The Institute’s, History
The Biocodex Microbiota Institute originated from Biocodex’s Microbiota Mission

“Since the launch of the first probiotic drug, Saccharomyces boulardii CNCM I-745® in 1953, Biocodex has evolved from a pioneer to an international key player in the microbiota realm.”

01 solutions
Biocodex provides solutions improving microbiota health with our unique probiotic drug Saccharomyces boulardii CNCM I-745®, a new innovative product range, Symbiosys®, and with early-stage investment in start-up companies.

02 research
The Biocodex Microbiota Foundation advances scientific discovery in microbiota by funding academic research.

03 education
The Biocodex Microbiota Institute is an international knowledge hub that educates the lay public and healthcare professionals on the growing importance of microbiota on healthcare and well-being.
Our mission, vision & objectives
Our mission: promote to everyone the importance of microbiota, the newly discovered organ of the human body.

The Biocodex Microbiota Institute provides scientific information for a better health for the lay public to:
— understand Microbiota
— learn about related disorders
— take care of their microbiota

The Biocodex Microbiota Institute provides what's worth reading about microbiota for healthcare professionals to:
— stay informed about microbiota
— deepen their knowledge
— pass it on to their patients
Why? It’s a worldwide growing topic: microbiota interactions with the body, overall health and well-being...

“Microbiome” interest since 2004 - USA

“Microbiota” interest since 2004 - France

Source: Google Trends

Source: Answer the public
Why? A different approach needed: From a French focus on feminine health to an American one on diet

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### Top Existing & Rising topic of google research by country
(Source: Google Trend)

<table>
<thead>
<tr>
<th>Country</th>
<th>Top Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>Yogurt - Vitamins - “Microbiome Diet”</td>
</tr>
<tr>
<td>France</td>
<td>Vagina - Flora - Gut Microbiota</td>
</tr>
<tr>
<td>China</td>
<td>Infant health - Prebiotics - Food supplements</td>
</tr>
<tr>
<td>Sweden</td>
<td>IBS - Prébiotics - Stomach</td>
</tr>
<tr>
<td>Mexico</td>
<td>Lactobacillus - Prebiotic - Insulina</td>
</tr>
</tbody>
</table>
Our vision: the human microbiota is essential for health and well-being

The Biocodex Microbiota Institute is an international hub of knowledge dedicated to microbiota. We ensure sourced scientific information to be shared with the widest audience.

How?

- by providing healthcare professionals with the latest scientific news and data including the Institute’s exclusive content such as Microbiota magazine, thematic folders, and interviews with experts...
- by helping healthcare professionals improve their patients understanding of their conditions on an everyday basis.
- by enlightening everyone on the importance of microbiota in healthcare and wellbeing.

We are a group of microbiota enthusiasts accompanied by more than 20 international experts and a pool of scientific journalists. In other words, we have the skills and we have the content to make microbiota worth reading.

The Institute has been recognized by its peers and International medical societies such as the World Gastroenterology Organization.
A coherent ecosystem built around this hub of knowledge

**Ecosystem**
- **HUB OF KNOWLEDGE**
  - (For the Lay public/HCP)
  - 6 Microbiota CME Infographics Magazine Thematic folders Weekly articles

**Social Media**
- Facebook (Lay public)
- Twitter (HCP)

**SEO**
- Search Engine Optimization

**Influencers**
- Medical societies KOL & Influencers Media

**Online Advertising**
- Paid search SEA

**Email Marketing**
- CRM connection
Our objectives for the lay public

— Increase microbiota awareness
— Be recognized as a useful and trustful source when it comes to health & wellbeing concerns
— Establish a long lasting brand “The Microbiota Institute”
Our promise: a communication adapted to our target audience

For the lay public, all our content will have to match at least one of these clear promises:

**trustful.** we explore and prove the significant role of microbiota in disease or health conditions.

**useful.** we share helpful information about how to take care of microbiota in one’s daily life.

**referent.** we promote knowledge and seek false news when it comes to microbiota.

**federating.** we gather, promote and give the floor to the community we build.
A hub of knowledge designed around three major health topics:

Three major health topics built around three personalized journeys:

- A focus on the gut, “The Power of your Gut”: specifically built to highlight its importance by tackling subjects such as the “gut brain axis”, digestive diseases and related solutions for people with diseases related to the gut (such as IBS) and people more genuinely interested about microbiota.

- A focus on women’s health at every age, “My microbiota as a Woman”: addressing all related subjects such as puberty, pregnancy, related disorders, and how to take care of it.

- A focus on other Microbiota, “Our marvelous Microbiota”: gathering different subjects such as skin, ENT or pulmonary microbiota and the roles they play in the body.
You can choose your journey
The power of your gut
The power of your gut

News

15.10.2019
Non-alcoholic beer: the gut microbiota just loves it!
Read the article

20.04.2021
Autism: when the gut calls the shots
Read the article

Related contents

Antibiotic-associated diarrhea

Antibiotics are a powerful tool in the fight against bacterial infections. While treatments sometimes appear to be without side effects, the gut microbiota relatively new concept, is an integral part of the body. Microbiota play a role in maintaining gastrointestinal health.

