



verb biotics®
STYLE
GUIDE

2026 - 2027

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LABELING GUIDELINES: FRONT OF PACK



Keystone Postbiotic[®]

The contents in this style guide are based on the suggested 300mg dosage.

Acceptable Front of Package Claims:

- Supports the production of beneficial keystone bacteria
- Supports an increase in health-promoting microbial species
- Supports microbiome balance
- Supports overall gut health
- Supports intestinal epithelial health
- Supports immune health / performance
- Supports emotional wellbeing / mood

The above claims should reference the postbiotic ingredient, not the finished product.

Recommended Package Call-Outs:

- Verb Biotics Logo
- Verb Biotics Icon

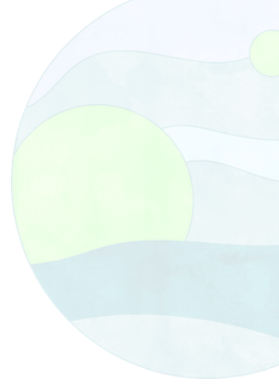
***See in "additional information" section*

PLEASE NOTE:

Verb Biotics reserves the right to review and approve the formatting of the usage of the Keystone Postbiotic[®] registered trademark and the logo. Final packaging, advertising, and promotional material are the responsibility of the licensee and should be reviewed by the appropriate counsel to ensure compliance with the FTC, FDA, and other regulatory standards (including state laws).

LABELING GUIDELINES: PANELS

Keystone Postbiotic® is available for use in food, beverage, or supplement products. **All products containing Keystone Postbiotic must be labeled with Nutrition Facts, Supplement Facts, or international equivalents.**



Dietary Supplement Facts Panel Example*:

Supplement Facts		
Serving size: 1 capsule Servings Per Container: 30		
	Amount Per Serving:	% Daily Value
Keystone Postbiotic® heat-inactivated <i>L. plantarum</i> 276 and heat-inactivated <i>L. rhamnosus</i> GG	300 mg	*
*Daily Value not established		

OTHER INGREDIENTS: Rice maltodextrin, gluten-free oat flour

Food /Beverage Nutrition Facts Panel Example*:

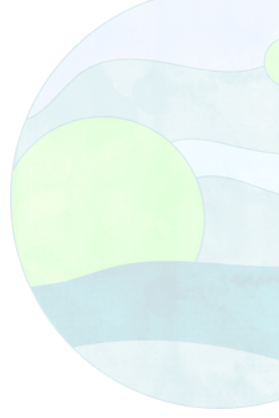
Nutrition Facts	
1.8 Servings Per Container	
Serving Size	1 oz (28g)
Amount Per Serving	160
Calories	
	% Daily Value*
Total Fat 11.6g	18%
Saturated Fat 7.1g	35%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 2.3mg	0%
Total Carbohydrate 12.9g	4%
Dietary Fiber 2.9g	12%
Total Sugars 7.9g	
Protein 2.9mg	6%
Vitamin A 0%	• Vitamin C 0%
Calcium 2%	• Iron 16%
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a on a 2,000 calorie diet.	

Ingredients: Chocolate liquor, sugar, cocoa butter, soy lecithin, Keystone Postbiotic® (rice maltodextrin, gluten-free oat powder, heat-inactivated *L. plantarum* and heat-inactivated *L. rhamnosus*)

For ingredient trademark usage, please see 'trademark attribution' on page 5

*These are example of how the ingredients of Keystone Postbiotic® can be listed on the Supplement Facts and Nutrition Facts panel. Please consult with your regulatory and legal for finished product labeling.

LABELING GUIDELINES: PRINTING FORMAT



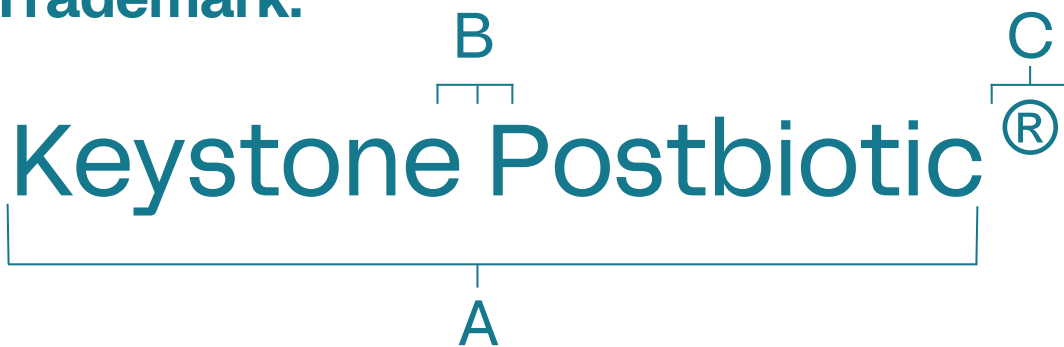
Trademark Attribution:

