



# **Women's Wellbeing**

## Women's Wellbeing

### Main Product Details

#### Format:

Capsules

#### Active ingredients:

*Lactobacillus rhamnosus* GG, Cerebiome® (*Lactobacillus helveticus* Rosell-52 & *Bifidobacterium longum* Rosell-175), *Bifidobacterium bifidum* Rosell-71, *Lactobacillus crispatus* Rosell-470 (12bn live cultures), Vitamin D (10mcg), Vitamin C(20mg), Vitamin B6 (1.4mg), Biotin (50mcg)

#### Age:

For women (from 12 years\*)

#### Dosage:

1 daily

#### Suitability:

Vegetarian, no dairy, gluten free, no added sugars, free from artificial colours, GMO free, suitable in pregnancy, suitable in menopause

#### Packaging:

FSC-certified carton, glass jar

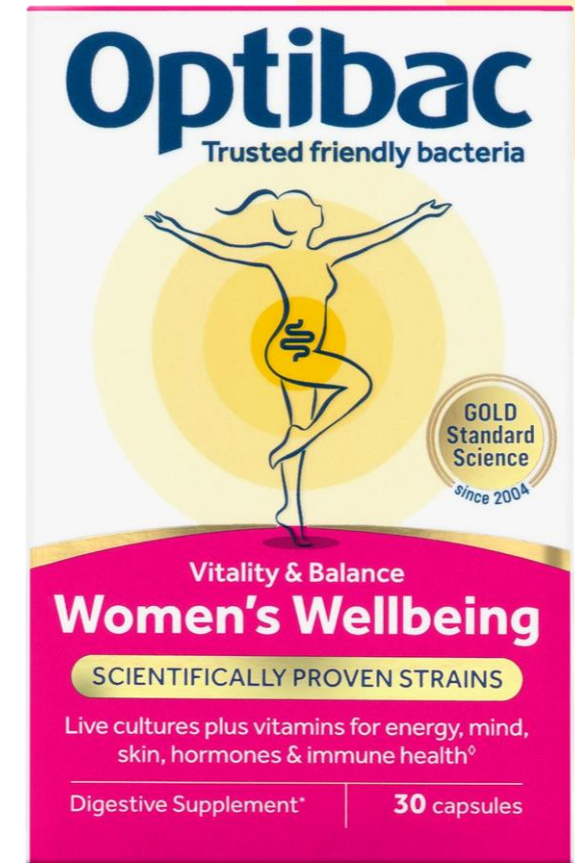
#### Pack size:

30 capsules

#### Price:

RRP £28.99, €34.99 (30 capsules)

\* Recommended age if age detail is required



Women's Wellbeing

## Target Consumer

### Lifestyle insurer:

For all women with busy, stressful lives, wishing to support their overall health and wellbeing with one high value supplement

### Medicinal fixers:

Those concerned with stress & anxiety, sleep quality, immune health, PMS symptoms such as bloating & cravings, IBS-D & IBS-M, and skin appearance

Plus added benefits (vitamins): tiredness & fatigue, energy, brain/cognitive health, hormone regulation, bones & muscle function, hair



## Small print & symbol execution – full guidance & examples

### Guidance

- The small print is always needed for this product when using the approved health claims (see examples 1, 2 & 3). The small print is: EFSA approved claims for Vitamins D, C, B6 & Biotin. With scientifically proven strains, designed to complement the natural gut bacteria. See [optibac.com](https://www.optibac.com) or packaging for details
- When the added ingredients are mentioned, the small print should be included but there's no need to include any symbols (see example 1)
- When the added ingredients are not mentioned: if presenting the claims in a full sentence, the symbol is added only once at the end of the sentence (see example 2); if presenting the claims in bullet points, the symbol should appear in the leading sentence above the claims (see example 3)
- The small print is not needed for this product when none of the approved health claims are used (see example 4)

### Examples – please consider each in isolation

- 1) Contains scientifically proven friendly bacteria plus Vitamins D, C, B6 and Biotin for vitality & balance. Supports energy, mind, immunity, skin, hormones & the gut microbiome.
- 2) Contains friendly bacteria plus vitamins for energy, mind, immunity, skin, hormonal balance & the gut microbiome<sup>◇</sup>.
- 3) Contains friendly bacteria plus vitamins for<sup>◇</sup>:
  - Energy
  - Mind
  - Immunity
  - Skin
  - Hormonal balance
  - Gut microbiome
- 4) A powerful all-round supplement for the stresses of daily life.



