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ipa 
**INTERNATIONAL
PROBIOTICS
ASSOCIATION**

November 8-9th 2018
Mandalay Bay Convention Center
Las Vegas (USA)



Probiotics Guide

**Including information on the
Probiotics Resource Center
Booth 5355**

THE GLOBAL PROBIOTIC MARKET

THE MOST IMPORTANT INGREDIENT SECTOR

Welcome to IPA's first probiotic resource guide for the Supply Side West Show in Las Vegas. The probiotics market continues to experience unprecedented year over year growth. Industry analysts have attempted to forecast sales and growth numbers, but it seems every time they look the number is constantly evolving. The latest estimates for the probiotic market in both food and supplement closed out year 2017 at **USD \$42.5 billion**. That number is forecasted to reach over USD \$50 billion and we have seen as high as USD \$70 billion over the next 7 years. Increasing disposition towards functional foods and consumers leaning towards preventative healthcare as awareness grows and usage expands at a global level, has the probiotic industry forecasted to hit **USD \$77 billion by the year 2025**.

Contributing factors to this growth are demographics, with aging populations living longer and a desire to live healthier, an aware consumer looking to adopt preventative therapies, and available information on probiotic health benefits have impacted the sectors positive upward trend. With health care costs rising into the trillions of dollars and spending from governments touching anywhere between 10% and 20% of countries GDP, intelligent consumers are starting to realize the importance of preventative interventions. **The evolution of the probiotic sector and its meteoric ascent continues to be reinforced by the science published around the applicable benefits of probiotic usage.** Albeit a burgeoning industry backed by up and coming science, it is not without its challenges.

Probiotics are unique in every way, from manufacturing processes, IP and ownership, to analytical requirements, nomenclature, and safety considerations. Regulatory bodies worldwide each interpret and deal with this uniqueness individually and in their own way. This can present a minefield of considerations to companies trying to enter the probiotic space.

IPA's blue sky vision is to eventually support probiotic regulations befitting all regions of the globe. IPA works diligently, on a country specific basis to try and understand the different requirements, and then enter into dialogue, with the different governments authorities globally.

If your company wants to join the global community of probiotic companies which make up the IPA's membership, and help shape the IPA's mission **of promoting the safe and efficacious use of probiotics throughout the world**, then visit with us at **Stand #5355** during the SSW in Las Vegas to discuss your contribution and joining the unified **Global Voice of Probiotics®** around the world.



George Paraskevakos, MBA

Executive Director
International Probiotics Association
George@internationalprobiotics.org
www.internationalprobiotics.org



1 Euromonitor International - A custom report for the International Probiotics Association, April 2018

2 Grand View Research - Probiotic Market Estimates and Trend Analysis a commissioned report by the International Probiotics Association

3 Health expenditure and financing. OECD (Organization for Economic Co-operation and Development)

Probiotics Resource Center

at SupplySide West 2018

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Increasing consumer health concerns contribute significantly to the probiotics market growth, while rising disposable income and increasing standards of living will benefit the overall market. There are real business opportunities for probiotic manufacturers looking to provide effective products to help manage illness and promote overall health and wellness.

Discover the latest breakthroughs in probiotic technology, new product development, consumer analysis and market trends through the exhibitors, a presentation theatre and infographics in the Probiotics Resource Center (Booth 5355) at SupplySide West 2018.

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Pharmaceutical and Nutraceutical Services

PROBIOTICS RESOURCE CENTER

FEATURED EXHIBITORS



UAS Labs

Booth 5355-A

UAS Labs is a U.S. based probiotic manufacturer that has produced high quality, science-based probiotics since 1979. We are one of the few fully-integrated probiotic suppliers and are strictly dedicated to probiotics. We offer everything from bulk probiotic strains to formulation, blending, encapsulating, packaging and shipping.



MeriCal

Booth 5355-B

As The Probiotic Experts™, we have over 40 years of formulation experience with both lactic acid and spore forming bacteria. We are the premier source for custom contract manufacturing & packaging and innovative dietary supplement solutions. We offer anything from basic A-Z formulations to complex, custom formulations of any dry-dosage format.



Amin Talati Upadhye

Booth 5355-C

Amin Talati Upadhye LLP is one of the nation's leading regulatory and intellectual property law firms with offices in Chicago and Washington, D.C. The firm represents a sophisticated client base — including Fortune 500, middle-market and emerging companies — in the food, dietary supplement, pharmaceutical, cosmetic and medical device industries.



