

'Bump' Up Your Prenatal Care with BioGaia Protectis®



For millennia,
mothers and babies
have shared a
special biological bond—
the microbiota.

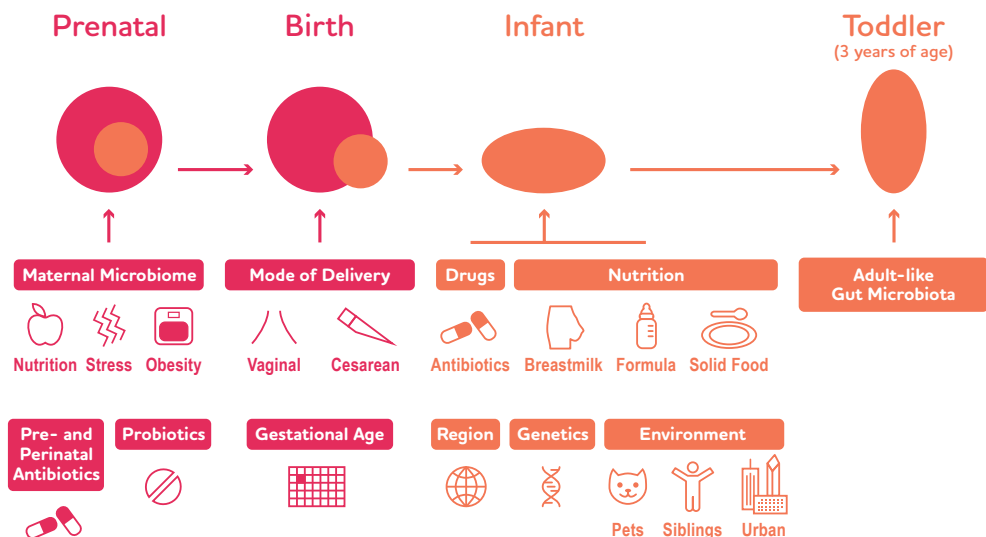


Since ancient times,
humans have engaged
in a symbiotic
relationship with the
indigenous microbial
communities that
colonize their
gastrointestinal tract.

Passed from generation to generation, newborn babies acquire their microbiota, the bacteria that thrive within us, primarily from their mom.

Microbial contact in early life is essential for the development and maturation of the infant gastrointestinal tract and immune system.¹⁻¹¹

Factors Affecting the GI Microbiota in Infants¹²



Mother-to-infant **microbial transmission** is *fundamental* in the development of the **infant microbiota**.¹

Prenatal probiotics are
being advocated to
support baby's **healthy**
development.* 3, 13-21



The Disappearing Microbiota

During the twentieth century there have been dramatic changes in human ecology, including an increase in the number of cesarean deliveries, increased use of pre- and perinatal antibiotics, lower rates of breastfeeding, and more than 60 years of widespread antibiotic use, particularly in young children.²²

It is believed that these changes affected the transmission and composition of our indigenous microbiota, which in turn has affected human physiology and given rise to many conditions including allergy, obesity, and functional gastrointestinal disorders.

BioGaia Protectis **MUM**

is a **Probiotic**
for **Prenatal Care***

Healthy mum & baby!

Protectis **MUM** is a **prenatal probiotic** that **supports baby's** developing GI and immune systems while **promoting mom's** digestive and immune health.* By strengthening and reinforcing the maternal microbiota, **Protectis MUM promotes a healthy pregnancy & baby.***



BioGaia Protectis MUM –
An Important Addition to **Prenatal Vitamins**

Key Benefits:

- | | | | |
|---|---|--|--|
| <p>1.</p> <p>Strengthens & reinforces the GI microbiota, important for mom & baby* 23-25</p> | <p>2.</p> <p>Better digestive & immune health for mom* 26-28</p> | <p>3.</p> <p>Supports baby's developing GI & immune systems* 29-32</p> | <p>4.</p> <p>Proven & safe – for mom & baby*</p> |
|---|---|--|--|

*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.

