

09 Oct 2020 | News

Sanofi Expands UK Probiotics Presence With DioraByota

by [David Ridley](#)

Sanofi Consumer Health Care leans into probiotics trend with another UK probiotic supplement, DioraByota.

[Sanofi Consumer Healthcare](#) is leaning further into the global trend for probiotics with another probiotic-based gut health supplement in the UK.

Following on from the launch of Buscobiota earlier this year, Sanofi has added DioraByota to its Dioralyte line of post-diarrhoea fluid replacement products. (Also see "[Tapping The UK Probiotics Trend: Sanofi Launches Buscobiota, Two Nootropics From Protexin](#)" - HBW Insight, 15 May, 2020.)

Like Buscobiota, DioraByota – which combined the *s. boulardii* probiotic with dietary fiber and vitamins B6 and B12 – is being marketed as a general, “one-a-day” gut health solution.



SANOFI
CONSUMER HEALTH CARE'S LATEST PROBIOTIC DIORABYOTA

“Formulated to support gut health, new DioraByota is a unique one-a-day strawberry flavoured sachet, containing 5bn of the extensively researched *s. boulardii* live cultures,” Sanofi explains.

“The live cultures are designed to reach the gut alive to support live bacteria levels,” it adds. “The unique formulation dissolves in the mouth, meaning no need for additional water, making it ideal for travelling or for those on-the-go.”

Commenting exclusively on the launch, Sanofi

Consumer Healthcare’s Silvina Vilas, marketing director for UK and Ireland, told HBW Insight that DioraByota would “help empower people to live healthier, happier lives.”

“Supporting the digestive system and the ‘gut microbiome’ provides a wealth of benefits to our overall health, yet with today’s busy lifestyles, we understand it can sometimes be difficult to keep everything working effectively,” Vilas said.

“The addition of DioraByota to our gastrointestinal portfolio, provides shoppers with greater choice for those looking for gut health support and our unique formulation dissolves in the mouth to reach the gut alive, providing the perfect on-the-go solution,” she added.

Available now from Superdrug and Amazon at the recommended retail price of £9.99 (£12.74) for 12 sachets or £17.99 for 24 sachets, DioraByota is suitable for children aged three and above.