



Evolved
PROBIOTICS™

WOMEN'S HEALTH HAS EVOLVED. PROBIOTICS SHOULD TOO.

Today's consumers are looking beyond general digestive health probiotics toward targeted, science-backed solutions designed for specific health needs. Women are increasingly seeking personalized solutions tailored to female health needs.

Consumer trends supporting innovation in urinary and vaginal health include:

- ✓ 70% of females prefer supplements tailored for women¹
- ✓ 50-60% of women experience at least one UTI during their lifetime, with 26% experiencing recurrence within 6 months of treatment²
- ✓ Women's probiotic products are projected to experience strong category growth through 2036³

The market solution to address these needs stems from a legacy brand with decades of research in microbiome health. The Arm & Hammer™ brand developed the **Evolved Probiotics™** portfolio to meet the needs of today's proactive consumers.



LIMOSILACTOBACILLUS REUTERI 3613-1: A PATENTED NEXT-GENERATION PROBIOTIC FOR WOMEN'S URINARY & VAGINAL HEALTH

Discovered at the ScienceHearted Center in Waukesha, Wisconsin, *L. reuteri* 3613-1 was identified from a library of more than 6,000 lactic acid bacteria for its unique ability to support urinary and vaginal health through multiple antimicrobial mechanisms. *L. reuteri* 3613-1's triple mode of action sets it apart from its competitors. These mechanisms work together to help support a healthy urinary and vaginal microbiome.



Unlike most commercially available *L. reuteri* strains, 3613-1 has been shown to produce:

- Lactic acid, which helps maintain a healthy microbial environment and lowers the pH of the vaginal tract
- Hydrogen peroxide, which supports defense against undesirable microorganisms
- Reuterin, a unique antimicrobial metabolite that has demonstrated inhibitory activity against microorganisms associated with urinary tract and vaginal health challenges

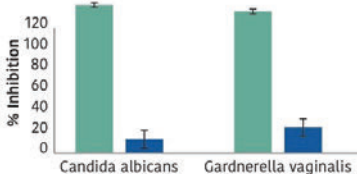
CLINICALLY-STUDIED, VALIDATED RESULTS YOUR CONSUMERS CAN TRUST.

Randomized, double-blind, placebo-controlled study

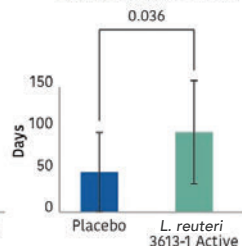
130 women with recurrent uncomplicated UTIs
24-week supplementation period

Inhibition of Vaginal Pathogens by *L. reuteri* supernatant⁵

L. REUTERI 3613-1 COMPETITOR



Number of symptom free days⁵



Published in Microorganisms (2026)⁴

KEY FINDINGS

The *L. reuteri* 3613-1 group demonstrated:

- Longer stretches of UTI-free days
- Significant delay in the onset of first symptomatic UTI
- Maintenance of normal vaginal pH
- Excellent safety and tolerability profile

DEMONSTRATED ANTIMICROBIAL ACTIVITY

In vitro studies showed *L. reuteri* 3613-1:

- Inhibited growth of multiple *E. coli* isolates
- Demonstrated superior inhibition of *Gardnerella vaginalis*
- Demonstrated superior inhibition of *Candida albicans*
- Outperformed comparator *L. reuteri* strains

INGREDIENT PROFILE

Technical Specifications

- ≥ 50 Billion CFU/g
- Efficacious dose 1 Billion CFU
- Non-GMO
- Certified Kosher
- GRAS
- Manufactured in the USA
- Available in organic-compliant form

Applications

- Capsules
- Stick Packs
- Powders
- Premixes
- Women's Wellness Formulas
- Urinary Health Products
- Vaginal Health Supplements



ACCELERATE YOUR INNOVATION WITH CONSUMER-VALIDATED RESULTS

A recent consumer study of 300 female respondents age 25-44 revealed a significant interest in a women's health supplement concept, developed especially for them.

Women's Health Guard was uniquely designed to deliver 1 billion CFUs of *L. reuteri* 3613-1 to:

- ✓ Build stronger protection of vaginal and urinary health
- ✓ Naturally crowd out the ineffective bacteria
- ✓ Promote the balance of good bacteria and yeast
- ✓ Maintain balance of vaginal pH and a healthy vaginal microbiome

Women's Health Concepts	
	WOMEN'S HEALTH GUARD
Relevance	87%
Believability	85%
Innovative	83%
More Effective	80%
Worth Paying More For	77%
Purchase Intent	83%



WHAT CONSUMERS WANT

- ✓ Personalized wellness solutions
- ✓ Alternatives to repeated antibiotic use
- ✓ Microbiome-based health support
- ✓ Science-backed ingredients
- ✓ Trusted, clinically-validated probiotics

EVOLVED HEALTH STARTS WITH EVOLVED PROBIOTICS™

Commercial Benefits for Brands



WOMEN'S HEALTH DIFFERENTIATION



CLINICALLY-VALIDATED SCIENCE



PATENT-BACKED POSITIONING



MULTIPLE FORMULATION FORMATS



STRONG CONSUMER RELEVANCE



CO-MARKETING SUPPORT OPPORTUNITIES



TRUSTED HERITAGE



Evolved
PROBIOTICS™

FOR MORE INFORMATION VISIT OUR SITE

REQUEST A SAMPLE

SOURCES

¹NBJ (Nutrition Business Journal) Women's Health Report, 2023 | ²NIH. Recurrent Urinary Tract Infections Management in Women; Medina M, Castillo-Pino E. Therapeutic Advances in Urology. 2019. | ³Future Market Insights (FMI), Women Probiotic Market, 2026-2036 Forecast | ⁴Turpin et al. *Limosilactobacillus reuteri* 3613-1 Delays Onset of Unconfirmed Urinary Tract Infections in Otherwise Healthy Women. Microorganisms. 2026;14(3):615.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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