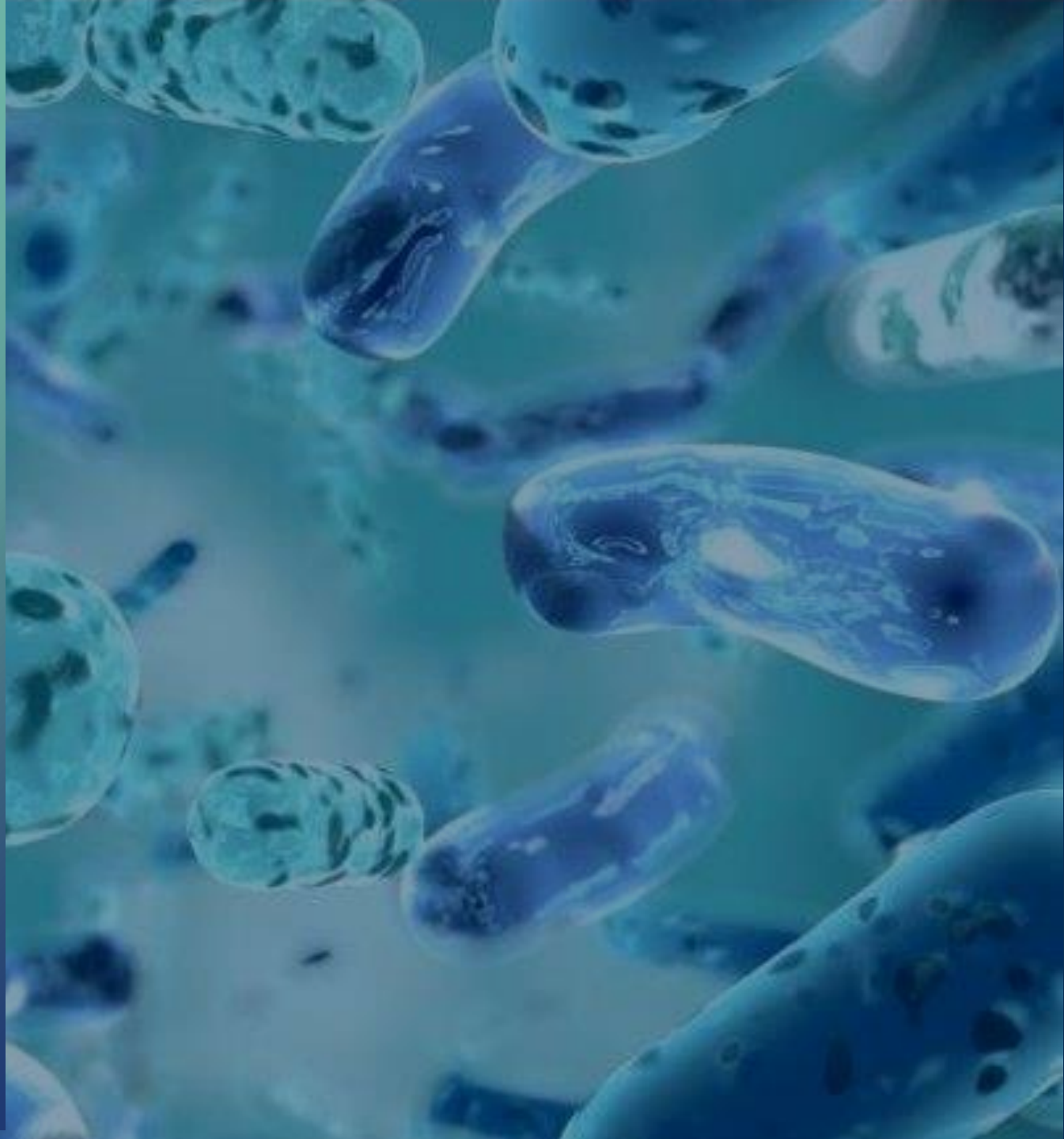


URINARY TRACT HEALTH IS EVOLVING:

Why the Next Generation
of Supplements Is Built
on Targeted Probiotics



Evolved
PROBIOTICS™



AGENDA

- **Developing Probiotics the Market Needs**
- **Understanding Consumers**
- **The Latest in Probiotics**
- **Introducing Evolved Probiotics™**
- **Proven Concepts: What Consumers Love**
- **Partnering for Success**

This presentation is only intended to provide scientific and educational information for business-to-business use. The information contained herein is based on our current knowledge and contains scientific, quality and technical information to help our trade customers to understand more about our ingredients and the science behind them. All content referenced is reflective of what is considered appropriate for the U.S. market where the site content is maintained and may not align with regulations outside the U.S. Not all statements have been evaluated by the U.S. FDA, European Food Safety Authority or the European Commission or any other applicable regulatory body. The products described are not intended to diagnose, treat or prevent any disease. It is your responsibility to comply with all relevant national laws when issuing commercial communications directed at consumers about any finished products containing these ingredients. EU and country specific legislation should also be considered when labelling and/or advertising to final consumers.



