

PROBIOTICS GUIDE

BOOTH 5755

International Probiotic Association

SUPPLYSIDE WEST 2022

Mandalay Bay, Las Vegas
Oct 31 - Nov 4, 2022

#SSWPRC

**The definitive Probiotics Guide to SupplySide[®] West,
including exhibitors, presentation schedules, and more!**

THE GLOBAL VOICE WHICH NEVER RESTS

A holistic approach has swept over consumers. A clear shift from treatment now underlines prevention, driving desire for probiotic products. Products which have shown through scientific research the support for overall health maintenance and wellness are linked to the gut and immune system. IPA commissioned **survey data**, continues to link consumers understanding for **wellness** and **prevention** to these two key classical areas. Science and research are the foundation for probiotics and what the category was built on. We also acknowledge all the other scientifically justified benefits probiotics and conditions that probiotics address. Up and coming research include the *Brain Gut Axis*, *Metabolic syndrome*, *Women's health* and *Skin disorders*.

Self-education is on the rise as consumers focus on wellness. Health care professionals also seek information and scientific evidence to recommend products providing benefits to their patients.

We continue to forge the association's credibility through our work. IPA relentlessly continues to raise the bar in the industry, for **commercialization** of **quality**, **safe** and **beneficial** products. IPA is building a **strong foundation of trust** for consumers and health care providers seeking knowledge and information for effective, quality products.

Three areas which we are building on, and continue to stand behind in order to achieve these objectives are;

- The **IPA manufacturing guidelines** are being reviewed by a collaborative working group with the GRMA to be added to a publicly accepted standard ANSI 455, ensuring quality products reach the market.
- IPA will deliver the first **university probiotic course** (2 credits and 24 hours of education) within a MSc program at the Sonoran University in Tempe AZ, USA, ensuring proper information is being communicated through upcoming health professionals and leaders in the industry.
- The IPA and their Technical committee have begun work to contribute to an **ISO standard** for probiotic analysis and enumeration. This initiative continues IPA's conviction of self-policing and introspecting, while building long term sustainability of the industry.

The global probiotics market is very *dynamic*, *diverse* and continues to grow. This growth not only in probiotics but all areas **"biotic"** and **microbiome** linked, coupled with increasing consumer demand offers opportunities for food and dietary supplement organizations to build on. However between the **complex mosaic** of *diverse regulations*, *understanding* of probiotic benefits and challenges with commercializing *quality probiotic* products, we need to **continue building our industries credibility**.

A wise dictum says; "*if you're not at the table then you're probably on the menu*" so speak to us and **"HAVE A VOICE"**. **Join the global community of probiotic companies** which makes up the IPA's membership, and help shape the IPA's mission of promoting the safe and efficacious use of probiotics.

Visit us at **Stand #5755**



George Paraskevacos, MBA
IPA Executive Director
george@internationalprobiotics.org



Probiotics Resource Center

Booth 5755 @ **SupplySide[®] WEST**

The consumer interest for health and wellness has grown. The data emphasized avoiding any vulnerabilities to being ill is top of mind for many. Even when not suffering from symptoms or ailments - prevention and maintenance are emphasized in consumer searches for probiotic products.

Post pandemic we are seeing how disposable income has diminished, and a world economy that is becoming difficult. This will drive demand for products that deliver benefits which becomes a strong case for probiotics, as the science has proven time and again. Opportunities abound for the probiotic companies looking to promote this health and wellness need.

Discover the latest breakthroughs in probiotic technology, new product development, consumer analysis, and the market trends through the exhibitors, the presentations in the theater, and featured infographics in the Probiotics Resource Center (PRC) at SupplySide[®] West 2021!

Sponsored by:



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PROBIOTICS RESOURCE CENTER

Featured Exhibitors

Booths A – D



PROBIONOVA

Booth 5755-A

Founded by biotech experts with deep knowledge of probiotic market and a background from the pharmaceutical industry, Probionova represents a new entity in the scope of human microbiome R&D. The company mission is to improve health through the development of new probiotic-related applications. Taking probiotics to the next level.

Probionova supplies science-backed probiotic and develops new dietary supplement formulations for our "best life everyday".

Our team is driven by a strong scientific commitment and a great passion for microbiome research and its applications.



WINCLOVE PROBIOTICS

Booth 5755-B

Wincllove Probiotics, a family-owned company founded in 1987, in Amsterdam, was one of the first players in probiotics. Working with leading research institutes worldwide we research, develop, and produce premium multispecies probiotics for various indications.

To ensure optimal probiotic effectiveness Wincllove Probiotics has developed its unique Probioact® Technology. This technology supports the viability of the bacteria, and thereby the effectiveness of the formulations.

We strive for long term sustainable relationships with our business partners by providing continuous support in education, marketing, and registration, as well as assisting in market specific needs.



EUROFINS

Booth 5755-C

Eurofins "Probiotics Center of Excellence" offers a complete range of contract laboratory testing services from probiotic enumeration to identification and contamination. We actively partner with probiotic raw material suppliers to offer material specific enumeration methods that allow Eurofins customers to test with confidence. Eurofins knows how to help, whether you're an ingredient supplier or sell finished products direct to consumers. We know your bottom line depends on our top-of-the-line lab testing services. Obtaining verifiable data from a trusted lab is the only way to ensure your products are authentic and safe.



MIDI LABS

Booth 5755-D

MIDI Labs is an ISO 17025-accredited contract laboratory that provides microbial identification and enumeration services, including molecular analysis of bacteria, yeast, and molds. We offer 16S (500 base pair or 1500 base pair) and 28S (300 base pair) gene sequencing for identification and enumeration services. With over 30 years of industry innovation and leadership, MIDI Labs developed the Sherlock® Microbial Identification System, and co-developed MicroSEQ® microbial libraries. Let us put our experience to work for you; find out more at midilabs.com.

