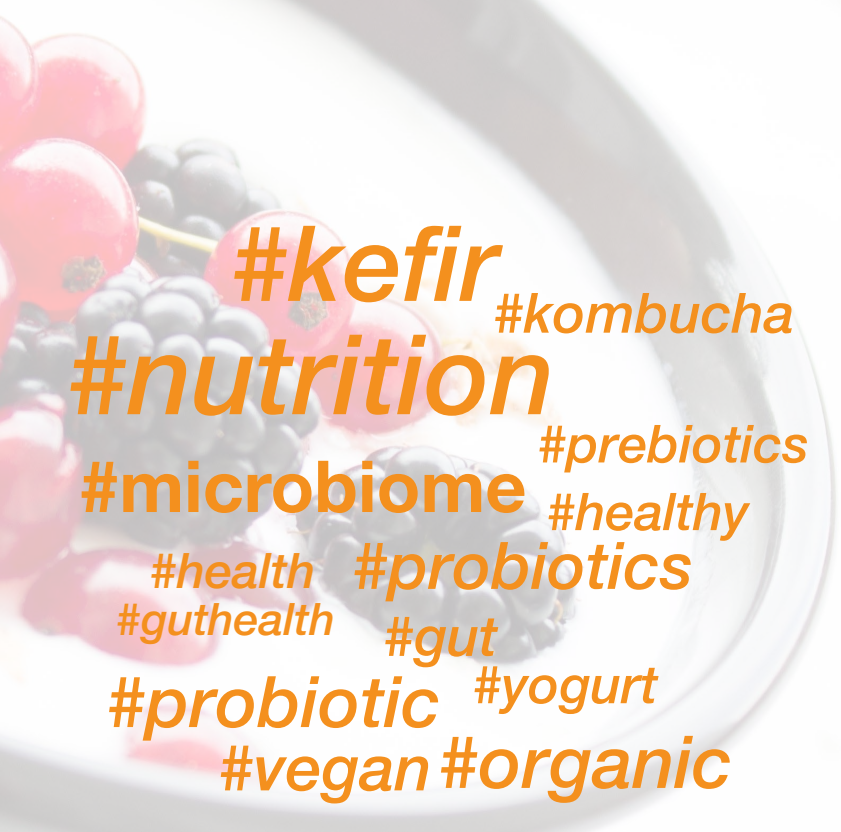


WHAT PEOPLE ARE SAYING ABOUT PROBIOTICS ONLINE?



“ Probiotics are the hottest ingredient on the market today. And they’re not just in dairy or supplement products anymore. New probiotics at Natural Products Expo East 2017 targeted skin and beauty, children, leaky gut and more. ”



#kefir #kombucha
#nutrition #prebiotics
#microbiome #healthy
#health #probiotics
#guthealth #gut
#probiotic #yogurt
#vegan #organic

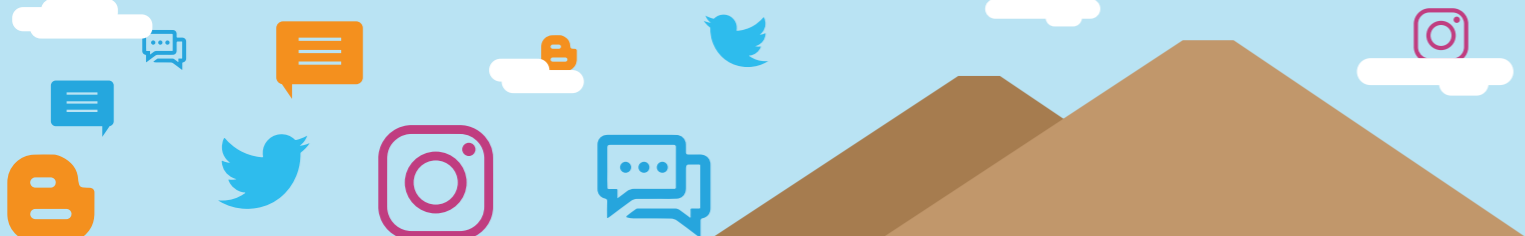
sample of
~30k SPONTANEOUS ONLINE CONVERSATIONS



on :    

