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Clasado announces divestment of Bimuno supplement range to ELEAT

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Clasado Biosciences (Clasado), a global leader in the development of scientifically proven prebiotic ingredients and product solutions for the gut microbiome, has announced that its Bimuno consumer supplement range has been acquired by ELEAT, a challenger brand in the health and nutrition sector. This strategic move enables Clasado to focus exclusively on its core B2B prebiotic ingredients business.

The acquisition encompasses the Bimuno finished supplement product line and customer base, as well as license rights to continue the commercialisation of a consumer product containing Bimuno GOS as its sole active ingredient in the UK. Clasado retains full ownership of Bimuno GOS, its proprietary galactooligosaccharide prebiotic ingredient, which will continue to be available to formulators and health brands globally. The Bimuno supplement range has built a strong reputation with consumers, achieving an average 4.5-star rating from over 3,900 reviews on Trustpilot, with 94 per cent of customers reporting improved digestion and overall gut health, as highlighted in a customer satisfaction survey (2024).

Per RehnÃ©, CEO of Clasado Biosciences, commented: "The divestment of our finished consumer product range represents an exciting new chapter for Clasado. Stepping away from the direct-to-consumer market enables us to focus on our core strengths and dedicate all our efforts to providing our multi-award-winning functional prebiotic ingredient to brands around the world. With gut health becoming increasingly important on the global stage, our team is fully committed to building on the

success and demand for science-backed biotics via our branded ingredient, Bimuno GOS."
The move comes at a time when consumer interest in gut health is soaring. According to recent McKinsey research across Asia, Europe and North America, more than 80 percent of consumers consider gut health to be important. Whatâ??s more, over 50 per cent of consumers expect it to be a higher priority for them in the next two to three years. This growing demand positions Clasado to accelerate the global expansion of its ingredient business, supporting formulators and manufacturers with scientifically validated prebiotic solutions.