Health Wright Products

Booth 5355-D

HWP provides the highest level of total value you will find among any contract manufacturer. This includes delivering the quality you expect and services you require at costs that support your growth. As science continues to move our industry forward, HWP helps you maximize the potential of your formulas in today's market, while staying ahead of industry trends, changes, and new regulations.



PreneXus Health

Booth 5355-E

PreneXus Health is leading the future of prebiotics as a company producing the next generation of prebiotics for health that are supported by science & clinical research. PreneXus Health's goal is to develop and grow the category for prebiotics while introducing its first XOS Prebiotic ingredient for food & beverages and dietary supplements.

PROBIOTICS RESOURCE CENTER

FEATURED EXHIBITORS

W I N C L O V E
P R O B I O T I C S

Winclove Probiotics

Booth 5355-F

Winclove is a Life Sciences company with a more than 25-year history and core competencies in the area of probiotic development. Together with our extensive research network, we are contributing to finding probiotic solutions to microbiota-related disturbances. We strive to provide our business partners with high quality probiotics that enables people all around the world to rebalance their microbiome.



RNI Consulting

Booth 5355-G

RNI Consulting, an international regulatory and scientific consulting firm, provides specialized expertise in regulatory strategy development and solutions. For over 10 years, our team has provided strategic guidance and scientific support for the regulatory compliance of food ingredients, dietary supplements, dietetic products, health products, and cosmetics.



Unique Biotech

Booth 5355-H

Unique Biotech Ltd (UBL) is a world class, dedicated and a well laid out large scale fermentation facility established in 2001 for Probiotics, Enzymes, and Nutraceuticals with state-of-the-art equipment in Genome Valley, Hyderabad, India. It is totally committed to the discovery, development and commercialization of innovative formulations for improved health care at affordable cost.



IPA

Booth 5355-I

The International Probiotics Association (IPA) is a global non-profit organization bringing together through its membership, the probiotic sector's stakeholders. The IPA's mission is promote the safe and efficacious use of probiotics globally. Holding NGO status before Codex Alimentarius, the IPA is also recognized as the unified "Global Voice of Probiotics®" around the world.



NutraSource

Booth 5355-J

NutraSource is a premier, vertically-integrated global regulatory consulting, clinical research, and product testing firm that brings unparalleled expertise in nutrition, regulatory affairs, and pharmaceutical science to help our clients achieve compliance and gain market entry.

ARE YOUR PROBIOTIC CLAIMS SUPPORTED

BY STRONG SCIENCE
& REGULATORY
CONFIDENCE?

Talk to our experts today to gain
that competitive edge

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Pharmaceutical and Nutraceutical Services

www.nutrasource.ca

PROBIOTICS RESOURCE CENTER

THEATRE SCHEDULE

Thursday, November 8th 2018

10:30-11:10



Smart science: Genomic tools to help both manufacturing and marketing teams

Mehgan Styke, Business Development Manager

Eurofins BioDiagnostics

- ✓ A review of genomic tools available and the pros/cons of each
- ✓ Finished product or blended raw material analysis including strain and sub-species identification
- ✓ Applications of genomics tools for marketing and product development
- ✓ Applications of genomics tools for manufacturing and quality

11:20-12:00



The Role of Probiotics in Sports Nutrition

Dr John Deaton, PhD, VP of Science and Technology

Deerland Probiotics & Enzymes

- ✓ Clinical results from a study of female collegiate athletes indicating decreased body fat percentage and improved training performance with addition of DE111® to a protein supplement
- ✓ Clinical results from a study of male collegiate athletes indicating a reduction in inflammation markers with the addition of DE111® to a protein supplement
- ✓ Opportunities for sports nutrition applications with DE111®

12:10-12:50



Temperature Stable Probiotics (TSP) with World's Only Thermostable Probiotics

Dr. Shrilakshmi Desiraju, PhD, MBA, Co-Founder/ Director B&D

Triphase Pharmaceuticals

- ✓ Patented technology
- ✓ High temperature stable
- ✓ Eliminates cold storage

13:00-13:40



Gut-Brain-Axis: New Study - Probiotic Supplementation Improves Mental Health in Healthy Women

Dr. Ralf Jäger, FISSN, CISSN, MBA, Senior Scientific Advisor

Ashland

- ✓ Review of the gut-brain axis
- ✓ Benefits of probiotic supplementation on mental health and cognition
- ✓ Results of new probiotic study showing impressive benefits on mental health in a healthy population

