

**Biocidin
Botanicals™**



Renewing our pledge to empower people
to protect and restore their health in the
face of today's complex challenges

Introducing our new:

BRAND NAME

LOGO

VISUAL LANGUAGE & PACKAGING

SIMPLIFIED FOCUS



We are part of the ever-growing movement of holistic health

When we introduced Biocidin® in 1989, things were different.

Not that many people took supplements and botanicals. You had to hunt for good, natural alternatives. But today, supplements are widely used and accepted by three-quarters of Americans.

During these past 30 years, awareness and research about the microbiome have exploded, resulting in numerous exciting discoveries about human health. And we've been right there in the middle of it. Our products have stood the test of time in the nutrition and medical arena, our reputation and growth coming from word of mouth and clear clinical efficacy.

Beginning our fourth decade in business, we decided to reflect on where we've been and where we are going. And we asked questions:

- What should we focus on to help our practitioners and their patients prosper?
- Does how we communicate speak to today's challenges?
- Is the way we present ourselves reflective of the times?

These were hard questions, and what's exciting is that we've answered them. We've made new choices – with you, our customers, in mind.

In the following pages, you will discover our new name, new logo, and new product packaging,

And we've grouped our products based on functional activities. These categories will help you guide your patients on their path to health.

Thank you for being part of this ever-growing community in functional and integrative medicine. We hope you enjoy these changes that reflect and celebrate this movement.

With gratitude,



Rachel Fresco
Founder of Biocidin Botanicals™



New Name

As we entered our fourth decade of business, we knew that we were best recognized in the market as Biocidin®, even though our company name has always been Bio-Botanical Research™.

There was a perfect remedy: Biocidin Botanicals™!

This new name celebrates:

- Our heritage in terms of our breakthrough Biocidin® formula
- Our history with and commitment to botanicals and their power to heal

Some of you may think this has been our name all along – and it feels to us like such a natural evolution.

After all, we're still the same company that uses wisdom, collaboration, and caring to provide natural solutions for microbes and biofilms.

Biocidin Botanicals™. It has a nice ring to it.



New Logo

A NEW NAME NEEDS ITS OWN LOGO.

With the plant in the center, our new logomark is clean and dynamic.

A repeating circular shape is a core element in the mark and within the brand as a whole. Within the mark, the circles showcase radiating energy emanating from the plant at the core.

Together with the brand name, the logo expresses our commitment to clarity, simplicity, and boldness of purpose.

We also have a secondary mark – our brand seal – which we will use to showcase our heritage.



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Focused Communications Campaign

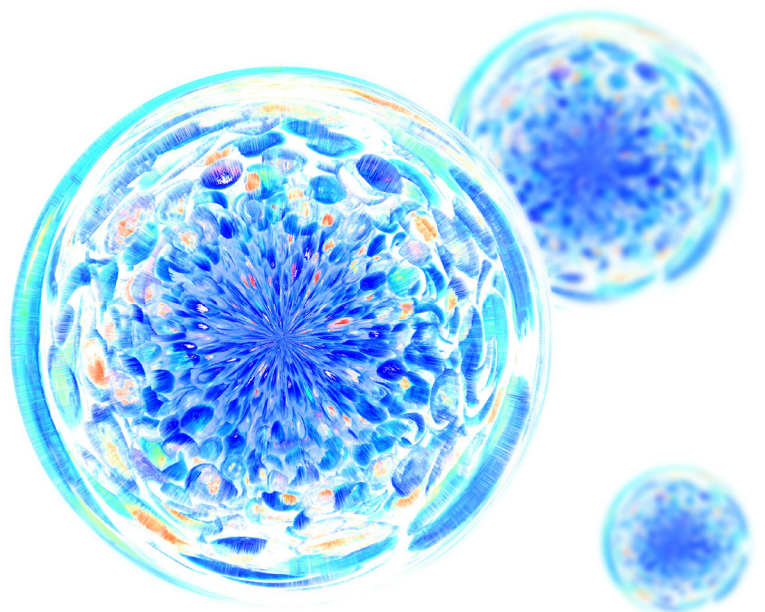
MICROBES MATTER MOST™

Why focus on microbes?

Because all systems in the body evolve with our microbes. It's been that way from the beginning of human development. The spectrum of microbiota — from harmful to useful — essentially programs the immune system, provides nutrients for our cells, and prevents colonization by harmful bacteria and viruses.

By concentrating on microbial health the most, we focus on integrated botanical solutions that matter the most – to your practice and to your patients.

In case you haven't noticed, we have been focused on addressing microbial imbalances since 1989. And we want to draw greater attention to furthering the knowledge of the effect microbiota have on whole-body health.



Visual Language, Packaging, and Simplified Category Structure

WITH A NEW NAME AND NEW LOGO COMES
A NEW VISUAL LANGUAGE AND PACKAGING.

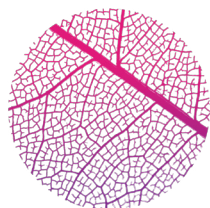
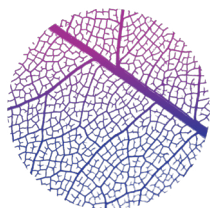
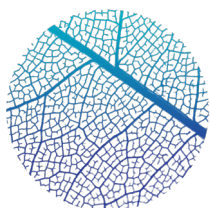
Visual Language

Biocidin Botanicals™ comes to life through our unique botanical expressions, which showcase the luminous and vibrant qualities of the many botanicals in our products.

Our visual language embraces the concept of the impact of the microscopic in our lives, as we add vibrant brand elements such as those derived from the naturally beautiful microscopic view of a botanical leaf.

Signaling the clinical nature

Strength in
subtlety



The image displays a variety of Biocidin Botanicals products. From left to right, the products are:

- Biocidin**: Break Spectrum Liquid Capsules. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Biocidin**: Break Spectrum Liquid Capsules. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Biocidin LSF**: Break Spectrum Liposomal Capsules. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- G.I. Detox+**: Organic, Chemical & Herbal Formula. 60 Capsules. Gentle Full-Spectrum Biotin.
- Bioticin**: Disinfectant & Vitality. 120 Capsules. Probiotic Supplement.
- Proflora 4R**: Time-Based Probiotic & Herbal Formula. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Olivirex**: High-Potency Olive Leaf Formula. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Biocidin TS**: Time-Based Probiotic & Herbal Formula. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Dentalcadin LS**: Break Spectrum Liposomal Capsules. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.
- Dentalcadin**: Break Spectrum Liposomal Capsules. 100 Capsules. Supports Microbial Balance & Disrupts Biofilms.

A Natural Solution for Our Time

Our founder and formulator Rachel Fresco is excited to continue providing the same leadership, outstanding product quality, and commitment to education you've come to expect from Biocidin.

We look forward to many more years of using wisdom, collaboration, and caring to provide botanical solutions for the health needs of you and your patients.

Biocidin Botanicals™. Clinically effective. Evidence-based.
A natural solution for our time.