ARM & HAMMER™ Performance Products

Innovating with Expertise and Science

A Part of
Church & Dwight

One of America's oldest and most recognized companies, rooted in quality, purity, integrity, and performance.



1 of 3 Groups Within the C&D

Specialty Products Division (SPD):

the business-to-business arm of Church & Dwight



SPD is a
Market Leader

in probiotic strain development delivering high-quality, science-backed solutions.

A Dedicated and Comprehensive Team:

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

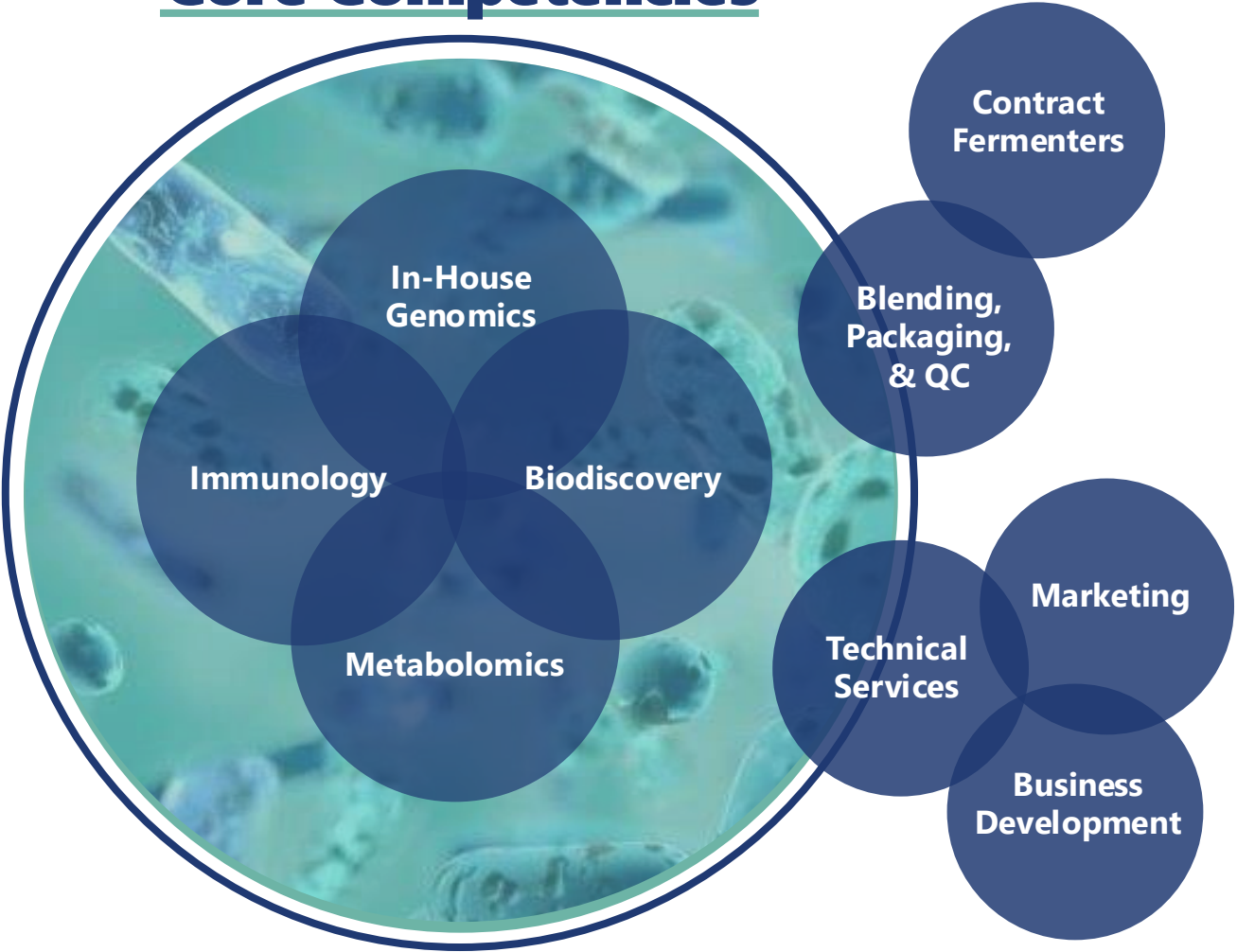


Science*Hearted* Center



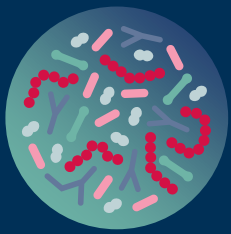
Over **100,000 Potential Probiotic Strains** Backed by Rigorous Scientific Research.

Core Competencies



Located in Waukesha, WI





Selecting Probiotic Strains for **MARKET SUCCESS**

We ensure our strains are safe, effective, scalable, and aligned with market demand through:



Functional Validation

to verify the health benefits



Comprehensive Genome Sequencing

to confirm the safety of each strain