PROBIOTICS RESOURCE CENTER

THEATRE SCHEDULE

Thursday, November 8th 2018

13:50-14:30



BNR17: A Clinically Supported Weight Management Probiotic

Dr. Gregory Leyer, PhD, Chief Scientific Officer

UAS Labs

- ✓ An overview of the obesity epidemic and the need to respond with a holistic approach including a weight management probiotic offering
- ✓ Introduction of *Lactobacillus gasseri* BNR17™ and the science behind the strain
- ✓ Current production and the future of BNR17™

14:40-15:20



The Art of Manufacturing an Innovative Probiotic Product

Jeremy Bartos, PhD, VP of Research & Development

MeriCal

- ✓ Choosing the right strains
- ✓ Why manufacturing conditions matter
- ✓ Choosing the right packaging

15:30-16:10



B. lactis LAFTI® B94: The Probiotic Strain for Hearty Kids & Teens

Morgane Maillard, Global Product Manager

Lallemand Health Solutions

- ✓ *B. lactis* LAFTI® B94 is a clinically documented probiotic strain dedicated to hearty kids and teens
- ✓ *B. lactis* LAFTI® B94 has been recognized by the Canadian Health Authorities for its benefits on occasional constipation in children and teens
- ✓ *B. lactis* LAFTI® B94 has been selected among 40 Bifidobacterium isolates for its high synergy with prebiotics

16:20-17:00



Emerging Global Trends in Probiotic Products

Dr Eileen O'Shea, PhD, Senior RD&A Manager

Kerry

- ✓ Examples of new and innovative probiotic food and beverages, including the technologies that enable them.
- ✓ Moving beyond a niche – examples of the most successful categories and examples of market leaders formulating with probiotics
- ✓ What's next in the category?

PROBIOTICS RESOURCE CENTER

THEATRE SCHEDULE

Friday, November 9th 2018

10:30-11:10

ROELMI-HPC
Health & Personal Care



Oral multispecies probiotic supplement to colonize vaginal epithelium, restore healthy vaginal microbiota and reduce recurrences rate of bacterial vaginosis

Dr Cristiana Piangiolo, PhD, Market Mgr., Nutraceutical & Food
ROELMI HPC

- ✓ Vaginal colonization
- ✓ Oral intake
- ✓ Bacterial vaginosis
- ✓ Symptoms improvement
- ✓ Recurrences

11:20-12:00

Prenexus
Health

Thriving in a microbiome health revolution and the growing demand for prebiotics

Steve Hanson, Senior Vice President, Global Sales
Prenexus Health, Inc.

- ✓ Microbiome health is the next big growth market among human nutrition opportunities
- ✓ Learn about prebiotic types and what consumers want most from a prebiotic
- ✓ How to capitalize on this growing trend of prebiotics

12:10-12:50



New Evidence for *Lactobacillus Plantarum* TWK10 in Human Exercise Performance

Wen-Shiaw Lan, Overseas Affairs Manager
SYNBIO TECH

- ✓ The innovative application of probiotics in gut-muscle axis
- ✓ The first *Lactobacillus* strain to increase muscle mass
- ✓ A new ergogenic supplement for aerobic exercise

13:00-13:40



Finding what is real and reproducible in microbiome datasets

Dr. Greg Gloor, PhD, Professor of Biochemistry, UWO
KGK Science

- ✓ Common statistical methods for 16S rRNA gene sequencing can be very misleading
- ✓ Many microbiome datasets are uninformative because of this
- ✓ Higher-resolution methods are required to extract useful information

PROBIOTICS RESOURCE CENTER

THEATRE SCHEDULE

Friday, November 9th 2018

13:50-14:30

kaneka



Selecting probiotics from their mechanism of action: from bench to bedside

Dr. Jordi Espadaler, PhD, Chief Scientific Officer, AB-Biotics SA
Kaneka AB

- ✓ Learn about 2 key probiotics formulations in our portfolio that specifically address GI Health and Blood Lipids/cholesterol levels
- ✓ Dr Jordi will talk about how Kaneka•AB Biotics utilizes a unique Mechanism of Action (MOA) approach to identifying the most active probiotic strains for a particular health category
- ✓ Also, we will look at the 2 formulations (for GI and Lipids) in the context of other available dietary supplement strategies to gauge Kaneka AB Biotics particular advantages

14:40-15:20

nutrasource

Pharmaceutical and Nutraceutical Services

Drugs: Learn How to Turn a “Bad” Word into a Growth Opportunity

Joshua Baisley, H. B.Sc., Director of Clinical Trials
Nutrasource Pharmaceutical & Nutraceutical Services

