

Introducing BioGaia Prodentis KIDS in Sweden

BioGaia introduces Prodentis for kids, an apple-flavored lozenge with probiotics and xylitol for oral health, to complement the daily toothbrushing routine. A new addition to the oral health category.

Most kids enjoy snacking in between meals, often prefer sugary foods, and have varying enthusiasm for toothbrushing. These habits can lead to unhealthy oral hygiene. Prodentis KIDS contains BioGaia's patented clinically proven probiotic strains *L. reuteri* ATCC PTA 5289 and *L. reuteri* DSM 17938 that help the good microorganisms keep a natural balance in the mouth. Prodentis KIDS is specially developed to complement daily toothbrushing routine.

"Finally, we can offer a highly appreciated product, Prodentis KIDS, also to the Swedish market. We're seeing an increased awareness among parents and, consequently, a demand for probiotics for good oral hygiene. Therefore, we're delighted that we can now help Swedish parents with their children's oral care," says Linda Hägglund, Chief Marketing Officer at BioGaia.

From August 2023, Prodentis KIDS will be available for purchase via BioGaia's Swedish webshop, www.biogaia.se as well as the online pharmacies MEDS and Apotea. The recommended retail price is SEK 199.

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About BioGaia

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 or via own distribution in over 100 markets. The class B share of the Parent Company BioGaia AB is quoted on the Mid Cap segment of Nasdaq Stockholm.

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