



**GPA LIVE WEBINAR**

**Synbiotics: The state of the science**


Wednesday, February 22  
7 a.m. PT | 10 a.m. ET | 4 p.m. CET




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Associate Professor of Nutrition  
University of Illinois



Len Moretti  
Executive Director  
Global Prebiotic Association



WELCOME



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**GLOBAL PREBIOTIC ASSOCIATION**

The Global Prebiotic Association is comprised of scientifically-validated prebiotic ingredient manufacturers, brand holders, retailers and service companies. GPA is the only global non-profit trade association focused on the education and awareness building of prebiotics.

The GPA Mission is to champion the prebiotics category by increasing awareness and understanding of the science supporting well-known and newfound benefits, and create needed transparency about prebiotics and their interaction with the microbiome.

 /PrebioticAssociation





**ABOUT GPA**

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**HOUSEKEEPING**






This webinar is being recorded and will be available on demand. Slides will be available in PDF format. You will receive an email when the on demand is available.



Please submit your questions in the Q&A box at the bottom of your screen. We will try to answer as many as possible live at the end of the presentations.



The chat can be used for any technical issues or to connect with our hosts.

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**Do consumers understand microbiome-related definitions?**

- ITC Insights fielded a survey in the US and UK to help determine if consumers really understand microbiome terms.
- They were given a list of abbreviated definitions and had to identify the correct one.

Probiotics	Prebiotics	Synbiotics	Postbiotics
• Live microorganisms in your gut	• Building block ingredient for bacteria	• Mix of bacteria and gut nourishing sources	• Dead cell material from bacteria
• Bad bacteria living in the gut	• Imbalanced microbiome	• Imbalanced microbiome	• Drugs to kill fungus
• Imbalanced microbiome	• Nourishing source for bacteria	• Bacteria feeding on each other	• Live cell material from bacteria
• Prescribed medication to kill bacteria	• Research on bacteria	• Balanced microbiome	• Partially digested material in the gut

