



1. SOCIAL MEDIA

Use your personal or professional social media accounts to like, share, follow, and engage with IPA content or share your own with us. Tag your friends and colleagues and help the IPA build probiotic awareness!



@InternationalProbioticsAssociation



@InternationalProbiotics



@IP_Association

2. WEBSITE

Visit and bookmark internationalprobiotics.org for weekly probiotic news stories, blog content, and updates. Link our website and share our content with friends and colleagues to stay up-to-date on everything probiotics and IPA!



3. EMAIL

Share all of our latest blogs, infographics, and research with all of your friends, colleagues and business associates via email!

4. WORD OF MOUTH

Communication is key. Catch up in the canteen and discuss the latest IPA news, or use team meetings to highlight interesting articles and resources. Don't forget to visit us at tradeshow and other events to further the probiotic discussion!



5. RESOURCES

A wealth of information is at your finger tips; utilize our numerous resources to stay up-to-date on probiotic regulations, best practices, and guidelines. Also, the IPA offers unique probiotic marketing and communication support.



The Global Voice of Probiotics®

Probiotics are unique food and dietary supplement ingredients. The World Health Organization defines these beneficial bacteria as “live microorganisms which, when administered in adequate amounts, confer a health benefit to the host.” As live microorganisms, probiotics require special handling and other considerations to ensure the safety, quality, and efficacy of finished products.

Visit Us Online



www.internationalprobiotics.org



info@internationalprobiotics.org



[@InternationalProbioticsAssociation](https://www.linkedin.com/company/internationalprobioticsassociation)



[@InternationalProbiotics](https://www.facebook.com/InternationalProbiotics)



[@IP_Association](https://twitter.com/IP_Association)