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Singapore: Probi has signed a distribution agreement with Alvogen IPCO, a multinational pharmaceutical company, to launch its gut and immune health products on the Taiwanese market in Q1 2013. "Alvogen is a multinational company with offices in over 20 countries with ambitious plans for expansion in Asia. Taiwan is a very important market for Alvogen and we are very pleased that they will launch both our consumer healthcare products," says Mr Michael Oredsson, CEO of Probi.

Probi Digestis is based on Lactobacillus plantarum 299v, which targets bloating, gas formation and pain, common symptoms that are sometimes mild or temporary but often more severe and diagnosed as IBS. Probi Defendum is based on the combination of two probiotic strains, Lactobacillus plantarum HEAL9 and Lactobacillus paracasei 8700:2. This probiotic mix has been proven in large clinical studies to prevent colds, significantly reduce cold symptoms and shorten cold periods.

Probi Digestis will be launched under the brand Alvogen IBS and Probi Defendum will be launched under Alvogen Contracold. Probi's ingredient logotype will be featured on pack to emphasise the high quality probiotic ingredients. Both products will be sold via Alvogen's field force.