



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Fourth wave

**Brazilian results**



A large, semi-transparent rectangular area on the left side of the slide contains a microscopic image of various bacterial shapes, including rods and cocci, rendered in a light gray color against a white background.

# Methods

## Methods





### 2023 Entrants

-  USA (n=500)
-  Brazil (n=500)
-  Mexico (n=1,000)
-  France (n=1,000)
-  Portugal (n=500)
-  China (n=1,000)

### 2024 Entrants

-  Poland (n=500)
-  Finland (n=500)
-  Vietnam (n=1000)

### 2025 Entrants





-  Germany (n=500)
-  Italy (n=500)

**11**  
countries

**7 500**  
respondents

The International Microbiota Observatory was conducted online in **11 countries** from February 3<sup>rd</sup> – March 13<sup>th</sup>, 2026. Representative samples by country are ensured by the quota method applied to the respondent's gender, age, region and occupation.



Throughout the report, all results are presented in %. Statistical significance of sub-populations and with the previous wave are calculated at a confidence level of 95%. To enhance readability, significant differences are highlighted using  green and  orange colors, and evolution by arrows.  



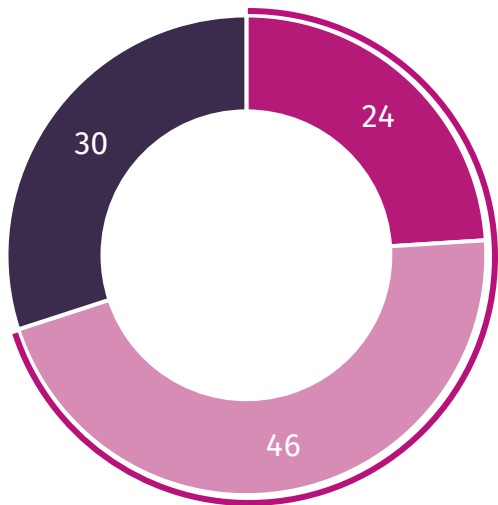
**Rising awareness of  
diverse microbiome sites,  
yet understanding stays  
surface-level**



# Microbiome awareness is similar in Brazil compared to global average: 7 out of 10 have heard of it but only a quarter know exactly what it is.



Question 2. Have you ever heard of the "microbiome"?  
Base: All respondents



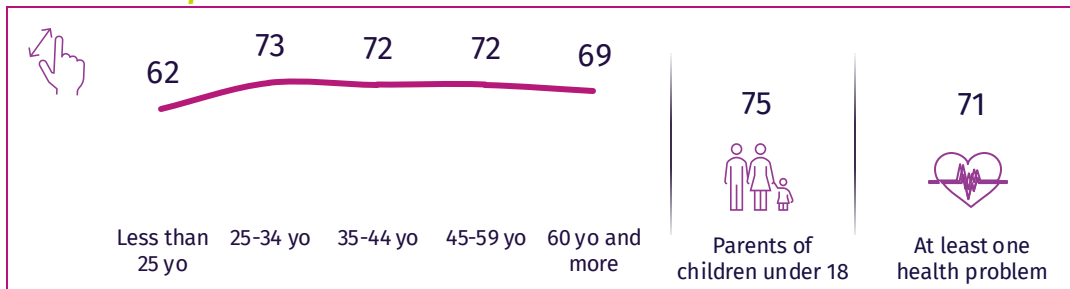
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**70%** have already heard about the term microbiome

2025: 73%  
2024: 66%  
2023: 62% **+8pts vs 2023**



**72%**



● Significant differences vs total - superior ● Significant differences vs total - inferior