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• <b>Live microorganisms in your gut</b>	• Building block ingredient for bacteria	• <b>Mix of bacteria and gut nourishing sources</b>	• <b>Dead cell material from bacteria</b>
• Bad bacteria living in the gut	• Imbalanced microbiome	• Imbalanced microbiome	• Drugs to kill fungus
• Imbalanced microbiome	• <b>Nourishing source for bacteria</b>	• Bacteria feeding on each other	• Live cell material from bacteria
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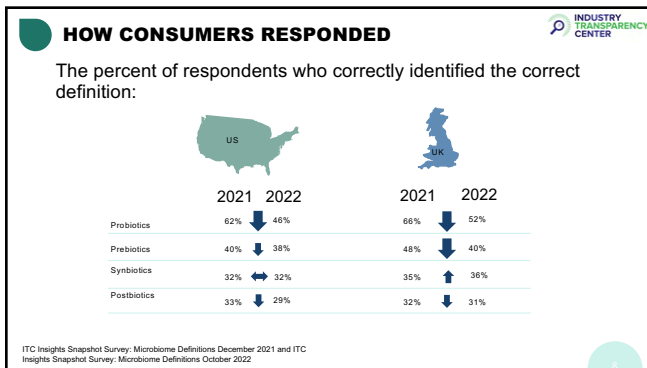
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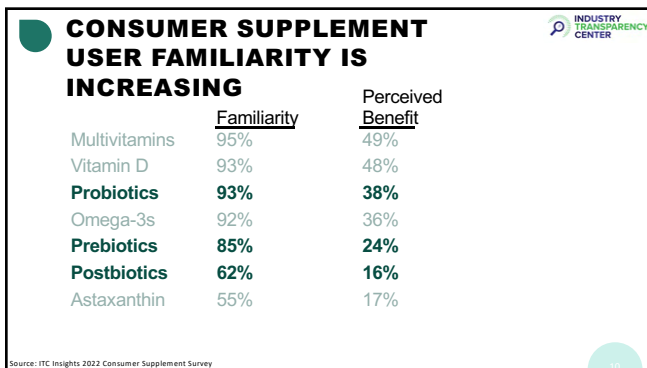
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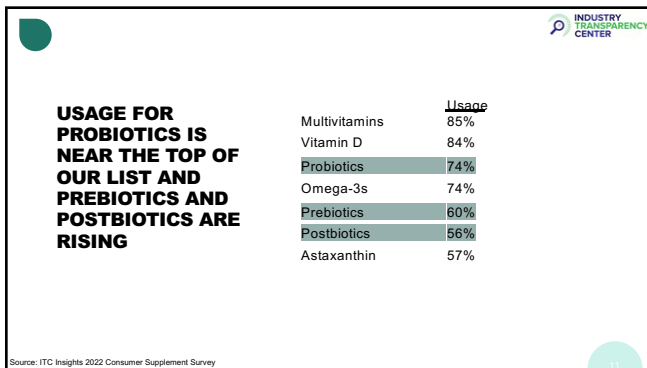
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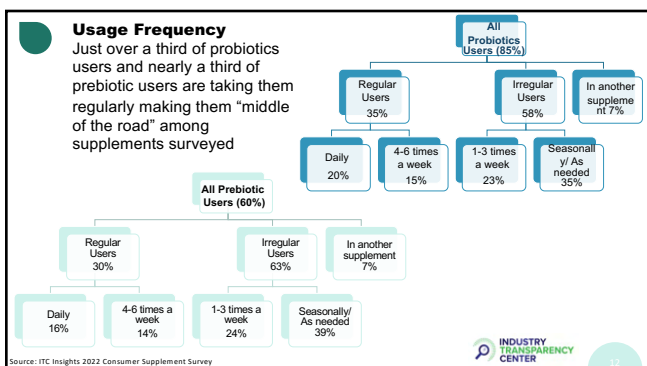
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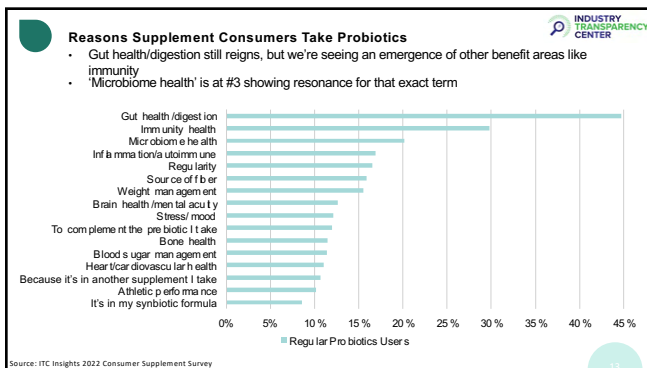
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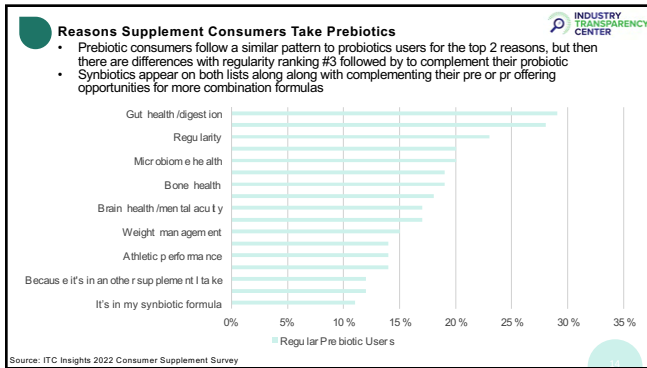
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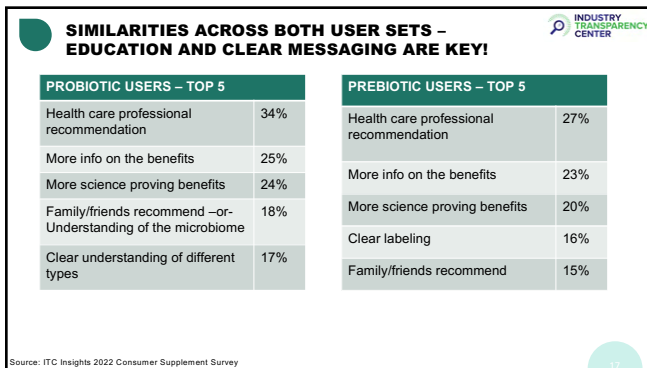
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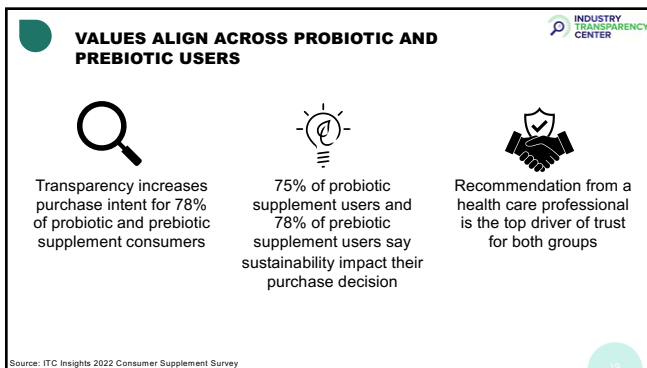
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## KEY TAKEAWAYS

- In most areas, probiotic and prebiotic consumers behave in the same way
- Combination products like synbiotics offer opportunity to leverage consumer needs
- Education is KEY – consumers, health care professionals, industry and media
- Interest in this space is rising and will continue to be a trend
- Don't get ahead of the science

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**ITC Prebiotic Supplement User Report +  
ITC Probiotic Supplement User Report  
Bundle Price of \$5999 (savings of \$2000)**

**Prebiotics**

**Probiotics**

ITCStrategy.com/insights/

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**POLL QUESTION**

**Which best describes your interest in this webinar?**

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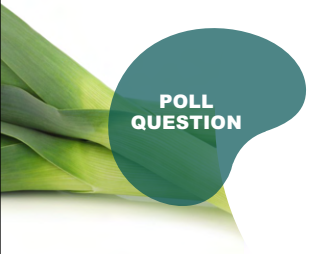
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POLL QUESTION

GLOBAL  
PREBIOTIC  
ASSOCIATION

**What best describes the state of synbiotic science?**

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LET'S CONNECT

GLOBAL  
PREBIOTIC  
ASSOCIATION

Please join the GPA team at an upcoming event:

- Expo West – March 8-11
- SupplySide East - *Synbiotics and the Evolving Market for Microbiome Ingredients* presentation on Tuesday, April 18<sup>th</sup> from 12-1:00pm ET
- Vitafoods Europe – Social networking event on Monday, May 8, and team on site, May 9-11
- Naturally Informed Microbiome: Mastering the Market, May 23-25

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THANK YOU

GLOBAL  
PREBIOTIC  
ASSOCIATION

**Len Monheit**  
Executive Director  
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/prebioticassociation



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PrebioticAssociation.org

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