



*“Let me tell you the secret that has led to my goal.
My strength lies solely in my tenacity.”*
– Louis Pasteur, French microbiologist

The World through the Eyes of IPA

IPA is coming to a country near you, someday.
George Paraskevacos, IPA Executive Director



To our American Subscribers; we hope you had a blessed and wonderful Thanksgiving and to all our Subscribers; here is our November Newsletter which is packed with great news, information, and **MARKET DATA** (members only)

Probiotics are Making Plenty of Positive Press! - *update*

The IPA Media Publicity Campaign is in high gear, and probiotics are in the news in a great way!

The press release was released on the wire service on Sept. 8, 2020, “Probiotics Crucial During Pandemic Microbe-Phobia, Says International Probiotics Association”.

George Paraskevacos, IPA Executive Director and Dr. Jessica ter Haar are the IPA media spokespeople doing the radio, television and digital media interviews, with Sandra Saville, IPA's Education & Communication Director and the Education and Communication Committee's (ECC) Public Relations Task Force team writing articles and responding to questions from the media.

14 media placements completed to date:

1. [360 Magazine](#)
2. WZTA-AM (1370) "Rhett Palmer Show" (aired live: 9/29/20)
3. WAXE-FM (107.9) "Rhett Palmer Show" (aired live: 9/29/20)
4. [Thrive Global](#)
5. [Let's Talk America Facebook Live](#) (aired live: 10/4/20)
6. [Late Night Health Radio "Late Night Health Radio Show"](#) (aired: 10/9/20)
7. [Creations Magazine](#)
8. [KOMO-TV \(ABC\)](#)
9. [WMBC-TV \(IND\)](#)
10. [Lake Oconee Health](#)
11. WFLA-TV (NBC), WTTA-TV (My Network TV) "Bloom"
12. SOB Radio Network, "The Radiant Health Show with Dr. Christine Horner"
13. [WHPC-FM \(90.3\) iHeart Radio](#)

Total reach for the media coverage to date exceeds 2.5 million readers/viewers!

Let us know how you are sharing the IPA PR Campaign news!

Stay tuned for more positive Probiotic press!



IPA Regulatory Affairs Committee Bulletin

IPA committees are always working diligently to publish articles, guidelines, white papers, best practices and much more that will serve all probiotic stakeholders positively.

But this year in particular has been a busy one for the IPA Regulatory Affairs committee. One of the committee's main objectives was a reorganization to work more efficiently. Under the guidance of IPA's regulatory affairs committee chair Solange Henoud of Lallemand Health Solutions, the committee has now expanded out into 6 task forces. "The creation of these regional working groups with their appointed leaders will not only serve IPA but also take on the regulatory landscape and divergence which exists globally" said Solange.

Alongside the Codex Task Force lead by Amy Smith of DuPont, IPA is hoping to finally see some movement toward alignment on probiotic regulations around the world. This should establish global guidance to satisfy authorities, consumers and industry and lead to better consumer satisfaction, health and wellbeing and ensure fair practices and quality probiotic products.

Other than the regional task forces the culmination of a year's work is being published shortly. IPA has finalized a '**Global Regulatory Manuscript**' which gives insight to 28 countries' regulations for commercializing probiotics. This document will be dynamic and grow annually and IPA will be adding countries to this guidebook every year. Awaiting copyright, is one of the many membership values of joining IPA as it is available to members only.

On a final note, the IPA LATAM Task Force which is co-chaired by Gabriela Superti of ADM and Clemence Gauthier of Danone, have also been hard at work and have achieved some outcomes. Anvisa just published their revised guidelines and positive list which IPA had been closely involved with since 2015. Stay tuned in our December newsletter for a complete review for this region.

IPA World Congress + Probiota Americas 2020 Digital Summit

NutraIngredients-USA chair Stephen Daniells, PhD chaired the 3-day summit: presentations and dynamic panel discussions that offered honest exchanges about both the challenges and opportunities stakeholders face today. The rate of change in this field is dizzying. New research, novel applications, and updated regulations demand close attention.

IPA's Executive Director George Paraskevacos added valuable insight in discussion panels.

Learn about all the generous speakers and sponsors at the [IPA website](#).

