

UNDERSTANDING THE PUBLIC'S VIEW OF BIOTICS

HOW YOU CAN HELP CUT THROUGH THE CONFUSION

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MY GOALS FOR TODAY

Evaluate messages in the media and claims on product labels that are causing consumer confusion.



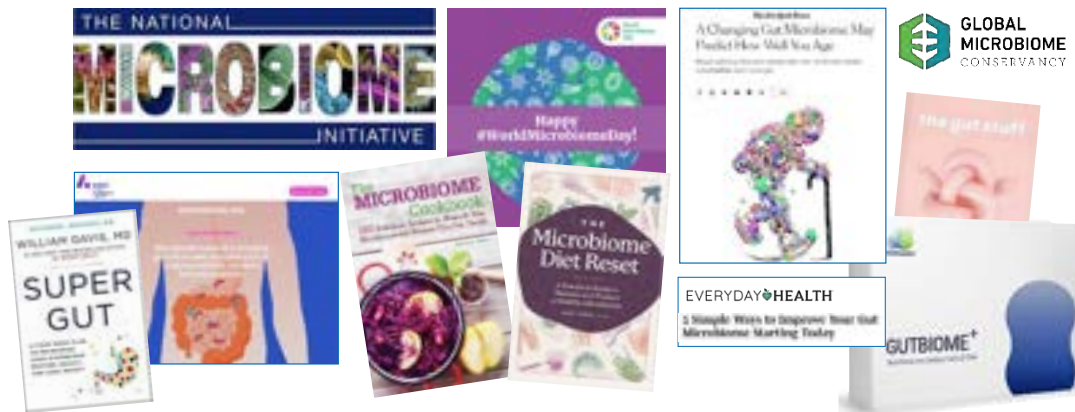
Review consumer research identifying common misperceptions related to biotics and the gut microbiome.



Outline best practices in communications for accurately translating the science on biotics and the gut microbiome.



THE MICROBIOME PHENOMENON



Nearly 1 in 4 Americans (24%) say digestive health is the most important aspect of their health overall

Source: International Food Information Council. Consumer Insights on Gut Health & Probiotics, April 2022.

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LET'S START BY DEFINING THE TERMS

MICROBIOTA

A community of microorganisms, including bacteria, fungi, viruses, yeasts in a defined environment.

MICROBIOME

The microbiome represents the microbiota (and its genes) living in a given environment; it can be seen as a "living ecosystem".



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BIOTICS ARE EVERYWHERE

PROBIOTICS



70% aware of benefits of Probiotics &
33% actively try to consume

PREBIOTICS



34% aware of benefits of Prebiotics &
22% actively try to consume

POSTBIOTICS



14% aware of benefits of Posbiotics &
13% actively try to consume

Source: International Food Information Council. Consumer Insights on Gut Health & Probiotics, April 2022.

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DEFINITIONS OF THE BIOTIC FAMILY



PRObiotics – good bacteria

Live micro-organisms that, when administered in adequate amounts, confer a health benefit



PREbiotics – food for good bacteria

A substrate that is selectively utilized by host microorganisms conferring a health benefit



SYNbiotics – A combination of food for good bacteria and good bacteria

A mixture of live microorganisms and substrate(s) selectively utilized by host microorganisms that confers a health benefit



POSTbiotics – Inanimate good microbes and their compounds/components

Preparation of inanimate microorganisms and/or their components that confers a health benefit

YET SOME THINGS ARE GETTING LOST IN TRANSLATION AND MANY TERMS ARE MISUSED



“ Articles discussing the microbiome typically **hype the microbiome's impact** and popularize gut health trends without offering **good ways of communicating microbiome science.**

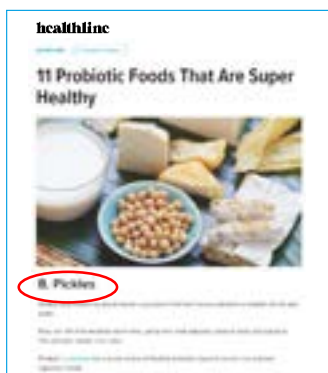
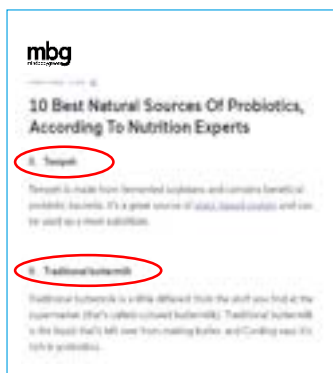
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Source: Marcon AR, Turvey S, Caulfield T. 'Gut health' and the microbiome in the popular press: a content analysis. *BMJ Open*. 2021;11.

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MEDIA FREQUENTLY REINFORCE INACCURATE INFORMATION ON BIOTICS



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THE TOP BIOTICS AND MICROBIOME STATEMENTS

Source: Online survey of 1,004 general population adults (ages 18+) across the U.S. between August 25-27, 2021. KRC Research for Danone North America.

STATEMENT 1

**ALL LIVE AND ACTIVE
CULTURES ARE PROBIOTICS
(47%)**

FACT: CULTURES AND
PROBIOTICS ARE BOTH MICROORGANISMS,
BUT NOT ALL CULTURES ARE PROBIOTICS

STATEMENT 2

**ALL FERMENTED FOODS AND
BEVERAGES CONTAIN PROBIOTICS
(52%)**

FACT: VERY FEW FERMENTED FOODS
CONTAIN MICROBES THAT FIT THE CRITERIA
TO BE CALLED PROBIOTIC

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STATEMENT 3

**PROBIOTICS WITH HIGHER NUMBER OF
COLONY-FORMING UNITS (CFU) ON THE
LABEL ARE MORE EFFECTIVE
(59%)**

FACT: MORE ISN'T ALWAYS BETTER. QUALITY IS MORE
IMPORTANT THAN QUANTITY. THE BENEFITS ARE LINKED
TO THE SPECIFIC STRAIN THAT HAS BEEN TESTED IN
HUMANS AND SHOWN TO PROVIDE POSITIVE OUTCOMES.

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STATEMENT 4

**PREBIOTICS AND PROBIOTICS DO THE
SAME THING
(43%)**

FACT: AS YOU KNOW, PREBIOTICS ARE BENEFICIAL TO THE GUT. YET MANY CONSUMERS ARE CONFUSED ABOUT THE DIFFERENCES.

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STATEMENT 5

**PROBIOTICS ARE A QUICK FIX TO IMPROVE
YOUR HEALTH
(44%)**

FACT: PROBIOTICS ARE NOT A MAGIC BULLET. CONTINUED USE OF PROBIOTICS OVER TIME IS MOST BENEFICIAL, AS IT TAKES TIME SOME PROBIOTICS TO START SHOWING A BENEFIT

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BOTTOMLINE...



The term “probiotics” and bionics are being commoditized and are frequently misused, especially related to fermented foods.

It is important to maintain the scientific integrity of the term – using scientific evidence to document a health benefit.

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IMPORTANT TAKEAWAYS TO COMMUNICATE

Not all probiotics are created equal



Different probiotic strains have different health benefits and these are not generalizable across all probiotic products.

Fermented foods may contain live microbes, but they are not necessarily probiotics



Not all fermented foods contain probiotics, and not all probiotics take the form of fermented foods.

Probiotic benefits are specific to strain, dose and duration



Consider adding specific strain on product label and feature scientific research that validates probiotic benefits on website.

Probiotics are not a magic bullet



Essential to not overstate health benefits without proof and to always reinforce value of overall diet and lifestyle.

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THANK YOU

QUESTIONS?