Scalability Assessment

to ensure efficient production



Market Alignment

to meet consumer needs and trends



Today's Probiotic Consumer Seeks *Functional Foods & Beverages* as a Source of Probiotics

60%

of US consumers
purchased a probiotic
during the last 12 months¹

64%

of ***probiotic users*** are
new to the category
within the past 2 years¹

60%

of ***probiotic sales***
are through food
and beverages²

TOP 3 PROBIOTIC FOODS & BEVERAGES

1



Yogurt

2



Ready to Drink
Products

3



Yogurt Drinks

***Taste, more natural
approach, and ease of
incorporating into daily
diet are driving
Food/Beverage sales.***

Sources: ¹"Probiotic trends and consumer preferences that are currently shaping the landscape," Nutraceutical Business Review, Nov 2024;

²"Probiotics Market (2026-2033)", Grandview Research, June 2026





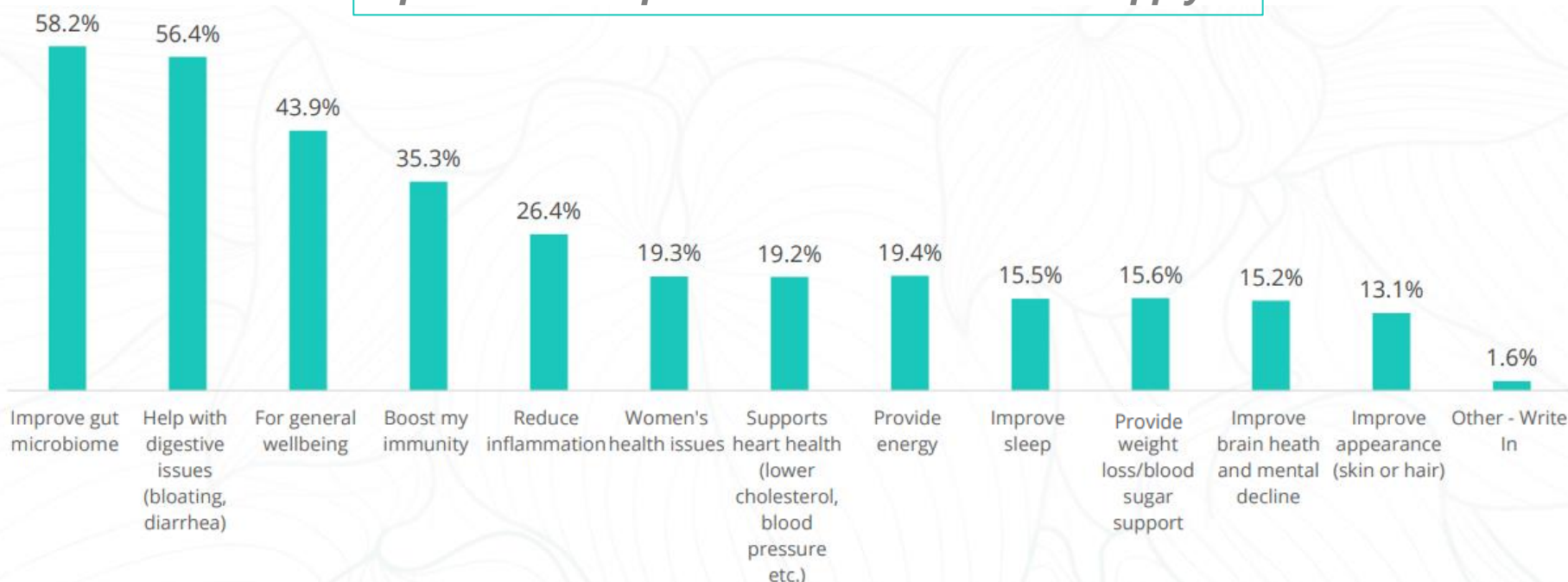
TOP REASONS Why Consumers Use Probiotics



BRIGHTFIELD GROUP

NutraIngredients
USA

Why does your household use probiotics, postbiotics or prebiotics? Choose all that apply.



