

ABOUT

» 9 in 10 people experience stress[1].
» 1 Billion people have trouble sleeping[2] and 188 million suffer from anxiety disorder[3].

WHY

» **Endogenous:** The patented *Bifidobacterium Longum 1714™* is an endogenous bacterial resident of the normal human gut.
» **"Double strike" Mode of action:** *B. Longum 1714™* blocks inflammation and stress, directing tryptophan metabolism towards the **neuroprotective pathway**, blocking neurotoxic pathway and leading to more **serotonin production**.
» **Mental Wellness:** *B. Longum 1714™* has strong clinical evidence for indications like stress, sleep, and mood.

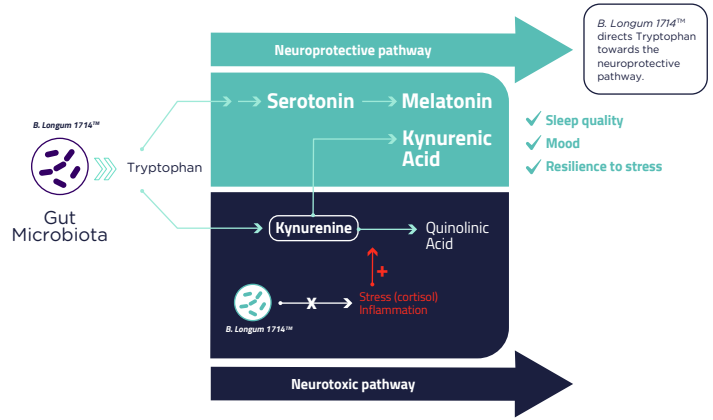
POSOLOGY **100mg** once daily.

1. Euromonitor: Voice of the Consumer: Definition of Health (2022). **2.** Euromonitor: International's Health and Nutrition Survey (2022): total respondents, n= 20236. **3.** Lumina Intelligence Report: The gut-brain axis: Psychobiotic opportunity in 25 countries March 2022.

"DOUBLE STRIKE" MECHANISM OF ACTION

***B. Longum 1714™* has the "Double strike" MOA: blocks the neurotoxic pathway and promote the neuroprotective pathway.**

» Anti-inflammatory and immunoregulatory activity through the production of a unique exopolysaccharide (EPS).
» Anti-stress activity through the reduction of HPA axis.
» Pro-neuroprotective activity through the production of tryptophan.



A gut-brain connection.

- The gut-brain axis is a pathway of biological communication between the gut, the enteric nervous system, and the brain.
- This bidirectional communication influences immunity, digestion, metabolism, and sleep.
- Gut bacteria produce neuroactive compounds and metabolites that communicate with the brain.
- Through the gut-brain axis, the gut microbiota modulates brain development and function across the lifespan.

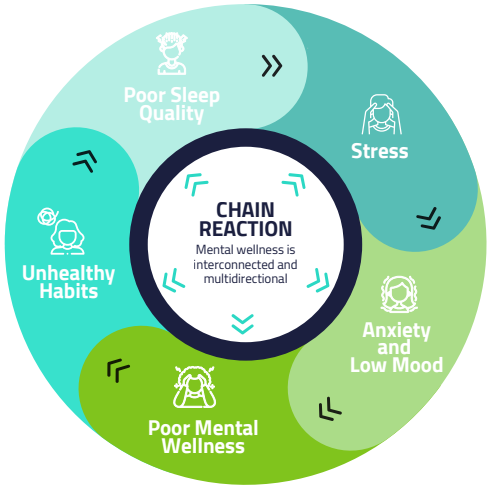
Know more about **GUT-BRAIN AXIS**

ProbioBrain™

ProbioBrain is the commercial brand containing the patented *B. Longum 1714™* strain.



B. Longum 1714™ helps to support **brain health** and overall well-being by modulating brain activity in a way that reduces your feelings of mental fatigue, enhanced **energy** and make it easier to cope with stress.



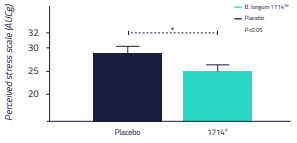
CLINICAL STUDIES

7 placebo-controlled clinical trials:

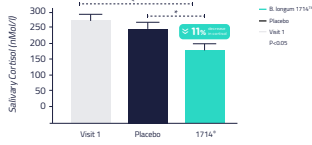
» 3 x pre-clinical studies published.
» 4 x clinical studies completed including gold-standard RCT with publications coming soon.
» 1 x mode-of-action manuscript in preparation.

STRESS

B. Longum 1714™ reduced daily perceived stress levels[1].



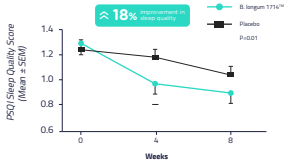
B. Longum 1714™ reduced cortisol output in response to stress[1].



SLEEP

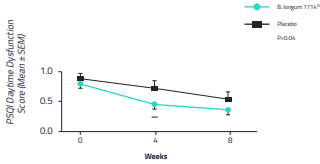
B. Longum 1714™ **helps improve sleep quality and reduce daytime dysfunction due to sleepiness after 4 weeks[2].**

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Higher PSQI scores indicate worse sleep quality.

B. Longum 1714™ reduce daytime dysfunction due to sleepiness after 4 weeks[2].



VITALITY AND FATIGUE

B. Longum 1714™ improved energy/vitality and social functioning after 8 weeks[2].



1. Allen et al. (2016) Translational Psychiatry 6(11). **2.** Patterson and Tan et al., 2023 manuscript submitted.