

# **Press kit**

## **Biocodex Microbiota Institute**

2022





01

# 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.

created in 2017

A background image showing a gloved hand holding a petri dish, with a microorganism visible inside. The image is overlaid with a dark purple gradient.

# 02

## 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



**Providing information for a better health**

Understand your microbiota  
Learn about related disorder  
Take care of your microbiota

**What's worth reading about microbiota**

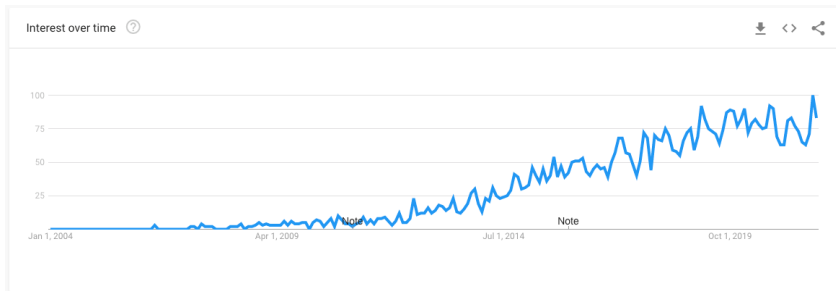
Stay informed about microbiota  
Deepen your knowledge  
Pass it on your patients

An online international hub of knowledge dedicated to microbiota  
[www.biocodexmicrobiotaInstitute.com](http://www.biocodexmicrobiotaInstitute.com)

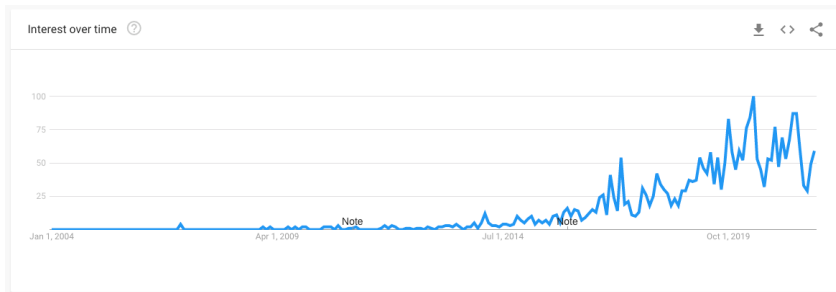
**BIOCODEX**  
*Microbiota Institute*

**Why? It's a worldwide growing topic: microbiota interactions with the body, overall health and well-being...**

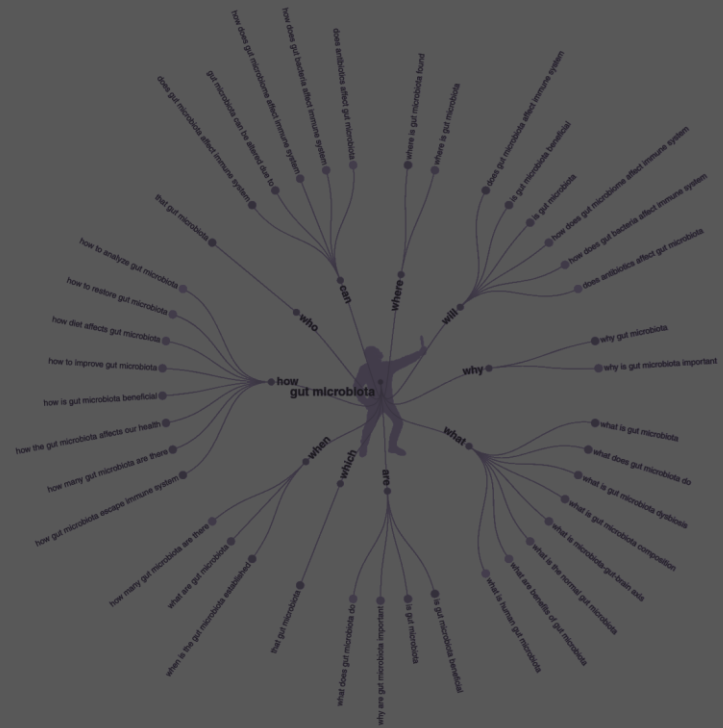
### “Microbiome” interest since 2004 - USA



