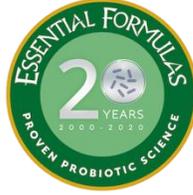


# Essential Formulas Incorporated Celebrates 20 Years of Providing Proactive Health Through Proven Probiotic Science

*Family-owned business instrumental in introducing pioneering probiotic products*



DALLAS- January 21, 2020-Essential Formulas Incorporated is commemorating its **20<sup>th</sup> Anniversary** offering scientifically proven probiotic products that empower people to lead healthier lives. EFI was established as the sole U.S. distributor of world-renowned microbiologist **Dr. Iichiroh Ohhira's** award-winning probiotic products and in 2015 added the pioneering **Reg'Activ® Formulas with ME-3**. For two decades, EFI has helped drive the evolution of a burgeoning probiotic health industry that has become the most significant and fastest-growing condition-specific category in the U.S.\*

"At EFI, we are intensely proud of 20 years leading the industry in the advancement of probiotic health and science through continued research and education of these revolutionary products that remain to this day unrivaled in their formulation, delivery, and extraordinary benefits," said William Schoor, President, EFI.

## **A Gut Feeling**

Michael Schoor founded EFI in 2000 to distribute Dr. Ohhira's Probiotics®, an all-natural fermented probiotic product from Japan. Michael experienced firsthand the amazing benefits of this product while traveling through Malaysia in 1997. Recommended by a local doctor for his severe digestive distress, the remedy offered immediate relief far superior to medications he had taken in the past. Recognizing the potential health impact of this product, Michael arranged a meeting with formulator Dr. Iichiroh Ohhira, which would become the catalyst for establishing EFI as well as forecasting the emergence of a natural health phenomenon.

Twenty years before the value of the global probiotics market hit \$42.55 billion in 2019,\* there was little information on probiotic health outside of the natural health product industry. And it was these dedicated experts that EFI would introduce Dr. Ohhira's products, which allowed the brand to grow organically through product referrals.

## **Strategic Scientific Support**

"From its inception, EFI's growth strategy was to offer retailer support through product training, retailer initiatives, and educational marketing to consumers," said Michael. EFI's successful strategies include media buys on interview format health radio, sponsoring seminars at industry meetings, advertorial print campaigns, and funding probiotic health initiatives. This partnership has been instrumental in building EFI's stellar reputation within and outside of the industry.

"Over 20 years, EFI has built a solid infrastructure based on impeccable science, loyal retailers, and the expertise and support of credentialed and respected practitioners," said Brian Craig, CEO. "We are looking forward too many more years of participating in the advancement of

probiotic health and science, which is the result of on-going discoveries into the essential role that probiotics play in human health.”

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\*[https://www.klinegroup.com/reports/digestive\\_immunity\\_probiotics\\_us/](https://www.klinegroup.com/reports/digestive_immunity_probiotics_us/)

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