Key Takeaways:

- **Top reason** for use is **improving gut microbiome and digestive issues.**
- **33%** are using for **immunity.**
- **25%** are using for **inflammation.**
- **~20%** are using for **women's health issues.**

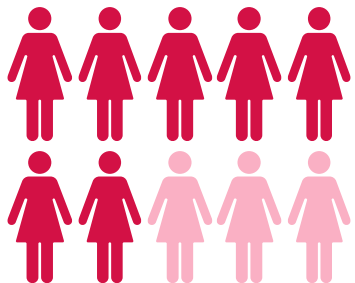




KEY INSIGHTS on Women's Health and Probiotic Preferences

70%

of women prefer supplements tailored for women's health¹



50-60%

of women experience urinary tract infections at least once in their lives with

26%

of the women having a recurrence within 6 months of treatment²

Almost half of the women's health burden reflects **CONDITIONS THAT AFFECT WOMEN DISPROPORTIONATELY**³



¹NBJ's 2023 Women's Health Report. ²NIH Recurrent Urinary Tract Infections Management in Women ³ Conditions that affect women disproportionately are defined as conditions with a higher prevalence in women compared with men, but not higher in disease burden per case. Source: McKinsey analysis based on the Global Burden of Disease Study 2019 (GBD 2019)



Evolved
PROBIOTICS™



***Limosilactobacillus
reuteri 3613-1***

*Supports Urinary
Tract Health*



***Lactiplantibacillus
plantarum 276***

*Supports GI Health
and Quality of Life*



***Bacillus
velezensis 747***

*Supports GI Health
and Immune
Function*



***Bacillus
subtilis 1579***

*Increased
Biotransformation of
Quercetin to PCA*



***Bacillus
velezensis 839***

*Increased
Biotransformation
of Glucoraphanin
to Sulforaphane.*



Evolved Probiotics *Limosilactobacillus reuteri* 3613-1

Supports Urinary Tract Health



In-Vitro Studies with Lr3613-1

Full genome analysis and functional assays confirm Lr3613-1⁹:

- Produces lactic acid
- Produces hydrogen peroxide and reuterin

In-vitro assay with Lr3613-1 supernatant demonstrates inhibitory effect¹⁰ vs:

- 3 vaginal and 1 stool derived *E. coli* strains

In-vitro assay with Lr3613-1 supernatant demonstrates superior (compared to competitor) inhibitory effect¹⁰ vs:

- *Candida albicans*
- *Gardnerella vaginalis*



***Next-Gen Probiotics
for Every Stage of Life***



Evolved Probiotics *Limosilactobacillus reuteri* 3613-1

Supports Urinary Tract Health

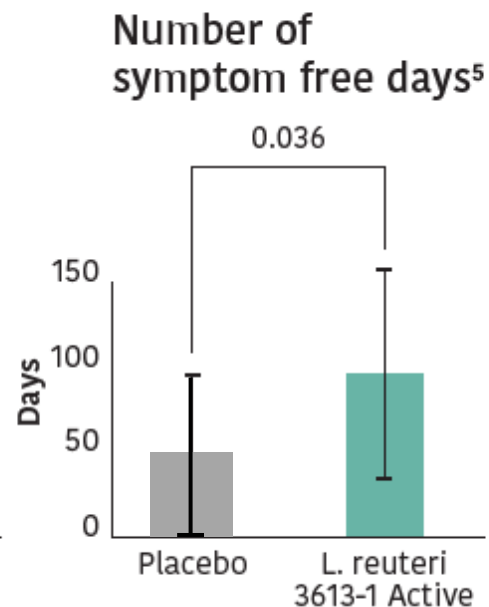


Human Clinical Trial

90 participants

The *Limosilactobacillus reuteri* 3613-1 group¹¹:

- Experienced **fewer UTIs** along with a significant delay in the onset of their first symptomatic UTI (66 vs. 33 days) compared to the placebo group
- Experienced **longer stretches of culture-confirmed UTI-free days** (90.5 vs. 30 days) compared to the placebo group.
 - Note: Normal vaginal pH was maintained through the 24-week study in participants supplemented with *L. reuteri* 3613-1



Our manuscript on *L. reuteri* 3613-1 has been published in Microorganisms, marking ***the first peer-reviewed clinical study*** on this strain in the field of women's urogenital health.