PROBIOTICS RESOURCE CENTER

Featured Exhibitors

Booths E - H

SOLNUL

Booth **5755-E**

Solnul™ (MSP Starch Products Inc.) is an upcycled, patented resistant starch ingredient used by formulators of dietary supplements and functional food and beverage. It is backed by a body of clinical and scientific research proving efficacy at low doses, exceptional tolerability and multi-functionality. It labels as 'Resistant Potato Starch' (RS2), a prebiotic dietary fiber, and is Upcycled Certified™, FODMAP Friendly, Gluten-Free, Glyphosate Residue Free, and Non-GMO Project Verified.



MERICAL

Booth **5755-F**

MeriCal is one of the largest manufacturers of finished-format probiotic supplements in North America. As The Probiotic Experts™, we have over 40 years of formulation experience with both lactic acid and spore-forming bacteria. Our state-of-the-art, dedicated Probiotic Suite allows us to manufacture and package probiotics in exceptional temperature and humidity-controlled conditions. We are a trusted source for custom contract manufacturing, packaging and innovative dietary supplement solutions. With a recent major expansion into both probiotic and non-probiotic gummy supplements we now offer anything from basic to complex, custom formulations in any dry-dosage or gummy format!



AMIN TALATI WASSERMAN

Booth **5755-G**

Amin Talati Wasserman 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. With deep experience in probiotics and other product categories, its services include: FDA compliance (labeling; manufacturing); NDI/GRAS ingredient analyses; clinical trial design; patents and trademarks; customs clearance and class action defense.



SYNBIO TECH

Booth **5755-H**

SYNBIO TECH INC. is a leading probiotic researcher and manufacturer which provides innovative and sustainable probiotic solutions for human and animal health with the vision of providing better life. Through the establishment of the comprehensive culture collection bank and the microbiome research center, SYNBIO TECH use the microbial genomics to deepen and enhance the development of next generation probiotics. With its passion for enhancing the quality of life, SYNBIO TECH has been distributing premium quality probiotic solutions across 30 markets globally.



PROBIOTICS RESOURCE CENTER

Featured Exhibitors

Booths I – J

NUTRASOURCE

Booth **5755-I**



Nutrasource is a leading nutraceutical and pharmaceutical life sciences company that brings together the strategy, expertise and services required to help clients commercialize health and wellness products with strong science and regulatory confidence. Our unique offering of clinical trial management, strategy and regulatory support services along with a state-of-the-art clinical trial site has been developed with one goal in mind: your success in the marketplace. We also offer a series of third-party certification programs focused on natural health ingredients such as omega-3s (IFOS™), probiotics (IPRO™), non-GMO (IGEN™), and CBD (ICAP™).

IPA

Booth **5755-J**



The International Probiotics Association (IPA) is a global non-profit organization bringing together through its membership, the probiotic sector's stakeholders including but not limited to academia, scientists, health care professionals, consumers, industry and regulators. The IPA's mission is to promote the safe and efficacious use of probiotics throughout the world. Holding NGO status before the Codex Alimentarius, the IPA is also recognized as the unified **Global Voice of Probiotics®** around the world. www.internationalprobiotics.org

WHAT'S UP WITH SUPPS

Register Today!

\$50 per ticket

DARK CIRCUS

NOV 03 | 5-9PM | HOUSE OF BLUES, LAS VEGAS

20 YEARS
NUTRASTRONG

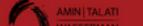
celebrating 20 years of

nutrasource
Pharmaceutical and Nutraceutical Services

JOIN US AT THE WHAT'S UP WITH SUPPS EVENT AT THE HOUSE OF BLUES FOR A SPECIAL 20TH ANNIVERSARY CELEBRATION.

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FIND THE "PROBIOTIC MAN" **ipa**
INTERNATIONAL PROBIOTICS ASSOCIATION

Participate in this friendly competition and find the George 'doppelganger' at the event for a chance to win a prize





Show Dates:
Oct 31 - Nov 4, 2022

Expo Hall:
Nov 2 & 3, 2022

Mandalay Bay,
Las Vegas, NV

Join Us at the IPA Probiotics Resource Center at SupplySide West & Food ingredients North America!

Booth #5755

The IPA Probiotics Resource Center, organized in partnership with the International Probiotics Association (IPA), showcases the latest information about the probiotics market, all in one convenient location. Connect with IPA member companies and join your colleagues for presentations covering the latest in probiotic technology, important regulatory updates, consumer analysis and market trends.

Exhibiting Companies:

- + Amin Talati Wasserman
- + Eurofins
- + Merical
- + Midi Labs
- + Nutrasource
- + Probionova SA
- + Solnul
- + Synbio Tech Inc.
- + Winclove Probiotics

In partnership with:

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nutrasource
Pharmaceutical and Nutraceutical Services

Exploring the microbiome: Science, innovation and delivery

Tuesday, November 1 | 1-4pm

Register for this education session to delve into:

- + An exploration of the volume and nature of evidence to support health benefits
- + Perspectives from the registered dietician and health care practitioner sector about how to best reach end-consumers with microbiome solutions
- + Market data insights on consumer buying and delivery formats
- + Innovators on the technological front lines who aim to biohack the multitude of human microbial communities and influence their impact on health and performance

Separate registration required.

In partnership with:

Underwritten by:



Miss out on this session? Register for our Virtual Pass Upgrade and gain access to this session on demand! Visit any registration area to add the upgrade onto your badge.

PROBIOTICS RESOURCE CENTER

Theater Schedule

Day 1 – Wednesday November 2, 2022

10:00 EXPO HALL OPENS

10:30 – 11:10

Holistic health for modern women: innovative probiotic combinations for whole body wellness.

Lori Lathrop Stern, PhD.

SRD, LScience Liaison in the Health Division of IFF

IFF Health's Dr. Stern's section will highlight benefits for women with respect to: vaginal health, stress, immunity, and emerging skin health research:

Howaru

- Clinical evidence for women's health
- Innovative solutions that provide multiple benefits Benefits achieved through multifaceted mechanisms
- Benefits achieved through multifaceted mechanisms

11:20 – 12:00

Gut-Brain-Axis: Multi-strain probiotic supplementation increases serotonin levels, mood and sleep quality

Dr. Ralf Jäger, FISSN, CISSN, MBA

Managing Member, Increnovo LLC



- Probiotic supplementation improved feelings of depression and anxiety
- Probiotic supplementation increased sleep quality
- Probiotic supplementation significantly increases levels of the "feel good" neurotransmitter serotonin, linked to improved focused, emotionally stable, happier and calmer.