- ✓ Regulatory classification of probiotics
- ✓ Product development for probiotics as drugs (live biotherapeutics)
- ✓ IP strategy for live biotherapeutics

15:30-16:10



Efficacy of *Bacillus coagulans* Unique IS2 in Digestive Health

Dr. Jayanthi Neelamraju, PhD, Manager – Scientific Affairs
Unique Biotech

- ✓ Helps improve digestive health in adults and children.
- ✓ Helps restore normal bowel movements which are altered in constipation and diarrhea
- ✓ Helps ease symptoms of irritable bowel syndrome in children and adults

16:30-17:00



IPA Comedy Show: Last Probiotic Comic Standing
Ivan Wasserman, Esq., Managing Partner, Amin Talati Upadhye
Brought to you by the International Probiotics Association

- ✓ See the world's only “probiotic comic” in action
- ✓ Laugh (hopefully)
- ✓ Make fun of Ivan

INNOVATIVE SCIENCE-CENTERED PROBIOTICS

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5355-A
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Better mixability

Quicker digestion

Improved hydrolysate flavor

Enzyme Blend

Comparable hydrolysis

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FIRST MONTHS IN ACTION

IPA'S DIRECTOR OF SCIENTIFIC AFFAIRS

A first reflection about working at the IPA is that George Paraskevacos (IPA's Executive Director) never sleeps. He is always available night or day for questions or a brainstorm, even amid the changing time zones due to travel. This particular characteristic is embodied by probiotics themselves, they are **constantly active**.

Funny enough, my first few weeks at the IPA were also filled with **non-stop activity**: responding to the unrelenting waves of negative publications about probiotic science. Rather than dwell on the minutiae of prior efforts and initial conversations, I find it more prudent at this moment to **focus on the road ahead**. So the following lines will describe a bit of the horizon as I see it from my chair.

This **40 billion-dollar industry also does not sleep**. A consequence of the continual and rapid developments in probiotic science is that regulatory bodies do struggle in their understanding and categorization of probiotics. Hence, our industry is in a delicate situation that requires prudence and diligence at the discussion table, in addition to a proactive approach. We must **ensure the balance of a unified voice** backed by robust science and high-quality products. This is essential for an industry reputation based on quality, integrity, and safe/efficacious products for consumers.

My mandate is firstly to **protect the integrity of probiotics**. I find that we as a rule are very shy about how much good science actually exists concerning probiotics, not only with respect to efficacy, but also on safety, manufacturing, and fermentation, to name a few topics. I am very proud of what (well-developed and researched) probiotics can do, and though not naïve enough to say that they are "The answer", I believe that **they can be part of the solution**. I hope to work together with the board, IPA's committees, and membership to not only advocate for and **support quality science for probiotics**, but also to leverage IPA's rich scientific expertise in the membership and stakeholder communities. Though fresh into the first leg of the marathon, I welcome the opportunity to be a **catalyst in the conversation** that will continue to put probiotics on the map.

