



# Florastor®

Four years ago, Paris-based Biocodex, Inc. introduced Florastor to the U.S. – the companies’ first foray into the all important marketplace. With no agency, the launch received little fanfare and less traction. After our rebranding and repositioning, Florastor has grown from \$4 million

to \$13 million in three years through professional promotion only. The U.S. redesign was so well received that global packaging and brand identity were introduced in more than 85 international markets.

# FLORASTOR

## Redesigning and relaunching a global brand

Florastor, an effective over-the-counter treatment for a variety of diarrheas and for the maintenance of gastrointestinal health, is the world's #1 selling probiotic – outside of the United States.

Although well-known in more than 90 markets worldwide for more than 50 years, this dietary supplement had no brand awareness in the U.S. Furthermore, awareness of probiotics or their beneficial health effects was relatively unknown. Until recently the product had little focus – targeting pediatricians for antibiotic-associated diarrhea and gastroenterologists for IBS and IBD. The brand's limited budget and lack of definition resulted in less than \$4 million in sales after three years.

Biocodex came to Big Arrow for a complete re-brand and re-launch of their product for the

U.S. market. Working in partnership with the client, a new brand was created from the ground up. It included a brand vision, position, brand personality and key messages. Specific deliverables included new packaging, advertising, convention materials, sales materials, case studies, patient materials, and new web strategy. Initial sales and marketing efforts focused on 'credentializing' the brand among professional audiences prior to FDA approval.

In 2009 the brand will launch directly to consumers with a combination of traditional, and non-traditional media and through large retail distribution channels.

The image shows the front of a Florastor product box. The top half has a green background with the word "Florastor" in white, where the letter "o" is replaced by a black and white yin-yang symbol. Below the name, it says "Safely calms antibiotic-associated diarrhea." The bottom half is white and features a list of four benefits: 1. Restores normal bowel function, 2. Strengthens the intestinal immune system, 3. Maintains intestinal health, and 4. Prevents diarrhea. There is a call to action box with the website www.sbooflorastor.com and a phone number. Logos for Biocodex and Florastor are at the bottom.

**Florastor**  
Safely calms antibiotic-associated diarrhea.<sup>†</sup>

1. Restores normal bowel function<sup>†</sup>
2. Strengthens the intestinal immune system<sup>†</sup>
3. Maintains intestinal health<sup>†</sup>
4. Prevents diarrhea<sup>†</sup>

For more information please visit  
[www.sbooflorastor.com](http://www.sbooflorastor.com) or call 1-877-356-7787

BIOCODEX inc. **Florastor**  
The probiotics power of life

The image shows the front of a Florastor Kids product box. The top half has a pink background with the word "Florastor Kids" in white, where the letter "o" is replaced by a soccer ball. Below the name, it says "When safety is the goal in calming pediatric diarrhea." The bottom half is white and features a list of four benefits: 1. Restores normal bowel function, 2. Strengthens the intestinal immune system, 3. Maintains intestinal health, and 4. Prevents diarrhea. There is a call to action box with the website www.sbooflorastor.com and a phone number. Logos for Biocodex and Florastor Kids are at the bottom.

**Florastor Kids**  
When safety is the goal in calming pediatric diarrhea.<sup>†</sup>

1. Restores normal bowel function<sup>†</sup>
2. Strengthens the intestinal immune system<sup>†</sup>
3. Maintains intestinal health<sup>†</sup>
4. Prevents diarrhea<sup>†</sup>

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BIOCODEX inc. **Florastor Kids**  
The probiotics power of life