12:10 – 12:50

Intelligently pairing probiotic strains with prebiotics for better synbiotic product development: A case study with Intrinsic Organics inulin.

Dr. Zac Lewis, PhD

Chief Science Officer



- Standard solo prebiotic treatments show responder/non-responder patterns of health benefits where not all consumers are benefitting from the supplementation
- Intelligently paired synbiotic delivery systems help ensure microbiome response
- Intrinsic Organics and Synbiotic Health have teamed up to develop an inulin-based synbiotic pairing.

1:00 – 1:40

***L. rhamnosus* HA-114 supports weight management efforts, a breakthrough clinical study**

Camille Binachon

Product Manager at Lallemand Health Solutions



LALLEMAND HEALTH SOLUTIONS

- A unique patent pending probiotic clinically documented to support your weight management efforts.
- One capsule per day of 10B CFU *L. rhamnosus* HA-114 positively impacts behavioral and psychological traits and promotes a healthier metabolic phenotype in overweight individuals during a weight reduction program.
- Following the results of this breakthrough clinical study, this strain recently gained innovative indications from Health Canada, recognizing its beneficial impact to support people's efforts when engaged in a weight management program.

[SEE THE FULL AGENDA HERE](#)

PROBIOTICS RESOURCE CENTER

Theater Schedule

Day 1 – Wednesday November 2, 2022

1:50–2:30

***Lactocaseibacillus rhamnosus* CA15, a promising new Women's Health probiotic strain**

Cinzia Randazzo, Ph.D.

Associate Professor at University of Catania; CEO of Probioetna srl.



- CA15 strain shown to reach the vagina following oral route
- CA15 strain inhibits adhesion and biofilm formation of urogenital-associated pathogens
- The daily intake of CA15 strain for 10 days improves vaginal dysbiosis symptoms, resulting in a restoration of indigenous lactobacilli even 30 days after stopping oral administration

2:40–3:20

Optimizing Probiotic Formulations: Use of Active Packaging to Minimize Overages, Reduce Costs & Improve Margins

Billy Abrams

Senior Vice President Business Development



- Review Water Activity (Aw) over time in various packaging configurations
- Examine Comparative Stability Data in multiple packaging configurations
- Review cost analyses to demonstrate cost savings in reducing overages through the use of Aptar CSP's proprietary active packaging solutions

3:30–4:10

SynForU™ – HerCare : Inside-out Wellness for HER

Ivy Chen, Master in Animal Sciences & Hkawn San (Joy), MBA

International Business Development Associate Manager
& International Assistant Marketing Manager



- Women's unique health challenges
- The role of probiotics in improving intimate health
- What is found in clinical study in pregnant women

4:20–5:00

LifeinU® BSCU1: the stable probiotic that supports immunity

Antoine Vanhove & Dr. Stacey Smith

Product manager & Marketing-Communications Manager



- Presentation of LifeinU® BSCU1
- Clinical study and efficacy of this *Bacillus subtilis* in the immune supports.
- Extreme stability of LifeinU® BSCU1, perfect for a long shelf-life applications such as dietary supplements and functional foods.

17:30

EXPO HALL CLOSES

[SEE THE FULL AGENDA HERE](#)

PROBIOTICS RESOURCE CENTER

Theater Schedule

Day 2 – Thursday November 3, 2022

10:00 EXPO HALL OPENS

10:30 – 11:10 **Use of oral probiotics to support upper respiratory health**

John Hale, PhD
Chief Technology Officer



- What is *Streptococcus salivarius* and why is it considered as a probiotic
- Why consider the mouth and throat and thus the respiratory tract for delivery of oral probiotics
- Presentation of key clinical trials demonstrating the value of orally targeted probiotics

11:20 – 12:00 ***Bacillus coagulans* SNZ 1969[®] supplementation for irritable bowel syndrome**

Dr. Kishan PV
Head of Medical Affairs at Sanzyme Biologics

サンザイム
Sanzyme Biologics

- *Bacillus coagulans* SNZ 1969 is found to be safe and effective alternative therapeutic option for constipation predominant (IBS-C) and diarrhea predominant (IBS-D) patients.
- Single strain probiotic with a higher dose (daily dose of probiotics $\geq 100B$ CFU) and shorter duration (< 8 weeks) seem to be a better choice of probiotic for IBS patients.
- In terms of efficacy, *Bacillus coagulans* SNZ 1969 has shown significant improvement in global IBS symptoms, individual IBS symptom scores (such as abdominal pain and bloating) and QoL of IBS patients.

12:10 – 12:50 **Prebiotics and the Gut-Skin Axis: Can Resistant Starch Influence Collagen Health?**

Dr. Jason Bush, Ph.D.
Chief Scientific Officer, Solnul



- The Gut-Skin Axis: connecting beauty and nutrition via the microbiome.
- How resistant starch plays important roles beyond the gut.
- Solnul™'s metabolomic clinical research and substantiated marketing claims.

1:00 – 1:40 **Host health benefits of probiotic *L. reuteri* 12246-CU and *L. rhamnosus* 19070-2**

Robert E. Steinert, PhD
Global Scientific Lead Biocare Copenhagen



- *L. reuteri* 12246-CU and *L. rhamnosus* 19070-2 have been identified previously as among the best performing strains out of 47 selected *Lactobacillus* subspecies that were tested in vitro for its probiotic potential.
- Both strains demonstrated excellent pH tolerance and adhesion properties as well as strong antimicrobial activity.
- Human clinical trials further confirm their persistence in the GI tract and show beneficial effects in young children with acute diarrhea and atopic dermatitis, as well as benefits in infants with colic and adults with irritable bowel.

