

## Formulation for Vidazorb chewable probiotics finalized

By Michael Johnsen



**BELTSVILLE, Md. (Jul. 10)** Little Calumet Holdings on Wednesday finalized formulation of a patent-pending line of chewable probiotics to be marketed under the brand name Vidazorb that will be available in the third quarter of 2008.

"Science shows that without beneficial probiotic bacteria, our bodies simply cannot function properly," stated Frank Hodal, Jr., founder and chief executive officer of Little Calumet. "Our goal when developing Vidazorb was to deliver billions of viable probiotic bacteria in a convenient way, without the need of a refrigerator or a spoon."

According to the company, stability testing at independent labs confirmed the viability of friendly bacteria for two years on the shelf.

The Vidazorb line will include five probiotic formulations:

- Vidazorb Daily, lemon flavor, for daily digestive support formulated with *L. acidophilus*, LA-5
- Vidazorb Plus, vanilla flavor, for digestive health support formulated with *L. acidophilus*, LA-5 and *Bifidobacterium*, BB-12
- Vidazorb +OPC, pomegranate flavor, for daily age defense formulated with *L. acidophilus*, LA-5, *Bifidobacterium*, BB-12 and Masquelier's OPC
- Vidazorb SuperC, orange/pineapple flavor, for enhanced antioxidant support formulated with *L. acidophilus*, LA-5, *Bifidobacterium*, BB-12, Masquelier's OPC and vitamin C
- Vidazorb BellyBoost, wild berry flavor, a children's formula for healthy digestion and nutrient absorption in children aged 4 and up formulated with *Bifidobacterium*, BB-12 and *S. thermophilus*, TH-4