

## **Vibrant Health® Announces New Line, Vibrant Flora**

Vibrant Flora is a line of condition-specific probiotic formulas. Improved Bowel Support and Lean Body support are the two new products in this line.

**Canaan, CT – April 27, 2016** Vibrant Health, a leading manufacturer of dietary supplements, releases a new line of condition-specific probiotic formulas. Lean Body Support supports weight loss and the beginning of a healthier regime while Improved Bowel Support supports healing of the digestive tract and regularity.

Lean Body Support is a 21-day jump start to weight loss and a healthier regime. While most weight loss products on the market are focused on a quick fix, Lean Body Support has a nutritional base of greens as well as 50 billion probiotics to support truly healthy weight loss. It helps to accelerate metabolism, control appetite, target breakdown and burning of stored fats, and support detoxification processes.

Improved Bowel Support is a 28-day start to a healthy digestive system. It features 100 billion probiotics from 8 effective strains and cutting edge ingredients related to cell proliferation and healthy inflammation response. It has a heaping dose of organic wheat grass, Acacia gum, and Psyllium seed for fiber. Improved Bowel Support is an all-in-one product to promote regularity and digestive health.

“Most stores are having a hard time trying to figure out where to place these two products in their stores. The reason for that is that store managers are so used to having a product that fits into one category, such as weight loss, probiotics, or digestive health. Vibrant Flora doesn’t fit into this classic mold. Vibrant Flora products are innovative new formulas that span multiple categories to fit an overall need for the customer. Right now, if a customer wants supplemental support in reducing fat or maintaining their weight, they need to buy a metabolic accelerator, appetite suppressant, fat burner and a probiotic to make sure the gut is working properly. Normally, this would mean a person pays well over \$100 in a store and have to take multiple pills and powders to see the effect. If a customer is worried about digestive health, they would have to buy a probiotic, anti-inflammatory, regularity restorer and a pain reducer. Vibrant Flora products are a one stop shop for a condition specific formula,” says Todd Frankovic, Director of Product Development & Procurement

Lean Body Support is available in a 21-day supply in Peach-Mango flavor with a retail price of \$69.95. Improved Bowel Support is available in a 28-day supply in Mandarin Orange flavor with a retail price of \$79.95.

## **About Vibrant Health**

Vibrant Health has been family-owned and operated since 1992. All 52 of their products are manufactured in the USA. Their mission is to assist through supplemental nutrition the healing of illness and the establishment of optimal health. Their promise is to design and market the most nutritionally valuable food supplements for the benefit of all men, women, and children. Delivering on that promise is a serious endeavor, and they work diligently toward that end for you. ([www.vibranthealth.com](http://www.vibranthealth.com))

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