[SEE THE FULL AGENDA HERE](#)

PROBIOTICS RESOURCE CENTER

Theater Schedule

Day 2 – Thursday November 3, 2022

1:50–2:30

NemaLife – Your Partner for Accelerating Novel Probiotic and Postbiotic Strain Discovery

Dhaval Patel, Ph.D.

Director of Research and Innovation

- Presentation of a new platform for high-through put whole organism evaluation of functional benefits such as anti-obesity, gut health, stress resistance, healthy aging, cognitive health and muscle health
- Combination of proprietary microfluidic technologies, automated imaging systems, and AI to dramatically speed up testing and data acquisition
- NemaLife technology dramatically reduces product development timelines and costs, allowing our partners to get to market faster



2:40–2:55

The State of Probiotics: What's Driving Today's Growth

Caroline Davidson

Director of Channel and Agency Partnerships

- Explore the product attributes driving growth and the brands shaking up the market
- Look at year-over-year performance and emerging trends
- Understand why it is essential to monitor market trends in both store and online



3:00–3:15

What Next for Probiotics – Opportunities around Digestive Health and Disease Management

Will Cowling

Marketing Manager

- Gain a key understanding of consumption habits within the probiotic market, examining why consumers use products and what health goals they want to address.
- Identify wider opportunities within the probiotic market to address, and the importance of emotional wellness within the probiotic market.
- Determine what claims and product attributes are most influential on consumption habits within the probiotic market, and how effectively aligning with core need states is crucial in a cost-of-living crisis.



3:30–4:10

Is treating our pets like family always the best thing? Probiotics and prebiotics for companion animals

Susan Hewlings, PhD, RD

Director, Scientific Affairs

- Presentation of the pet market and trends
- Differences and similarities of the dog and cat microbiome compared to humans
- Specific species research and discussion around the gaps between the research and the market and strategies for addressing



4:20–5:00

IPA COMEDY SHOW – The One & Only Probiotic Comic

Ivan Wasserman, Esq



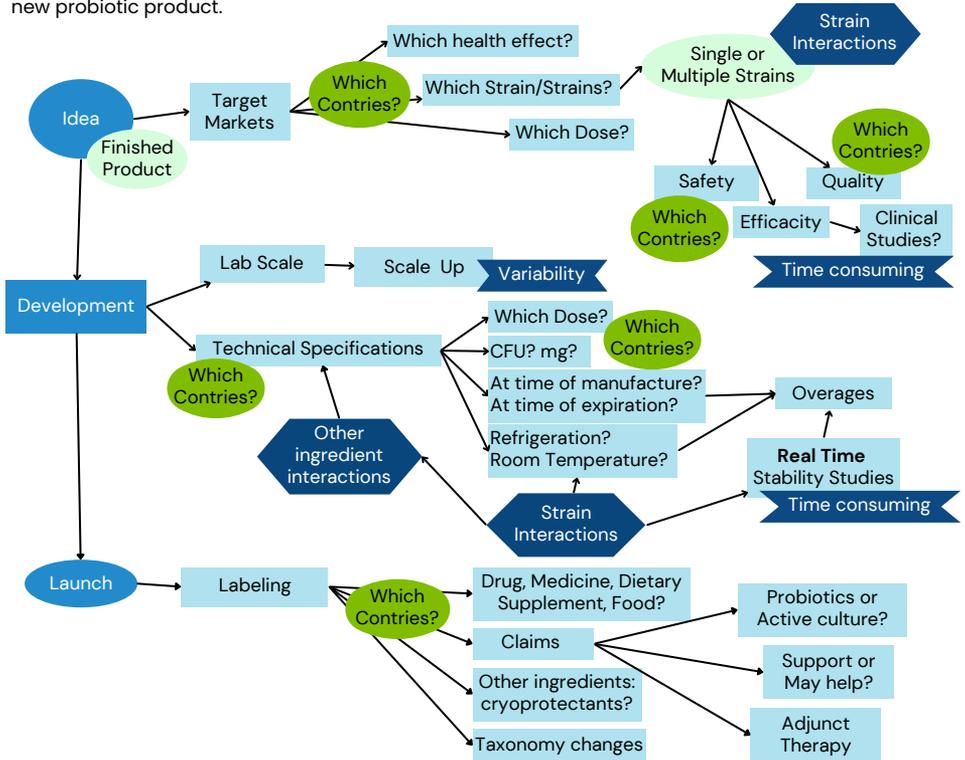
17:30

EXPO HALL CLOSES

[SEE THE FULL AGENDA HERE](#)

FINISHED PROBIOTIC PRODUCT CHALLENGE

When I graduated as an agronomist from an engineering school in France, I never thought I would be involved in such an interesting yet complex world. Probiotics not being your conventional ingredients and supplements I challenged myself to present a quick reference guide for the unfamiliar. The chart below is my 10-minute brainstorming challenge for the time and effort required when designing a new probiotic product.



As you can see, not an easy task. Probiotics are live organisms with unique challenges. They have their own characteristics and properties that need consideration. Over and above this you have the individual country regulatory hurdles and requirements. Designing a finished probiotic product for international markets is a real undertaking.

As the Global Voice of Probiotics® the work we face at IPA is never finished. Through the working sessions, committee meetings and member's expertise, together we can propose and help guide the development of uniform standards and guidelines for the requirements in different countries. The IPA regulatory manuscript we updated this year is now up to 36 countries overview of regulations.

So what is next? The new projects IPA is working on; GRMA, Codex, ISO naming but a few. Keeping in mind the microscopic world we live in, is quite big! As I begin this wonderful adventure, come meet with us. We'd be happy to show you the value of joining the IPA to embark on this great journey of the probiotic world.