Probiotics

Probiotics are essential for human health. They help in maintaining a healthy gut and promoting digestion. Probiotics are living microorganisms that, when consumed in adequate amounts, provide health benefits to the host.

Infographics

COMPOSITION OF THE GUT MICROBIOTA

Over 100,000 billion microorganisms live in our intestines.

THE GUT MICROBIOTA

Has four main functions

1. Promotes digestion by facilitating the assimilation of nutrients
2. Helps the digestive tract to function properly
3. Plays a defensive role in the development of the immune system
4. Creates a barrier against pathogens and toxins

Autism-spectrum disorders

Diet
My microbiota as a woman
My microbiota as a woman

News

02.07.2019
Is there a link between recurrent miscarriage and the vaginal microbiota?
Read the article

05.11.2020
Vaginal dysbiosis: the cause of certain cases of infertility?
Read the article

Related contents

Read more to know the different things you can do to keep your vaginal microbiota balanced.

Infographics

Changes in the Vaginal Microbiota
Keep pace with hormones

Caring for the Vaginal Microbiota
Good habits
Bad habits

Related microbiota
- The vaginal microbiota
- The gut microbiota
- The urinary microbiota

Related disorders
- Vaginal yeast infection
- Bacterial vaginosis
- Cystitis

Possible interventions
- Probiotics
- Diet
- Prebiotics
- Fecal transplant

Bacterial vaginosis
The most common gynecological disorder in women of childbearing age. Bacterial vaginosis affects 20-24% of women worldwide. This disorder is hard to notice and can go completely unnoticed or significantly alter a woman's life. This arises from unknown factors where microbes interfere with the body's equilibrium.

What is bacterial vaginosis?
Bacterial vaginosis is a harmless and hard to detect disorder. 20% of women are asymptomatic, while others suffer from local irritation or foul smelling discharge.
Our marvelous microbiota
Our marvelous microbiota

News

27.01.2021
Atopic dermatitis: the skin microbiome has an accomplice!

Read the article.

13.05.2020
Impact of e-cigarettes on oral microbiota and risk of infection

Read the article.

Infographics

**COMPOSITION OF THE SKIN MICROBIOTA**
each area of skin has its own microbial composition

**COMPOSITION OF THE PULMONARY MICROBIOTA**
an equilibrium punctuated by inhaling and exhaling

Related contents

**Allergic rhinitis**

**Psoriasis**

**THE ENT MICROBIOTA**
three microbiota in one
healthcare professionals
Our objectives for HCPs

— Reinforce Biocodex awareness
— Be recognized as a useful and trustful partner when it comes to research and clinical practice
— Create an unconscious link between “microbiota” expertise & “Biocodex”
Our promise: a communication adapted to our target audience

For healthcare professionals, all our content will have to match at least one of these clear promises:

**Helpful.**
we share worth to read news about Microbiota in a format and an occurrence that allow our readers to be easily up to date.

**Referent.**
we ensure that all the information we share is scientifically sourced.

**Practice oriented.**
we give the HCPs the means to strengthen their qualitative exchange with their patients.

**Federating.**
we demonstrate our **appartenance** to the Microbiota community by being a part of it and animating it.
A hub of knowledge designed around three tools and four specialties

Available in 7 languages (English, French, Spanish, Russian, Polish, Turkish and Portuguese), this online international hub provides Healthcare Professional with the latest scientific news and data about microbiota including the Institute’s exclusive content such as Microbiota magazine, thematic folders, continuing medical education (CME) courses and interviews with experts. Check them out!

- Accredit training on microbiota: Xpeer Medical Education, the global reference in digital medical education, and the Biocodex Microbiota Institute have launched a set of free accrediting courses to improve physician’s knowledge about the importance of human microbiota on health. You will get trained by recognized experts, up-to-date and non promotional contents.

- Infographics: What you need to know about the 6 microbiota of the human body? How the probiotics participate in good microbiota equilibrium? Download original graphic material to explain to your patients the role of the microbiota in their daily health.

- Microbiota Magazine: exclusive content written by leading microbiota experts. This quarterly magazine gathers, synthesis, commented article, press review and many other scientific information.
You can choose your medical specialty...
The Janus face of Antibiotics: Life Savers & Microbiota Disrupters
Gynecology

Are you a gynecologist? Find here what’s worth reading about Microbiota for your practice!

Our top publications!

06.05.2020

A gene catalog for the vaginal microbiota
Read the article

Implication of vaginal microbiota in bacterial vaginosis and candidiasis
Press review By Pr. Markku Voutilainen Turku University Faculty of Medicine. Turku University Hospital, De...
Find out more

Vaginal microbiota and predisposition to candidiasis

The lactobacilli composition of the vaginal microbiota seems to have an impact on the risk of developing candidiasis, since the species that produce the most lactic acid inhibit yeast growth.

