

Technology Catalysts International (TCI) was founded in 1979 to provide consulting services that satisfy the licensing and business research needs of the personal care, food and nutrition, and OTC healthcare industries. We specialize in technology licensing, technology assessment, and technology portfolio management. The firm is headquartered in Falls Church, Virginia, a suburb of Washington D.C. Our global network includes offices in Japan, Korea, India, Argentina, the United Kingdom, Germany, China, and Czech Republic.

Our research staff is composed of professionals with backgrounds in a variety of technical disciplines with additional expertise in international marketing, licensing, finance, and business development. The breadth of our experience assures clients of high quality, actionable information, and complete coverage on topics of interest.

TCI's core consulting services are based on continuous monitoring of global technology development. We provide consulting and technology transfer services to leading product developers and manufacturers in North and South America, Europe, and Asia. Our client base consists of small, medium, and large corporations.

For more information on our services and capabilities, please visit our website at:

www.technology-catalysts.com

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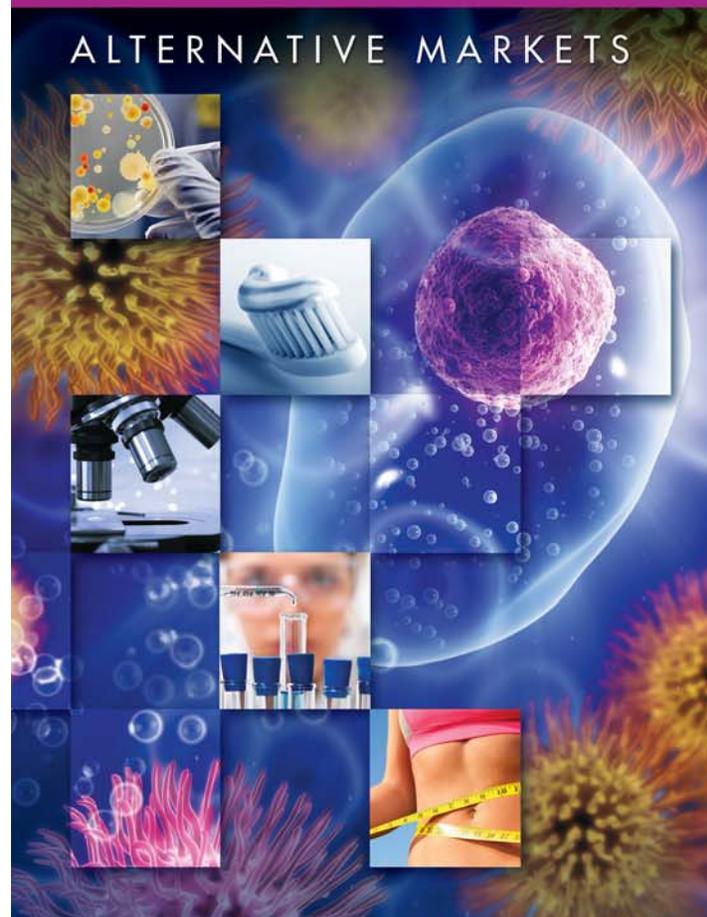
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Probiotics: Digestion & Beyond

ALTERNATIVE MARKETS



Technology and Business Review

Report Summary

Probiotics have the potential to dramatically alter the treatment and prevention of disease and infection. While there are drugs to treat bacterial infections, many microorganisms are currently becoming resistant to antibiotics. Probiotics offer an alternative means to kill pathogenic bacteria associated with disease and infection. Probiotics have been utilized in Japan since the 1950's, are widespread in Europe, and are now gaining popularity in the US. Due to the success and increased clinical substantiality of probiotics, companies have begun exploring alternative uses for prevention and treatment in a wide variety of areas.

Probiotics are still a relatively new approach as an aid to antibiotics in treating infections and disease. Consumers in the US and EU are becoming aware of the health benefits in probiotics used in functional foods and dietary supplements. Many consumers are aware of the digestive benefits of probiotics in yogurts and dairy products, but companies are extending probiotic applications to areas that include cardiovascular health, oral care, skin care, and women's health.

Although some functional food products, like Activa, have reached blockbuster sales, there are many challenges to overcome before the entire probiotic potential is realized. Some of the biggest challenges include: finding encapsulation techniques to increase shelf-life, understanding regulatory guidelines within the US and EU, and establishing an identity as a product that is not a "drug" and not a "food". To address these obstacles, there are a number of companies that are developing novel approaches to successfully create effective probiotic technologies.

Technology Catalysts International (TCI) has developed a report that analyzes the current technology and market potential for probiotics. This report features regulatory issues, recent trends, large company profiles, a market analysis, and a summary of recent deals associated with probiotics. In addition, the report provides detailed descriptions of novel technologies designed for the development of probiotics. The information is confirmed via company interviews and includes full contact information for easy follow-up and business development opportunities.

The Market, Pipelines, Opportunities

This report provides insight and an overview of the current development of probiotic formulations, technologies, and carrier methods used. The report focuses on new applications which have the potential to greatly increase the market for probiotics. TCI covers the market for specific probiotic indications in various formulations and strains in different regions across the globe. There are more than 30 detailed descriptions of companies with active developments in various approaches to probiotic products, both early and late stage.

Key Information Presented

Product and Technology Introductions

- Overview and background on probiotic strains, history, and use
- Synopsis on the emerging prebiotic market
 - Synbiotics
- Novel applications categorized by indication
 - Oral health
 - Women's health
 - Allergy
- Challenges the industry faces due to regulatory issues
- Large probiotic companies' recent developments and indication direction

Market Landscape Analysis of Probiotic Technologies

- Global and regional probiotic market potential through 2015
- Leading technologies and companies in each probiotic application
- Analysis on the effect of future regulatory issues
- Market potential by country, indication, and trend

Technology Licensing Opportunities

- Detailed profiles of probiotic technologies available for licensing
- Technologies from US, EU, and Asia
- Current contact information to initiate licensing agreements

Probiotics: Digestion & Beyond Alternative Markets

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