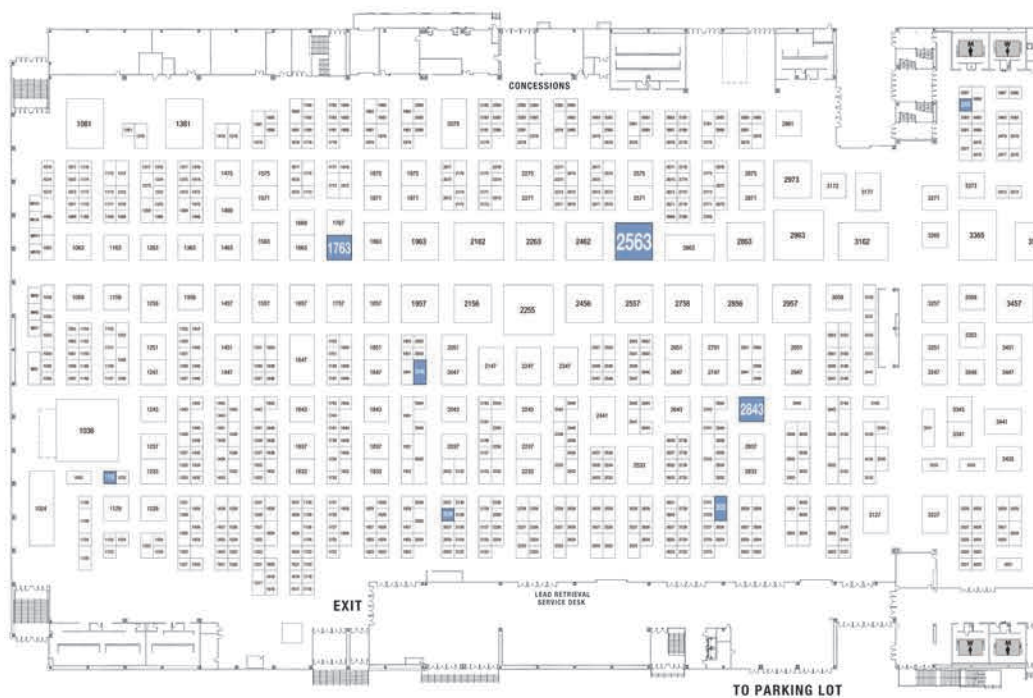


Dr Jessica Terhaar (née Younes), PhD

Director of Scientific Affairs
International Probiotics Association
Jessica@internationalprobiotics.org
www.internationalprobiotics.org

The Global Voice of Probiotics®





PROBIOTICS RESOURCE CENTER FEATURED EXHIBITORS AT SUPPLYSIDE WEST 2018

UAS LABS	5355-A	WINCLOVE PROBIOTICS	5355-F
MERICAL	5355-B	RNI CONSULTING	5355-G
AMIN TALATI UPADHYE	5355-C	UNIQUE BIOTECH	5355-H
HEALTH WRIGHT PRODUCTS	5355-D	IPA	5355-I
PRENEXUS HEALTH	5355-E	NUTRASOURCE	5355-J



Be sure to attend our featured PROBIOTICS AND PREBIOTICS OPPORTUNITIES!

Probiotic Product Development: A Need-To-Know Guide Before Taking That First Step

Saturday, November 10 | 8:30-11:30am

Companies looking to deliver efficacious, quality probiotics to the consumer market must take several considerations into account during the product development process. In this workshop, developed in conjunction with the International Probiotics Association (IPA), attendees will get the latest insights around strain selection, research insights and FSMA compliance.

Speakers:
Mike Bush, Kerry Inc.
Larisa Pavlick, UNPA
Mehgan Styke, Eurofins
Daniel Ramon Calvo, ADM
Ivan Wasserman,
Amin Talati Upadhya

Produced with the support of:



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Market Opportunities for Prebiotics

Friday, November 9 | 2-4pm

Probiotics have dominated media attention and consumer awareness in recent years. However, as mechanisms of action become better understood, prebiotic fibers and resistant starches are emerging as key players in areas such as digestive health, immune support and mood. Prebiotics play an important role in the human gut microbiome, supporting a holistic approach to wellness by shifting microbial and metabolic signatures.

Speakers:
David Heber, M.D., Ph.D.,
F.A.C.P., F.A.S.N.
Dr. Robert Hutkins, Ph.D.
Kara Landau, APD, AN
Len Monheit,
Global Prebiotic Association
Ivan Wasserman,
Amin Talati Upadhya

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IPA MEMBER PROBIOTICS TRAIL

AIDP	3963	MeriCal	5355-B
Amin Talati Upadhye	5355-C	Midi Labs	4039
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Catherych – Proenzymes	5127	Prenexus Health	5355-E
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Global Health Industries	5355-B	Specialty Enzymes & Probiotics	2828
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Jiangsu Wecare Biotechnology	4373	UAS Laboratories	5355-A
Kaneka AB	3537	Unique Biotech	5355-H
Kerry – Ganeden	3878	US Pharma Lab	3839
KGK Science	4751	Vitaquest International	4347
Lallemand Health Solutions	4681	Viva5Corp	2843
Lesaffre International	3933	Winclove Probiotics	5355-F

Need to Know Now?

