Deciphering a Probiotic Label

This is an example of a 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.

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

Bacterial Strains:
- Lactobacillus plantarum AB2
- Lactobacillus rhamnosus CD3
- Lactobacillus salivarius EF6
- Bifidobacterium longum GH8

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

Total active cell count: 5.0*10⁹ colony forming units (CFU)/g.
Each daily dose (1 capsule) contains 2.5*10⁹ CFU

**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).

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

**Company Name / Contact Information:** Consumers can always contact the company with questions, to get more information, or to report any adverse effects.

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**Genus, Species, and Strain of the Probiotic:** You need all 3 pieces of information to know what probiotic you are getting. For the probiotic, Lactobacillus plantarum AB2 Lactobacillus is the genus, plantarum is the species, and AB2 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.

**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.

**Storage Information:** How to store the product to maintain probiotic potency.

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

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