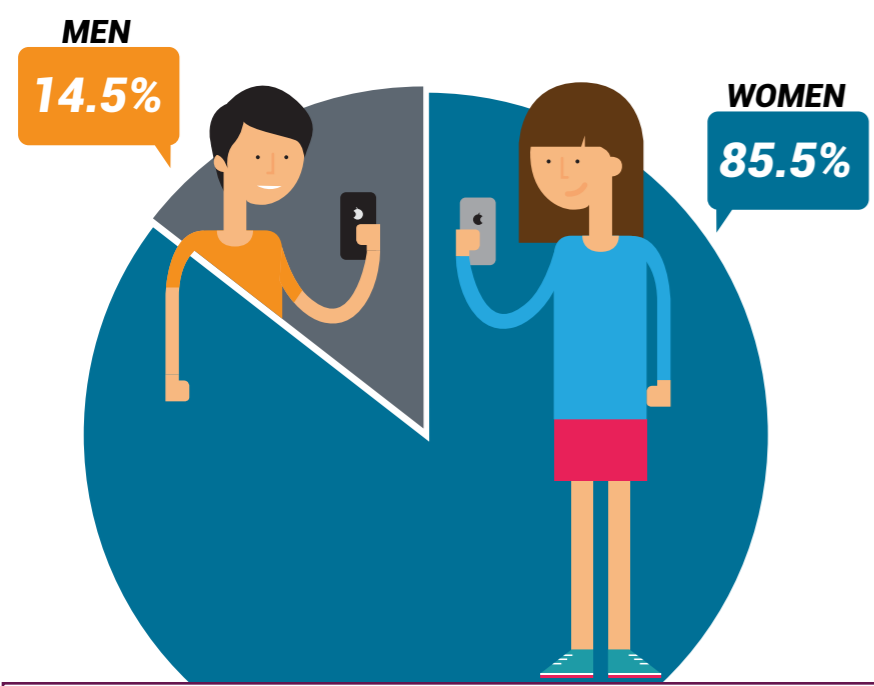

WHO
Men and women
15yo+


WHEN
2015-2017



3 MAJOR TARGETS ONLINE

WHO IS TALKING ABOUT PROBIOTICS?



Women are leading the conversations online

Pregnant Women



Natural Healers



Family Caregiver



PREGNANT WOMEN

25-44
YEARS OLD

#probioticdaily #folicacid
#gestationaldiabetes
#infantgut #goodbacterium



PREGNANCY IS A KEY LIFESTAGE TO ASK QUESTIONS ABOUT PROBIOTICS



I am pregnant with baby #3 i have never heard anything about probiotics in pregnancy. Is it ok to take them while pregnant?

I was taking them while undergoing fertility treatments on the advice of my doctor, and now that I'm pregnant she said to stay on them, they are beneficial and can help with constipation among others. Just make sure you get one the doc recommends if so, because there is a lot of garbage out there on the supplement shelves.



PROBIOTICS ARE LINKED TO PREVENTIVE HEALTHCARE IN CONVERSATIONS



#Probiotics in pregnant or breastfeeding women reduce risk of eczema in children.

Evidence for probiotics in pregnancy to reduce #eczema risk in babies #Levenshul

Probiotic supplementation in the first 4 weeks of life was found to reduce T1d risk in genetically at-risk siblings by 60% me Teaching

More on #pregnancy! #Probiotics may help reduce risk of developing gestational diabetes. #LoveYourGuts #pregnancy



SOME INTERESTING QUESTIONS ABOUT "PROBIOTICS AND FERTILITY" AND "PROBIOTICS AND WOMEN CARE"

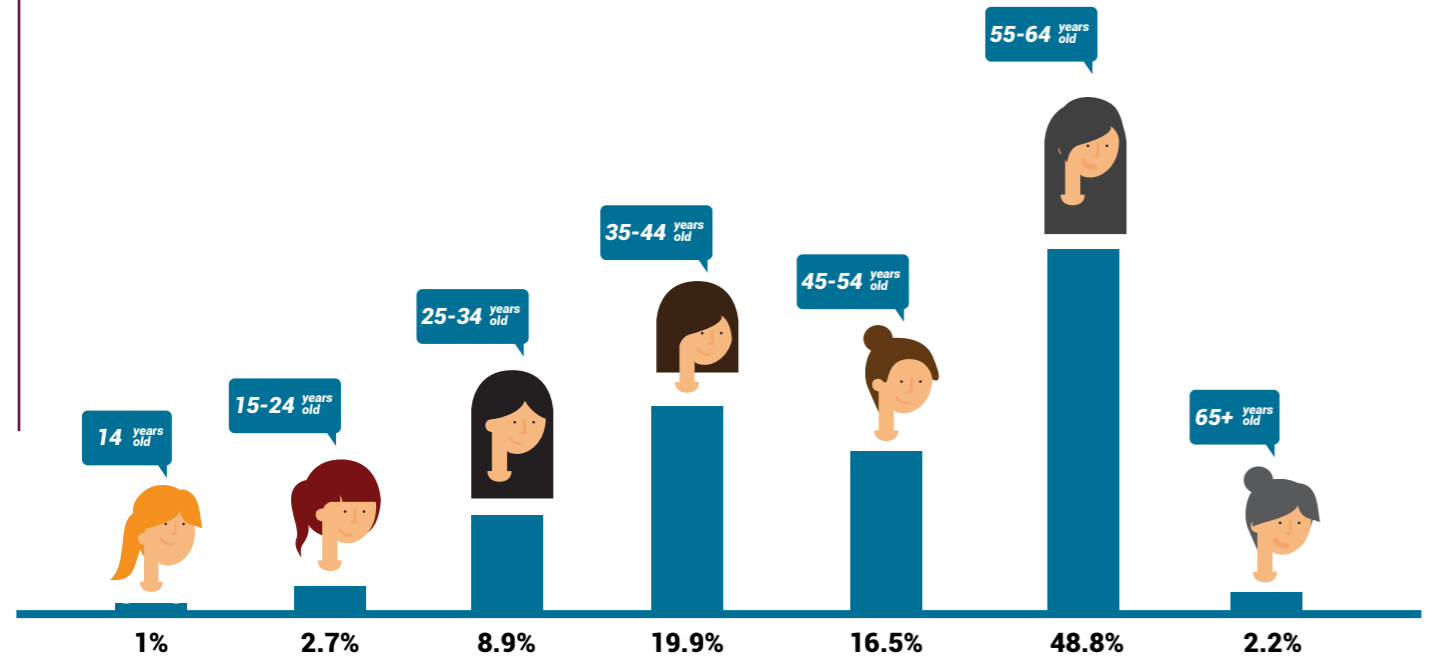


We know #probiotics improve gut health & digestion. But could they also treat #endometriosis & help with fertility?...

take probiotics it saves u from getting uti's or yeast infections. I take them ever since i took them i haven't had any problems:) and i have had many but i rather take probiotics then antibiotics.



