



Evolved
PROBIOTICS™



**EVOLVED HEALTH STARTS
WITH EVOLVED PROBIOTICS™**

EVOLVEDPROBIOTICS.COM

TODAY'S CONSUMERS ARE TAKING CHARGE OF THEIR HEALTH, EMBRACING SELF-CARE AND OVERALL WELL-BEING.

With **75% of consumers purchasing probiotics** and incorporating them into their daily routines, many recognize their powerful benefits. In fact, **63% of consumers specifically seek probiotics** to support immune and overall health. By making these mindful choices, they are investing in a more vibrant, energetic life.

Source: FMCG Gurus Probiotics A & U 2023





The next generation of probiotic care for **GUT & VAGINAL
MICROBIOME HEALTH & OPTIMAL NUTRITIONAL SUPPORT**



Source: CRN Consumer Survey on Dietary Supplements

That's why we focus on delivering unique strains that perform naturally in the body, providing targeted health benefits where you need them most.

EVOLVING EXCELLENCE: BEYOND BICARBONATES TO PROBIOTICS



A LEGACY OF QUALITY, PURITY, AND TRUST

ARM & HAMMER™ Performance Products has led in high-quality bicarbonate products for 179 years. Our iconic logo stands for our commitment to quality and customer satisfaction. Known for our baking soda expertise, our story extends far beyond.



CUTTING-EDGE PROBIOTIC SOLUTIONS

Within the B2B Specialty Products Division of Church & Dwight, ARM & HAMMER™ spearheads the development of next-gen probiotic strains. Our innovative solutions offer unique benefits designed to help you outperform the competition.



SCIENCEHEARTED INNOVATION

At our ScienceHearted Center in Waukesha, Wisconsin, our team of nutritional innovators and microbial pioneers is at the forefront of probiotic research and development, leveraging rigorous validation and a library of over 100,000 potential probiotic strains.

PROBIOTICS, EVOLVED: EMPOWERING YOUR HEALTH FROM WITHIN

The next generation of innovative probiotic care for gut, vaginal microbiome health, and bio-solutions for nutritional support is here.



L. REUTERI 3613-1 **SUPPORTS VAGINAL** **& URINARY HEALTH**

3613-1 produces reuterin (unlike other *L. reuteri* strains) promoting **urogenital health and supporting overall vaginal health.**



B. VELEZENSIS 839 & **B. SUBTILIS 1579 SUPPORTS** **BETTER NUTRITION**

Bv 839 & Bs 1579 biotransform the polyphenols found in healthy fruits and vegetables into active metabolites **optimized for enhanced nutrient absorption**, unlocking the antioxidant benefits of a wholesome diet.*



L. PLANTARUM 276 **SUPPORTS & NURTURES** **GUT HEALTH**

Supports overall digestive health with **cutting-edge healing properties, enhancing, strengthening**, and protecting the intestinal barrier for sustained well-being.*



BACILLUS VELEZENSIS 747 **SUPPORTS GI HEALTH** **& IMMUNE FUNCTION**

Bv 747 is a unique spore-forming strain known for its **ability to support and improve gastrointestinal health** and overall digestive function.*

YOUR WELLNESS, OUR MISSION.

*Based on in-vitro studies.

EVOLVED PROBIOTICS ARE:

- Patented
- Made in the US
- Organic Compliant Available
- Allergen Free
- GRAS (pending)
- Kosher (pending)
- Shelf Stable
- Vegan
- Gluten Free



PROBIOTIC
GUMMIES



PROBIOTIC
GRANOLA BAR



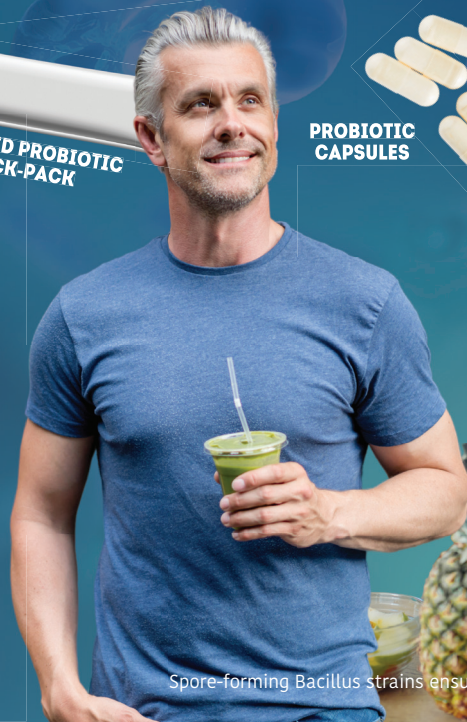
FLAVORED PROBIOTIC
STICK-PACK



PROBIOTIC
CAPSULES



PROBIOTIC
SACHET



Spore-forming *Bacillus* strains ensure higher viability in various applications.

**VALIDATION THROUGH RIGOROUS
CONSUMER CONCEPT TESTING**

We conducted a comprehensive consumer test using a brand concept we called Well4 to maintain unbiased results.

PRODUCT

Well4 Protein Powder

CONTENTS

21 grams of plant protein and 2 billion CFUs of Evolved Probiotics™ per serving

PROPOSED BENEFITS

- Helps your digestive system work better
- Improves absorption of important nutrients

TEST RESULTS



73%

**OF CONSUMERS
INDICATED A STRONG
PURCHASE INTENT**



PRODUCT

Well4 Women's Health Guard

CONTENTS

1 billion CFUs of Evolved Probiotics™ Lactobacillus reuteri 3613-1

PROPOSED BENEFITS

- Builds stronger protection for vaginal & urinary health
- Naturally crowds out ineffective bacteria
- Promotes the balance of good bacteria and yeast
- Maintains vaginal pH balance and a healthy vaginal microbiome

TEST RESULTS



83%

**OF CONSUMERS
INDICATED A STRONG
PURCHASE INTENT**





Evolved
PROBIOTICS™



SCAN TO
REQUEST A
PRODUCT
SAMPLE

OUR DEDICATED & COMPREHENSIVE TEAM:

Nutritional innovators, microbial pioneers, and our ScienceHearted Center in Waukesha, Wisconsin, come together with Sales, R&D, Marketing, Customer Care, and Technical Services.

EVOLVEDPROBIOTICS.COM