



Probiotic Product of the Year

Is your finished product commercially available?

What regions is your finished product available in?

How long has your finished product been on the market? Please use the length of time for the country or region with the longest market availability.

What does your finished product do? (Max 100 words)

What is the target audience of your finished product?

Give details of brand recognition and the commercial success of your product, including evidence of strong retail and consumer interest or listings of your product.

How does your finished product meet consumer demand and interest in your format, delivery system, and/or matrix – including how innovative any delivery system is.

How does your product meet a consumer demand, and how relevant is the probiotic ingredient in meeting this demand.

Please demonstrate packaging ease of use and design, including appeal, ease of use and novelty.

Are your claims backed by peer reviewed primary research and/or clinical trials in humans?

Please provide a short overview of the main evidence that the product works for its specified use, where possible this will be product specific research, however research citing the main active ingredients solely will also be considered. (Max 300 words) You may also supply up to five links to peer reviewed primary research.

Please provide evidence that your product and its delivery system(s) has no, or beneficial, impact on bioavailability (especially if citing single ingredient data) (Max 400 words)

What gives your finished product the “X” factor – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). (Max 300 words)

Please confirm you will be sending 4 samples of a finished product.