Women aged 35+ and 55+ discuss probiotics the most



DISTRIBUTION BY AGE

LVRE BLANC - PREBIOTICS



NATURAL HEALERS

45-54
YEARS OLD

#naturalhealing #naturalherbs slippery
#naturalhealthcare red knotweed curcumin
Buhner #educateyourself root oi` thistle
bananaelm #vegan #probiotic milk kefir kraut Infusion
#tea #paleo #microbiome #healthy
#greens #kombucha #garlic #health
#prebiotics #prebiotic #smoothie
#guthealth

THE NATURAL HEALERS ARE LOOKING FOR ALTERNATIVE NATURAL MEDICINE INCLUDING PROBIOTICS

“

What is prebiotics? It's FOOD for the microbiome living in your gut. Food like banana, raw garlic and honey. #guthealth #prebiotics

Kale or Spinach Red Cabbage Carrots Cucumber Papaya Banana Mango Berries-Strawberries, raspberry, blueberry or blackberry (I use one or all sometimes. They clear my skin and prevent it from breaking out) Kefir with probiotics. I do this 3 times a week.

Do you need probiotics with herbal medicines?

I take: B12, D-K, Magnesium, C, sublingual glutathione (the one that tastes horrible), AHCC (mushrooms), selenium, L-lysine (just started that), Sun Warrior immune shield, probiotic, spirulina. Detox: lemon-water, ACV, dry brushing, Yogi detox tea, essential oils, activated charcoal (but hardly ever take). Herbs: Eleuthero but skipped yesterday and didn't change sleep so I think I may be having a fibromyalgia flareup (I get some insomnia when I have it). May try one drop today. So what is in your Green Dragon protocol - how long have you been on it and how is it making you feel?

”

THEY ARE HIGHLY INFLUENCED BY STEPHEN HARROD BUHNER

“

Thank you so much. Interesting about you doing less vs. more. Where are you with how you feel/symptoms? In other words are you now in maintenance? For whatever reason burber/pinella/banderol not good with me. I'm switching to Buhner.

That's the million dollar question, Pirouette. I have ordered a good probiotic for my daughter, and I've been heavily researching Buhner & Cowden, to possibly start there. Buhner's info (including contraindications) on individual herbs is so thorough, it makes me feel very secure. I haven't found such detailed information on the Cowden herbs. I fortunately have a good friend who is a registered herbalist and I have a Skype session coming up with her to help me sort it all out. Thanks for the input :)



”

FAMILY CAREGIVER



35-44
YEARS OLD

#help #diet #diagnosed
#meds #symptoms #microbiome
#disease #family #severe
#remission #eatdailyfood #mom #pain #crohns
#doctor #hope #supplements

WOMEN IN THE FAMILY ARE THE MAJOR "PRESCRIBER" OF PROBIOTICS WITHIN THE FAMILY

“

My mom's gone crazy with the prebiotic and probiotic stuff.

My mom had C-Diff and it was bad. Probiotics are the only thing that help her. I talked to my mom about my concerns. She said, she will buy me Florastor, and probiotic rich foods/drinks.

My sis who is a homebirth midwife in NZ, told me to take probiotics myself and to break open the capsule (dairy free) and put a tiny bit on my nips before baby fed. So that was just a regular powdered adult probiotic. I've seen probiotics for kids here, but not for infants. my sister recommended I try probiotics and that has been my savior.. Hope it helps. I was talking with my aunt who nursed her very colicky and refluxing baby. She said prevacid helped some, but it was probiotics that made a huge difference. Anyone use them? I struggled with IBS my entire life and my grandmother on my dad's side also has it. I don't think it's an inherited disease though. We've both been on a probiotic with an anti fungal for almost three years now. It's changed our lives and both of us are not completely symptom free but we're about 90% better.

”

THE PROBIOTICS ARE SHARED AS PREVENTION WITHIN THE FAMILY

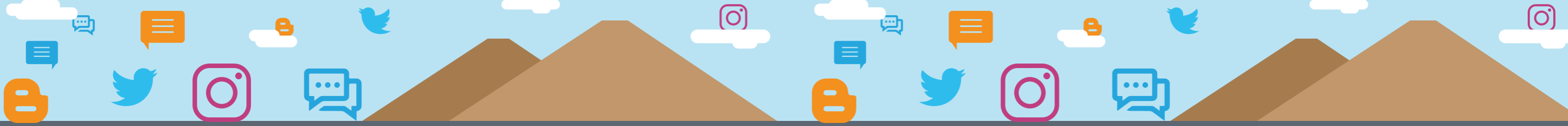
“

All of our family get probiotics daily and this started as infants while I was BF'ing. Hannah, now 3 had severe respiratory issues at birth and our pediatrician recommended probiotics and after much research we incorporated it for all of us.

