

Culturelle partners with Persona Nutrition

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Culturelle, the leading probiotic brand, and Persona Nutrition, the top personalized vitamin program, has announced a partnership to deliver Culturelle probiotic through Persona's personalized nutrition program. Culturelle will be paired with Persona's Foundational Multi to optimize overall health. Culturelle Probiotic supplement contains naturally sourced ingredients, delivering live active cultures of the proven strain *Lactobacillus rhamnosus* GG.

"We understand the personalized nutrition market is an important option where many consumers are turning to help support their daily wellness goals, and we want to make our leading probiotic brand – Culturelle – available to all consumers who want to support a healthy microbiome," said Wes Parris, president and CEO, i-Health, Inc., maker of Culturelle. "We are pleased to partner with Persona Nutrition to deliver Culturelle to the doorsteps of nutrition-conscious consumers who are working toward total body health."

LGG probiotic strain

The LGG probiotic strain in Culturelle is the most clinically studied strain of probiotic. More than 1,000 scientific studies and more than 30 years of research have demonstrated the safety and efficacy of taking LGG probiotic. It is able to survive stomach acid and support a strong barrier against non-beneficial bacteria on the intestinal wall, to help support a healthy microbiome and overall health.

Foundational Formula

Persona's Foundational Formula will now feature Culturelle probiotic alongside the company's 80 nutritional supplements.

Persona's brief online questionnaire takes the guesswork out of dietary supplements by assessing a person's health goals, lifestyle factors, dietary preferences and prescription medication use to deliver a truly unique combination of vitamin supplements. Personalized packs of vitamins are delivered every 28 days directly to a subscriber's doorstep. Persona is the only company to cross reference more than 850 prescription medications to help its subscribers avoid risky drug-nutrient interactions (DNIs).

"While we understand the health impact of supplementing responsibly on a daily basis with high-quality vitamins and minerals, we also know that gut health is an integral part of overall wellness," commented Jason Brown, founder and CEO, Persona Nutrition. "Pairing the most clinically studied probiotic – Culturelle – with our Foundational Multi will give consumers the cornerstone for a truly holistic nutrition program."