## Women's Wellbeing

# Product Description – Consumer

### Short:

A powerful all-round supplement for the stresses of daily life.

### Medium:

A powerful all-round supplement for the stresses of daily life, with friendly bacteria plus vitamins for energy, mind, immunity, skin, hormonal balance & the gut microbiome<sup>◇</sup>. [where space is limited, 'hormonal balance' can be shortened to 'hormones']

A powerful all-round supplement for the stresses of daily life, with scientifically proven friendly bacteria plus vitamins for vitality and balance<sup>◇</sup>.

### Long:

A powerful, all-round supplement for the stresses of daily life, with scientifically proven friendly bacteria plus Vitamins D, C, B6 and Biotin for vitality & balance. Supports energy, mind, immunity, skin, hormones & the gut microbiome.

<sup>◇</sup>EFSA approved claims for Vitamins D, C, B6 & Biotin. With scientifically proven strains, designed to complement the natural gut bacteria. See [optibac.com](https://optibac.com) or packaging for details

Note: the small print is always needed for this product when using the claims. When the added ingredients are not mentioned: if presenting the claims in a full sentence, the symbol is added only once at the end of the sentence; if presenting the claims in bullet points, the symbol should appear in the leading sentence above the claims.



## USPs – Consumers (EU)

### Key messages:

**A powerful, all-round supplement for the stresses of daily life** – supporting energy, mind, immunity, skin, hormones & the gut microbiome<sup>◇</sup>

**Bringing vitality & balance**<sup>◇</sup> – to women juggling all that life demands from them day in and day out

**Stress-free supplementation** – what women really want, all in one easy capsule. Finally, a supplement that works as hard as you do

**Expertly formulated** – with scientifically proven friendly bacteria plus Vitamins D, C, B6 and Biotin

**World renowned strains** – researched in over 300 scientific trials, including Cerebiome®, the world's most studied psychobiotic, and *Lactobacillus rhamnosus* GG, the world's most researched strain [alt: including the highly researched Cerebiome®]

**Supports energy and reduction of tiredness & fatigue** – so you can take on whatever life throws at you

**Immune health** – contains your daily dose of Vitamin D, plus Vitamin B6 and C

**Skin** – helps maintain skin health

**Hormone balance** – supports the regulation of hormonal activity

**Suitable for all life stages** – including throughout the menstrual cycle, perimenopause and menopause

**One less thing to worry about** – with everything already on your mind, choosing the right supplement should be easy. Feel good and opt for Optibac, the most recommended brand

### Additional messages:

**More suitable for those with IBS** – who may be looking for a friendly bacteria supplement without FOS fibres [must be used in its entirety and linked to the FOS. Alternative where this can't be used: **Suitable for low FODMAP diets** – for those wanting a friendly bacteria supplement without FOS fibres]

<sup>◇</sup>EFSA approved claims for Vitamins D, C, B6 & Biotin. With scientifically proven strains, designed to complement the natural gut bacteria. See [optibac.com](https://www.optibac.com) or packaging for details

Note: the small print is always needed for this product when using the claims. When the added ingredients are not mentioned: if presenting the claims in a full sentence, the symbol is added only once at the end of the sentence; if presenting the claims in bullet points, the symbol should appear in the leading sentence above the claims.