Meryl Massot, MFS
IPA Member Support Coordinator



meryl@internationalprobiotics.org

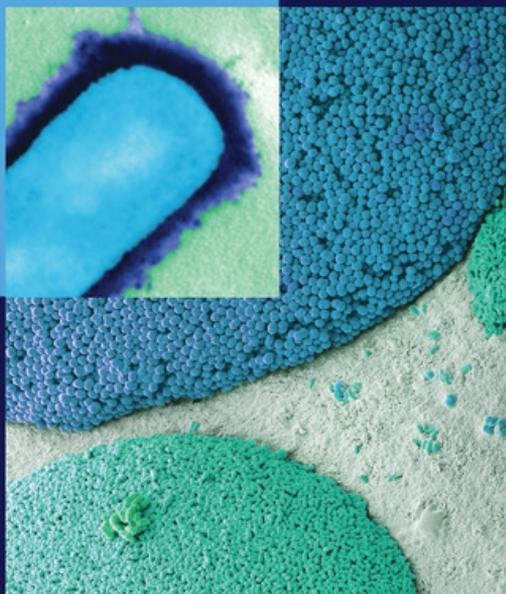


Surfing together the Probiotic Galaxy

*Visit us
at booth
4781*

PROBIOTICS RESEARCH & PRODUCTION

Clinically tested
Developed formulas
Tailor made



we RESEARCH

*From strain
isolation
to clinical
studies*

we PRODUCE

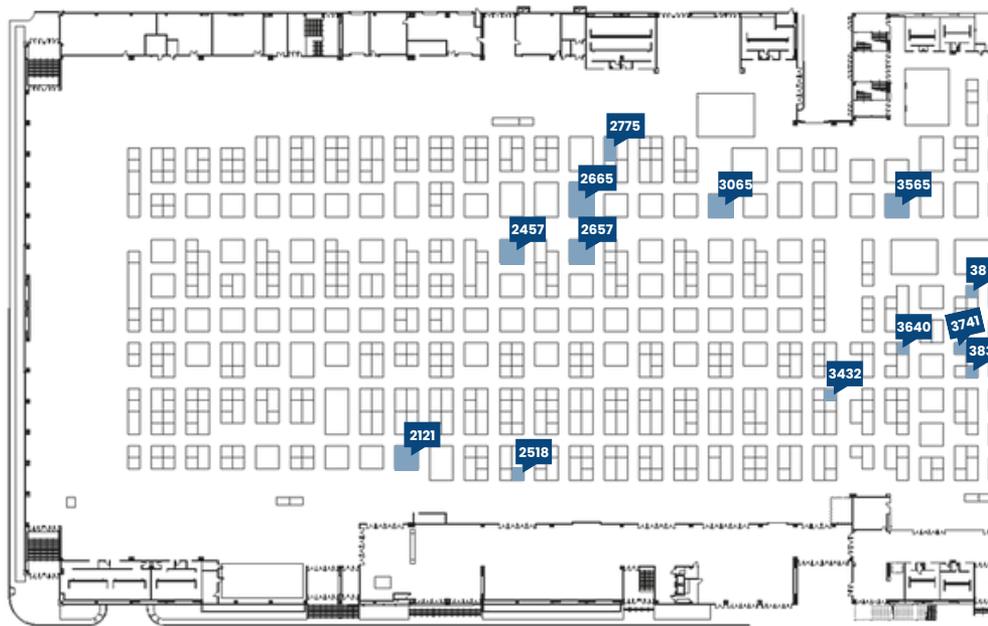
*From
fermentation
to raw
material*

we CUSTOMIZE

*From
your idea
to finished
products*

probiotal.com





Probiotics Resource Center

SupplySide® West 2022

<u>Probionova</u>	<u>5755-A</u>	<u>Merical</u>	<u>5755-F</u>
<u>Winclove Probiotics</u>	<u>5755-B</u>	<u>Amin Talati Wasserman</u>	<u>5755-G</u>
<u>Eurofins</u>	<u>5755-C</u>	<u>Synbio Tech</u>	<u>5755-H</u>
<u>Midi Labs</u>	<u>5755-D</u>	<u>Nutrasource</u>	<u>5755-I</u>
<u>Solnul</u>	<u>5755-E</u>	<u>IPA</u>	<u>5755-J</u>



IPA MEMBER PROBIOTICS TRAIL

AB Biotek	6611	Maypro Industries	4073
AB-Biotics (Kaneka)	5273	MeriCal	5755-F
ADM Protexin - Deerland	5455	Merieux NutriSciences	5921
AIDP Inc	5052	MIDI Labs, Inc.	5755-D
Amin Talati Wasserman	5755-G	Morinaga Nutritional Foods	4080
Aptar CSP Technologies	6046	Nestle Health Science	2518
Atlantia Food Clinical Trials	5405	Novozymes	7427
Avacare Health North America	7519	Nutrasource Pharmaceutical & Nutraceutical Services	5755-I
Bereum	5955	Prenexus Health	5280
BIO-CAT	4473	Probi	5827
Cargill (EpiCor)	4254	Probionova	5755-A
Catherych	3977	Probiotal Healthcare	4781
CSL Centro Sperimentale del Latte	3741	ROELMI HPC	3432
Chr Hansen	4237	Sanzyme Biologics	4777
DSM	4355	Scientific Living	2775
Eurofins	5755-C	Sirio Pharma	5036
Firmenich	2457	Slimbiotics GmbH	4318
Fonterra	7426	Solabia - Algatech Nutrition	3640
Gnosis by Lesaffre	4652	Solnul	5755-E
IFF Health	4365	Specialty Enzymes & Probiotics	3565
Kerry Taste & Nutrition	2665	Synbio Tech	5755-B
KGK Science	4474	Synbiotic Health	3850, 5755-H
Kyowa Hakko	3065	Vidya Herbs	2121
Lallemand Health Solutions	2657	Wecare Probiotics	3836
Lonza	4764	Winclove Probiotics	5755-B

IPA'S KEY REASONS TO JOIN

Key benefits in joining "The Global Voice of Probiotics", IPA community.