Created: 14 January 2020
Updated: 06 October 2021
Pediatrics

Are you a pediatrician? Find here what’s worth reading about Microbiota for your practice!

Pediatrics | Commented articles

- Duodenal microbiota in stunted undernourished children with enteropathy
- Feeding practices from birth to 12 months: impact on the gut microbiota and the risk of being overweight
- Gut microbiota profiles in untreated children with attention deficit hyperactivity disorder
- Clinical and biological predictors of response to standardized pediatric colitis therapy: a prospective multicenter study
- Adaptation of commensal Escherichia coli to the human gut

Microbiota and Child Health

Microbiota and Child Health reports the latest advances on the link between microbiota and childhood health.

What are the links between child health and microbiota? The answers are becoming clearer as scientists elucidate the multiplicity of factors at work in dysbiosis, whether the latter is the cause or the consequence of a childhood pathology.

Created: 01 June 2015
Updated: 29 October 2021

Impact of antibiotics

- Antibiotics: child microbiota and long-term health effects
- Focus on the role of excess weight and obesity
- Zoom on the risk of IBD

Download this folder
Dermatology

Are you a dermatologist? Find here what’s worth reading about Microbiota for your practice!

Skin under triple influences: gut, brain, skin microbiota

Our thematic folder

Skin under triple influences: gut, brain, skin microbiota

A unique set of skin microbiota for each individual

The fourth most populated microbial niche in the human body, the skin is home to a complex community of microorganisms.

Find out more

The skin microbiota

- A unique set of skin microbiota for each individual
- Factors affecting the skin microbiota
- Functions of the microbiota and its interactions with the host
Gastroenterology

Are you a gastroenterologist? Find here what’s worth reading about Microbiota for your practice!

Gastroenterology | Commented Articles

Longitudinal multi-omics analysis reveals subset-specific mechanisms underlying irritable bowel syndrome
Commented articles By Prof. Harry Sokol Gastroenterology and Nutrition Department, Saint-Antoine Hospital,
Find out more

The Mediterranean diet alters the gut microbiota in the elderly, reduces frailty and improves health: study NU-AGE
Commented articles - Adult's section
By Pr. Harry Sokol Gastroenterology and Nutrition Department, Saint-Antoine Hospital, Paris, France

Focus
Microbiota 10 - July 2020
01 Overview
02 Commented articles
- The Mediterranean diet alters the gut microbiota in the elderly, reduces frailty and improves health: study NU-AGE
- Metagenomics of the faecal virome: cumulative effect of the quantity of gluten and enteropathogens risk of celiac disease autoreactivity in predisposed children - the TECOV study
03 Congress review
04 Press review

Elderly Health

Metagenomics of the faecal virome:
Cholesterol metabolism by

Elderly Health
You can use different tools...
Accrediting training on microbiota

Research on microbiota is advancing! Benefit from accrediting courses to learn about microbiota.

- Access accrediting courses

Infographics to share with your patients

Download original graphic material to explain to your patients the role of the microbiota in their daily health.

- Discover all the Biocodex infographics

An expert magazine "Microbiota"

Read our Microbiota magazine with exclusive content written by leading microbiota experts.

- Read the Microbiota Mag
Biocodex Microbiota Institute

Key figures - Websites

GENERAL
7 languages
6 microbiota studied
500 pages of content

Audience
71.7% of women
25-34 main age range

Traffic
3.4M visitors since its launch
1M visitors YTD in 2021

LAY PUBLIC
76.6% of the traffic
120 news about microbiota
7 thematic folders

PRO
23.4% of the traffic
120 news about microbiota
7 thematic folders
1 press room
10 Microbiota magazines
1 agenda of congresses and events about microbiota
2 courses of continuing medical education available
2 more to come
400 HCPs trained

PRO+LAY PUBLIC
4 Infographics available
more to come:
- What you need to know about the 6 microbiota of the human body
- What are probiotics
- Gut Microbiota
- Vaginal Microbiota

Last update: 21/10/2021
Biocodex Microbiota Institute
Key figures – Social Media

**LAY PUBLIC**

On Facebook
- **My health, my microbiota**
  - 6 languages
  - 10 posts per month
  - 50,900 followers
  - 3,6M impressions YTD in 2021
  - 11,4% engagement rate on the English account

**PRO+LAY PUBLIC**

On YouTube
- **Biocodex Microbiota Institute**
  - 582 subscribers
  - 2 playlists by level of knowledge
  - 9 videos
  - 181,700 views
  - 2,200 view hours

**PRO**

On Twitter
- @Microbiota_Inst (launched in May 2021)
  - 1,846 followers
  - 1 to 4 tweets a day
  - 1,100 engagements YTD in 2021
Biocodex Microbiota Institute

An international hub of knowledge dedicated to microbiota!

Want to see more?

https://www.youtube.com/watch?v=Prh1nDGgs2M
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