We have wanted to start our family on probiotics. What are some reputable brands?

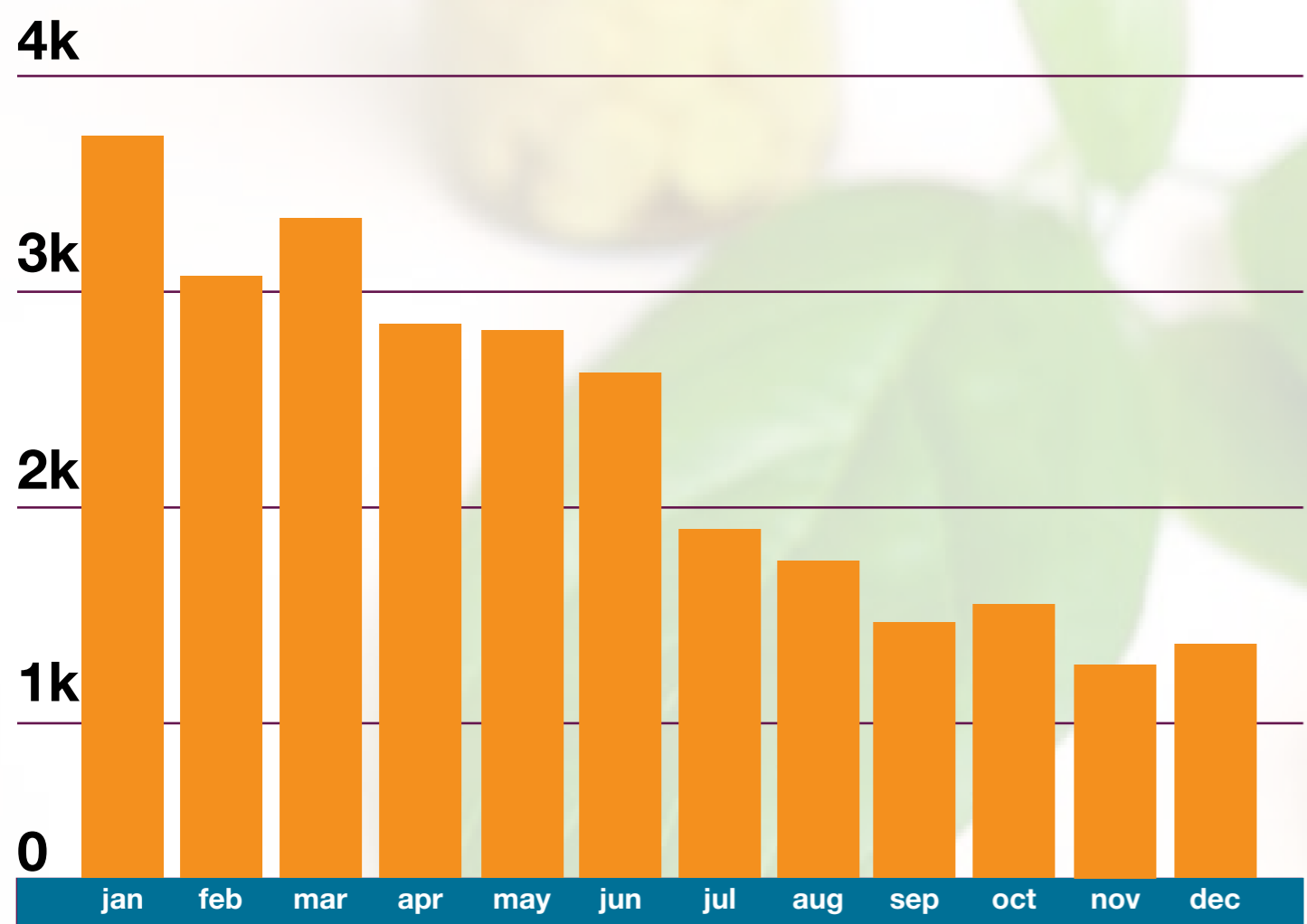
I take Phillips Colon Health Probiotics I buy them at Costco.. My brother also has UC and tried Phillips probiotics and has had the same result as I did.. He just had his colonoscopy his GI Dr said he showed no trace of UC - I know not everyone will get same results but I wish you well! I know I give the boys probiotic pills from Fred Meyer....just a chewable, dairy free kind (both are sensitive to dairy and sugar combined) that have a high ratio of probiotics.

”



WHEN DO THEY TALK ABOUT PROBIOTICS ?