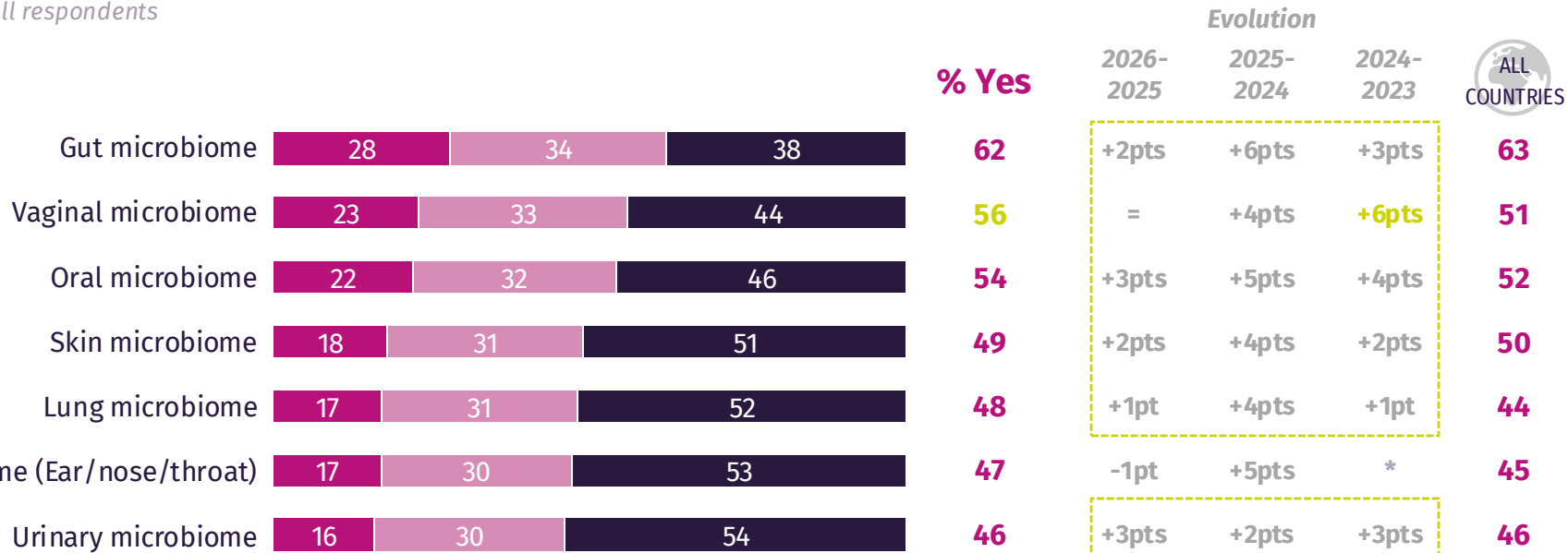


# Microbiome locations awareness is increasing year after year, similar to global trends.



Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



● Yes, and I know exactly what it is  
 ● Yes, but I don't know exactly what it is  
 ● Never heard about it

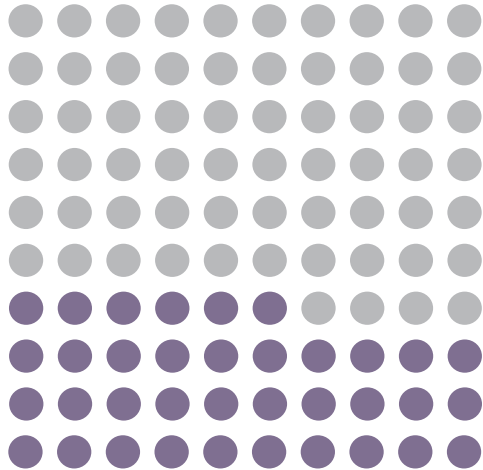
\*This item has been detailed in 2024, no evolution possible vs 2023



# Awareness of all microbiome locations is rising year after year, slightly surpassing global average.



Question 3. And more specifically, have you ever heard of the following terms?  
Base: All respondents

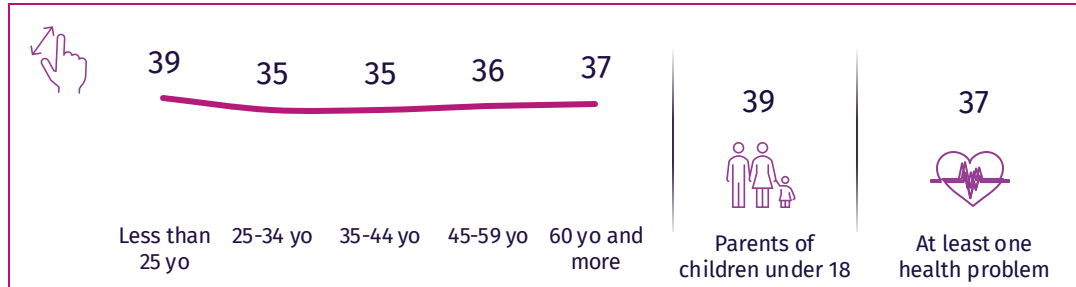


## 36% have already heard of each microbiome: Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2025: 35%  
2024: 32%  
2023: 29% +7pts vs 2023