WHY IT MATTERS FOR YOUR BUSINESS

A CLINICALLY SUBSTANTIATED INGREDIENT GIVES YOUR TEAM A DIFFERENTIATED STORY, FROM PRODUCT DEVELOPMENT TO MARKETING TO SALES.

✓ GRAS

✓ Kosher

✓ Made in the US



Evolved Probiotics *Lactiplantibacillus plantarum* 276

Supports GI Health and Quality of Life



In-Vitro Studies with Lp276

In Caco-2 cells compromised by bacterial lipopolysaccharides, Lp 276 **improved barrier function**, measured by TEER³

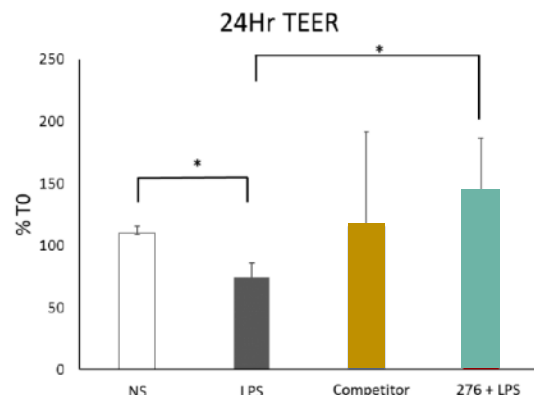


Figure 1. *L. plantarum* 276 protects intestinal barrier integrity as measured by transepithelial electrical resistance. Lipopolysaccharide (LPS) decreased barrier function. *L. plantarum* 276 reversed the loss of barrier function induced by LPS. * P < 0.05.

L. plantarum 276 adherence to Caco-2 cells was significantly stronger than *Competitor 1*

Strain ID	% Adhesion
Competitor 1	8 ± 0.7
Competitor 2	11 ± 2
<i>L. plantarum</i> 276	21 ± 6*

* Indicates statistical significance compared to *Competitor 1*

Table 2. Adhesion of *Lactobacillus plantarum* strains Competitor 1, Competitor 2, and 276 on Caco-2 cells after one hour of co-incubation. Data are the mean ± SD from three individual experiments.

L. plantarum 276 **increased intestinal epithelial cell migration** in wounded IEC-6 monolayers over a 24hr period compared to untreated control cells⁴

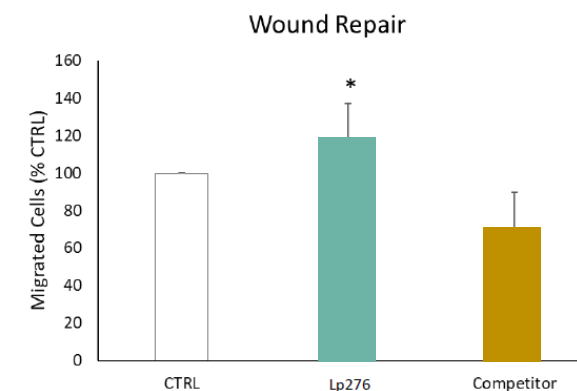


Figure 2. *L. plantarum* 276 increased intestinal epithelial cell migration in wounded IEC-6 monolayers over a 24hr period compared to untreated control cells. * P < 0.05.



Human Clinical Trial

50 participants

Showed **improvement in some indicators** related to the support of GI health vs. placebo⁵

- Improved stool consistency
- Reduction in urgent need to use the bathroom
- Improved quality of life standards

Probiotic Applications



Stick Packs



Dairy



Evolved
PROBIOTICS™





***Limosilactobacillus
reuteri* 3613-1**

20510821 AH LR3613-1
WOMENS HEALTH



***Lactiplantibacillus
plantarum* 276**

20510822 AH LP276



***Bacillus velezensis*
747**

20511290 AH EVOLVED
PROBIOTICS BV747 100B



***Bacillus subtilis*
1579**

20511211 AH EVOLVED
BV 839
BIOTRANSFORMATION



***Bacillus velezensis*
839**

20511210 AH EVOLVED
BS 1579
BIOTRANSFORMATION



Packaged in 10 kg Foil Bags

100 g

Sample Size



White to Tan in Color



Samples Requested
Through the Website



Evolved
PROBIOTICS™



CONSUMER VALIDATED CONCEPTS

Introducing Well4 Women's Health Guard

Being proactive is important to maintain your urinary and vaginal health because simple everyday challenges can create painful & uncomfortable health disruptions.