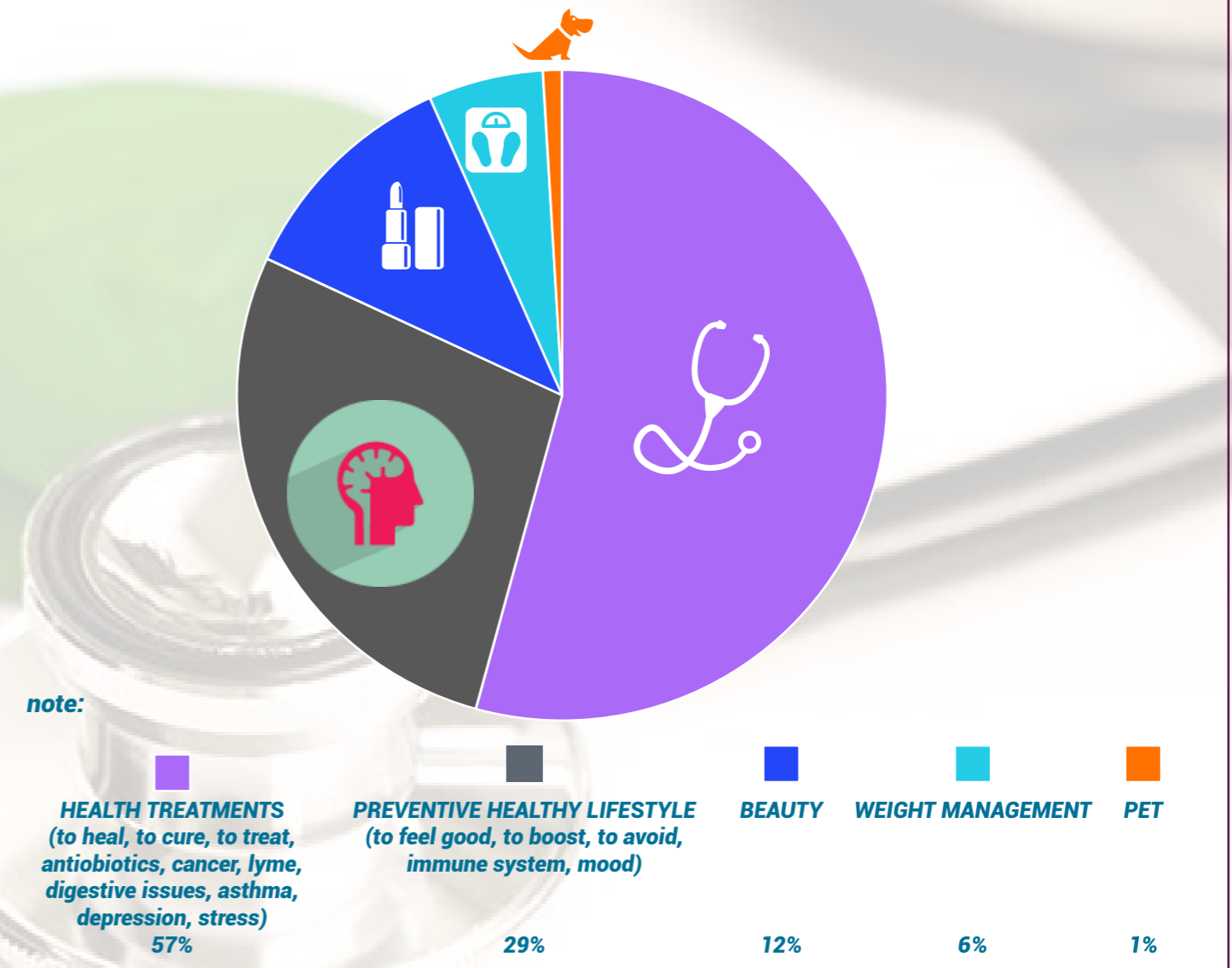
Spike in conversations during the first half of the year, from January to June.



MONTHLY DISTRIBUTION OF VOLUME OF CONVERSATIONS

WHAT DO THEY SAY ABOUT PROBIOTICS?

PROBIOTICS is not a FOOD topic! It's a medical topic first! But it's slowly becoming part of a preventive healthy lifestyle.



note:

- **HEALTH TREATMENTS**
(to heal, to cure, to treat, antibiotics, cancer, lyme, digestive issues, asthma, depression, stress)
57%
- **PREVENTIVE HEALTHY LIFESTYLE**
(to feel good, to boost, to avoid, immune system, mood)
29%
- **BEAUTY**
12%
- **WEIGHT MANAGEMENT**
6%
- **PET**
1%



MEDICAL

WHILE PROBIOTICS CAN BE BOUGHT OTC, DOCTORS ARE STILL THE NUMBER 1 PRESCRIBERS



“ My doctor has me taking several different kinds of probiotics and prebiotics. I take them 3 times a day plus drink kombucha tea I make and cultured vegetables that I buy the starter from the above website. Hope you feel better soon. Garrett's the only one who's ever been on antibiotics, but our doc recommended a concentrated probiotic pill/liquid when he was on them.