If you did attend, you should access the [bonus link](#) highlighted by Ivan Wasserman's comedy routine and Stephen Daniell's poetry—impressive range—and also with loads of interesting interviews and segments with other experts.

If you were NOT able to attend, don't despair. The entire summit with downloadable materials is available [on-demand](#).

It's all free but registration is required. Don't miss out!

IPA Webinar Series

To date, IPA has provided three free webinars to hundreds of attendees. Informed presentations on various topics offered by leaders in the field have moved the discussions on probiotics forward. Thank you to all our experts and attendees alike.

If you have missed any of our webinars, note that you can watch them on demand [HERE](#).

Next up:

The fourth webinar in the new IPA series is slated for **February 25, 2021**. Mark your calendars and stay tuned for the timely agenda and expert speaker schedule.

This webinar series is a free service produced and funded by the International Probiotics Association and provided by William Reed Business Media Ltd.

Probiotics & the COVID-19 Market Transformation, a Webinar

Still available to watch until December 22!

Probiotics & the COVID-19 Market Transformation addressed the challenges and opportunities unleashed by the virus. IPA along with [Natural Products Insider](#) collaborated in this **SupplySide education series** to bring valuable insights on industry changes.

Presented live on October 22, 2020, the recording will be available for 60 days hence to interested members of the public. [Access here](#).

Or read more about the webinar at the [IPA website](#).

New Market Data

IPA has released a custom reports compiled by Euromonitor International specifically for the International Probiotics Association.

To access these reports you must be an IPA member! If you aren't already one, please [JOIN NOW](#).

For those who are IPA members, you must first log in to your account to the "member only back office", go to Resources and Market Data to download these 2 reports:

- [IPA Global Probiotics Market](#)
- [IPA European Probiotics Market](#)



Timely as always, IPA took a deep dive into the research in an article for WholeFoods magazine. Keep current: [Can Probiotics Make Vaccines More Effective?](#)

More from IPA



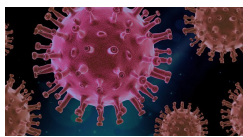
[Role for Probiotics in Breast Cancer?](#)

A few studies have looked at the microbiome and a potential role for probiotics in breast cancers. Indeed, breast microbiota may be fertile ground for intervention. Read it!



[Yogurt Streamlines Holiday Sweets](#)

Yogurt is tangy, creamy and delicious. Why then do we think of it for breakfast and maybe a quick snack but rarely for dessert? Let's change that.



Don't miss this: IPA took a deep dive into the research to see how select strains of probiotics, certain prebiotics and specific combinations of synbiotics may support the immune system.

Coming Up

Conferences, Events & Shows

Probiota Americas + World Congress

June 16-18, 2021
Washington DC, United States
<https://www.probiotaamericas.com/>

Vitafoods Asia

September 22-23, 2021
<https://www.vitafoodsasia.com/digital-week/home.html>

IPA Workshop

November, 2021
Registration link: coming soon!

Vitafoods Europe

October 5-7, 2021
Palexpo, Geneva
<https://www.vitafoods.eu.com/en/welcome.html>

SupplySide West

October 25-28, 2021
Las Vegas, United States
<https://west.supplysideshow.com/en/home.html>

Digital Events

Fi Europe Connect

November 23- December 4, 2020
<https://www.figlobal.com/feurope/en/fi-connect.html>

Probiotics 101 Journalist Webinar

January 19, 2021
Private invitation : coming soon !

Vitafoods Asia

February 2-4, 2021
<https://www.vitafoodsasia.com/digital-week/home.html>

Probiota Global

February 9-11, 2021
<https://www.probiotaevent.com/programme/>

IPA Fourth & Final FREE Webinar

February 25, 2021
Registration link : coming soon !

IPA invites you to join our global network. Learn the [10 Key Reasons to Join the IPA Community](#): In addition to meeting interesting people, you gain a stake in standards, regulations, IPA elections, and promotion of synbiotics across the globe. And as a bonus, IPA's logo is yours to splash out your website with excellence.



Tenacity — as that giant of germ theory Louis Pasteur once said — is the secret to strength.
It's a perfect message for these pandemic times:
Carry on, keep working. Success is near.

Join today!

We'd love to hear from you.



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