Introducing **Well4 Women's Health Guard**, a daily supplement with 1 billion CFUs of **Evolved Probiotics™** *Lactobacillus reuteri* 3613-1, a new clinically studied probiotic, to naturally support Urinary and Vaginal Health and:

- Build stronger protection of your vaginal and urinary health
- Naturally crowd out the ineffective bacteria
- Promote the balance of good bacteria and yeast
- Maintain balance of your vaginal pH and healthy vaginal microbiome

**Manage your Urinary & Vaginal Health
with Well4 Women's Health Guard**

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Women's health concepts

WOMEN'S HEALTH GUARD	
Relevance	87%
Believability	85%
Innovative	83%
More effective	80%
Worth paying more for	77%
Purchase intent	83%



CONSUMER VALIDATED CONCEPTS

Introducing Well4 Urinary Health Guard

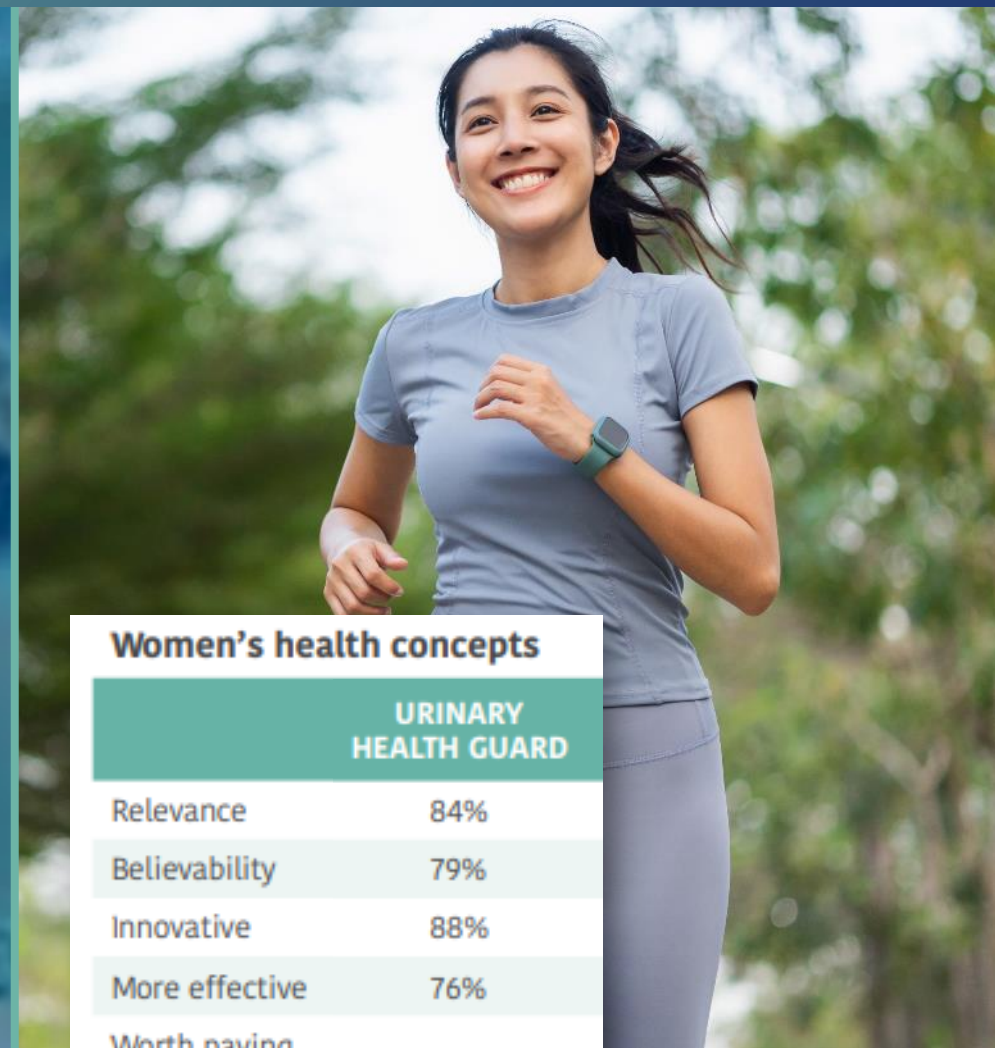
Urinary tract infections are painful and can really impact your daily life. Antibiotics are a great solution, but they often lead to yeast infections and the vicious cycle begins.