Keystone Postbiotic® is a registered trademark of Verb Biotics, LLC.

Keystone Postbiotic® is a registered trademark used under license from Verb Biotics, LLC.

Keystone Postbiotic® is a registered trademark used with permission from Verb Biotics, LLC.

Use of Trademark:



- A “Keystone Postbiotic” in title case
- B Singular space between “Keystone” and “Postbiotic”
- C A “®” must be included with the first occurrence of “Keystone Postbiotic®” in the document and in all registered trademark statements

LABELING GUIDELINES: FRONT OF PACK



GABA Probiotic, LP815[®]

The contents in this style guide are based on the suggested 5 billion CFU dosage.

Acceptable Front of Package Claims:

- Helps reduce feelings of irritability
- Supports healthy stress management
- Promotes a calm mood
- Helps reduce nighttime sweating
- Supports deep, restorative sleep

The above claims should reference the probiotic ingredient, not the finished product.

Recommended Package Call-Outs:

- Verb Biotics Logo
- Verb Biotics Icon

***See in “additional information” section*

PLEASE NOTE:

Verb Biotics reserves the right to review and approve the formatting of the usage of the LP815[®] registered trademark and the logo. Final packaging, advertising, and promotional material of the responsibility of the licensee and should be reviewed by the appropriate counsel to ensure compliance with the FTC, FDA, and other regulatory standards (including state laws).

LABELING GUIDELINES: PANELS



GABA Probiotic (LP815[®]) is available for use in food, beverage, or supplement products. **All products containing LP815[®] must be labeled with Supplement Facts or international equivalents.**

Dietary Supplement Facts Panel Example*

Supplement Facts		
Serving size: 1 capsule Servings Per Container: 30		
	Amount Per Serving:	% Daily Value:
<i>L. plantarum</i> 815 (LP815[®]) contains 5 billion CFU	50 mg	*
*Daily Value not established		

OTHER INGREDIENTS: Microcrystalline Cellulose

For ingredient trademark usage, please see 'trademark attribution' on page 8

*These are examples of how the ingredients of GABA Probiotic, LP815[®] can be listed on the Supplement Facts panel. Please consult with your regulatory and legal for finished product labeling.

LABELING GUIDELINES: PRINTING FORMAT

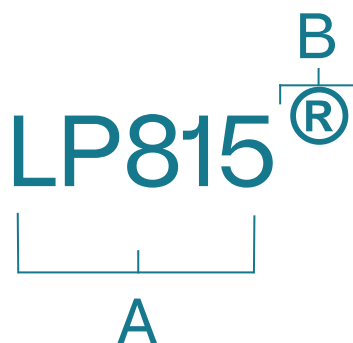
Trademark Attribution:

LP815[®] is a registered trademark of Verb Biotics, LLC.

LP815[®] is a registered trademark used under license from Verb Biotics, LLC.

LP815[®] is a registered trademark of Verb Biotics, LLC.

Use of Trademark:



- A “LP815” in capital letters
- B A “®” must be included with the first occurrence of “LP815[®]” in the document and in all trademark statements

ADDITIONAL INFORMATION

Verb Biotics works with our partners to ensure appropriate trademark use. All packaging and marketing materials that utilize the Verb Biotics®, Keystone Postbiotic®, or LP815®, logo must be pre-approved by Verb Biotics prior to printing or publication.

a. Send all artwork and marketing materials to:

Verb Biotics
Attn: Celestia Howe
777 29th Street
Suite #400
Boulder, CO 80303
CelestiaH@verbbiotics.com

b. Artwork and marketing material review and feedback may take up to 2-3 business days.

2. Below are Verb Biotics' logos and icons. We strongly recommend incorporating these onto your package label.

A



B