Speak with one voice at an international level	Establish regulatory frameworks that are pertinent to the probiotic sector and increase awareness of probiotics among key decision makers across the globe	Establish clear global framework to better address probiotic issues	
Improve the consultation process	Promote the highest manufacturing standards and the science behind probiotics	Drive innovation and facilitate the growth of the probiotic industry	Leverage unique insights and analysis related to legislative changes
Participate in the leaders forum	Benefit from networking opportunities and collaboration with key stakeholders	Access in-depth information on key developments and market data for the probiotic industry	

Join the IPA Committees:

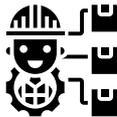
Regulatory



Scientific



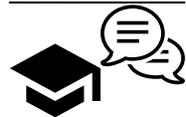
Manufacturing



Technical



Education and Communication



Through participation within the **Committees** IPA members maximize the **value of their membership!**

IPA provides members with the solid base of information and education resources that they can share with their customers saving time and resources, and also amplifying the messaging. Distributing education messages are much like beating a drum. When the industry beats our drums with consistent messages the beat becomes louder and is heard, recognized, and resonates!

Enhance your IPA membership benefits – this is where your membership value is gained!

- Networking
- Learning and Knowledge enhancement
- Resource development and early access
- Collaborations
- Leadership
- Recognition
- Competitive Edge

bereum POSTBIOTICS

World no. 1 concentration

Find us at
5955

Key Features

- Regulates gut & immunity
- Trillion cell concentration
- Heat / Acid resistancy
- HALAL, FSSC22000, HACCP, FDA Registration
- Vegan Postbiotics, Human Microbiome Postbiotics

Processability



Our strains

- EF-2001 (Enterococcus faecalis)
- Lb. casei
- Lb. plantarum
- Lb. acidophilus

Human Microbiome

VEGAN

<https://bereum.com>

No.1 high concentrated heat-treated probiotics

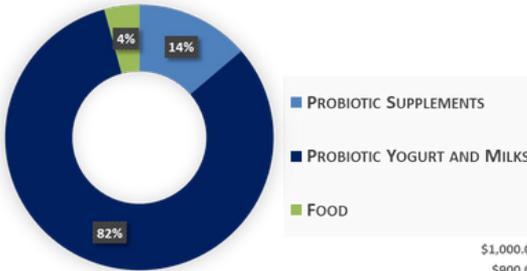
bereum's Postbiotics



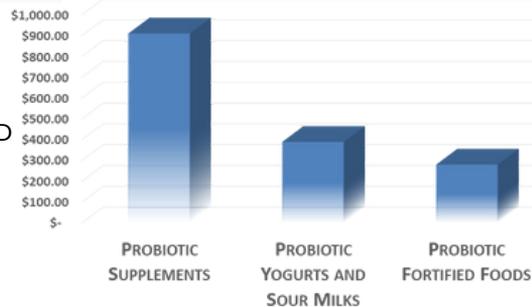
Postbiotics
heat-inactivated probiotics

4th

WORLD RETAIL VALUE 2021 ~ USD \$48 Bn

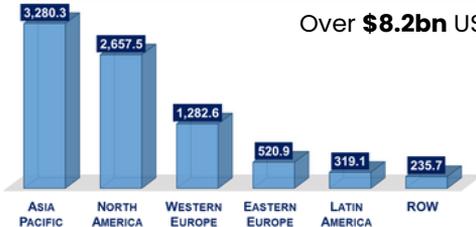


WORLD INGREDIENT MARKET 2021
USD \$1.7 Bn



PROBIOTIC SUPPLEMENTS MARKET 2022

Over **\$8.2bn** USD



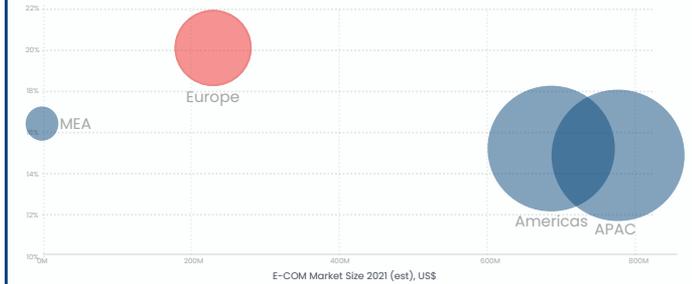
GLOBAL E-COMMERCE MARKET

KEY NUMBERS, 25 COUNTRIES

2020
1.5 bn **35%**
 E-COM Market Size, % Growth in 2020
 US\$

2021 (EST)
1.7 bn **15.5%**
 E-COM Market Size, % Growth in 2021
 US\$

Probiotic Supplements by Country, E-COM Market Size and % Growth, 2021 (est)



Global e-commerce market in 2021 was **USD \$1.7 bn**

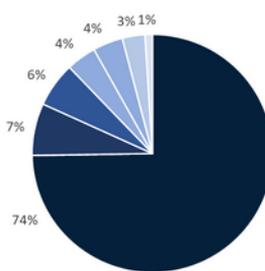
This is a **+81%** increase from 2018 (US\$ 928 mn)

The US Probiotic E-Com landscape experienced **150%** Growth in 4 years

AMAZON

Top 3 VMS Sub-Categories, by Revenue

Sub-category	Revenue Rank
 Probiotics	1
Multivitamins	2
Collagen	3



Delivery Form	Average Price	YoY Growth
■ Capsules	USD\$27.29	+49%
■ Gummies	USD\$17.15	+66%
■ Powders	USD\$26.10	+25%
■ Chewables	USD\$18.91	+36%
■ Liquid	USD\$27.45	+67%
■ Tablets	USD\$18.38	+36%
■ Softgels	USD\$16.02	+42%

IPA Infographics | 19

KERRY





Avacare Health North America is a world-wide trusted contract manufacturer of nutraceutical products. Our facility is designed to develop and produce **shelf stable, probiotic formulas** that meet and exceed industry standards. We are here to help.