An Intergenerational Probiotic

BioGaia Protectis contains *L. reuteri* Protectis

(*L. reuteri* DSM 17938), an indigenous probiotic whose natural habitat is the human body.³³

Passed from generation to generation during childbirth and breastfeeding, *L. reuteri* has co-evolved with humans since the beginning of time.^{33, 34} Humans have a symbiotic relationship with *L. reuteri* that is significant for health.*³³

BioGaia is one of the few probiotics that have **co-evolved with human beings** since the beginning of time.

Reinforcing a **Symbiotic Relationship**

Past

In the 1960s and 70s, *L. reuteri* was one of the **most dominant** lactobacilli in the human GI tract.

Present

Our modern lifestyle **has disrupted** the symbiotic relationship we have with *L. reuteri*.

Recent studies show the prevalence of *L. reuteri* in our GI tract **has declined**.



BioGaia Protectis— A Great Start to Life!

Protectis is a probiotic line that supports
the journey from **pregnancy through**
baby's first years of life.



By strengthening
and reinforcing
the GI microbiota,
Protectis
promotes a healthy
pregnancy & baby.*

BioGaia
Protectis MUM
is recommended
for women
during pregnancy
and lactation.

BioGaia
Protectis Baby
is recommended
for infants, **from**
birth onward.

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Clinically Proven and Safe for Mom & Baby*

For more than 25 years, **Protectis** has been improving the health and well-being of people worldwide.* **Safe for mom & baby,** the health effects are documented in more than **150 clinical trials.***



152
Clinical trials



14,800
Individuals
of all ages

Infants
(0-12 months)

48 Studies in
5,811 Subjects

Toddlers
(13-36 months)

21 Studies in
2,555 Subjects

Children
(3-18 years)

33 Studies in
3,852 Subjects

Adults
(>18 years)

50 Studies in
2,605 Subjects

Protectis **MUM** – An Important Addition to Prenatal Vitamins

Studies involving prenatal folic acid and DHA supplementation have shown measurable benefits to babies.

More recently, prenatal probiotic supplementation has been shown to positively influence the development and maturation of babies' GI and immune systems.*



BioGaia Protectis – Benefits for Mom & Baby*

SUPPORTS Mom During Pregnancy* 23-28

- **Strengthens & reinforces** the GI microbiota
- **Promotes** good digestive health
- **Strengthens** natural immune defenses
- **Supports** baby's developing GI & immune systems

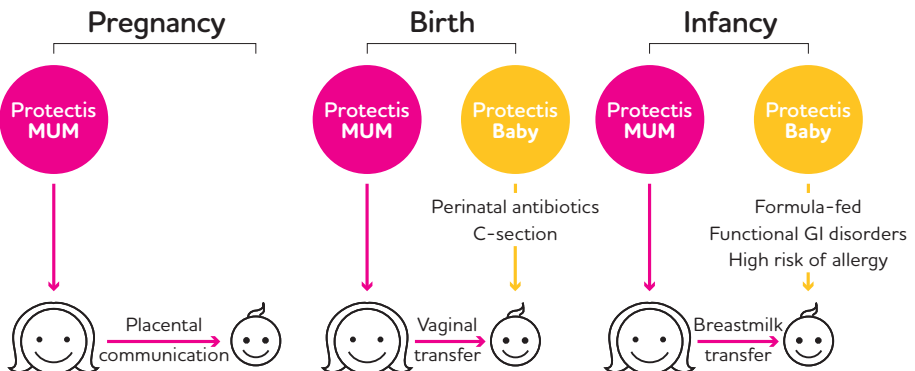
SUPPORTS Baby's Developing GI System* 23, 24, 31, 35, 36

- **Strengthens & reinforces** the GI microbiota
- **Promotes** a healthy functioning GI system
- **Improves** gut motility
- **Less** colic
- **Less** reflux
- **Regular** poops

SUPPORTS Baby's Developing Immune System* 29-32, 37

- **Strengthens** natural immune defenses
- **Less** antibiotic use
- **Promotes** the development of a healthy functioning immune system

BioGaia Protectis – How to Recommend





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BioGaia is a **Leading Global Probiotic Brand**

TESTED

**Best in
Science &
Research**

QUALITY

**Highest
Quality
Standards**

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**Innovative
Probiotics for
All Ages**

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