



Prebiotics and Probiotics Team Up in Renew Life's First Organic Supplement

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Hit the Reset Button This Spring By Supporting Your Digestive and Immune Health

OAKLAND, Calif., May 8, 2018 /PRNewswire/ -- Just in time for health-minded individuals who are seeking a spring reboot, Renew Life Ultimate Flora Probiotics, a leading manufacturer of digestive health solutions, introduces its first product line of clinically formulated, non-GMO probiotics + organic prebiotics to support digestive and immune health plus other specific needs.

A healthy gut is the key to good digestion, immune health, energy, mood, and more. One way to help restore and maintain that balance is to regularly consume both probiotics and prebiotics, which work together synergistically to promote gut health.

The global market for prebiotics is on the rise¹, as prebiotics facilitate the growth of probiotics, our gut's useful bacteria. Instead of purchasing both prebiotic and probiotic products or foods, Renew Life has made taking care of your gut more convenient.

"Prebiotic and probiotic foods can definitely work together deliciously but because the probiotic bacteria and prebiotic fiber content of foods can be so variable, it can be tough to get enough of these foods consistently each day," says **Ellie Krieger, RDN**, Renew Life Probiotics spokesperson, a culinary nutritionist, host of "**Ellie's Real Good Food**" show and author of several healthy cookbooks. "Along with eating probiotic foods, I recommend taking a daily probiotic supplement like Renew Life, which not only has billions of active cultures with multiple strains, but the new line also contains organic prebiotic fiber - a first for this supplement. Now you can get the benefits of the one-two punch with this new formula."

The new Renew Life line of organic products incorporates a certified organic XOS source that is gentle and well tolerated for all members of the family.*

Available in Daily Balance, Women's Balance, and Kids Daily Complete, in addition to Return to Regular, Settle &

Restore, and Strong & Ready varieties, each new targeted formula provides:

- 10 probiotic strains to support the gut's natural diversity
- 20 billion live cultures per serving, 10 Billion per serving for Kids Daily Complete
- Plant-based, Certified Organic XOS prebiotic to help stimulate the growth of healthy bacteria in the gut*
- No gluten, dairy or soy

Renew Life Certified Organic Probiotic and Prebiotic Formulas are available at www.RenewLife.com and select natural retailers like Whole Foods.

Renew Life

By focusing on innovation and proven science to create powerful and effective formulas, Renew Life has become a leader in gut health and wellness. Our mission is to empower you to elevate your quality of life through better gut health. For more than two decades, we have pioneered superior-quality digestive wellness supplements to help people achieve optimal health from the inside out*. These include probiotics, fiber, digestive aids, enzymes, and internal cleanses. Our flagship brand, Renew Life Ultimate Flora™, is a line of potent, multi-strain probiotics formulated to balance and support the good bacteria found in a naturally diverse and healthy gut*. Learn more at www.RenewLife.com and follow us on Instagram/Facebook @RenewLifeFormulas and Twitter @RenewLifeInc.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,100 employees worldwide and fiscal year 2017 sales of \$6 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife® digestive health products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company has been broadly recognized for its corporate responsibility efforts, most notably being named to the Drucker Institute's 2017 Management Top 250 list, The Just 100: America's Top Citizens list, CR Magazine's 2017 Best Corporate Citizens list and the first sector-neutral Bloomberg Gender Equality Index in 2018. In support of its communities, The Clorox Company and its foundations contributed about \$11 million in combined cash grants, product donations and cause marketing in fiscal year 2017. For more information, visit TheCloroxCompany.com, including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

1 <https://www.gminsights.com/pressrelease/prebiotics-market-size>

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