Proud Member of

Contact

Lane Pettit
Sales Manager
lane.p@avacarenorthamerica.ca
604.338.6602



www.avalife.ca
www.avacarenorthamerica.ca

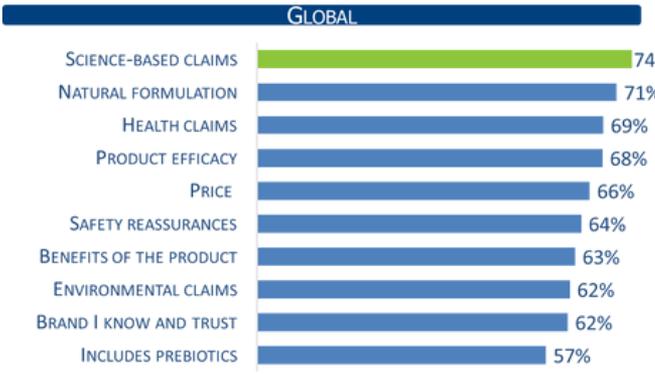
Contact

Sidhartha Mishra
Director
sidhartha.m@avacarehealth.com
604.612.0734

Percentage of consumers

who say the following criteria are important when purchasing probiotics

Top ten criteria



Science-based claims appeal to consumers
Consumers want reassurance regarding formulation & efficacy

Acknowledgments - Infographics from IPA Data Partners





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EDUCATION AND COMMUNICATION

The IPA **Education & Communication Committee**, “**ECC**” is comprised of volunteers from member companies who are passionate about the role of the ECC to **educate** and **reassure** Industry & regulators stakeholders, consumers and healthcare providers about the **Safety, Quality** and **Efficacy** of probiotics.



Our work directly contributes to establishing IPA as a known, respected and sought-after source of scientific and technical information about probiotics/microbiome and their health benefits. Through recommending, developing and leading the education and marketing strategy to raise awareness, visibility and knowledge of probiotics among key stakeholders the ECC reinforces IPA’s authoritative role in the probiotic industry and in so doing, helps to increase demand for high quality probiotic products.

**PROBIOTICS
DID YOU KNOW?**
Probiotics
have been to the
moon and to the
International Space
Station

The ECC aims to raise awareness around probiotics towards healthcare professionals, consumers, media, and industry. Through infographics, blog articles, webinars, social media posts, the ECC debunks the myths and brings the science and credibility of the probiotic space to the forefront, to the benefit of all IPA members and stakeholders.

The ECC responds to IPA members needs with the creation of timely and impactful educational content, including webinars, infographics, factsheets and toolkits.

Initiatives of the IPA ECC gain enhanced visibility with more content downloads, views and increasing questions from members, media and various stakeholders. Increased member outreach was achieved through the ongoing development of digital resources, and other education and communication initiatives.

IPA Members receive probiotic education resources to use with their customers. Unified messaging and a common voice provide quality, credible information about probiotics on an industry wide level. The ECC also focuses on education of various stakeholders, including Health Care Professionals, the Media and Consumers, making IPA the “Go to” for probiotics!

Bolster your company’s presence on the global probiotic stage and join the ECC! The ECC invites representatives from member companies to join the ECC to strengthening company and industry and association collaborations, knowledge and and leadership!

Let us know how we can help to meet your company’s education needs regarding probiotics and stay tuned for more new resources from the Education and Communication Committee!



Sandra Saville
RD IPA’s Director of ECC
and HCP Liaison

sandra@internationalprobiotics.org



SCIENTIFIC COMMITTEE

IPA is helping the probiotic industry interpret the science

With ever-increasing amounts of annual probiotic research, the stakes are high for accurate and objective media reporting of probiotic science. Every so often the probiotic industry comes under attack, typically in the form of negative media reporting. While this is to be expected for a high-performing sector, reasons why it happens vary. Typically, cases involve misreporting, misunderstanding, or misinterpretation of probiotic science. At times the scientific issues can be complex or subtly nuanced, requiring a breadth of expertise to unravel and assess, making interpretation difficult and confusing. As the Global Voice of Probiotics®, IPA has an important role to play in the understanding of probiotic science through an initiative of the Scientific Committee (SC): the scientific critical response team.

The SC's Critical Response Team

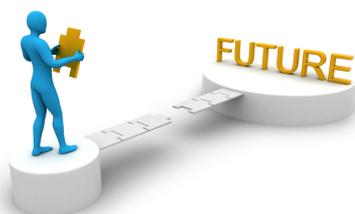
This volunteer team is comprised of roughly ten SC scientists with varied expertise and backgrounds that are committed to a 24-48h analysis and response time for relevant and timely scientific industry topics arising in the media or scientific literature. Topics are assessed/analyzed for their scientific accuracy and relevance, and then a report, article, or statement is drafted up and disseminated to the appropriate media or other channels depending on the circumstances.

Output = relevant, timely, and valuable work

Of particular interest for IPA members is the outline of the main points from the analysis. In essence, a concise brief containing the core talking points relating to the media topic or article at hand is distributed to all IPA members. This expert analysis from a satellite team of industry-leading scientists allows companies to amplify, compliment, and accelerate their internal preparations as they may or may not activate the appropriate channels to manage expectations and educate their stakeholders.

Topics are handled by this team

Incoming topics of industry relevance can range from a peer-reviewed scientific article, to a media article, to a multi-media segment; these are scanned and picked up by both internal and satellite IPA networks. Not every scientific media article or publication is escalated to a critical impact level and thus undergoes thorough review by the team; only scientific topics deemed to be of industry significance or with critical impact for probiotic stakeholders.



Looking to the future

The team is currently attempting to formalize the scientific triage process with the aim of focusing and streamlining their efforts further. This stems from recognizing that while science is foundational, to properly address some critical topics, additional IPA expertise like regulatory, technical, or marketing, may be required. Perhaps one day a formal IPA crisis response team with multiple sub-teams could be created to further serve the members by helping to curate information about probiotics that is accurately interpreted and translated for the public. Until then, IPA's scientific critical response team will remain dedicated to accurate interpretation of probiotic science for the industry.

Dr. Jessica ter Haar, PhD
IPA's Scientific Director



Any questions? Topic to share ?