Introducing **Well4 Urinary Health Guard**, with a unique combination of new, clinically studied **Evolved Probiotics™** *Lactobacillus reuteri* 3613-1 for more UTI symptom-free days plus 500mg of cranberry which may help reduce the risk of recurrent UTI in healthy women! Well4's dual action formula builds stronger protection against urinary health challenges and:

- Works naturally to protect urinary health
- Flushes & cleanses the urinary tract
- Helps guard against ineffective bacteria
- Builds stronger protection against urinary health concerns

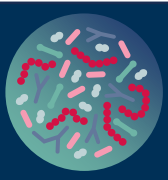
Extra Protection for your urinary health!

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Women's health concepts

	URINARY HEALTH GUARD
Relevance	84%
Believability	79%
Innovative	88%
More effective	76%
Worth paying more for	69%
Purchase intent	85%



CONSUMER VALIDATED CONCEPTS



Well4 Probiotic Supplements

With Evolved Probiotics

- Helps improve gut health to support a strong immune system and overall health
- Supports gut health to improve overall health & well-being
- Helps maximize absorption of important nutrients from your diet that your healthy body needs



Well4 Daily Multi-Vitamins

With Evolved Probiotics

- Naturally build and support a strong and healthy digestive and immune system
- Support Gut Health to improve overall well-being
- Help maximize absorption of important nutrients from your diet that your healthy body needs



Well4 Green Juice

With Evolved Probiotics

- Supports Gut Health to improve overall health and well-being
- Helps maximize absorption of important nutrients from fruits & vegetables
- Activates the anti-oxidant benefits of a healthy diet



Well4 Nutrition Bars

With Evolved Probiotics

- Keep you feeling full and energized
- Support your gut health to improve overall health & wellbeing
- Help maximize nutrient absorption to help keep you healthy



Well4 Protein Powder

With Evolved Probiotics

- Help your digestive system work better
- Help improve absorption of important nutrients from your healthy diet

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PROBIOTICS™





CONSUMER VALIDATED CONCEPTS REVEAL: High Purchase Intent, High Believability

CONSUMER RESEARCH VALIDATES CONSUMER INTEREST

Consumer concept testing validates that the new claims that Evolved Probiotics deliver are innovative, relevant, worth paying more for and drive strong purchase intent scores!



stated that the concepts tested offer more benefits and are more effective than others currently in the market.



believe that these products are worth paying more for!

Digestive health concepts

	PROTEIN POWDER	DAILY MULTIVITAMINS	NUTRITION BARS	PROBIOTIC SUPPLEMENTS	GREEN JUICE
Relevance	72%	78%	77%	71%	69%
Believability	80%	76%	80%	71%	74%
Innovative	70%	77%	74%	61%	67%
More effective	66%	68%	60%	60%	65%
Worth paying more for	62%	61%	65%	57%	60%
Purchase intent	73%	72%	79%	62%	58%