## Women's Wellbeing

# USPs – Consumers (ROW)

### Key messages:

**A powerful, all-round supplement for the stresses of daily life** – supporting mood, sleep quality, energy, skin, hormones, immune & digestive health\*

**Bringing vitality & balance\*** – to women juggling all that life demands from them day in and day out

**Stress-free supplementation** – what women really want, all in one easy capsule. Finally, a supplement that works as hard as you do

**Expertly formulated to support overall wellbeing** – with scientifically proven probiotics plus Vitamins D, C, B6 and Biotin

**World renowned strains** – researched in over 300 scientific trials, including Cerebiome®, the world's most studied psychobiotic, and *Lactobacillus rhamnosus* GG, the world's most researched strain

**Mood & sleep** – contains probiotic strains proven to support daily stress, boost mood and improve sleep quality, so you can feel your best. Vitamin B6 & C also support energy and reduction of tiredness & fatigue

**Skin health** – Cerebiome® shown to improve hydration, radiance, elasticity, & reduction in wrinkles and fine lines, with over 90% of women being satisfied with the probiotic performance. Also supported by *L. rhamnosus* GG, Biotin & Vitamin C

**Immune health** – probiotics shown to reduce the risk and duration of colds & flu, plus Vitamin D, B6 and C for overall immune support

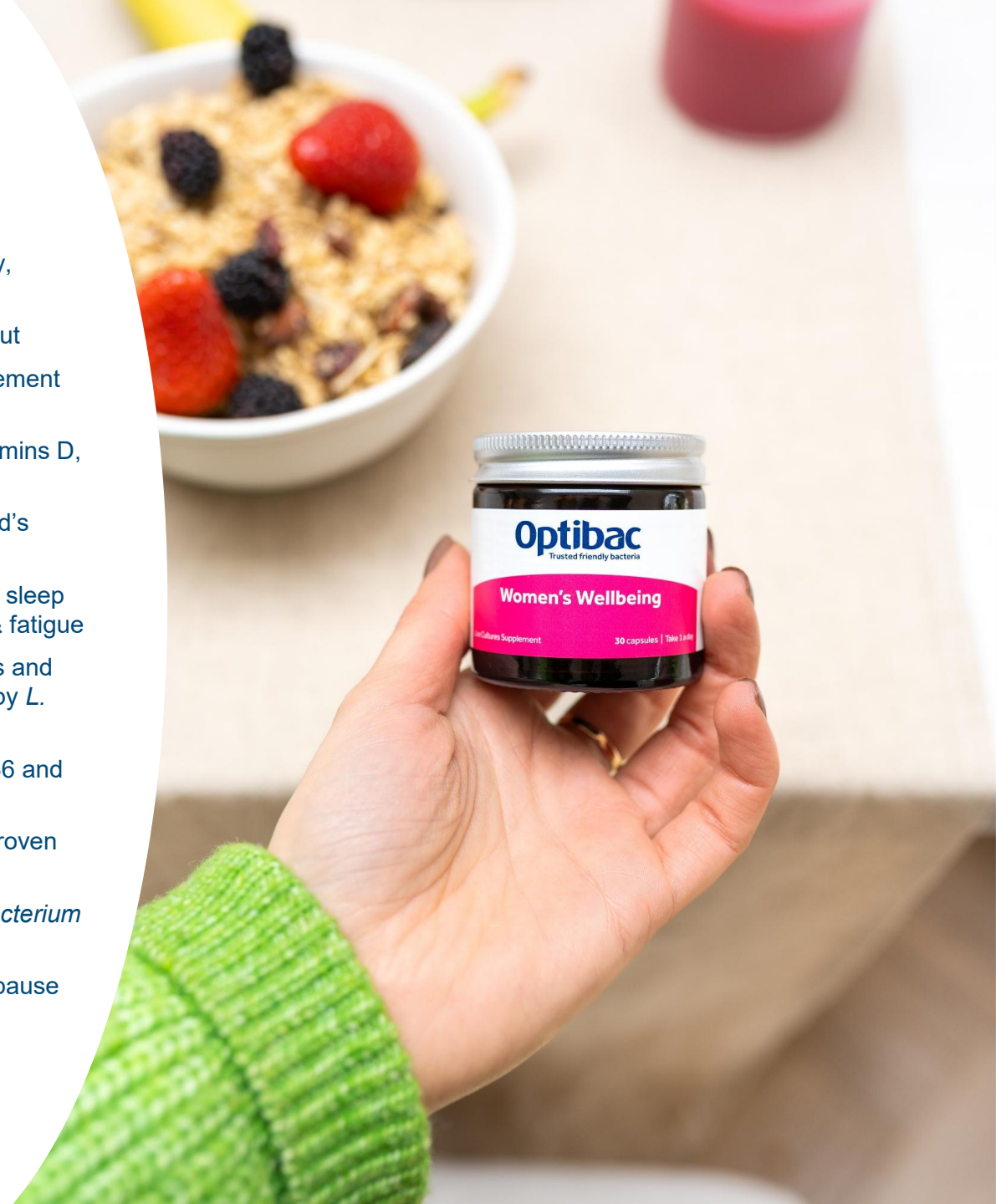
**Digestive health** – *L. rhamnosus* GG works naturally with your body to support digestive health; proven to reduce occasional diarrhoea and bloating

