



## **Health Canada- Approvals for BLIS K12® Probiotic**

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FOR IMMEDIATE RELEASE

BLIS Technologies and Stratum Nutrition Announce Health Canada Approvals for BLIS K12® Probiotic

July 30, 2015 (Dunedin, NZ and St. Charles, MO) BLIS Technologies and Stratum Nutrition announce new regulatory approvals from Health Canada for use of BLIS K12® probiotic in supplement products.

Working in partnership, Stratum and BLIS have recently gained Health Canada approval that will allow Canadian manufacturers and marketers to make substantial and specific label claims on their products which contain the BLIS K12 ingredient.

Barry Richardson, CEO of BLIS Technologies, said their strategy of focusing on getting through regulatory approvals is a means of opening up markets. "As arduous as the process is, each successful regulatory approval prepares the ground for the sales and marketing effort that follows."

After reviewing supporting science and safety publications, Health Canada has approved products containing BLIS K12 to bear claim language such as, the product "promotes oral health [through the re-colonisation of the oral cavity]", that it is an "oral probiotic for re-colonisation of the oral cavity after antibiotic treatment", that "following oral antimicrobial rinsing Streptococcus salivarius K12 supplementation helps reduce volatile sulfur compound levels (halitosis)", and that it "can help reduce the incidence of

Streptococcal pharyngitis/tonsillitis (sore throats caused by pathogenic variants belonging to the Streptococcus genus)".

Kevin J. Ruff, Ph.D., MBA CCRP, Stratum's Director of Scientific & Regulatory Affairs said, "Stratum was pleased to be able to use our regulatory expertise in North America to open up the Canadian market for BLIS K12 and we expect the strong efficacy claims that were approved to really resonate with Canadian consumers."

### About Us

BLIS Technologies is the manufacturer of oral probiotic products based on the natural human mouth bacterium Streptococcus salivarius. Stratum Nutrition is the exclusive North American distributor of BLIS probiotic products including BLIS K12 and BLIS M18. BLIS K12® is a probiotic member of the bacterial species Streptococcus salivarius developed in Dunedin, New Zealand for the support of oral health.

For further comment contact:  
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