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### First Probiotic Gum as Immune System Booster

Frutarom, New Jersey, and Tab Labs, British Columbia, Canada, collaborated to make the prototype of a probiotic gum featuring BLIS K12™, a new oral probiotic bacteria known as an immune system booster. Frutarom and Tab Labs will introduce BLIS K12™ gum at Supply Side West, Las Vegas, booths # 24060 and #10041.

This functional gum, designed for adults as well as children, is available in Mint and Fruit flavors. The BLIS K12™ dose per serving (one piece) is 20mg — an amount shown to help boost immune system protection. BLIS K12™ can promote ear, nose and throat health, supporting protection against coughs and colds, and even helps balance the microflora in the mouth to ameliorate bad breath.

“Because BLIS K12 is an oral-cavity probiotic, it needs to be delivered in a format that has prolonged contact with the mouth, making a chewing gum the perfect delivery system — and more importantly, an immune system booster,” says Laurent Leduc, VP of Frutarom’s Health Division. “Chewing BLIS K12 gum increases the probiotic bacteria activity time in the mouth, as compared to a chewable tablet for example, and provides more opportunity for colonization of the K12 bacteria.”

Previously, manufacturers were unable to develop a stable functional gum application due to probiotic bacteria’s sensitivity to heat. Tab Labs succeeded in developing a proprietary cold-press technology to manufacture functional gums. No heat or moisture is used in the manufacture of BLIS K12 gum. “As a result, you get a very high survival rate of the K12 bacteria and there is no moisture in the finished product, which further helps to ensure longer shelf life” explains Tom Holtgen, Managing Director of Tab Labs. “The cold-press technology also allows for full release of the active, immune system booster compounds, unlike other gums which tend to bind.”

Manufacturers interested in collaborating with Tab Labs to produce a market-ready version of BLIS K12™ gum are invited to contact Tom Hoeltgen at Tab Labs (604) 513-1391.

Visit us at [SupplySide West, Las Vegas](#), Frutarom Booth no. 24060 and Tab Labs booth no. 10041

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## About Frutarom

develops, and fine ingredients company. Frutarom rapidly growing global flavor a Established in 1933, Frutarom is natural fine ingredients for customers in the and quality flavors extensive variety of high an and markets manufactures food, beverage, flavor, fragrance, pharmaceutical, nutraceutical and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees Asia. and Israel, worldwide and manufacturing facilities in Europe, North America Frutarom operates through two divisions.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: *To be the Preferred Partner for Tasty and Healthy Success.*

Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003 Frutarom has been included in the Tel Aviv 100 Index.

## About Tab Labs

Tab Labs is a custom private label manufacturer and packager of quality confectionary products since 1992. Tab Labs Inc. provides functional confectionary solutions to meet the dramatic growth demand for innovative, unique packaging and labeling formats that drive consumer consumption.

