



NZX Release

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Blis Technologies launch of products on US Amazon platform

Blis Technologies have entered the US market with a range of branded oral probiotics under the Blis Probiotics brand. The range is available on Amazon.com.

Blis CEO Brian Watson says that as part of the company's finished goods strategy, Blis is aiming to enter new markets during the 2019 financial year. "The USA is the largest market for probiotics globally and having BLIS finished products available on Amazon is an important step in the next phase of our growth strategy."

The launched range is based on products already established in the NZ market but not yet available in the US including TravelProtect™, FreshBreath Kit™ and HoneyBlis™.

Blis are the developers of the world's first oral probiotics. The BLIS range includes products that support oral, ear, nose and throat health. BLIS probiotics were discovered by Professor John Tagg while working as a researcher at the University of Otago Microbiology Department. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe, the United Kingdom, and North America.

A handwritten signature in blue ink, appearing to be "Brian Watson", with a long horizontal stroke extending to the right.

Brian Watson
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