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BLIS K12™ Gains Australian Regulatory Approval

Blis Technologies has received notification from the Australian Therapeutic Goods Administration, that its probiotic strain *Streptococcus salivarius* BLIS K12™ has been approved as an active ingredient for Listed Complementary Medicines.

CEO Brian Watson said, “This approval will allow us to enter the Australian market with our finished product portfolio based on BLIS K12™. The Australian probiotic supplement market is the 6th largest globally and it is growing at 46% annually so represents a priority growth market for Blis. Within the NZ market, Blis branded BLIS K12™ Throat Lozenges are now ranked as the 2nd largest brand in ‘NZ Pharmacy Throat Lozenge’ category and the fastest growing of the top 5 brands. This gives us a lot of confidence in the market potential of the larger Australian market and we are accelerating our plans to launch in 2018 based on this important milestone.”

A handwritten signature in black ink, appearing to be "BW", with a long horizontal flourish extending to the right.

Brian Watson
Chief Executive