## “Microbiota” interest since 2004 - France



Source: Google Trends



**Why? A different approach needed:  
From a French focus on feminine health  
to an American one on diet**

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

USA	Yogurt - Vitamins - "Microbiome Diet"
France	Vagina - Flora - Gut Microbiota
China	Infant health - Prebiotics - Food supplements
Sweden	IBS - Prébiotics - Stomach
Mexico	Lactobacillus - Prebiotic - Insulina



## 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?

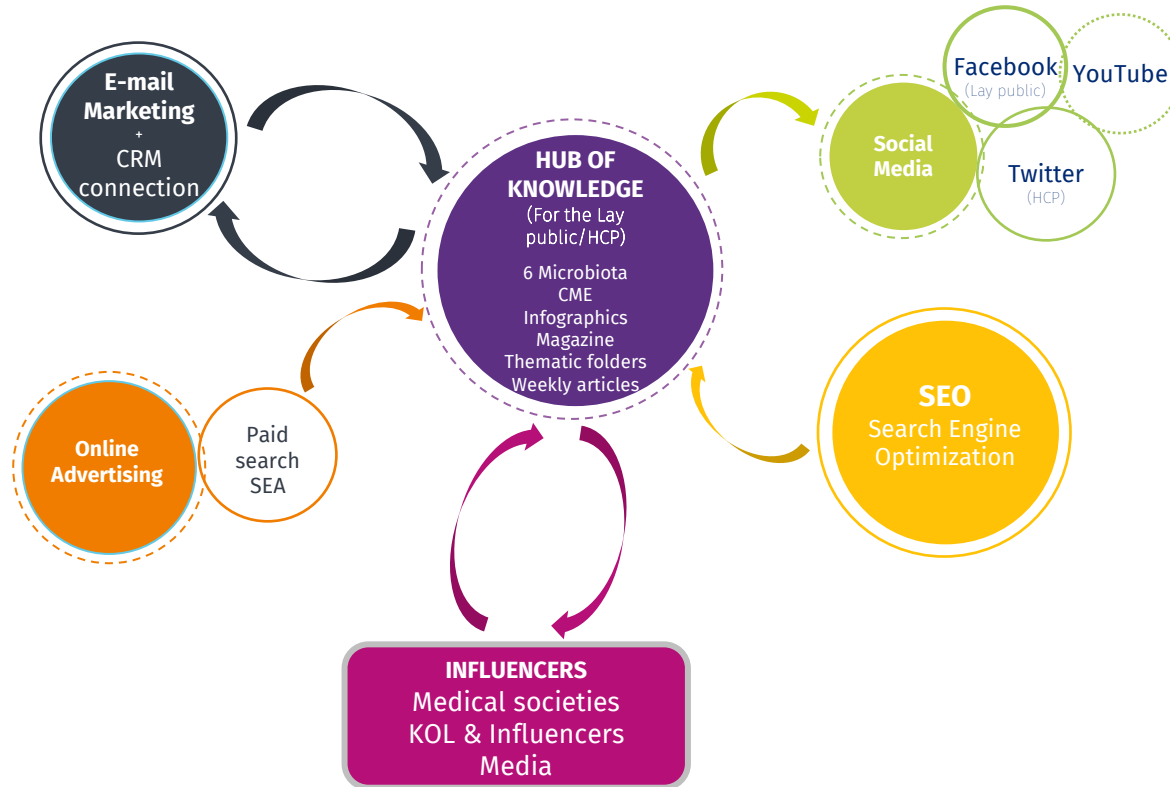
- by providing healthcare professionals with the latest scientific news and data including the Institute's exclusive content such as Microbiota magazine, thematic folders, and interviews with experts...
- by helping healthcare professionals improve their patients understanding of their conditions on 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





lay public



## 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**:

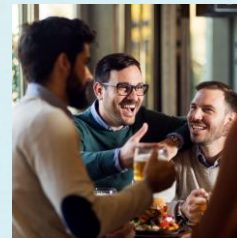
- A focus on the gut, “**The Power of your Gut**”: specifically built to highlight its importance by tackling subjects such as the “gut brain axis”, digestive diseases and related solutions for people with diseases related to the gut (such as IBS) and people more genuinely interested about microbiota.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