### 32%



## But only 11% know precisely all of them

2025 : 11%  
2024 : 10%  
2023 : 9% +2pts vs 2023



### 7%



**Yet, the information received from healthcare professionals shows signs of decline.**

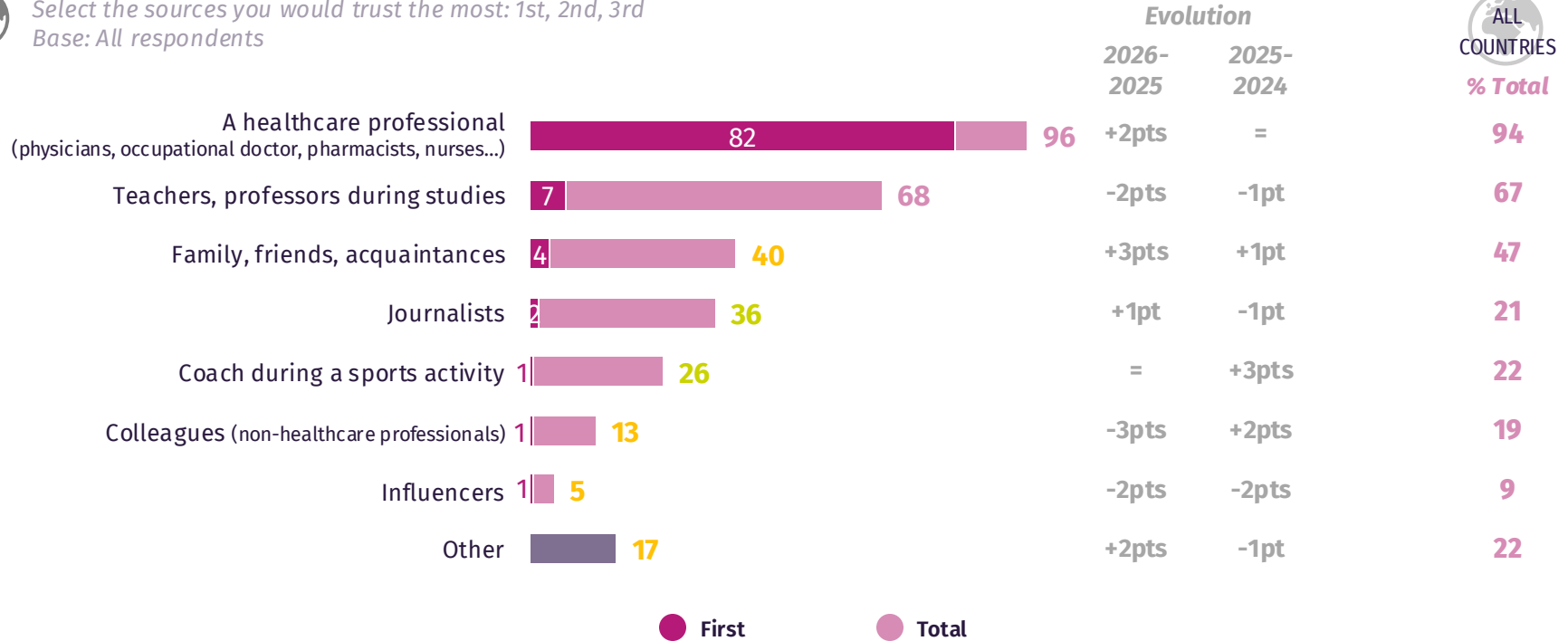


# Through the years, healthcare professionals still stand out as the most trusted source of information about the microbiome, with 4 in 5 people saying they would first turn to an HCP.

Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents





# Universal trust in HCPs spans all demographics

Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
		n=69	n=112	n=97	n=126	n=96	n=232	n=268	n=221	n=356
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>96</b>	98	94	94	96	96	94	97	95	97
Teachers, professors during studies	<b>68</b>	67	74	65	70	60	69	66	64	69
Family, friends, acquaintances	<b>40</b>	39	33	32	46	<b>54</b>	42	39	39	41
Journalists	<b>36</b>	39	39	40	28	35	35	37	38	33
Coach during a sports activity	<b>26</b>	28	31	27	23	23	23	29	28	27
Colleagues (non-healthcare professionals)	<b>13</b>	6	11	12	18	13	14	12	15	11
Influencers	<b>5</b>	5	4	6	6	4	6	4	6	5
Other	<b>17</b>	19	13	23	14	16	17	17	15	17



Significant differences vs total - superior



Significant differences vs total - inferior



# Brazilian people receive significantly more microbiome information from HCPs compared to global results



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?  
Base: All respondents

Only **39%** received ALL THESE INFORMATION, at least one time  
**14%** received all these information several times



**33%**  
**11%**

**% Yes**

Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible



**52**

Educate you about the importance of preserving as much as possible the balance of your microbiome



**51**

Explain to you what the microbiome is and what its roles and functions are



**43**

● Yes, several times    ● Yes, once    ● No, never

A full definition explaining the microbiome has been displayed to respondents before this question



# Yet, counseling levels are moderate with signs of decline compared to last year.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?

Base: All respondents

% Yes	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Received ALL THESE INFORMATION, at least one time	39	-6pts	+2pts	+8pts	33
% Received ALL THESE INFORMATION, <u>several times</u>	14	-5pts	+3pts	+4pts	11
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	52	-6pts	+4pts	+5pts	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	51	-8pts	+4pts	+7pts	43
Explain to you what the microbiome is and what its roles and functions are	43	-8pts	=	+11pts	39



# The level of information delivered doesn't vary across demographics, except among parents who report being more informed by their HCPs.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following? Base: All respondents

