

Mass Probiotics Pushes Gut Bugs at Natural Products Expo

March 9, 2009 – **phd™** – “probiotic health daily” put a new twist on probiotics at the Natural Products Expo West in Anaheim, March 5-8. **phd**, a line of probiotic beverages and beverage mixes made by Boston-based company Mass Probiotics, is the newest introduction into a very fast growing category and trend in health foods and beverages. Probiotics, often referred to as live cultures, are beneficial bacteria that support the digestive and immune systems.

Ready to Drink or Ready to Go – **phd** has an innovative way for you to attend to your “probiotic health daily.” Soon to be in national distribution, **phd** is launching a line of ready to drink 16 oz beverages and a line of probiotic drink mix packets. Ready to drink **phd** is the first probiotic enhanced flavored water in the predominantly dairy-based probiotic category. It has an innovative push-button cap that protects the live probiotics and then delivers them to the water at the time of consumption. It is available in two formulas: Berry Balance with strains designed to enhance digestion, and Citrus Boost designed to help immune function. Each flavor contains a total of 20 billion cfu of 6 different probiotic strains, or about 10 times the amount in most dairy-based probiotic products. It also contains 4g of prebiotic fiber which helps to maximize the probiotics’ effectiveness.

phd to go™ drink mix packets will also soon be available nationally. Each packet contains a total of 10 billion cfu of 6 different probiotic strains or about 5 times the amount in most dairy-based probiotic products. They also contain 3g of prebiotic fiber. **phd to go** is a convenient powder packet format that consumers can add to a glass of water or their water bottle. Sold in boxes of 10 or individual packets, the product comes in 3 formulas: Berry Balance and Citrus Boost mentioned above, plus Orange Detox designed to cleanse and purify.



Gut Bugs are Key: Dave Tabaczynski, creator of **phd**, is a microbiologist. Motivated to resolve friends’ and family members’ digestive and immune issues, he engineered a great-tasting, effective probiotic drink. Tabaczynski is on a mission to educate people on the benefits of probiotics and the importance of a healthy gut, as evidenced by the “I heart gut bugs” stickers that the team passed out at the Expo all weekend. “We’re trying to start a revolution in gut health,” says Tabaczynski. “Probiotics are the missing piece of today’s diet, so we’re excited to have a truly healthy beverage available, designed with the gut in mind.”

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