



Evolved
PROBIOTICS™



EVOLVED HEALTH STARTS WITH EVOLVED PROBIOTICS™

EVOLVEDPROBIOTICS.COM

TODAY'S CONSUMERS ARE TAKING CHARGE OF THEIR HEALTH, EMBRACING SELF-CARE AND OVERALL WELL-BEING.

With **75% of consumers purchasing probiotics** and incorporating them into their daily routines, many recognize their powerful benefits. In fact, **63% of consumers specifically seek probiotics** to support immune and overall health. By making these mindful choices, they are investing in a more vibrant, energetic life.

Source: FMCG Gurus Probiotics A & U 2023



VALIDATION THROUGH RIGOROUS CONSUMER CONCEPT TESTING

We conducted a comprehensive consumer concept test using a fictitious brand, Well4, to maintain unbiased results.

PRODUCT

Well4 Protein Powder

CONTENTS

21 grams of plant protein and 2 billion CFUs of Evolved Probiotics™ per serving

PROPOSED BENEFITS

- Helps your digestive system work better
- Improves absorption of important nutrients

RESULTS



73%

OF CONSUMERS INDICATED A
STRONG PURCHASE INTENT

PRODUCT

Well4 Women's Health Guard

CONTENTS

1 billion CFUs of Evolved Probiotics™
Lactobacillus reuteri 3613-1

PROPOSED BENEFITS

- Builds stronger protection for vaginal & urinary health
- Naturally crowds out ineffective bacteria
- Promotes the balance of good bacteria and yeast
- Maintains vaginal pH balance and a healthy vaginal microbiome

RESULTS



83%

OF CONSUMERS INDICATED A
STRONG PURCHASE INTENT

INTRODUCING
Evolved 
PROBIOTICS™

The next generation of probiotic care for **GUT & VAGINAL
MICROBIOME HEALTH AND FUNCTIONALITY**



Source: CRN Consumer Survey on Dietary Supplements

That's why we focus on delivering unique strains that transform naturally in the body, providing targeted health benefits where you need them most.

PROBIOTICS, EVOLVED: EMPOWERING YOUR HEALTH FROM WITHIN

The next generation of innovative probiotic care for gut, vaginal microbiome health, functional bio-solutions and beyond is here.



L. REUTERI 3613-1 SUPPORTS VAGINAL & URINARY HEALTH

3613-1 produces reuterin (unlike other L. reuteri strains) promoting **urogenital health** and **supporting overall vaginal health**.



BACILLUS SUBTILIS 839 & 1579 SUPPORTS BETTER NUTRITION

Through biotransformation, healthy fruits and vegetables are **optimized for enhanced nutrient absorption**, unlocking the antioxidant benefits of a wholesome diet.

*Based on in-vitro studies.



L. PLANTARUM 276 SUPPORTS & NURTURES GUT HEALTH

Supports overall digestive health with **cutting-edge restorative properties, enhancing, strengthening**, and protecting the intestinal barrier for sustained well-being.



BACILLUS VELEZENSIS 747 SUPPORTS GI HEALTH & IMMUNE FUNCTION

Bv 747 is a unique spore-forming strain known for its **ability to support and improve gastrointestinal health** and overall digestive function.

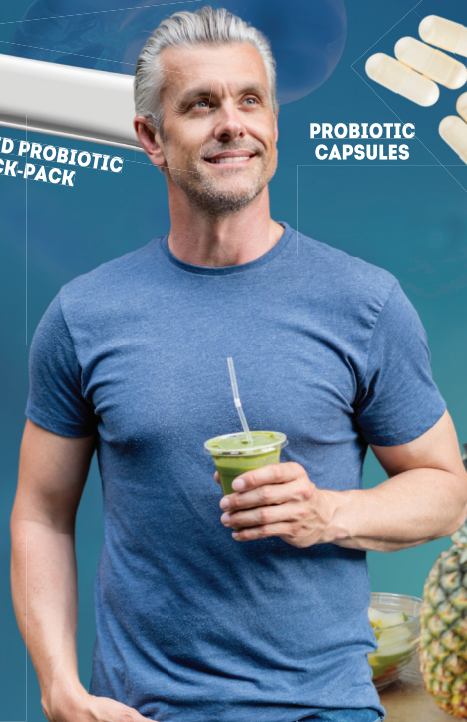
*Based on in-vitro studies.

YOUR WELLNESS, OUR MISSION.

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

ALL EVOLVED PROBIOTICS ARE:

- Patented
- Made in the US
- Organic
- NGPV
- Allergen Free



EVOLVING EXCELLENCE: BEYOND BICARBONATES TO PROBIOTICS



A LEGACY OF QUALITY, PURITY, AND TRUST

ARM & HAMMER™ Performance Products has led in high-quality bicarbonate products for 179 years. Our iconic logo stands for our commitment to quality and customer satisfaction. Known for our baking soda expertise, our story extends far beyond.



CUTTING-EDGE PROBIOTIC SOLUTIONS

Within the B2B Specialty Products Division of Church & Dwight, ARM & HAMMER™ spearheads the development of next-gen probiotic strains. Our innovative solutions offer unique benefits designed to help you outperform the competition.

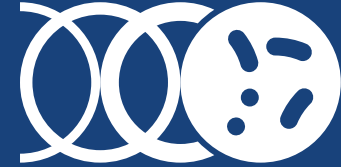


SCIENCEHEARTED INNOVATION

At our ScienceHearted Center in Waukesha, Wisconsin, our team of nutritional innovators and microbial pioneers is at the forefront of probiotic research and development, leveraging rigorous validation and a library of over 100,000 potential probiotic strains.



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PROBIOTICS™



SCAN TO
REQUEST A
PRODUCT
SAMPLE

OUR DEDICATED & COMPREHENSIVE TEAM:

Nutritional innovators, microbial pioneers, and our ScienceHearted Center in Waukesha, Wisconsin, come together with Sales, R&D, Marketing, Customer Care, and Technical Services.

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