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FOR IMMEDIATE RELEASE

UPSHER-SMITH LAUNCHES UNIQUE PROBIOTIC DIETARY SUPPLEMENT THAT TARGETS WOMEN'S HEALTH

Once-daily Provella™ supports digestive, feminine and immune health*

MAPLE GROVE, MN – June 25, 2012 – Upsher-Smith Laboratories, Inc. today announced the nationwide launch of Provella™, a unique probiotic dietary supplement specifically designed for women to promote digestive, feminine, and immune health.* Provella™ helps restore and maintain balance of good bacteria to support digestive and vaginal health.* Taken once-daily by mouth, Provella™ tablets contain a proprietary blend of six bacteria strains that include: Lactobacillus acidophilus, Lactobacillus plantarum, Lactobacillus rhamnosus, Lactobacillus fermentum, Lactobacillus reuteri, and Bifidobacterium bifidum.

Provella™ is available without a prescription behind the pharmacy counter at retail pharmacies nationwide and online at www.drugstore.com. Consumers can also ask any local pharmacist to order Provella™ using List Number 0245-1060-30.

“With the introduction of Provella™, we’re pleased to offer women a probiotic supplement that contains a unique blend of beneficial bacteria to promote digestive, feminine and immune health,” said Gregory Gilmet, MD, MPH, Senior Medical Director, Medical Affairs Upsher-Smith Laboratories, Inc. “As our portfolio of women’s products continues to expand, so does our commitment to helping women achieve and maintain a healthy lifestyle.”

The patented controlled-release technology in Provella™ helps protect its good bacteria from harsh stomach acid and is designed to help ensure that active bacteria get to the intestines where they can begin working. According to the National Institutes of Health (NIH), good bacteria that normally reside in the intestines may help the body defend itself against infection and maintain proper digestive health.¹

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
About Probiotics

Probiotics are live microorganisms that are taken for health benefits. The effects of probiotics vary by the type of microorganism in the product.\(^2\)

In the early 20\(^{th}\) century, Elie Metchnikoff, a Nobel laureate known as the “father of probiotics,” suggested that ingesting microorganisms could have substantial health benefits for humans.\(^2\) Scientists continued to investigate the concept, and the term “probiotics” – meaning “for life” – eventually came into use.\(^2\)

The human body, particularly the lower gastrointestinal tract (gut), contains a complex and diverse community of bacteria.\(^2\) Although bacteria is often thought of as “germs”, many bacteria actually help the body function properly.\(^2\) Most probiotics are bacteria similar to the beneficial bacteria found naturally in the human gut.\(^2\) Probiotics commonly used in the United States include *Lactobacillus* and *Bifidobacterium*. There are many specific species of bacteria within each of these two broad groups, and health benefits associated with one type may not be the same for others.\(^2\)

About Upsher-Smith

Upsher-Smith Laboratories, Inc. is a privately held, U.S.-based company devoted to improving health and advancing wellness since 1919. Upsher-Smith demonstrates its commitment to meeting the healthcare needs of its customers by developing, producing and marketing consumer and prescription products. In addition to its strong heritage in generics, Upsher-Smith’s branded businesses focus on women’s health, dermatology and CNS therapeutic areas. For additional information, visit [http://www.upsher-smith.com](http://www.upsher-smith.com).

### References