I take a probiotic for digestive and it helps keep bloating under control. My dad's doctor recommended it for him, and then my doctor mentioned it, so eventually I started taking Align. I just haven't developed a taste for yogurt enough to eat it on a regular basis. ”

ANTIBIOTICS ARE THE FIRST REASON TO ADD PROBIOTICS TO THEIR LIFESTYLE

“ I actually started VSL when I was on antibiotics and asked my pharmacist when to take it. He said to wait at least 2 hours after the antibiotic. Chances are those antibiotics might have wiped off your gut bacterial flora . Try fixing it by adding prebiotic foods and probiotics

Hi Denise For me it was normal. The antibiotics killed both the good and bad bacteria in our systems. I cannot give you a time frame as to when you will start feeling some normalcy. It took me well over two years to start to feel better and I have read reports from others that had little to no side effects from the medications. Be sure to take a good probiotic and prebiotic. Google "Prebiotic" to understand what it does and where to get them. Hope your recovery is quick

I've been taking probiotics since my last go-round of antibiotics, almost a year ago. So far, so good (knock on wood). And to top it off, I've not caught any of the colds that the rest of my family has had the last few months. Maybe it's my imagination, but whatever works and gives me confidence! I also try to eat yogurt with live cultures every day. And oatmeal, which I think is a "natural" probiotic, if I am remembering right. ”

BUT THEN IT CAN EXPAND TO THE REST OF THE FAMILY AS PREVENTION OR TREATMENT.

“ I have no idea of risk but with Crohns in the family and older bro a type 1 at age 6 it's worth a try. Our family also takes probiotics, especially when someone catches a cold...

My mom has colitis and i might have it too - I get my probiotics from a vitamin store and they work great. Stress is big factor to keeping your bowels from getting flare ups.

Everyone in my family is sick(but me knock on wood) and we are just using the humidifier and dosing up on Vit C and echnichea, probiotics ”

PROBIOTICS ARE MORE AND MORE ASSOCIATED WITH CANCER AND LYME DISEASE



#bartonella #clinically #diagnose
#symptom #vancomycin #a-bab #bart
#cholestyramine #al-complex #protocol
#crohns-colitis #virus
#lyme #chronic #lmn-v-ii
#iv #l-5-mthfr #simponi
#imuran #a-bart #late-stage
#cdc(centerfordiseasecontrol)

PREVENTIVE HEALTHY LIFESTYLE



#enema #iu #capsule
#diagnose #probiotics #stress #treat
#need #vitamin #uc #asacol
#asthma #flora #depression
#daily #night #flare
#500mg



MORE AND MORE PEOPLE ARE INTERESTED IN THE GUT-BRAIN CONNECTION. THEY BELIEVE PROBIOTICS CAN LOWER STRESS LEVELS AND IMPROVE MOOD.

“ Definitely try probiotic. As for IBS....they won't say it's directly caused by stress, but because they believe that the brain and gut are so closely related, they aren't opposed to saying that there is a close correlation there. My IBS is only an issue during times of HIGH anxiety, so I'm living proof.

It's something I've become interested in recently, as they say that 70-80 percent of serotonin stays in your gut and probiotics (a specific one)can help it transfer to the brain, thereby decreasing a person's anxiety and depression, etc.

You'll have to go with your (probiotic) gut instincts (I am reading that bacteria in your gut also affect your mood with some people likening your gut to a second brain!?!)

Mind over matter. #HealthyMind #HealthyBody #StayPositive #WeLoveYourGuts

I always bring organic and probiotic food while on the road with @tsisters to keep energized while traveling and playing shows across the country and for a healthy mind, body and especially gut! @beebejesus @etietjenphonehome ”



PEOPLE ARE DISCOVERING THE TOPIC THROUGH SCIENTIFIC STUDIES



“ Yes... I believe the effects of the gut brain connection are surfacing in the scientific literature. It's suspected that autism and other spectrum disorders are the result of heavy microbial imbalances in not just the child, but also the mother. I believe environmental assaults to the microbes in the form of harmful food ingredients (see data on emulsifiers), antibiotics, chemicals, stress, limited sunlight are responsible for many of these diseases and mood disorders. The bad news is that some of these microbes are gone permanently. The good news that the we can rebuild a subset of our microbes through probiotics and prebiotics.

I highly recommend everyone here read. "Brain Maker" The microbiome in our intestine is directly related to the brain. Having a leaky gut or not having the proper prebiotics can wreak havoc on the brain.

Probiotics are the bacteria in your gut that break down your food further and play a big role in your immunity. A recent study suggested they also play a role in your general feelings of happiness and anxiety. they study actually suggests that low levels of good gut bacteria can cause depression in some. The bacteria in your gut actually communicate with your brain through a nerve (think the name of it begins with a v). Most people have low levels of the probiotics due to: drugs like antibiotics, toxins in the environment or poor diet. You don't need to drink that crazy stuff to get them though. The kombucha actually has low levels of probioticswhen compared with most supplements. I would suggest supplementing if you feel you may have low probiotic levels.

There is a radio lab podcast called gut feeling which talks about probiotics and gut bacteria. Not directly relevant to Lyme but thought I'd mention it. ”

BEAUTY



PROBIOTICS ARE SLOWLY BECOMING A POPULAR TOPIC IN SKINCARE CONVERSATIONS

“

It has been said that good gut health is synonymous with good skin and hair. They even did a study on rats to show this. I've never had acne problems but I do incorporate probiotics into my diet for general health.

Its a probiotic, good for your gut and I guess skin too.