 <p><b>The power of your gut</b></p> <p>You probably already know it, a balanced intestinal microbiota is good for your health. But, its role is not limited to the gut. Discover all the impacts that the intestinal microbiota can have!</p> <p>► Find out more</p>	 <p><b>My microbiota as a woman</b></p> <p>From puberty to menopause, through pregnancy and childbirth, women's lives are marked by major events during which their microbiota play a major role.</p> <p>► Find out more</p>	 <p><b>Our marvelous microbiota</b></p> <p>Skin microbiota, ENT microbiota, lung microbiota or urinary microbiota... What are the roles of microorganisms, true partners of our health throughout our lives?</p> <p>► Find out more</p>
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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](#)

Diet



20.04.2021

**Autism: when the gut  
calls the shots**

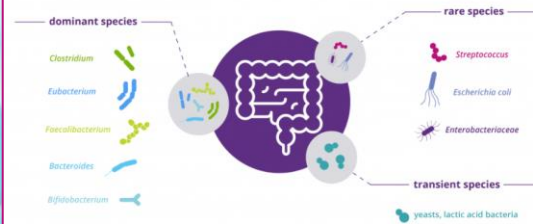
[Read the article](#)

Autism-spectrum disorders

## Infographics

### COMPOSITION OF THE GUT MICROBIOTA

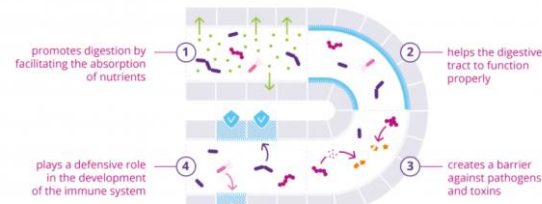
over 100,000 billion microorganisms live in our intestines!



BIOCODEX  
Functional Antibiotics

### THE GUT MICROBIOTA

has four main functions



## Related contents

### Antibiotic-associated diarrhea

Antibiotics are a powerful tool in the fight against bacterial infections. While treatments sometimes appear to be without obvious short-term side effects, the gut microbiota imbalance they provoke can cause diarrhea in up to 35% of patients.<sup>1,2</sup> This antibiotic-associated diarrhea (AAD) can at times cloak serious intestinal infections.<sup>3</sup>



### How do antibiotics unbalance the gut flora?

While antibiotics eradicate the **pathogens** responsible for infection, they can also destroy some of the beneficial bacteria in your **microbiota**, systematically causing an imbalance of varying degrees in this ecosystem. This imbalance known as **disbiosis** causes AAD, as the gut microbiota is less able to perform its protective functions. AAD can affect up to 35% of

### Probiotics

Probiotics: what are the benefits? > Dr. Markus Eger / Probiotics, a com... > Probiotics

Probiotics: essential information for understanding and choosing them correctly. What exactly are probiotics? They were not "officially" defined until the 21<sup>st</sup> century. However, consumption of these beneficial microorganisms goes back to time immemorial.

Created  
11 August 2021

Updated  
22 September 2021







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](#)

Pregnancy



05.11.2020

**Vaginal dysbiosis: the cause of certain cases of infertility?**

[Read the article](#)

Pregnancy

## Related contents

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

### 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 23%-29% of women worldwide.<sup>1</sup> The disorder is hit and miss: it can go completely unnoticed or significantly alter a woman's life. The cause remains unknown, but a vaginal microbiota imbalance seems the most likely explanation.<sup>2</sup>

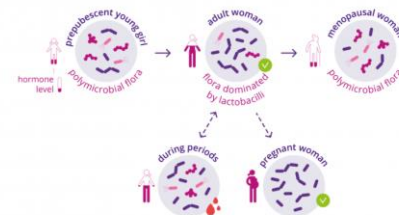


### What is bacterial vaginosis?

Bacterial vaginosis is a harmful and hard to detect disorder. 50% of women are asymptomatic, while others suffer from local irritation or foul-smelling discharge.<sup>3</sup>