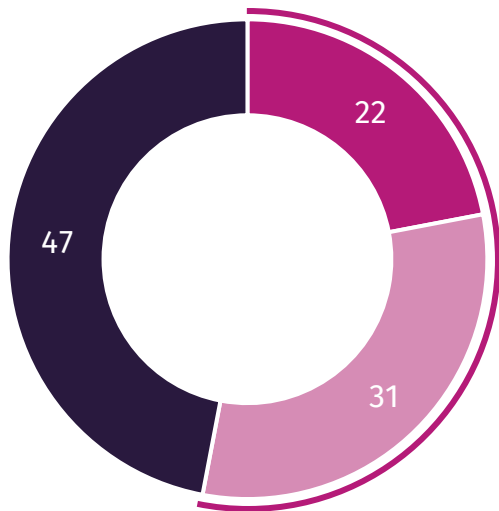
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=69	n=112	n=97	n=126	n=96	n=232	n=268	n=221	n=356
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>52</b>	60	57	50	50	44	47	56	59	53
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>51</b>	62	56	51	48	42	46	56	<b>60</b>	53
Explain to you what the microbiome is and what its roles and functions are	<b>43</b>	50	46	45	38	36	38	47	<b>55</b>	44



# About 1 in 2 report being prescribed Pre- and Probiotics—in line with global average



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?  
Base: All respondents



- Yes, several times
- Yes, once
- No never

## 53% were prescribed with prebiotics or probiotics

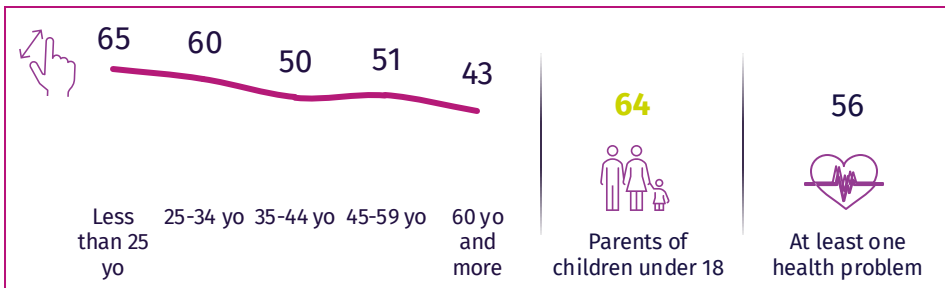
2025: 55%

2024: 54%

2023: 49% +4pts vs 2023



## 51%



# But, Microbiome guidance post-antibiotics is very moderate, similar to global practice



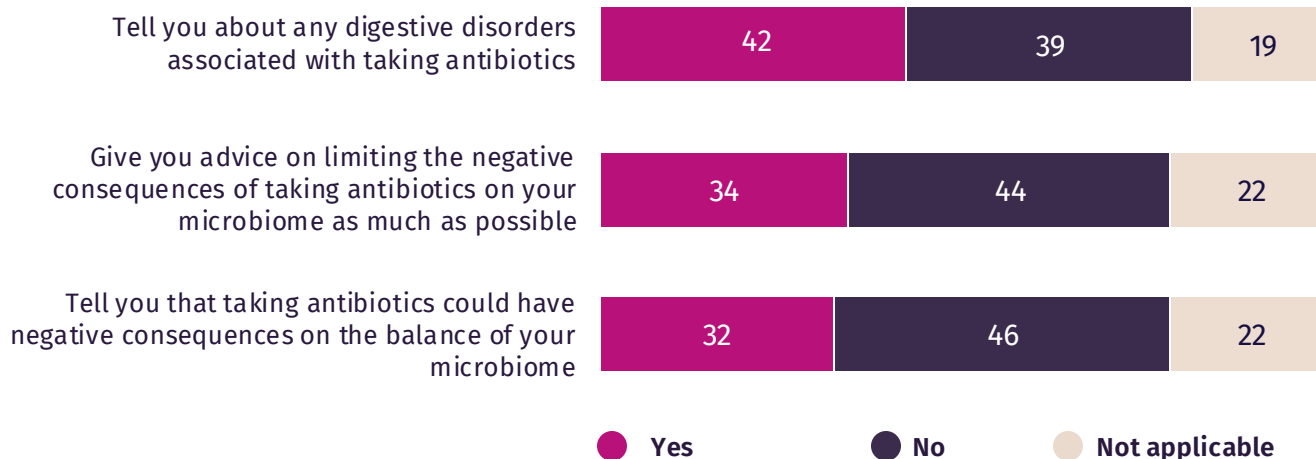
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

Only **22%** received ALL THESE INFORMATION from their HCPs



**25%**



# Microbiome guidance post-antibiotics is not increasing significantly over the years.



Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

**% Yes**

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>22</b>	+3pts	-4pts	+2pts	25
Tell you about any digestive disorders associated with taking antibiotics	<b>42</b>	=	-1pt	+3pts	45
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>34</b>	+1pt	-3pts	+4pts	36
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>32</b>	+2pts	-3pts	+1pt	39