I take a probiotic and it's really good too. Recommend as in it helped you feel better, look better, hair/skin, etc

Kefir is a probiotic drink made from fermenting milk I make my own at home its not hard. Ive been drinking mine or adding fresh frozen fruit and making smoothies didn't think to put it on my face chile let me get my bum in this group

Kefir ❤️'s your skin. Treat yourself to a luxurious kefir mask for #WellnessWednesday #SelfLove

Did you know drinking apple cider vinegar is known to give your skin a robust and healthy glow? For #NationalAppleCiderDay, grab a tumeric ginger tonic to light up your day

”

WHAT ABOUT PREBIOTICS?

Prebiotics is still a very small topic within the probiotics topic <1%

It's a PR Trend with 95% of the mentions coming from Twitter

60% of conversations about prebiotics mention probiotics as well

Antibiotics kill bacteria. Not only did they kill the bad guys, but they killed the good guys. You need a prebiotic and a probiotic. I am surprised that the nutritionist did not tell you this. One thing I do know is that it will take awhile to cure this. Are you continuing on the antibiotics at this time?

PEOPLE ARE SEEKING NATURAL PREBIOTICS THROUGH FRUITS AND VEGETABLES

“

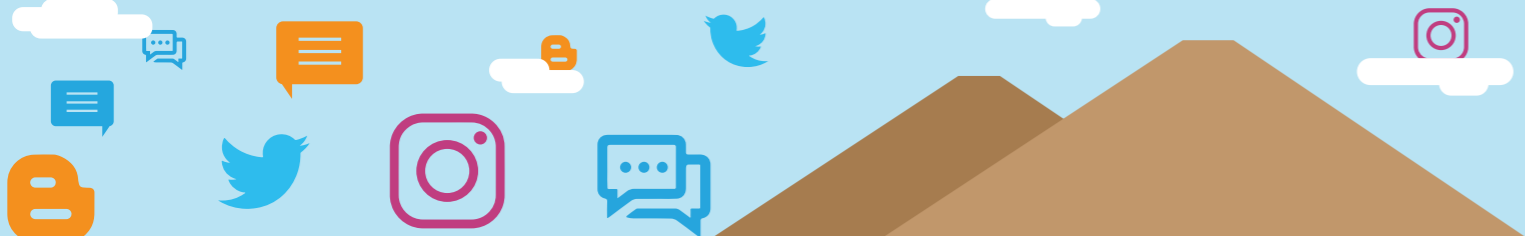
Plus increasing your consumption of leeks, asparagus, artichokes, garlic, onions and other naturally prebiotic foods? Can you tolerate fiber currently?

I wonder if it's pectin in the apple peel the helps? @URL I know a lot of powder fibre supplements in the prebiotic section contain pectin from apple peel. Might work to feed the good guys better or serve as an antioxidant.

The potato starch actually works as a prebiotic (who knew?)

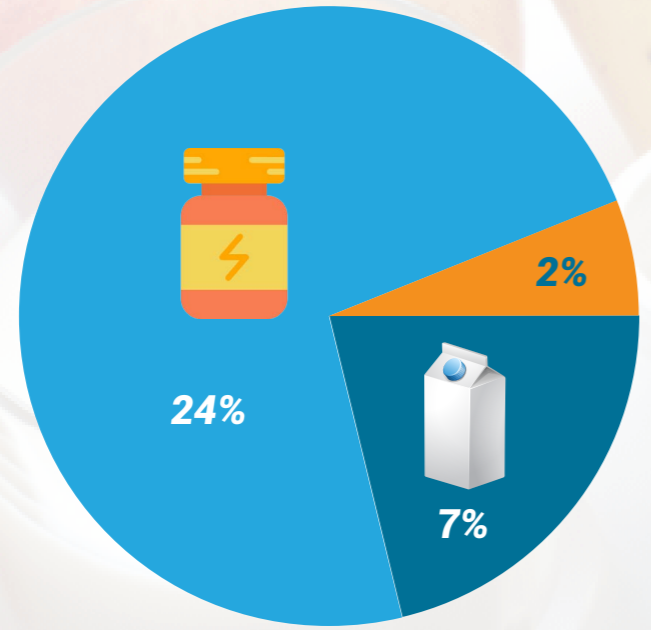
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YOGURT IS STILL THE FOOD MOST ASSOCIATED WITH PROBIOTICS, WITH LACTOSE-FREE OPTIONS GROWING. PEOPLE SEEM TO VIEW KEFIR AS A POSITIVE ALTERNATIVE TO GREEK YOGURT.

HOW DO THEY CONSUME PROBIOTICS ?



■ DAIRY
■ OTHER
■ SUPPLEMENT



SUPPLEMENTS ARE OFTEN THE ENTRY DOOR TO PROBIOTICS DUE TO THE MEDICAL TRIGGER

“ Hi all, a few posts recently have mentioned boosting or improving the immune system. How can this be done? I know about supplementing with vitamins such as multivitamins, vitamin C, D3, B complex, and other vitamins as well as using probiotics, but is there something that I am missing? How are you boosting your immune system and what difference have you seen? Thank you for your responses.

We're both eating better and taking a few vitamin supplements because of deficiencies. We both take vitamins B12 and D as well as a probiotic, and I also take iron due to anemia.

Probiotic supplements ain't what they used to be. Research into specific strains continues apace, and supplement manufacturers and marketers are choosing wisely with formulations that match probiotics with particular health benefits. It's not all just about digestion and immunity.

