

Institut AllergoSan conquers global rankings

***OMNi-BiOTiC®*, the science-based probiotics brand, is now in the top 3 worldwide!**

Graz, 26.04.2023

It was a true pioneering spirit that drove Anita Frauwallner to embark on a largely unknown and risky path more than 30 years ago. Her focus on microbiome research and the development of innovative, high-quality probiotics led to the founding of Institut AllergoSan, and the creation of the probiotics brand OMNi-BiOTiC®, which is now number 1 in German-speaking countries as well as others.

The success of OMNi-BiOTiC® is continuing to spread around the globe, as the latest figures show [1] - in 2021, the brand was the 6th largest probiotics brand in the world, however, as of this year, OMNi-BiOTiC® is ranked 3rd globally!

"Thirty years ago, it was only important to me to help people to be able to live healthily and without restrictions with OMNi-BiOTiC®, however, I never considered that this would become a global brand," says Anita Frauwallner, founder and director of Institut AllergoSan. "The success is not only shown by our outstanding clinical evidence but also by the noticeable difference within a few days of using our products, these are the reasons why OMNi-BiOTiC® products inspire so many people worldwide," adds her son Bernd Assinger, Managing Director of Institut AllergoSan.

People in over 40 countries now benefit from using OMNi-BiOTiC® products. "It is therefore not surprising that OMNi-BiOTiC® is already considered a benchmark in the field of probiotics by experts and that the interest of potential new partners around the globe continues to grow," comments Christian Gsöll, Director of Business Development at Institut AllergoSan, who is looking forward to further opportunities for expansion in the future.

Today, the OMNi-BiOTiC® range comprises sixteen probiotics specifically formulated for different indications. These contain synergistic strains of bacteria carefully selected for their abilities to colonise the human gut. To massively increase the activity of these intestinal inhabitants, they are embedded in a matrix of enzymes and key substances. Institut AllergoSan is a recognised centre of excellence for microbiome research and is known worldwide for innovative and highly effective products that have won numerous international awards, including top rankings in the US, such as the NutraIngredients Award "Probiotic of the Year". [2].

More than 100 research papers have been published on OMNi-BiOTiC®, 48 studies are currently ongoing and the scientific track record in high-ranking peer-reviewed journals is outstanding. This ensures the sustained success of the OMNi-BiOTiC® brand through new developments that will continue to emerge in new medical fields in the years to come. Impressive study results combined with excellent training concepts, as well as a proven international marketing toolkit, also give new distributors the chance to quickly reach top rankings in their probiotic OTC market.

"30 years ago, we set out to seek new possibilities in the field of preventive and natural medicine, which only a few specialists believed in at the time. 30 years later, we have now been able to help millions of people who put their trust in OMNi-BiOTiC® to noticeably improve their quality of life. We would like to continue on this path together with our committed team of employees, as we believe that it is possible, even from the small country of Austria, to achieve outstanding results at an international level when we combine the right ideas with our dedication and enthusiasm," sums up Anita Frauwallner, CEO of Institut AllergoSan.

Sources:

[1] IQVIA Global OTC Insights - Local Currency Eur based on Public Price, Calendar Year 2022 03F1 Probiotics Digest Health and 03D5 Antidiarr Micro-Organisms, IQVIA OTC audits

[2] <https://www.nutraingredients-usa.com/Article/2021/04/27/NutraIngredients-USA-Awards-2021-Winners-Revealed>

Pictures:



Frau Mag. Anita Frauwallner, Mag. Bernd Assinger © Institut AllergoSan

About Institut AllergoSan

Institut AllergoSan, based in Graz, Austria, was founded in 1991 by a group of integrative doctors and pharmacists together with Anita Frauwallner, who is now the managing director. Since then, the company has been focused on the scientific research and development of products made from natural substances such as probiotic bacteria, dietary fibres, micronutrients, and plant extracts. Through the intensive cooperation between Institut AllergoSan and recognised scientists from the fields of medicine, pharmacy, and biochemistry, it has been possible to build up a recognised research and competence centre focused on the largest organ of the human body - the intestine. This has resulted in the OMNI-BiOTIC®, OMNI-LOGiC® and META-CARE® product range, among others.

For further enquiries

Jürgen Teuschler

PR & Communications Management

Institut AllergoSan Pharmazeutische Produkte Forschungs- und Vertriebs GmbH

Gmeinstraße 13, 8055 Graz, Austria

Tel: +43 (0)316 405 305 127

E-Mail: teuschler@allergosan.at