**Hormone balance** – Vitamin B6 supports the regulation of hormonal activity. Additionally, *Bifidobacterium bifidum* Rosell 71 shown to reduce PMS-related bloating and cravings

**Suitable for all life stages** – including throughout the menstrual cycle, perimenopause and menopause

[USA only]

\*These statements have not been evaluated by the Food & Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent any disease.



## Women's Wellbeing

# USPs – Trade (EU/ROW)

### Key messages:

**A powerful, all-round supplement for the stresses of daily life** – with scientifically proven friendly bacteria plus Vitamins D, C, B6 and Biotin for vitality & balance, supporting energy, mind, immunity, skin, hormones & gut health

**Highly researched probiotic combination** – the strains have been studied in over 300 clinical trials. Contains Cerebiome®, the world's most researched psychobiotic, plus *Lactobacillus rhamnosus* GG, the world's most documented strain

**Stress, mood & sleep** – shown to naturally support daily stress, reduce anxiety, as well as boost mood, including in those with depression. May also improve sleep quality and reduce sleep disturbances

**Stress-related GI symptoms** – with strains proven to reduce stress-induced digestive symptoms, such as abdominal pain, nausea and diarrhoea

**Immunity** – *Bifidobacterium bifidum* Rosell-71 proven to reduce episodes and duration of colds & flu. Overall immune health also supported by the other strains, plus the addition of Vitamin D (10mcg), C & B6

**Skin health** – Cerebiome® shown to improve hydration, radiance, firmness, tonicity, elasticity, reduction in wrinkles and fine lines, with over 90% of women being satisfied with the probiotic performance. Also supported by *L. rhamnosus* GG, Biotin & Vitamin C

**Hormone balance** – Vitamin B6 supports the regulation of hormonal activity. Additionally, in a first of its kind clinical trial, *B. bifidum* Rosell 71 shown to reduce PMS-related bloating and cravings

**Gut health** – *L. rhamnosus* GG extensively researched for digestive health and proven to significantly reduce symptom severity for IBS-D and IBS-M

### Additional messages:

**Cognitive function** – Cerebiome® may enhance problem solving skills. Also, *L. rhamnosus* GG shown to improve cognitive function in older adults (including menopausal & post-menopausal women) with mild cognitive impairment

◊EFSA approved claims for Vitamins D, C, B6 & Biotin. With scientifically proven strains, designed to complement the natural gut bacteria. See [optibac.com](https://optibac.com) or packaging for details

Note: the small print is always needed for this product when using the claims. When the added ingredients are not mentioned: if presenting the claims in a full sentence, the symbol is added only once at the end of the sentence; if presenting the claims in bullet points, the symbol should appear in the leading sentence above the claims.





