The importance of bacteria

BioGaia is an innovative Swedish health care company and a world leader in probiotics. BioGaia's products combine the well researched probiotic bacteria Lactobacillus reuteri and top of the line engineering to develop unique packaging solutions that make it possible to create probiotic products that match consumer needs. Peter Rothschild, Founder and Board Chairman of BioGaia is also Chairman of the Foundation to prevent antibiotic resistance, an initiative to support the fight against antibiotic resistance.

One year after the establishment of BioGaia in 1990, products in the functional foods segment were launched. Peter Rothschild and Jan Annwall joined up with a small independent dairy and launched the first functional food product on the Swedish market, BRA milk (where B stands for bifidus, R for reuteri and A for acidophilus) which the authorities at first tried to ban. This innovative product was the first probiotic milk in Europe and the second in the world. Later on a probiotic juice and a cream cheese was launched. In 1998 BioGaia was listed on the Swedish stock exchange.

The pioneering approach of developing new products has been a guiding-star for BioGaia from the start and helped the company become a world leader in the field of probiotics. Today, BioGaia´s products can be found in more than 100 countries all over the world. The company performs research and development to provide consumers with clinically effective, healthful, patented and user friendly probiotic products.

Probiotics are good bacteria that are found in food or supplements. The definition is "Live microorganisms that, when administered in adequate amounts, confer a health benefit on the host." (WHO/FAO, 2002). The company had a lot of firsts in terms of delivery systems and indications and is also very well know for its pediatric products, especially its colic product. Important criteria for qualifying as a true probiotic developer is that health benefits should be proven in clinical trials. "Furthermore, a probiotic product must contain the same bacterial strain(s) and the same dose that was used in the clinical trials. It's all in the clinical trials we have done, that proofs that our products work and can be recommended by health professionals," Mr. Rothschild states.

BioGaia has also taken the initiative to form a foundation to support the fight against antibiotic resistance. The tasks of the Foundation include, among other things, being able to provide direct financial support to projects aimed at combating antibiotic resistance through preventive measures and thus prevent infections. The Foundation focuses on these preventive measures that strengthen the immune system to reduce the need for antibiotics and hence the risk of antibiotic resistance. "Antibiotic resistance is growing and is a very serious problem threatening modern health care as we know it, "says Mr. Rothschild.

BioGaia®
Probiotics grounded in evolution
Driven by science

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