Ask MIDI Labs

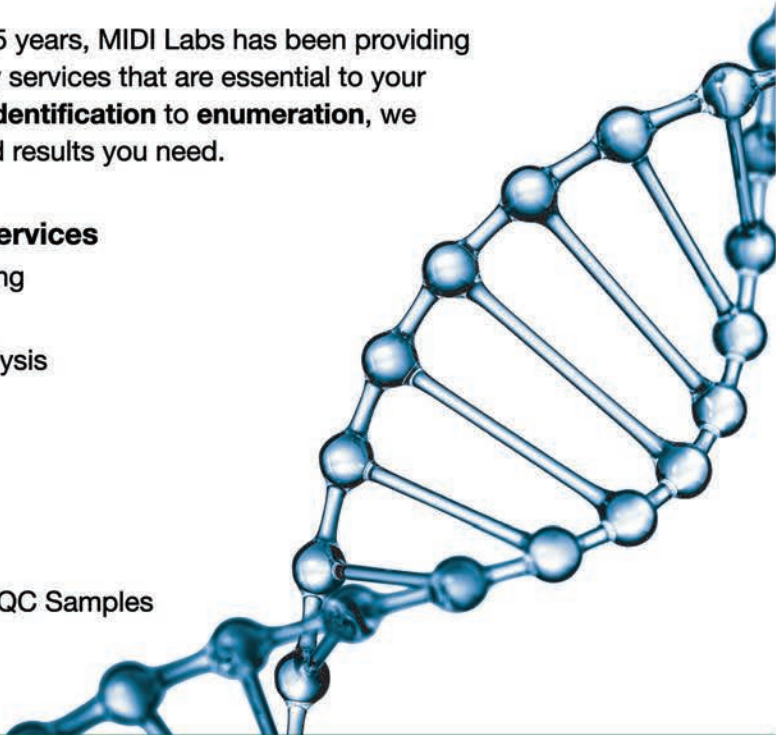
For more than 25 years, MIDI Labs has been providing the microbiology services that are essential to your success. From **identification** to **enumeration**, we provide the rapid results you need.

Microbial ID Services

- DNA Sequencing
- MALDI-TOF
- Fatty Acid Analysis

Specialties

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- Probiotics
- Environmental QC Samples



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IPA MEMBERSHIP INSIGHT

WHY YOU SHOULD JOIN

As a member of the **International Probiotics Association** (IPA), you can have your opinions represented through the activities organized by the IPA which target a wide audience including global institutions, scientific communities, consumer associations but also national authorities, consumers, health care professionals (HCP) and various trade associations. To do so, the IPA relies on solid **national & international networks**. Members are also encouraged to **participate** in the Committees of the IPA (e.g. Regulatory, Scientific, Manufacturing, and Education & Communication Committees) to **provide their expertise** in reviewing & discussing industry issues and to develop guidelines, position papers and other materials.

To overcome the shortcomings of the existing regulation & **better address the challenges** the probiotic sector is facing, the IPA puts forward a **roadmap covering political, regulatory, and scientific areas**. Through concrete plans and coordinated actions, the association actively contributes to public consultations and as such **gives the probiotic industry a voice** in the design of future guidance, legislation and regulation. Furthermore, the IPA collaborates with scientific partner organizations on common goals and liaises with globally recognized scientists to better **promote science in probiotics**.

IPA also provides its member companies with insights into the dynamics of power shifts and legislative changes within international bodies, which may have an impact on its members' activities. The association not only keeps **a close eye on policy developments, debates and media coverage**, but also offers its members informed analysis & interpretation of the latest regulatory developments to help **make strategic decisions**. Overall, the IPA helps bring clarity and vision regarding the strategy of the probiotic category across the globe.

The industry currently faces many challenges, which require **close monitoring** of all decisions related to probiotics at an international level. The IPA makes sure that its members are kept abreast of the **latest developments affecting the industry** such as regulatory requirements, criteria, scientific assessments, communications and labelling.

The association supports its members' efforts to **establish and develop their global markets**, through education & advocacy about the safety, benefits, and quality of probiotics, as well as research & innovation which continues to drive the industry. Moreover, the association organizes relevant workshops allowing its members to **network** with key associations, scientists, international bodies & experts, and to **exchange ideas & information** on health benefits & scientific aspects of probiotics.

JOIN IPA and be part of a unique forum of worldwide leading probiotic companies & industry innovators!



Elisa Fernández, B.Sc.

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www.internationalprobiotics.org



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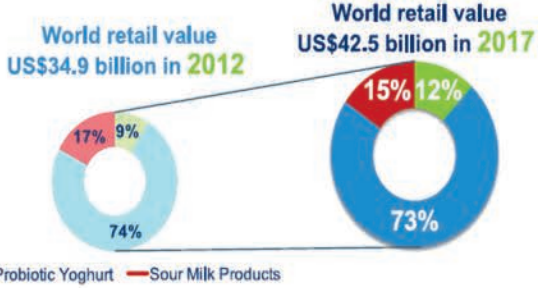
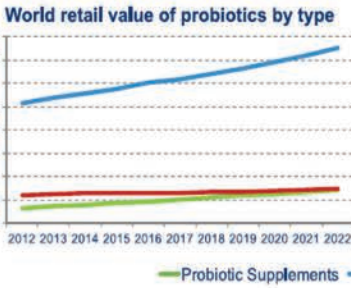
PROBIOTICS RESOURCE CENTER

