



"It is health that is real wealth and not pieces of gold and silver."

-- Mahatma Gandhi

The World through the Eyes of IPA

IPA is coming to a country near you, eventually.

[George Paraskevacos](#), IPA Executive Director



Probiotics are Making Plenty of Positive Press!

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.

Media's interest in probiotics is exceptional!

The campaign is strategically targeted to four specific cities in the U.S.

Dr. Jessica ter Haar's topic, "Living Too Clean During COVID-19," dives into the importance of microbes and the

difference between a virus, bacteria and fungi (three popular microbes). She discusses how our “germophobia” lifestyle brought on by COVID-19 could work against our health, and explain how to balance that extreme clean living by taking probiotics. George Paraskevagos’ topic, “Perplexed about Probiotics,” explores a variety of questions the average person may have on probiotics regarding health, safety and effectiveness. The interviews will help the conscious consumer take their probiotic supplementation to the next level by being a more discerning and educated consumer.

Nine media placements completed to date:

1. [360 Magazine](#)
2. One Radio Network “[The Morning Show with Patrick Timpone](#)”
3. WZTA-AM (1370) "Rhett Palmer Show" (aired live: 9/29/20)
4. WAXE-FM (107.9) "Rhett Palmer Show" (aired live: 9/29/20)
5. [Thrive Global](#)
6. Let's Talk America Facebook Live (aired live: 10/4/20)
7. Late Night Health Radio "Late Night Health Radio Show" (aired: 10/9/20)
8. Creations Magazine
9. KOMO-TV (ABC) (taped 13/10/20 to be aired tbd)

Total reach for the media coverage to date exceeds 1.4 million readers/viewers!

Several other articles will soon be published, and additional media appearances are booked through this 6-month PR Campaign.

Thank you to our member companies for engaging with the IPA Media Publicity Campaign, and your help to expand our probiotic media reach! Sharing the media articles, television and radio links within your company, and to your customers through your company’s websites and social media gets probiotics even more media coverage and positive probiotic press! It is great to hear from many of our member companies who are not based in the U.S. where the campaign is active, as the PR theme is getting picked up internationally thanks to your company’s social media and your PR!

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

Stay tuned for more positive Probiotic press!



NOVEMBER 10 - 12, 2020

Tune in for our 3-day online event

[REGISTER NOW](#)



This year's [IPA World Congress + Probiota Americas 2020 Digital Summit](#) will explore topics varying from the potential of CRISPR technology to unlock next generation probiotics to the latest developments in the gut-brain axis, how modulation of the microbiome may impact athletic performance and recovery, and how to best communicate these benefits to consumers and healthcare practitioners.

The Digital Summit will bring together experts from **Seed, P&G, Culturelle, Fitbiomix, UAS/Chr. Hansen, Lonza, Embria (Cargill), North Carolina State University, University College Cork, ADM, KGK Science, Probi, the International Probiotics Association, the Lawson Health Research Institute**, and many more.

Over the three days, sessions will run for two hours, and offer attendees keynote presentations, live panel discussions, presentations from the leading categories leading players, and live Q&A sessions.

The FREE event will also feature a range of exclusive on-demand content, including our unique series of interviews with champions of prebiotics, probiotics and the microbiome.

REGISTER FOR FREE →

P.S. Can't make the live dates? Register anyway! All events will be available to view on-demand after the live event for all registrants.

Probiotics & the COVID-19 Market Transformation, a Webinar

As the pandemic continues to bulldoze its way through all parts of life — health, finances and social — the probiotic industry must adapt. Indeed, the **International Probiotic Association (IPA)** converted quickly to digital conferencing and online outreach to keep its members and the public informed.

To that end, one recent webinar titled **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.

Generous support was provided by: BIO-CAT, Deerland Probiotics & Enzymes, Lallemand Health Solution, Pobiotal, Sabinsa, and Specialty Enzymes & Probiotics. Thank you!

Special thanks to our speakers:

Matthew Oster, head of consumer health, Euromonitor International

Ewa Hudson, director of insights, Lumina Intelligence

Thomas Tompkins, Ph.D., research director, Rosell Institute from Microbiome and Probiotics within Lallemand Health Solutions Inc.

Dr. Vicente Navarro, CEO, Bioithas (Valencia)

Flavia Prodam, M.D., Ph.D., associate professor in nutrition, Department of Health Sciences, University of Eastern Piedmont, Italy

Jeremy Bartos, Ph.D., senior vice president, research and development, MeriCal

David Keller, DPM, MBA, owner, Keller Consulting Group

Ivan Wasserman, J.D., managing partner, Amin Talati Wasserman LLP

The webinar wove various aspects of the probiotics industry as they intersect with this unprecedented pandemic. 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](#).

The sessions were moderated by **George Paraskevagos, IPA's Executive Director** and **Heather Granato, Vice President, Content, Health & Nutrition for Informa Markets**.



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.

More from IPA



[Potential for Synbiotics in Space Travel](#)

The health challenges of space travel for even the fittest of candidates are considerable. A new IPA blog reveals how synbiotics may one day alleviate some of those negative effects.



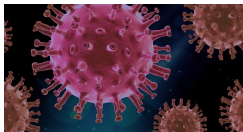
Probiotics for Asthma: An Update

Gut microbiota dysbiosis is linked with an increased risk and severity of asthma. A new IPA blog finds that targeted modifications may be a potential way to prevent and treat asthma.



Probiotics and Obesity: An Update

Don't miss this one: IPA distills the complex relationship between gut microbiota and body weight and looks at the evidence for a role for probiotics in obesity prevention or treatment.



Immune Impacts of Probiotics, Prebiotics and Synbiotics

In case you missed it: 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?

Nothing is certain in these times, but we can do digital for sure.

Conferences, Events & Shows

IPA World Congress & Probiota Americas
June 16-18, 2021
Washington DC, United States
<https://www.probiotaamericas.com/>

Digital Events

IPA World Congress + Probiota Americas: Digital Summit
November 10-12, 2020
<https://www.probiotaamericas.com/>

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

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.



One last thing

Health is not valued until we lose it.

A healthy microbiome is essential for preventing disease and achieving optimum health.

Probiotics can help us get there.

Join today!

We'd love to hear from you.



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