## Women's Wellbeing

# USPs – HCPs, CAMs (EU/ROW)

### Key messages:

**A powerful, all-round supplement for the stresses of daily life** – with scientifically proven friendly bacteria plus Vitamins D, C, B6 and Biotin for vitality & balance, supporting energy, mind, immunity, skin, hormones & gut health

**Highly researched probiotic combination** – the strains have been studied in over 300 clinical trials. Contains Cerebiome®, the world's most researched psychobiotic, included in 8 clinical trials with 8 proposed mechanisms of action on the gut-brain axis. Plus *Lactobacillus rhamnosus* GG, the world's most documented strain

**Stress, mood & sleep** – shown to naturally support daily stress, as well as reduce anxiety and depression scores, including in those with depression. May also improve sleep quality and reduce sleep disturbances

**Stress-related GI symptoms** – Cerebiome® proven to reduce stress-induced GI symptoms such as abdominal pain and nausea, and *Bifidobacterium bifidum* Rosell-71 shown to decrease self-reported stress and diarrhoea symptoms

**Immunity** – *B. bifidum* Rosell-71 proven to reduce episodes and duration of colds & flu. Overall immune health also supported by the other strains, plus the addition of Vitamin D (10mcg), C & B6

**Skin health** – Cerebiome® shown to improve hydration, radiance, firmness, tonicity, elasticity, reduction in wrinkles and fine lines, with over 90% of women being satisfied with the probiotic performance. Also supported by *L. rhamnosus* GG, Biotin & Vitamin C

**Hormone balance** – Vitamin B6 supports the regulation of hormonal activity. Additionally, in a first of its kind clinical trial, *B. bifidum* Rosell 71 shown to reduce PMS-related bloating and cravings

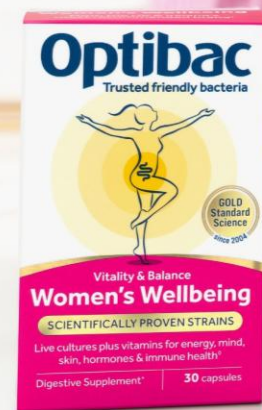
**Gut health** – *L. rhamnosus* GG extensively researched for digestive health and proven to significantly reduce symptom severity scores for IBS-D and IBS-M

### Additional messages:

**Cognitive function** – Cerebiome® may enhance problem solving skills. And *L. rhamnosus* GG shown to improve cognitive function in older adults (including menopausal & post-menopausal women) with mild cognitive impairment

◊EFSA approved claims for Vitamins D, C, B6 & Biotin. With scientifically proven strains, designed to complement the natural gut bacteria. See [optibac.com](https://optibac.com) or packaging for details

Note: the small print is always needed for this product when using the claims. When the added ingredients are not mentioned: if presenting the claims in a full sentence, the symbol is added only once at the end of the sentence; if presenting the claims in bullet points, the symbol should appear in the leading sentence above the claims.



## Women's Range Product Comparison

	Format	Vegan	Suitable for everyday use	Added ingredients	CFU (billions)	Specialist supplement
For Women	Capsule	✓	✓	✗	2.5	Intimate flora
Pregnancy	Capsule	✓	✓	FOS	12	Pregnancy, post birth & breastfeeding
Women's Wellbeing	Capsule	✗ (vegetarian & dairy free)	✓	Vitamin D, Vitamin C, Vitamin B6, Biotin	12	Energy, mind, skin, hormones & immune health

### Trade & HCPs/CAMs only:

Further indications:

- ✓ For Women: thrush, Cystitis, BV
- ✓ Pregnancy: digestive and intimate health issues, gestational diabetes, post-natal depression and anxiety
- ✓ Women's Wellbeing: (probiotics) stress & anxiety, sleep quality, immune health, bloating, IBS-D & IBS-M, and skin appearance; (vitamins) tiredness & fatigue, energy, brain/cognitive health, hormone regulation, bones & muscle function, hair