INFOGRAPHICS

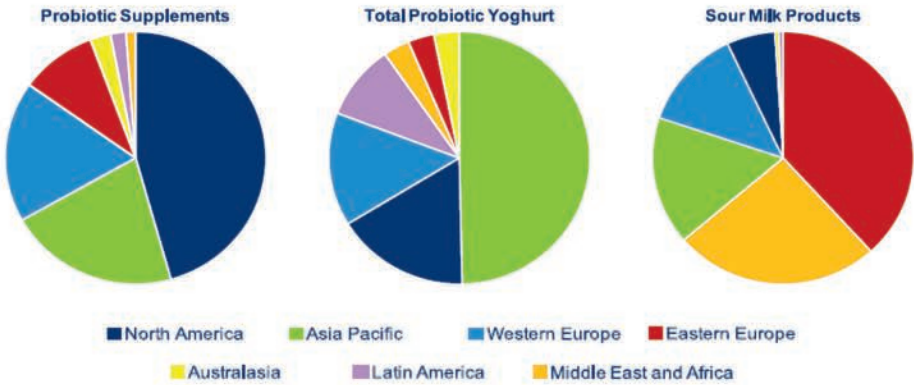
PROBIOTIC CONSUMPTION – A GLOBAL PERSPECTIVE AN IPA COMMISSIONED REPORT EXCLUSIVE TO MEMBERSHIP

How are consumers taking probiotics? Probiotics- the fastest growing supplement globally

US\$ million, constant exchange rates



2017 Regional retail value per category

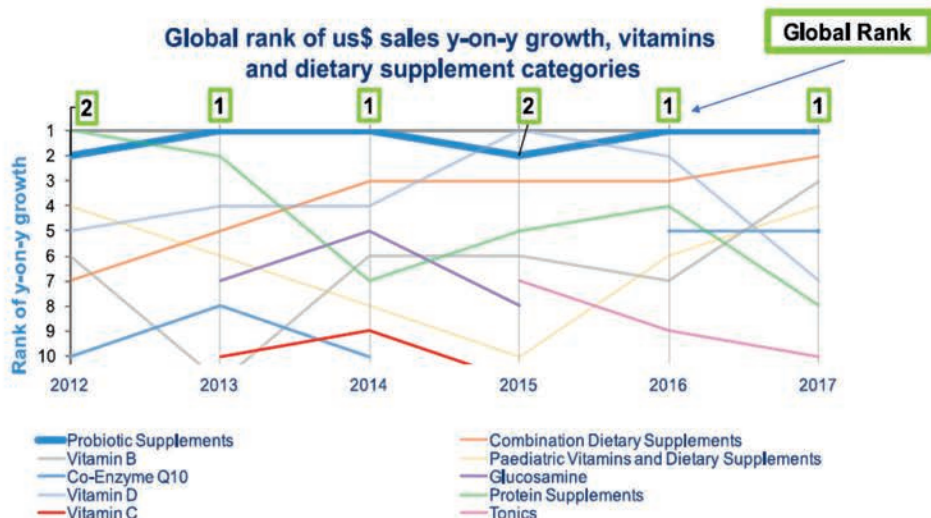


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INFOGRAPHICS

PROBIOTIC CONSUMPTION – A GLOBAL PERSPECTIVE
AN IPA COMMISSIONED REPORT EXCLUSIVE TO MEMBERSHIP

Probiotic supplements consistently outpace growth of vitamins & supplements



Probiotic supplements maintain the #1 ranking 4 out of the last 5 years

With probiotic adherence rates reported low, there is plenty of opportunity for growth

283.6% Probiotic supplements growth from 2007 to 2022



PROBIOTICS RESOURCE CENTER

INFOGRAPHICS

PROBIOTIC CONSUMPTION – A GLOBAL PERSPECTIVE AN IPA COMMISSIONED REPORT EXCLUSIVE TO MEMBERSHIP

Supplements growth to outpace all others through 2022

7.1 billion
US\$ retail value of global probiotic supplements in 2022

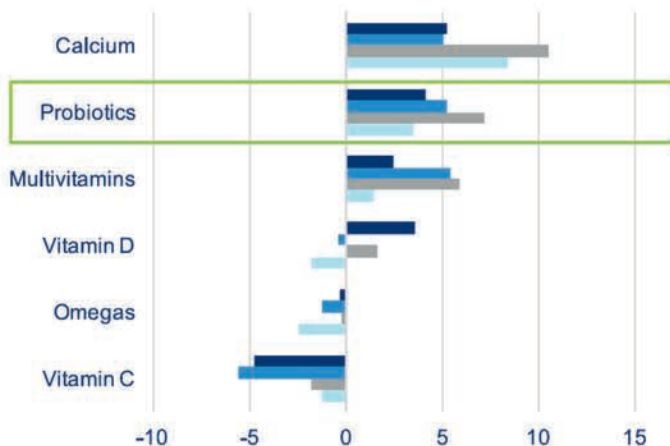
40%
Probiotic supplement growth from 2017-2022