# The level of Microbiome guidance post-antibiotics doesn't vary with the demographics.



Question 7. The last time a doctor prescribed antibiotics, did they do the following? / Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 18	At least one health problem
	base n=500	n=69	n=112	n=97	n=126	n=96	n=221	n=356
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>22</b>	<b>22</b>	<b>24</b>	<b>25</b>	<b>21</b>	<b>19</b>	<b>26</b>	<b>22</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>42</b>	44	39	38	49	39	47	44
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>34</b>	38	35	32	35	30	41	35
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>32</b>	36	34	31	31	28	35	33



Significant differences vs total - superior



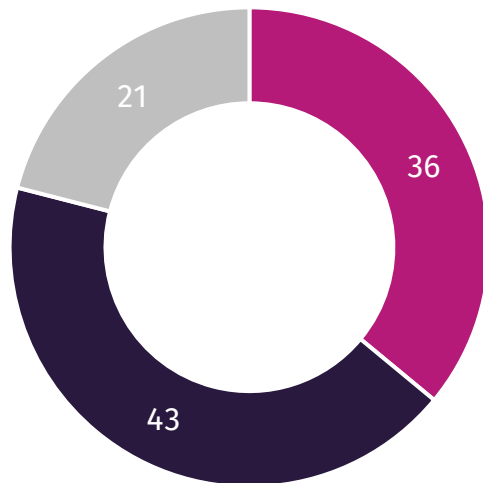
Significant differences vs total - inferior

# Only 36% receive probiotics or prebiotics with antibiotics; in line with global average.



Question 7. The last time a doctor prescribed antibiotics, did they do the following?

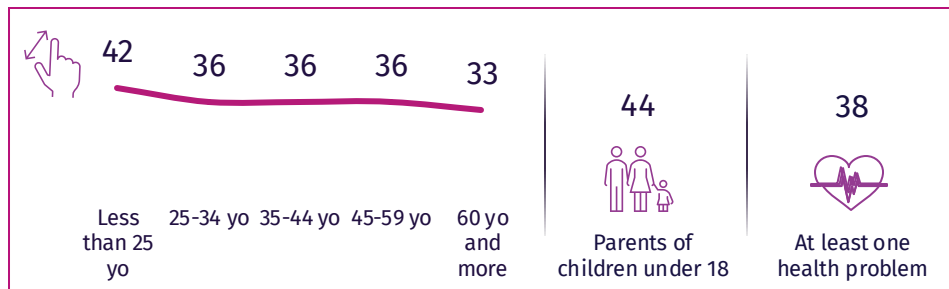
Base: All respondents



- Yes
- No
- Not applicable

**36%** were prescribed with prebiotics or probiotics

ALL COUNTRIES  
**38%**



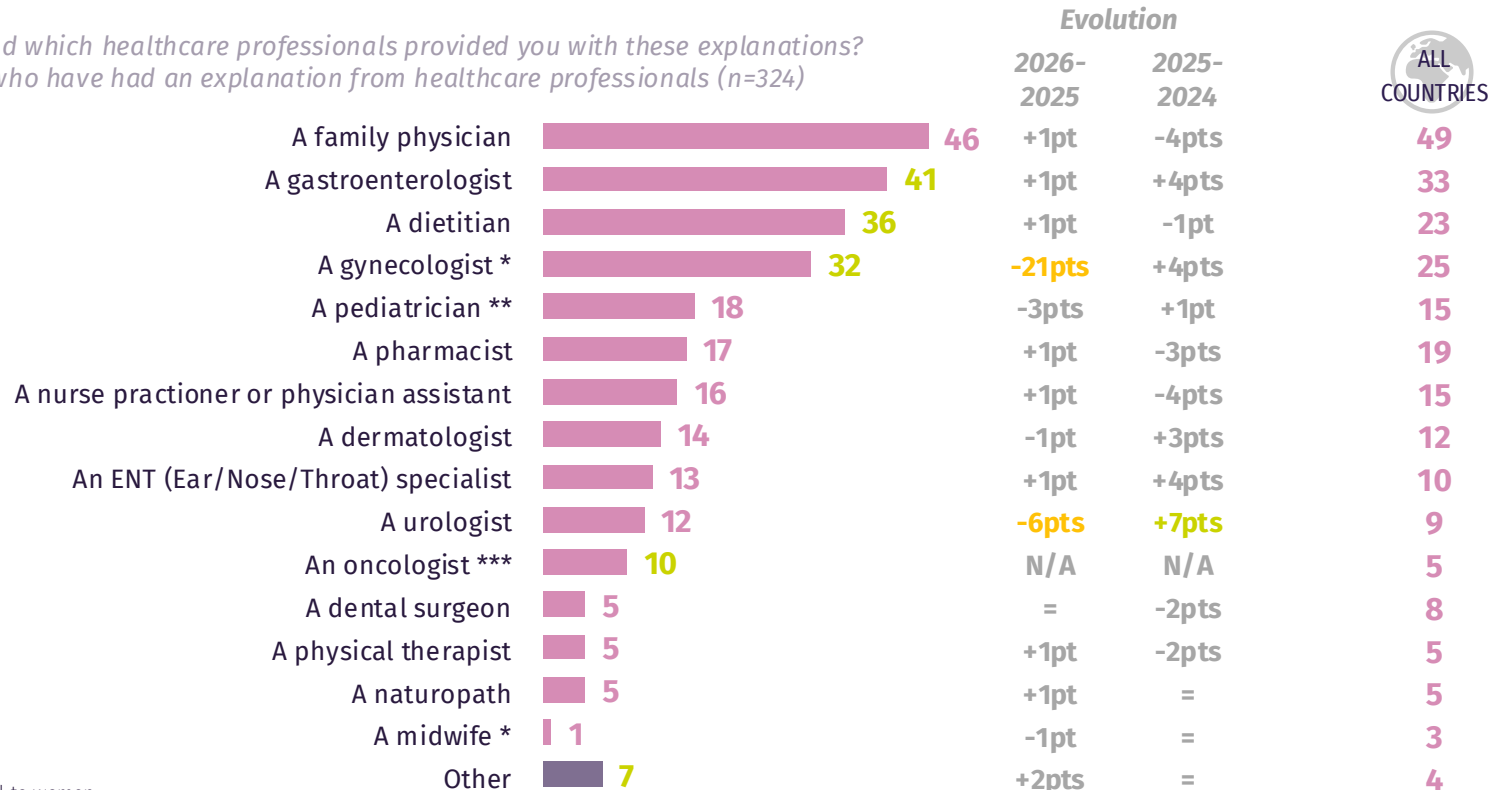
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# Family physicians along with gastroenterologists and dietitians remain the top 3 professional sources of information about microbiome.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=324)



