

BioGaia signs exclusive agreement in South Korea for the baby gut health range

BioGaia has extended its collaboration with Grace International, giving the company exclusive rights to market and sell its probiotic drops for infants in South Korea.

Grace International, who has managed BioGaia's adult gut health portfolio since 2021, took over as official distributor of the baby gut health range as of January 1st, 2022. The probiotic drops for babies are being re-launched by the new distributor to target consumers, with a campaign kicking off this month.

"BioGaia is a world leader in clinically proven probiotics, with sales in over 100 countries. The company's probiotics are among the most scientifically well-documented in the world, in terms of both efficacy and safety", says Abe Cho, CEO of Grace International.

Online and off-line

Grace International is now launching an extensive marketing campaign for Protectis baby drops. The products will be sold through both online and offline at retailers, in line with BioGaia's omnichannel strategy.

"Grace International has an extensive network and proven capability in penetrating the supplement market and reaching consumers across all channels. Protectis is already a trusted brand among South Korean health care professionals. Working with Grace International our ambition is for it to become an equally well-known and trusted probiotic brand among consumers, says Isabelle Ducellier", CEO of BioGaia.

About BioGaia Protectis baby drops

Protectis probiotic drops are recommended by pediatricians all over the world. They are easy and safe to use for infants, and are free from milk protein, gluten, and lactose. They have no side effects, and only supply healthy and positive bacteria. The probiotic strain *L.reuteri* (DSM17398) contained in the drops, have been shown in clinical studies to decrease symptoms of colic, constipation and indigestion in infants.

About Grace International

Headquartered in Seoul, Grace International was founded as a trading company in 1991, and today, the company has evolved to importing, custom-distributing-marketing, and developing various overseas consumer goods brands, including living, lifestyle, medical devices/sports, and health functional foods.



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BioGaia is an innovative Swedish healthcare company that develops, markets, and sells probiotic products with documented health benefits. The products are sold through local distribution partners in more than 100 countries worldwide. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm. www.bioGaia.com