

Deciphering a Probiotic Label

This is an example of a hypothetical probiotic food supplement label for a product sold in Europe

INGREDIENTS / ALLERGENS:

This list contains all ingredients (active and inert) in descending order by weight. It is mandatory for any allergens to be included in this list.

GENUS, SPECIES, AND STRAIN OF THE PROBIOTIC:

You need all 3 pieces of information to know what probiotic you are getting. For the probiotic, *Bifidobacterium longum* GH6, *Bifidobacterium* is the genus, *longum* is the species, and GH6 is the strain designation. Choose products that include designations for each strain. This identifies the specific strain in the product, which is important as different strains within the same species can have different health benefits due to their unique characteristics.

CLAIMS / RECOMMENDED USE:

Tells you how to use the product and what benefits you can expect from the product. Any claims must be scientifically substantiated and then evaluated and approved by the European Food Safety Authority (EFSA).

STORAGE INFORMATION:

How to store the product to maintain probiotic potency.

Ingredients: Capsules (cellulose, water), bacterial strains (milk), vegetable stearin and silica.

Bacterial Strains:

Lactiplantibacillus plantarum subsp. *plantarum* AB2
Lactocaseibacillus rhamnosus CD3
Ligilactobacillus salivarius EF6
Bifidobacterium longum GH8

Total package content: 30 grams; 60 capsules containing 1/2 gram each.

Total active cell count: 5.0×10^9 colony forming units (CFU)/g.

Each daily dose (1 capsule) contains 2.5×10^9 CFU



PROBIOTIC NAME

Food Supplement

Contains 60 capsules

Use: Take one capsule daily with a meal.

Store at room temperature and keep out of reach of young children. This nutritional supplement is no substitute for a varied diet.

Best before: 12/12/2018
Lot number: 123456AB

Probiotic Company
123 Probiotic Street
1000 Brussels, Belgium
www.probioticcompany.eu
info@probioticcompany.eu

DAILY DOSAGE: The amount that needs to be consumed daily, which should be at or above the daily dose tested in human studies.

CFU (Colony Forming Units): The number of live probiotics in the product (sometimes designated as "live cultures"). Avoid products stating CFU "At time of manufacture". Such labeling does not account for decline of CFU during storage. CFU listed is usually a total count, although count for each strain is preferred. CFU listed on the product label should equal the amount shown to be beneficial in human studies.

BEST BEFORE DATE: This tells you how long the probiotic product will contain adequate levels of live probiotic to deliver any claimed benefits. Probiotic bacteria are living organisms and their numbers can drop during storage over time. Products are formulated to have the indicated CFU through the "Best Before" date.

For more information visit isappscience.org/probiotics or follow us on Twitter @ISAPPScience

COMPANY NAME / CONTACT INFORMATION: Consumers can always contact the company with questions, to get more information, or to report any adverse effects.