Please contact

jessica@internationalprobiotics.org

IPA Current Companies

 <p>AB Biotek PARTNERS IN FERMENTATION™ A business division of AB MAURI</p>	 <p>AB-BIOTICS Kaneka PROBIOTICS</p>	 <p>ADM ADM Protexin Ltd</p>	 <p>advenza ADVANCED VITAL ENZYMES</p>	 <p>AIDP Your Trusted Source</p>
 <p>AMIN TALATI WASSERMAN CHICAGO - WASHINGTON DC - LOS ANGELES</p>	 <p>Aptar CSP Technologies</p>	 <p>atlantia</p>	 <p>avacarehealth north america</p>	 <p>benebios HARNESSING NATURE'S CREATIVITY</p>
 <p>bereum Grow your Life</p>	 <p>BiCT BIOTECHNOLOGY INNOVATION</p>	 <p>BIO-CAT Microbials</p>	 <p>BioCC</p>	 <p>Bioflag 錦旗生物</p>
 <p>BioGaia® Probiotics grounded in evolution Driven by science</p>	 <p>BIOME AUSTRALIA</p>	 <p>BLIS™</p>	 <p>EPICOR® #1 POSTBIOTIC BRAND a Cargill brand</p>	 <p>Proenzymes, INC.</p>
 <p>CSA CULTURES SUPPORTING LIFE</p>	 <p>Chambio</p>	 <p>德記行 ChinMax</p>	 <p>CHR HANSEN Improving food & health</p>	 <p>Daflorn natural probiotics</p>
 <p>DAKOTA BIOTECH</p>	 <p>DANONE</p>	 <p>DSM BRIGHT SCIENCE. BRIGHTER LIVING.</p>	 <p>enviromedica</p>	 <p>ESSENTIAL FORMULAS</p>
 <p>eurofins</p>	 <p>ExeGi PHARMA</p>	 <p>Firmenich for good, naturally</p>	 <p>FIT-BioCeuticals Limited</p>	 <p>fitBIOMICS</p>
 <p>Fonterra Dairy for life</p>	 <p>Gnosis by Lesaffre</p>	 <p>iff</p>	 <p>ImmuneBiotech</p>	 <p>INTRON Life Sciences</p>
 <p>WELLNESS TECHNOLOGIES</p>	 <p>KERRY</p>	 <p>KGGK Science</p>	 <p>klöckner pentaplast</p>	 <p>KYOWA</p>
 <p>LABOMAR</p>	 <p>LALLEMAND LALLEMAND HEALTH SOLUTIONS</p>	 <p>Lonza</p>	 <p>MAYPRO</p>	 <p>Medifast</p>
 <p>meiji</p>	 <p>MERICAL</p>	 <p>Mérieux NutriSciences</p>	 <p>MIDI LABS</p>	 <p>Mom's garden</p>

as of September 1st, 2022

Join the unified "Global Voice of Probiotics"



IPA's Community is **104** member companies strong

as of September 1st, 2022



Improving quality of life through indication-specific premium probiotics

Winlove Probiotics is a family-owned company driven by a fascination with and passion for microbial science and its diverse health implications.



Winlove Probiotics, a family-owned company founded in 1987, in Amsterdam, The Netherlands, was one of the first players in probiotics. Working with leading research institutes worldwide we research, develop, and produce premium multispecies probiotics for various indications.

To ensure optimal probiotic effectiveness Winlove Probiotics has developed its unique Probioact® Technology. This technology supports the viability of the bacteria, and thereby the effectiveness of the formulations. Our formulations are available for distribution under private label.

We strive for long term sustainable relationships with our business partners by providing continuous support in education, marketing, and registration, as well as assisting in market specific needs.



MEET OUR TEAM

George Paraskevacos, MBA

Executive Director, IPA



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.

Jessica ter haar, PhD

Scientific Affairs Director, IPA

Jessica ter Haar (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.



Sandra Saville, RD

Education & Communication Director, IPA



Sandra Saville is a registered dietitian and food and nutrition expert with over 25 years of diverse experience in food, nutrition, health and wellness. She has a university degree in nutrition and food science. Sandra's expertise in health and the microbiome extends through diverse areas of health care and nutrition support. Sandra included probiotics in patient care since the early 1990's. She has led the creation and development of probiotic resources, and delivered numerous probiotic presentations to health care professionals throughout North America. Sandra co-chaired the Education & Communication Committee since 2018 and joined IPA in 2020 as the Education & Communication Director.

Meryl Massot, MFS

Member Support Coordinator, IPA

Meryl is an agronomist graduated from a French engineering school where she specialized in the Food Industry. After spending 6 months in young start up that develop Banana-symbiotic-chips in Thailand, she decided to join the Probiotic Industry. First, as a formulation specialist, and then, as a scientific affairs specialist, she discovered how complex, powerful and beneficial microorganisms can be. Since July 2022, she decided to join the IPA as a member support coordinator. She wants to be involved within all the IPA initiatives and help all the different probiotic players to expand their expertise and activities around the world.



CONTACT US



info@internationalprobiotics.org

Upcoming Events

IPA Schedule

Want to be part of the PRC? Next Events with Opportunities

December 05 2022

FiHi Europe Paris (France)

IPA Probiotic Resource Center:

- Standard Pavilions
- Premium Pavilion
- Supporter Wal

May 09 2023

VitaFoods Europe Geneva (Switzerland)

IPA Probiotic Resource Center:

- Standard Pavilions
- Premium Pavilion
- Speaking Sessions
- Product Showcase

Probiotic Guide

September 20 2023

VitaFoods Asia Bangkok (Thailand)

IPA Probiotic Resource Center:

- Standard Pavilions
- Premium Pavilion

October 23 2023

SupplySide West Las Vegas (USA)

IPA Probiotic Resource Center:

- Standard Pavilions
- Premium Pavilion
- Supporter Wall
- Speaking Sessions
- Water, Coffee and other sponsorships

Probiotic Guide

November 28 2023

Fi Hi Europe Frankfurt (Gernany)

IPA Probiotic Resource Center:

- Standard Pavilions
- Premium Pavilion
- Supporter Wall

Contact us :
info@internationalprobiotics.org

