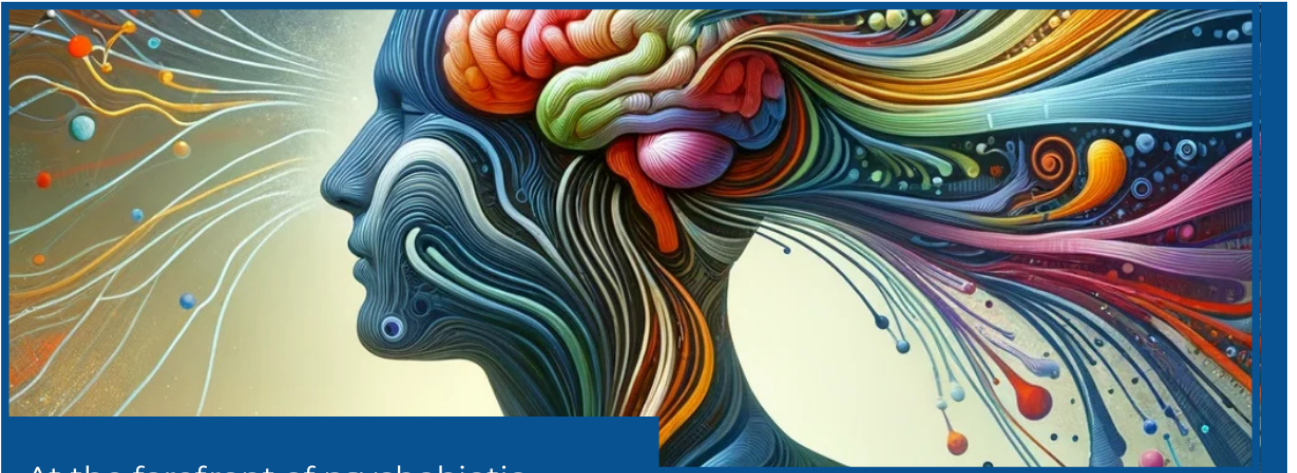


SPOTLIGHTING LP815™: REDEFINING GUT-BRAIN SUPPORT WITH VERB BIOTICS



At the forefront of psychobiotic innovation, Verb Biotics is leading a new era in gut-brain health with LP815™, a proprietary GABA-producing probiotic strain. In partnership with Health Genesis, this collaboration represents the power of science-backed partnerships to bring next-generation solutions to market. We spoke with Dr. Noah Zimmerman, Chief Scientific Officer at Verb Biotics, to explore the science, strategy, and story behind LP815™.

"LP815™ is a strong producer of the neurotransmitter GABA. GABA is one of the main inhibitory chemicals in the body and is responsible for calming," said Dr. Zimmerman. "Understanding that this probiotic is actually a factory for GABA in your gut allows for a better understanding of how the probiotic can be applied and what the user should feel."

Unlike traditional GABA supplements, which offer only short-term benefits, LP815™ offers consistent GABA support with once-daily dosing.

"GABA produced by LP815 will provide a consistent, prolonged release of GABA over time to provide daily stress, mood, and sleep support," Dr. Zimmerman explained. "We've shown in clinical trials that GABA levels increase significantly within one week and remain elevated over a six-week period."

In addition to supporting GABA production, the Verb Biotics platform is building a broader pipeline of cognitive and mood-focused biotics.

"Cognition and mood are influenced by multiple factors. Our broader pipeline allows us to impact these areas through neurotransmitter production like GABA, but also by regulating inflammation and producing beneficial metabolites," Dr. Zimmerman shared.

From a regulatory perspective, Verb Biotics supports partners in crafting compliant structure/function claims. Suggested language includes support for a calm mood, healthy stress response, restorative sleep, and reduced irritability and night sweats.

And when it comes to branding, the opportunity to co-brand with Verb Biotics is available.

“Yes, when ready, our sales team can assist. We also have a style guide for showcasing Verb Biotics within your product labels,” confirmed Dr. Zimmerman.

A key differentiator of LP815™ is its psychobiotic classification. While many functional ingredients are postbiotics (non-living), LP815™ is a live probiotic strain. Its GABA production occurs in vivo, inside the host, making it a living solution for mood and sleep.

“We make it clear to brands that the strain needs to be alive to be effective,” Dr. Zimmerman emphasized. “When consumed, it becomes an active factory of GABA that can reside in your gut, supporting stress, mood, and sleep throughout the day.”



The gut-brain axis—not the bloodstream—is where LP815™ makes its impact.

“The strain stays in the gut, while metabolites like GABA may influence the brain through the vagus nerve and other gut-brain pathways,” said Dr. Zimmerman.

Published in the journal *Beneficial Microbes*, Verb Biotics' first clinical trial showed improved mood, reduced irritability, and decreased stress.



A second study, currently under peer review, showed significantly better sleep duration (light and deep sleep) as measured with wearable tech, improved self-reported sleep quality, and fewer night sweats.

As supplement brands seek new solutions that go beyond one-size-fits-all formulas, partnerships like the one between Health Genesis and Verb Biotics demonstrate the value of clinically supported, biologically active ingredients that align with consumer demand for mental wellness.



FOR BRANDS READY TO TAKE ACTION

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Special thanks to Dr. Noah Zimmerman, Chief Scientific Officer, and the entire Verb Biotics team.