## Infographics

### CHANGES IN THE VAGINAL MICROBIOTA KEEP PACE WITH HORMONES



### CARING FOR THE VAGINAL MICROBIOTA



## Our marvelous microbiota





# Our marvelous microbiota

## News



27.01.2021

**Atopic dermatitis: the skin microbiome has an accomplice!**

[Read the article](#)

Skin health



13.05.2020

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

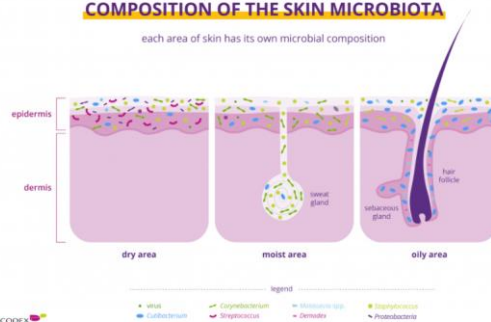
[Read the article](#)

Respiratory condition

## 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



### THE ENT MICROBIOTA

three microbiota in one



## Related contents

### Allergic rhinitis

Rhinitis > The ENT microbiota

Allergic rhinitis, a respiratory disease, is caused by an abnormal and excessive immune response when the body encounters a foreign substance to which it is sensitive. It is associated with dysbiosis in the ENT and gastrointestinal microbiota.

Created: 13 October 2020 Updated: 03 September 2021




### Psoriasis

Psoriasis > The skin microbiota

Psoriasis is a skin disease of inflammatory origin, caused by the epidermis renewing itself too quickly. Genetic predisposition, associated with various factors including microbiota imbalance, makes its onset more likely.

Created: 16 October 2020 Updated: 17 September 2021





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.

### practice oriented

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

### referent

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

### 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!

- **Accrediting 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...

Focus

## The Janus face of Antibiotics: Life Savers & Microbiota Disrupters



### Top publications

- ▶ *Clostridioides difficile*: gut microbiota markers predict the risk of infection
- ▶ Malnutrition: acting on the microbiota in order to improve growth, a trial prototype
- ▶ The role of the vaginal, uterine and gut microbiota in endometriosis

Gastroenterology

Dermatology

Pediatrics

Gynecology

## 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](#)

Research

#### 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

Vaginosis

Gynecology

## Vaginal microbiota and predisposition to candidiasis

Vaginal condition • Gynecology

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

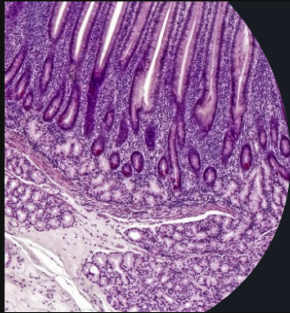
Updated  
06 October 2021



## 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

Commented articles - Children's section By Prof. Emmanuel Mas Gastroenterology and Nutrition Department, C...

[Find out more](#)

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**

*Commented article*

#### Clinical and biological predictors of response to standardized pediatric colitis therapy: a prospective multicenter study

Commented articles - Children's section By Pr. Emmanuel Mas Gastroenterology and Nutrition Department, Chi...

[Find out more](#)

Colitis

#### Adaptation of commensal Escherichia

Focus

## 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.

[See more](#)

Created  
01 June 2018

Updated  
29 October 2021



[Download this folder](#)

#### Impact of antibiotics

- Antibiotics, child microbiota and long-term health effects
- Focus on the risks of excess weight and obesity
- Zoom on the risks of IBD

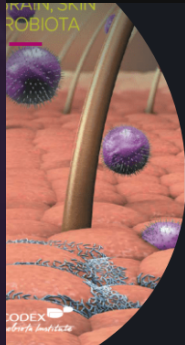


## Dermatology

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



#### Focus

**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,<sup>2</sup> the skin is home to a complex community of mi...

[Find out more](#)

Skin health

#### Focus

### Skin under triple influences : gut, brain, skin microbiota

The skin has multiple functions: in addition to separating the body's interior from the external environment<sup>1,2</sup> it also protects against UV rays, plays a role in thermoregulation, gives us our sense of touch, and absorbs and synthesizes compounds.

