



30th October 2012

**Rictat Two Day Conference & Seminar
Probiotics In Progress**

**10 Simple Steps to
Spotting a Good
Probiotic**

Introduction

- The aim of this presentation is to give you the knowledge needed when selecting a probiotic for your treatments
- The presentation is generic and will not focus on any 'brand names' or probiotic companies specifically

1. Different Probiotic Strains

- **European Food Safety Authority (EFSA)**
- **Different probiotics have different benefits for the host**
- **Your customers are all different. It is not a case of one-size-fits-all when it comes to probiotics**

2. Three parts to the jigsaw...

	<u>Bacteria</u>	<u>Car</u>
Genus:	Lactobacillus	German Car
Species:	acidophilus	Volkswagen
Strain:	NCFM	VW Golf

Always look for products with the strains listed on the label.

The best probiotics use **specific strains** to target **specific conditions**

3. Strain Quality / Research

- As well as being tested for specific health conditions, your probiotic should pass the following criteria

1/ Stable at room temperature?

2/ Proven to resist gastric acidity and biliary salts and reach the gut?

3/ Proven to adhere to the intestinal wall?

4/ Proven to inhibit pathogens once in the gut?

5/ Clinically proven to do what you intend them to do?

4. Strength of the Probiotic

- There are 100 trillion bacteria in the body so go for at least 1 billion per dose, not millions
- It's not always a case of more is better.
There's no point in taking hundreds of billions if the strains aren't proven to work
- Is the probiotic proven to work at the strength stated?

5. Time of Manufacture Guarantee

- Be wary of these. All they do is guarantee what USED to be in there
- This number will NOT be what's in there at date of consumption or expiration
- Whether they're kept on the shelf or in the fridge, probiotics lose viability and the billions will decrease
- The clearest, fairest and most ethical way is to guarantee the numbers at date of expiration

6. Too Many Strains?

- Multi-strain probiotics will normally contain 5 or 6 different strains
- Be wary of probiotics boasting 10-15+ strains
- The more strains in a product, the more difficult it is to keep stable.
- Make sure yours have been proven to survive together in harmony

7. Prebiotics

- Consider a synbiotic; both probiotics and prebiotics in one supplement
- Synbiotics can be a longer lasting, effective solution for many customers
- Prebiotics are proven to stimulate the growth and activity of the probiotics in the colon

8. Shelf-Stability

- There is no need for probiotics to be kept in the fridge anymore
- Technology has existed for years enabling probiotics to be stable at room temperature
- Don't automatically assume fridge-based products are better quality

9. Customer Feedback

- Be sure the probiotic you recommend has good reviews
- Independent websites like [trustpilot.co.uk](https://www.trustpilot.co.uk) are great
- Success stories from customers and other practitioners?

10. Value

- Don't fall for tricks such as 'billions per gram' as opposed to per capsule.
- Be wary of small pack sizes and high daily doses
- Compare the retail price by the course length, and again by billions per capsule/sachet
- If the customer is looking for value, the cheapest RRP isn't always the best one to go for

Conclusion

- Follow these '10 simple steps' when choosing which probiotics to use on your patients and you won't go wrong
- ALWAYS check the label before buying
- Watch out for gimmicks and misleading information designed to make a product appear better than it is
- The strain is one of the most important things to look for. Remember - If it doesn't list the strain, don't buy, abstain



Questions & Answers