\* Item displayed to women

\*\* Item displayed to parents

\*\*\* This item has been added this year. Due to low basis of people suffering from cancer, this item is displayed on all respondents.



# Family physicians along with gastroenterologists are the top sources of information across the demographics.

Question 6. And which healthcare professionals provided you with these explanations?  
 Base: People who've received some information from HCPs (n=324)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
base	n=324	n=55	n=77	n=57	n=79	n=56	n=135	n=189	n=158	n=238
A family physician	<b>46</b>	55	42	42	40	54	47	45	42	44
A gastroenterologist	<b>41</b>	27	40	48	48	39	42	40	35	44
A dietitian	<b>36</b>	36	31	43	37	34	42	32	33	37
A gynecologist	<b>32</b>	34	31	33	29	32	0	32	32	31
A pediatrician	<b>18</b>	18	25	20	10	0	14	19	18	21
A pharmacist	<b>17</b>	17	23	8	19	15	18	16	14	18
A nurse practitioner or physician assistant	<b>16</b>	29	26	5	11	7	19	13	17	18
A dermatologist	<b>14</b>	9	20	8	19	12	15	13	13	13
An ENT (Ear, Nose, Throat) specialist	<b>13</b>	20	14	10	11	12	14	13	13	14
A urologist	<b>12</b>	6	14	9	10	20	17	8	7	12
An oncologist*	<b>10</b>	11	6	10	11	13	10	10	10	11
A dental surgeon	<b>5</b>	3	5	0	7	7	7	3	4	5
A physical therapist	<b>5</b>	13	4	0	4	7	7	4	7	6
A naturopath	<b>5</b>	5	5	4	5	5	6	4	5	5
A midwife	<b>1</b>	0	0	2	0	0	0	1	0	0
Other	<b>7</b>	5	8	12	4	6	8	6	7	8

● Significant differences vs total - superior   ● Significant differences vs total - inferior   ● First source by profile

