



Canadian based gummy manufacturer, Herbaland Naturals, introduces new delivery form: probiotic powder sticks

VANCOUVER – OCT 10, 2023 – Herbaland Naturals, a leading name in innovative and functional gummy supplements, is excited to announce the launch of its latest product in a new delivery form: Daily Probiotic Powder Sticks. Designed for adults and kids aged 3 and above, these easy-melt powder sticks offer a fun and effective way to support digestive health. This new product will be showcased at Supply Side West 2023 and will be available for purchase in the US and Canada on November 15th.

Probiotics are live microorganisms that naturally inhabit our bodies and provide numerous health benefits when consumed. They can thrive in various parts of the body, including the digestive tract, urinary tract, vagina, skin, and lungs. When it comes to digestive health, probiotics play a crucial role in protecting against pathogenic bacteria through mechanisms such as competition for nutrients and binding sites, production of antibacterial compounds, and stimulation of the immune system.

Daily Probiotic Powder Sticks from Herbaland contain 10 billion CFU (Colony Forming Units) of probiotics per stick, featuring 10 different scientifically studied strains. This product also includes 520 mg of a prebiotic blend, which supports probiotic growth once it reaches the human gut. What sets these sticks apart is their user-friendly format: simply pour the powder directly into your mouth and enjoy – no need to mix with water! Herbaland offers two delightful flavor options: Strawberry Shake and Lemon Clementine.

Dr. Katia Caballero, R&D research specialist at Herbaland, states, "These probiotic powder sticks are an excellent on-the-go alternative for people who have trouble swallowing pills and capsules. They are also a good option for those who want to incorporate some fun into their supplement regimen. This product has been described as 'healthy pixie sticks' by several taste-testers, which supports our goal of making fun and functional products!"

The development of the 10-strain probiotic blend in Daily Probiotic Sticks was a result of collaboration between Herbaland's Research and Development team and Lallemand Health Solutions, a renowned expert in probiotics with 80 years of experience. These scientifically studied strains were carefully selected for their ability to survive in the stomach's acidic environment and in the presence of bile salts. To further enhance their resilience, they were coated with Bio-Support Technology®, a proprietary blend of proteins and polysaccharides that ensures the protection of probiotics throughout the manufacturing process, shelf-life, and their journey through the digestive tract.

Joshua Sungkarto, R&D manager, expresses his enthusiasm: "We are fortunate to have a collaborative partnership with Lallemand to develop an efficacious problem-solver product. With their 80 years of expertise in probiotics, we can deliver 10 scientifically backed probiotic strains safely, ensuring they survive the harsh body environment and reach our consumers' gut in a fun way."

Herbaland's Daily Probiotic Sticks are set to revolutionize the way families support their digestive health. With their delicious flavors and potent probiotic blend, they offer a convenient and enjoyable addition to daily wellness routines.



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Herbaland is currently developing products in liquid and dual texture gummy formats which will also be on display at Supply Side West 2023. For more information, please contact francesca@herbaland.ca.

About Herbaland Naturals

Founded in 2009, Herbaland's mission is to bring health and wellness to all by creating natural health products that are good for people and the planet. Herbaland is Vancouver-based and CAMSC certified diversity-owned company. As a 50% women-founded and owned company, Herbaland is very proud that its diverse team comes from over 20 different countries. Herbaland is also a certified Benefit Corporation, recognized for adhering to a high standards of verified performance, accountability and transparency. For more information visit www.herbaland.com