22%
Total probiotic yoghurt growth from 2017-2022

Dietary supplements retail value 2007-2022



Probiotic usage is growing among all age segments



% point change (absolute growth) from 2015 to 2017 of respondents who take each type of vitamin or dietary supplement

■ 60+ ■ 45-59 ■ 30-44 ■ 15-29



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IN THE PURSUIT OF WELLNESS.

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IPA's Global Presence



As of October 2018,
IPA's community is 107 member companies strong.

ASK US ABOUT JOINING TODAY!

1 Speak with
one voice at an
international level

2 Establish **regulatory
frameworks** that are pertinent
to the probiotic sector
and increase **awareness of
probiotics** among key decision
makers across the Globe

3 Establish a
clear **Global
framework** to
better address
probiotic issues

4 Improve the
consultation
process

5 Promote
the highest
**manufacturing
standards** and the
science behind
probiotics

6 Drive **innovation** and
facilitate the **growth** of the
probiotic industry

7 Leverage unique
insights and analysis
related to **legislative
changes**

8 Participate in
the **Leaders
Forum**

9 Benefit from
networking
opportunities and
collaboration with
key stakeholders

10 Access **in-depth
information** on key
developments and
market data for the
probiotic industry

"The Global Voice of Probiotics®"

INTERNATIONAL PROBIOTICS ASSOCIATION

MEMBER COMPANIES*



*As of October 15th, 2018

INTERNATIONAL PROBIOTICS ASSOCIATION

MEMBER COMPANIES*



PROBIOTICS GUIDE

IPA CONTRIBUTORS

Elisa Fernández, B.Sc.

Director of Member Relations & Communications

Elisa Fernández received her Bachelor of Science in Anatomy & Cellular Biology, as well as Minor in Neuropsychology from McGill University in 2010. In 2014, Elisa joined probiotic ingredient manufacturer Lallemand Health Solutions where she held three positions over 3 years – Internal Sales Representative, Scientific Representative, and finally Key Account Manager – Oceania. In 2017, with her new found passion for the probiotics Industry, Elisa joined forces with the International Probiotics Association as Director of Member Relations & Communications to focus on IPA's new strategy to champion the development of probiotic standards, to be the recognized probiotic authority for regulatory bodies around the world, to increase awareness & knowledge of probiotics by Government Agencies, Influencers (HCP/media) and Trade, and finally to foster opportunities for members to engage and interact.



George Paraskevacos, MBA

Executive Director

George has been involved with the probiotic industry since 2007 where he served in various roles from business development to account management with a globally recognized probiotic producer. During this time, he also served on the IPA Board of Directors (BoD) and had two (2) mandates as President before taking on the association's leadership role as Executive Director in 2015. His passion for the probiotic industry is unequivocal and his persistence to have IPA continue being 'The Global Voice Of Probiotics®' has taken the association from 40 members when he took on the role to now over 100 international companies under his tutelage. George represents the International Probiotics Association in the media, to all probiotic industry stakeholders including government agencies and Codex, and in appearances at conventions, conferences, and other symposiums..



Dr Jessica Terhaar (née Younes), PhD

Director of Scientific Affairs

Jessica Terhaar (née Younes) joined IPA's team as Scientific Director in September 2018; she was formerly a Microbiome Science Liaison and Business Developer at Winclove B.V. in Amsterdam. Jessica is specialized in women's health and probiotics and holds a doctorate degree from the University of Groningen (the Netherlands) in medical microbiology and a Masters in Nutrition and Nutraceutical Sciences (University of Guelph). Her mandate with the IPA is help craft and define a more concrete scientific identity for global and regional sectors, supporting member companies and other committees as needed and driving a proactive scientific agenda. When she is not absorbed with probiotic science, Jessica can be found diligently working on improving the microbiomes of her young family in the most stunning place in the world, the land of a thousand lakes: Canada.



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