[See more](#) ▼

Created  
12 April 2021

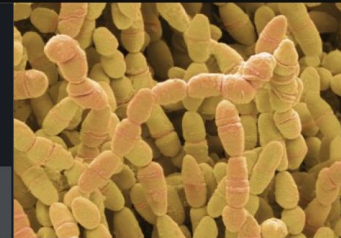
Updated  
29 October 2021



[Download this folder](#)

#### 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

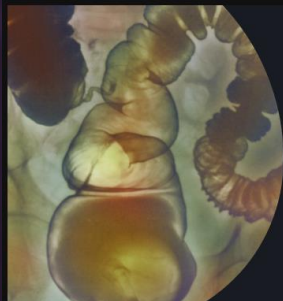




## Gastroenterology

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](#)

IBD

**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-A...

[Find out more](#)

Elderly health

**Metagenomics of the faecal virome:**

**Cholesterol metabolism by**

## Gastroenterology

### 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 enteroviruses risk of coeliac disease autoimmunity in predisposed children - the TEDDY study

03 Congress review

04 Press review

Created  
24 August  
2021

Updated  
04 November  
2021

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

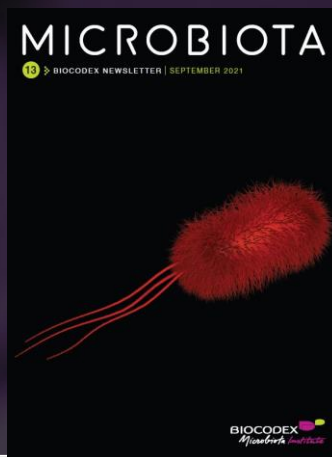
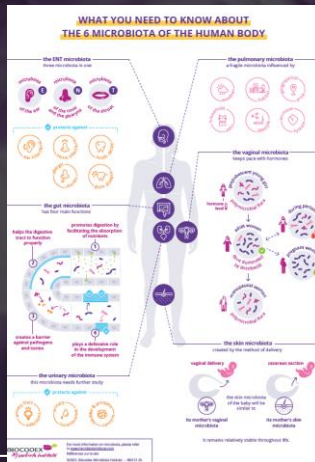
## An expert magazine "Microbiota"

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

► Read the Microbiota Mag

### Continuing Medical Education

With the practicality of an app,  
and the expertise of scientists,  
get certified on Microbiota





## 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  
4 to 5 published each month

**7** thematic folders

#### 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

#### PRO

**23,4%** of the traffic

**120** news about microbiota  
4 to 5 published each month

**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

# Biocodex Microbiota Institute

## Key figures – Social Media

### LAY PUBLIC

#### On Facebook

My health, my microbiota

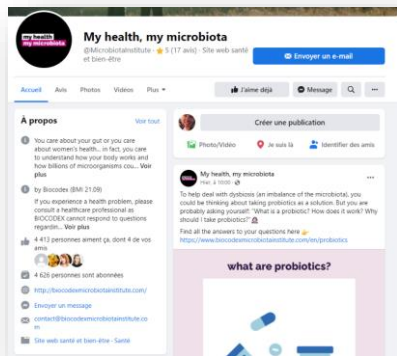
6 languages

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  
1 more to come

9 videos

181 700

2 200 view hours

### PRO

#### On Twitter

@Microbiota\_Inst (launched in May 2021)

1846 followers

1 to 4 tweets a day

1100 engagements YTD in 2021



Biocodex Microbiota Institute

Want to see more ?



**An international  
hub of knowledge  
dedicated to microbiota!**

BIOCODEX  
*Microbiota Institute*

<https://www.youtube.com/watch?v=Prh1nDGg52M>



**Contact:**  
Olivier VALCKE,  
Public Relation & Editorial  
Manager  
[o.valcke@biocodex.com](mailto:o.valcke@biocodex.com)