



## **Klaire Labs Introduces Ther-Biotic® Synbiotic, The Next-Evolution, Shelf-stable Combination of a Prebiotic and Probiotics Strains**

**RENO, Nev., Feb. 19, 2020** – Today, Soho Flordis International (SFI®), a leading natural healthcare company that produces premium, evidence-based nutraceuticals and the home of Klaire Labs®, announced the launch of its all-new, comprehensive Ther-Biotic® Synbiotic.

Manufactured under the Klaire Labs brand, Ther-Biotic Synbiotic represents the next generation of microbiome support, combining clinically proven probiotic strains with the well-tolerated prebiotic SunFiber® to precipitate a more profound and positive entourage effect on GI ecology than prebiotics or probiotics alone.

“The introduction of Ther-Biotic Synbiotic clearly reinforces our dedication to innovation within the sphere of microbiome support, as well as our overall commitment to consistently delivering premium, professional-grade, and science-backed products,” said Divya Ramakrishnan, GM, SFI Americas. “New research has demonstrated that a synergistic blend of clinically proven probiotic strains, in combination with prebiotics, promotes a more comprehensively efficacious effect on GI ecologies than do prebiotics or probiotics alone. As the pioneer in multi-strain probiotics, we are proud to present the next evolution in microbiome support.”

Ther-Biotic Synbiotic is a shelf-stable, 50B CFU formulation containing clinically demonstrated probiotic strains at scientifically researched amounts. Seven carefully selected probiotics work synergistically with the prebiotic SunFiber to support healthy digestive function and to minimize occasional gastrointestinal discomforts. To ensure the timely release of this formulation, Ther-Biotic Synbiotic is protected by delayed-release capsule technology which allows the probiotics and prebiotic to be released at the most beneficial location along the GI tract. Each ingredient included in this synbiotic is also individually identified and fully disclosed on the product label to establish unquestionable transparency.

SunFiber, the prebiotic element of Ther-Biotic Synbiotic, is a galactomannan soluble fiber derived from guar gum that is the first fiber and first stand-alone ingredient to be Monash University low-FODMAP certified. Due to its slow

fermentation process, SunFiber is gentle on the system and well-tolerated by even the most sensitive systems, producing less gas and bloating than other prebiotics with faster fermentation rates. Clinically demonstrated to improve the survival, implantation, and metabolic impact of the probiotic strains included in Ther-Biotic Synbiotic, SunFiber® completes the innovative impact of this synbiotic as it synergistically supports overall GI health.

As part of the Klaire Labs promise to provide products that represent purity, potency and performance, this formulation is hypoallergenic, non-GMO, vegetarian, and free of unnecessary fillers, artificial flavors, and synthetic ingredients.

Ther-Biotic Synbiotic is available now. Click [here](#) for more information, or visit Klaire Labs at booth #100 during the Integrative Healthcare Symposium in New York, from February 20<sup>th</sup> to February 22, 2020.

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### **About Klaire Labs**

For 50 years, Klaire Labs has been committed to providing premium, hypoallergenic nutraceuticals designed to support healthcare practitioners as they promote a better well-being for their patients. Klaire Labs' innovative supplement products supply the probiotics, enzymes, and specialty formulations necessary for whole body health. We are proud to be the originators of nutraceuticals such as Ther-Biotic®, the leading professionally distributed probiotic line in the United States. For more information, visit [www.klaire.com](http://www.klaire.com).

### **About Soho Flordis International (SFI)**

Soho Flordis International (SFI) is a global premium natural healthcare company with 450 employees worldwide. SFI's reputation is built on an unwavering pursuit of quality and consistency, driven by a passion for applying science to nature. As the global parent company, SFI is headquartered in Sydney, Australia and has three premium brands in its stable which operate in unique markets: Flordis in Australia, South Africa, Middle East, Europe, and Asia, Klaire Labs in the USA and Asia, and Potter's in the UK. SFI also has manufacturing facilities in the US, UK, and Switzerland and offers world-leading product development and clinical research services. For more information, visit [www.sfihealth.com](http://www.sfihealth.com).



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