\*This item has been added this year



3

**Knowledge of the  
microbiome is very  
moderate and isn't  
showing signs of  
improvement**

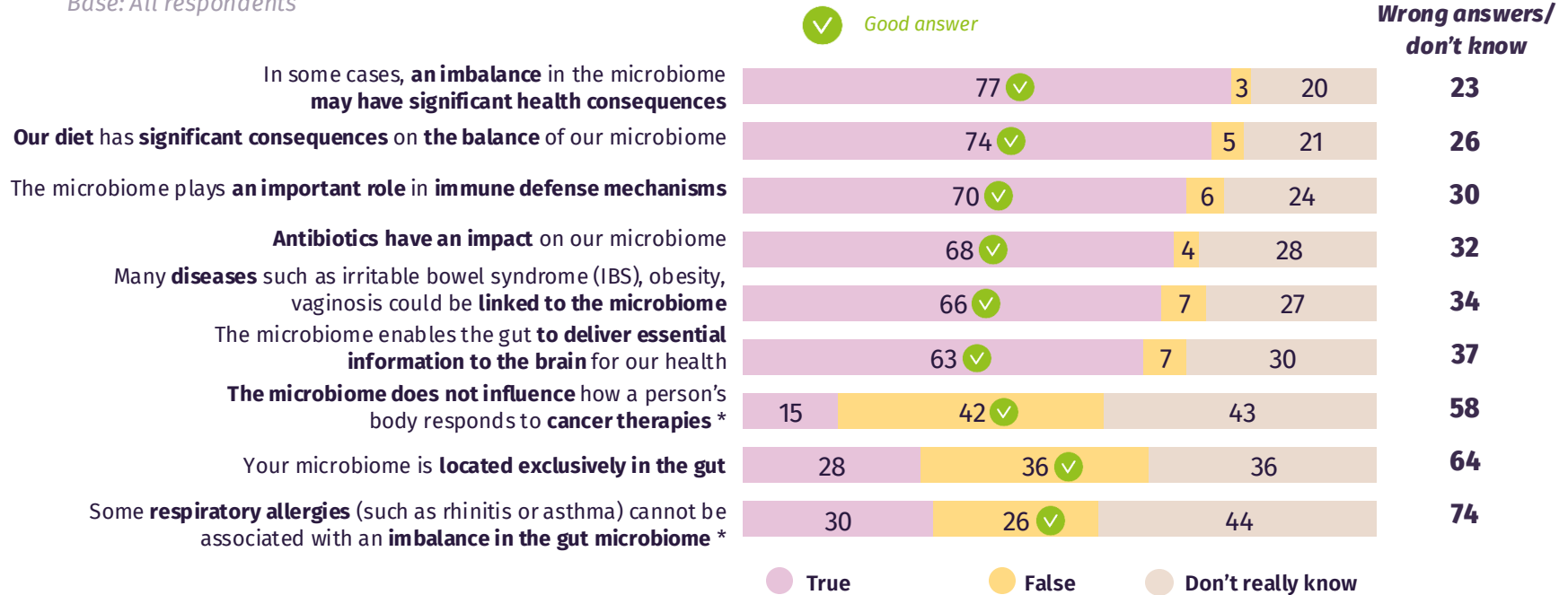


# The level of knowledge remain weak about its diversity and its link to diseases.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Definition displayed to respondents before this question: In the past, the term most commonly used was "flora", this term has now been renamed "microbiome".

\* These items have been added this year

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# The level of knowledge among Brazilian people remains fragile, without significant improvement.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
In some cases, <b>an imbalance</b> in the microbiome <b>may have significant health consequences</b>	77	-3pts	+1pt	+3pts	77
<b>Our diet</b> has <b>significant consequences</b> on the <b>balance</b> of our microbiome	74	-3pts	+2pts	+3pts	79
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	70	-7pts	+4pts	+3pts	76
<b>Antibiotics</b> have an <b>impact</b> on our microbiome	68	-4pts	+4pts	=	71
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	66	-3pts	+5pts	N/A	68
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	63	+4pts	+1pt	+1pt	60
<b>The microbiome does not influence</b> how a person's body responds to <b>cancer therapies</b> *	42	N/A	N/A	N/A	40
Your microbiome is <b>located exclusively in the gut</b>	36	-5pts	+6pts	-2pts	49
Some <b>respiratory allergies</b> (such as rhinitis or asthma) cannot be associated with an <b>imbalance in the gut microbiome</b> *	26	N/A	N/A	N/A	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

\* These items have been added this year

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# The level of knowledge does not vary much across demographics.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

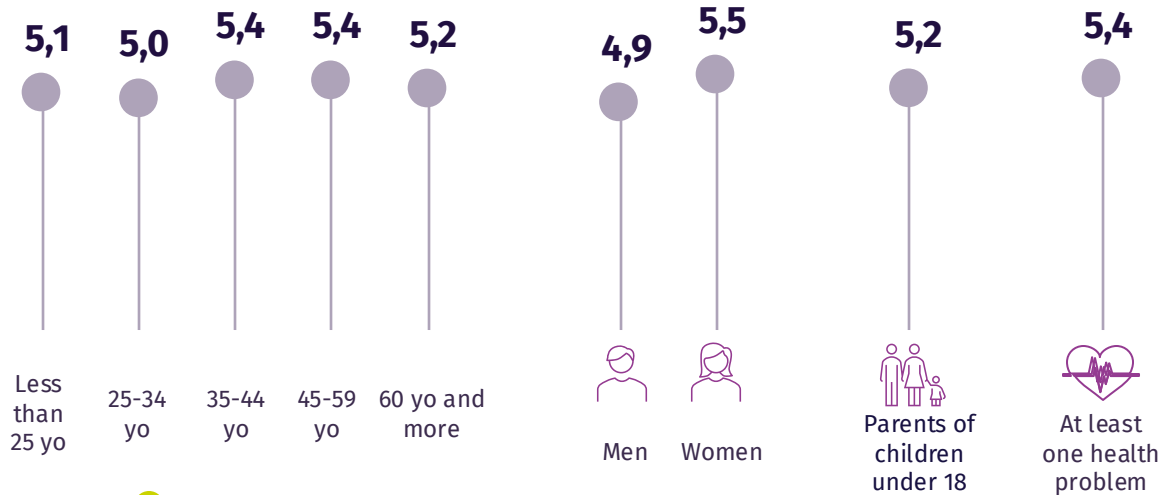
Base: All respondents



5,4

5,2/9

Number of good responses on average



- Significant differences vs total - superior
- Significant differences vs total - inferior



