

# Consumers Want Probiotics in Their Foods & Beverages and They're Willing to Pay More For Them!



## What Are Probiotics

According to the World Health Organization (WHO) probiotics are “live microorganisms which, when administered in adequate amounts, confer a health benefit on the host.”

There are numerous factors that can disturb your intestinal balance and decrease the level of beneficial bacteria in your gut such as:

- › Poor diet
- › Age
- › Hormonal change
- › Illness
- › Travel
- › Stress
- › Antibiotics
- › Changes in diet
- › Medications

**Taking a probiotic can help keep you balanced. And with an astounding 70% of your immune system in your digestive system, it makes sense that a healthy digestive system supports a healthy immune system.**

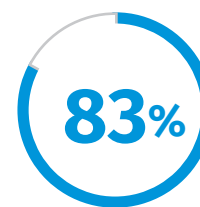
## BC30™, A One of a Kind Probiotic

BC30™ (*Bacillus coagulans* GBI-30, 6086®) is a highly stable probiotic due to the cell's ability to form a natural protective spore. Just like seeds wait to grow when conditions are optimal, BC30 spores wait to germinate until they reach the intestines where the moisture level, temperature and nutrient levels are just right.

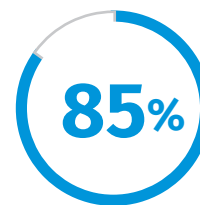
**This natural protective shell also gives BC30 the ability to survive:**

- › Harsh manufacturing processes
- › Product shelf life
- › The journey through the digestive system

Many probiotics, such as those used in yogurt, are vegetative (ex. *Lactobacillus* and *Bifidobacterium*) and just can't survive these stresses.



**83%** of consumers are aware of probiotics.<sup>1</sup>



**85%** would prefer to consume health-enhancing ingredients in food and 57% would prefer to consume them in beverages.<sup>2</sup>



**70%\*** are willing to pay more for a food or beverage containing BC30.<sup>3</sup>

\*Category dependent



**80%** consider claims made about BC30 to be highly believable.<sup>4</sup>

## BC30 is:

- Available in Organic Compliant
- Available in Non-GMO Project Verified
- Kosher & Halal Certified
- Supported by over 25 published papers
- Found in 1,000+ products worldwide
- Available in vegan, gluten-free and allergen-free
- U.S. FDA GRAS Status
- Applicable in dairy products, hot and cold beverages, cereals, baked goods, frozen products, powder blends, confections, healthy snacks, bars and many more...

Probiotic	FDA GRAS	Published Clinical Data	GRAS at Efficacious Levels	Shelf Stable in Foods
Lactobacillus	Strain Dependent	Strain Dependent	Strain Dependent	No
Bifidobacterium	Strain Dependent	Strain Dependent	Strain Dependent	No
<b>BC30</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

## Benefits

BC30's 25+ published papers confirm its safety and efficacy and support the following benefits:

- Probiotic
- Digestive Health
- Immune Health
- Protein Utilization



### Contact us.

Find out more about fortifying with probiotics.  
[BC30Probiotic.com](http://BC30Probiotic.com)

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