
- No added beet or cane sugar<sup>3</sup> ←
- No artificial colors or preservatives ←
- No artificial flavors ←
- No HFCS ←
- Non-GMO ←
- Vegan, vegetarian ←

### *BACILLUS SUBTILIS (DE111®):*

- ➔ Supports digestive health and immune health in adults and children
- ➔ Activates quickly inside the gut, to provide speedy results
- ➔ Can handle a wide range of pH, so it can survive the stomach
- ➔ GRAS, Non-GMO Project verified
- ➔ Has been genome-sequenced and passed 30+ safety and efficacy tests
- ➔ Comes in a gummy-friendly, high soluble, concentrated form

<sup>1</sup> Gluten-, dairy-, soy-, sulfur-dioxide-, peanut- and nut-free

<sup>2</sup> Fruit content and final calculation may vary according to consumer requirements

<sup>3</sup> Based on fruit drops, using non-standardized pectin



## DOUBLE IMPACT

By offering probiotics\* in a tasty and convenient format we make life so much easier for people trying to stay healthy. They don't have to worry about refrigeration. And they don't have to wrinkle their nose and hold their breath when trying to swallow a pill. They can enjoy downing these helpful bacteria as a guilt-free treat.