

SEA SALT GETS AN UPGRADE WITH ADDED PROBIOTICS

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Probiotic Ocean Salt by Gustas Vitae, Los Angeles

Los Angeles – Seasoning brand **Gustas Vitae** has introduced a new product that blends gourmet sea salt with allergen-free probiotics.

Probiotic Ocean Salt is a super-fine sea salt that claims to support the immune system, digestive health and protein utilisation through the addition of probiotics. Tapping into growing consumer interest in gut health, the product is intended to be used in place of ordinary salt.

‘Probiotics often come bundled in things like fermented veggies or yoghurt – we wanted to create a way for people to easily and seamlessly integrate probiotics into their daily life,’ says Frankie Scanlon, founder of Gustus Vitae. ‘We love that this functional salt can easily, without affecting taste, be swapped out for regular salt in everyday use.’

As the **Gut Health Market** expands beyond the wellness sector, Probiotic Ocean Salt demonstrates how food companies are exploring new products that proactively support the microbiome.