



22 November 2019

BLIS ThroatGuard Australian Probiotic Product of the Year

Sydney, Australia, November 2019 – BLIS PROBIOTICS ThroatGuard has been awarded Probiotic Product of the Year by **Product of the Year**¹ (POY).

POY is the world's largest consumer-voted award for product innovation. Established over 30 years ago in France, POY currently operates in over 40 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation.

BLIS PROBIOTICS ThroatGuard, containing BLIS K12™, is an oral targeted probiotic, discovered by Professor Emeritus John Tagg while at the University of Otago, New Zealand. Unlike most probiotics, which work in the gut, BLIS PROBIOTICS ThroatGuard targets and protects the gateway to the body – the mouth and throat. It is a product that has brought innovation to the Australian probiotic category in 2019.

“iNova Pharmaceuticals, in partnership with Blis Technologies, is thrilled to accept this award in recognition of the hard work that went into launching the product in the Australian market in 2019”, said Andrew Jenkin, iNova’s Managing Director for Australia and New Zealand. “The product launched with a comprehensive marketing program. Together with our Difflam range, the BLIS PROBIOTICS range cements iNova’s position as a leader in throat health. Winning the Product of the Year Award gives us yet another tool to amplify awareness and build consumer trust.”

Blis Technologies CEO Brian Watson said ‘This is a great recognition of the Australian launch activity lead by our distribution partner, iNova Pharmaceuticals, but also further recognition of the unique and differentiated BLIS range’

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For further information, please contact:

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¹ Winner Probiotic Category. Survey of 10,000 people by Nielsen.

About iNova Pharmaceuticals

iNova Pharmaceuticals is a multinational pharmaceutical and consumer healthcare company that markets and sells a wide range of market-leading products, primarily in the areas of weight management, cough and cold, throat, skin care and natural health.

About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.