

TopGum unveils fruity chewable synbiotics Gummiotics

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Gummy supplement pioneer TopGum Industries, launches its latest innovation, synbiotic Gummiotics. These all-in-one functional gummies feature a powerhouse trio of probiotics and postbiotics bound together in a natural, patent-pending Gummiceuticals prebiotic fibre-based matrix. Containing no added sugar, Gummiotics is designed to deliver comprehensive gut-health benefits in one convenient, fruity chewable treat in two natural flavours and colours: orange and strawberry. The company will showcase its new Gummiotics creations at Vitafoods Europe on 20-22nd May 2025, booth no. 3F234.

Each 3g mandarin slice-shaped gummy contains 1 billion CFUs of spore-forming strains of *Bacillus subtilis* (DE111) and 34mg of the postbiotic *Bifidobacterium animalis* subsp. *lactis* (BPL1). Each gummy is also infused with 60 per cent prebiotic content, which stems from its unique fiber-powered gummy matrix. A TopGum's breakthrough, patent-pending Gummiceuticals' delivery system is based on a blend of plant-based fructooligosaccharides (FOS) that act as a better-for-you natural sweetener and conjointly exerts a potent prebiotic effect.

TopGum's synbiotic gummies tap into the rapidly growing market for biotics-based products. "One of our key missions at TopGum is to continuously track market trends and scientific advancements to ensure we stay ahead of evolving consumer needs," says Eyal Shohat, CEO of TopGum. "Gut health has become a key focus for both consumers and supplement brands, driven by growing research on the benefits of pro-, pre-, and postbiotics. Their impact on digestion, weight management, and even mood and cognitive function presents strong opportunities for innovation, and we are committed to delivering science-backed solutions that align with these trends."