”

“ yes I do eat Greek yogurt on a regular basis it tastes delicious and works great for my digestive system with its probiotic benefits

I just stick to Greek yogurt now because I get protein and probiotics.

Given the evidence against dairy I have crossed it off the menu. But what about non-fat dairy since I believe it is the fat that is the problem? I like Kefir and would benefit from its many active pro-biotic bacteria since a couple of programs of radiation have not been kind to my colon.

Can she handle dairy? If so, you might look into plain kefir or yogurt for a probiotic. The kefir would be better, as it has more pro and prebiotics than yogurt. Kefir is also virtually lactose free

”

BECAUSE OF DAIRY INTOLERANCE, SOME PEOPLE ARE STARTING TO SHIFT AWAY FROM DAIRY, AND ARE CONSUMING MORE FERMENTED FOOD.

“ There is a theory that all disease starts in the gut. It is very important to have good bacteria in the gut. Some people use probiotics but I like to do the probiotic foods such as Kombucha tea and homemade sauerkraut. Putting the good bacteria in the gut can be helpful.

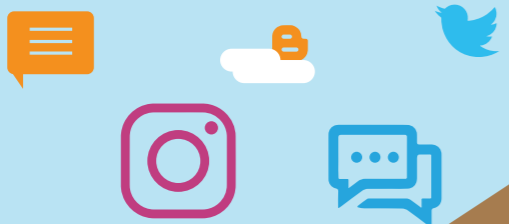
I use kombucha tea as a probiotic. Any opinions on the use of kombucha tea?

Obviously you have to stay away from the foods which cause leaky gut (grains, milk and sugar). Stay with the fruits and vegetables. I believe probiotics are important and I get mine from Kombucha Tea

But about 3 months into my herbs I quit the probiotics supplements and began eating my probiotics as food (kombucha, sourdough bread, sour pickles)

”

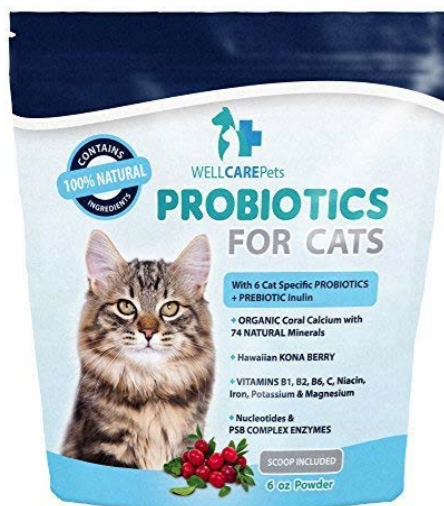




PET OWNERS ARE TALKING ABOUT PROBIOTICS

CONSUMERS LOOKING FOR REMEDIES FOR THEIR PETS' HEALTH ISSUES

KEY LEARNINGS



PROBIOTICS IS A REAL TOPIC AMONG PET OWNERS

- ✓ 90% of conversations are posted by women
- ✓ Spike of conversations in March & Summer
- ✓ Cats = 40% of conversations
- ✓ Dogs = 35% of conversations
- ✓ Health is the main trigger, especially:
 - Digestion/ Diarrhea
 - Anxiety
 - Immune system
 - Dental issues

OPPORTUNITIES FOR PETFOOD BRANDS



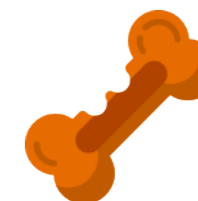
INSPIRE NEW PRODUCT DEVELOPMENT & ENGAGE WITH RELEVANT BRAND CONTENT

- ✓ NPD:
 - Key benefits
 - Top flavors
 - Top formats
- ✓ Brand content:
 - Lots of opportunities in terms of SEO (pain reliever, IBD, ...)
 - In terms of brand content, emotions are over represented and especially gratitude

TRIGGERS OF CONSUMPTION: SERIOUS HEALTH ISSUES

“ My cat was diagnosed with IBD when he was 15, we put him on a grain free diet (Natural Balance dry food made his tummy much happier) and I also fed him plain yogurt for probiotics. It definitely helped his symptoms and quality of life. ”

“ Probiotics for Dogs: They Stopped Our Dog Being Sick. ”



“ Probiotic with 16-30 billion cells that works good on that specific type of WBC-Leukocytes from what I've read... this is in powder form and can use up to 1/16 teas. per day for a cat. you should also use Slippery Elm bark to soothe his tummy. ”

HEALTHY/ORGANIC FOOD THAT INCLUDES PROBIOTICS CAN HELP

“ Probiotic foods can help boost your pet's immune system. ”



“ Also, feed her good food. Don't fall for advertising HYPE by the dog food manufacturers. For example, IMO 'Beneful' is low quality, and Hills Science Diet is not much better. Research quality dog foods. It will depend how much you want to spend, but ALWAYS 'read the ingredients'. A 'sole' meat should be the FIRST ingredient.....not yellow corn. It may be beef, chicken, turkey etc.. And avoid them if they list 'meal' or 'by products' in the ingredients. I would also get some 'pro-biotics' into her. ”

“ Vegetarian dog? Check out this #organic dog food with probiotics & added vitamins. ”

To Know More

See information below

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