PARTNERSHIP OPPORTUNITIES



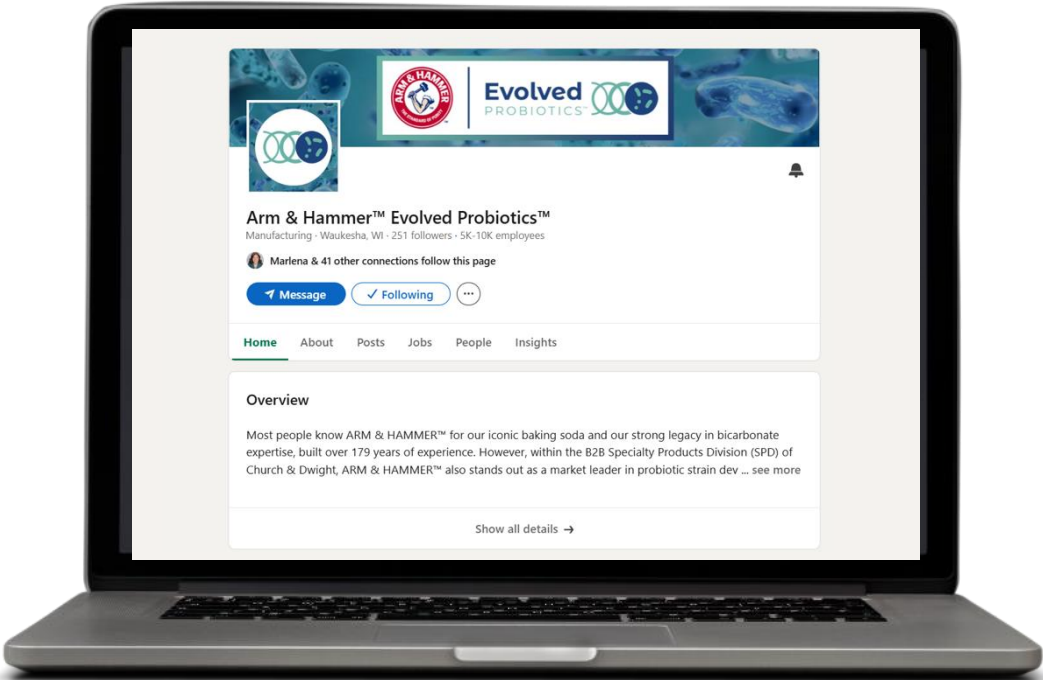
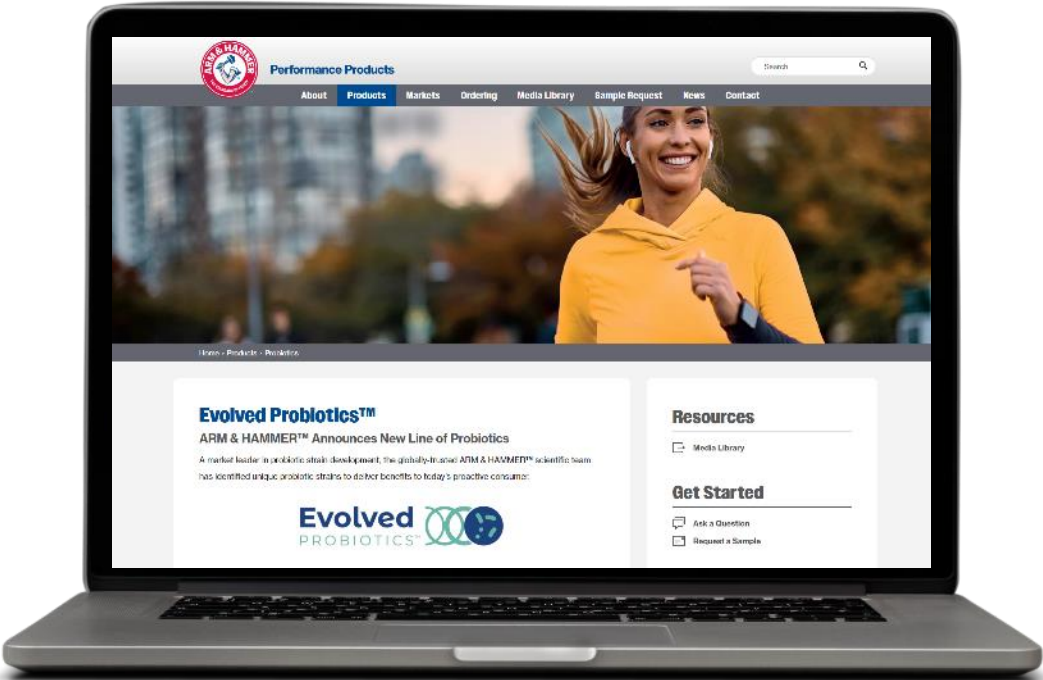
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linkedin.com/company/arm-hammer-evolved-probiotics



Let's Connect!



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[Evolvedprobiotics.com](https://evolvedprobiotics.com)



Request a Sample

ahperformance.com/sample-request



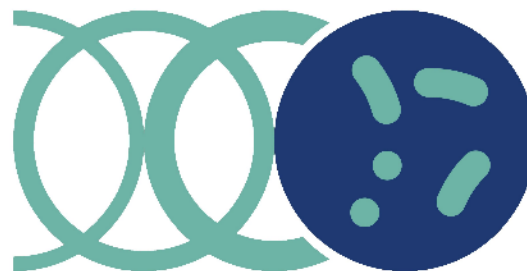
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Performance Products - *Let's Discuss Further!*

Evolved
PROBIOTICS™



Customers should consult their legal and regulatory teams to validate claims.

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