4

**Modest execution,  
Uncertain balance:  
Brazil's microbiome  
behaviors lag global  
norms**

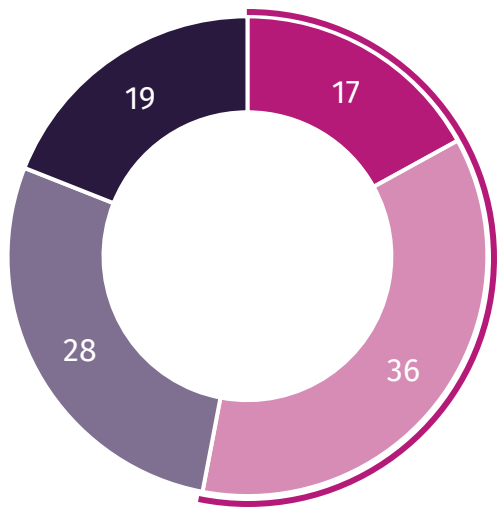


# Only half of Brazilian people report taking action for their microbiome health, but most of them are changing 'a little' their behaviors.



Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents



- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

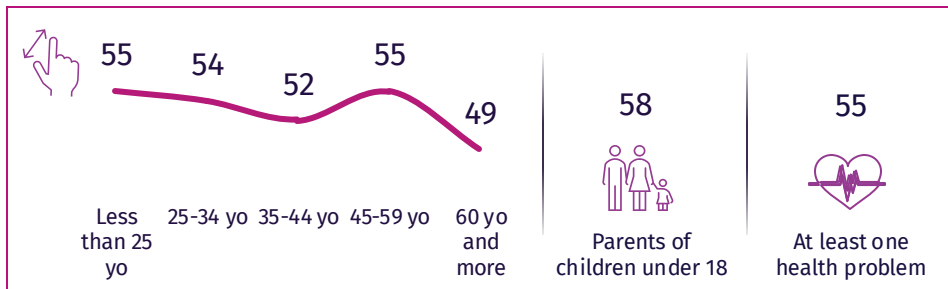
**53%** have changed their behaviors

2025: 63%

2024: 62% **-9pts vs 2024**



**53%**



● Significant differences vs total - superior

● Significant differences vs total - inferior

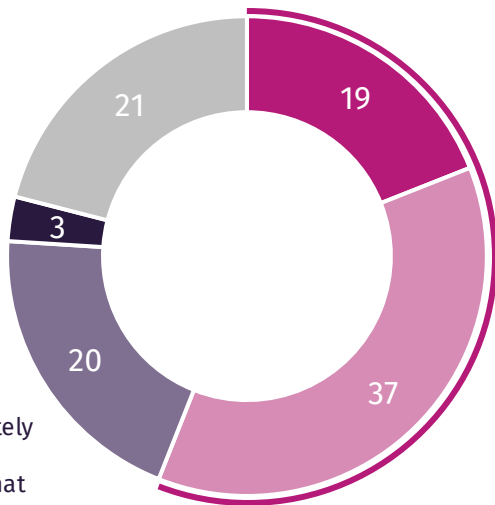


# However, Brazilians are not sure about the balance of their gut microbiome with only half of them considering it as so, while 1 in 5 really do not know.

NEW QUESTION

Question 14V4. Do you consider that your gut microbiome is currently well balanced?

Base: All respondents

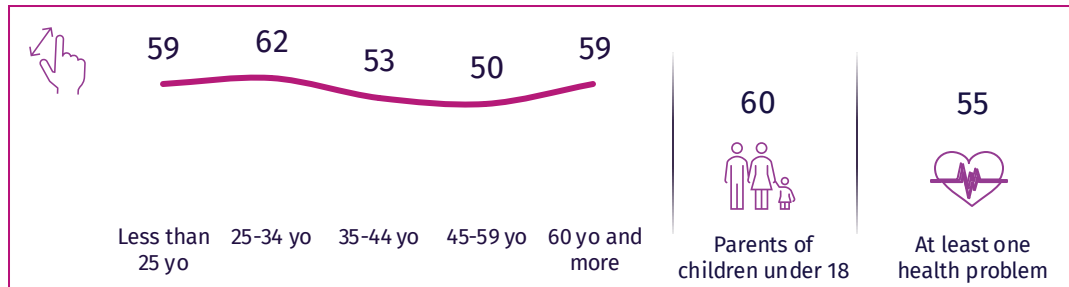


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

**56%** consider that their gut microbiome is currently well balanced



**59%**



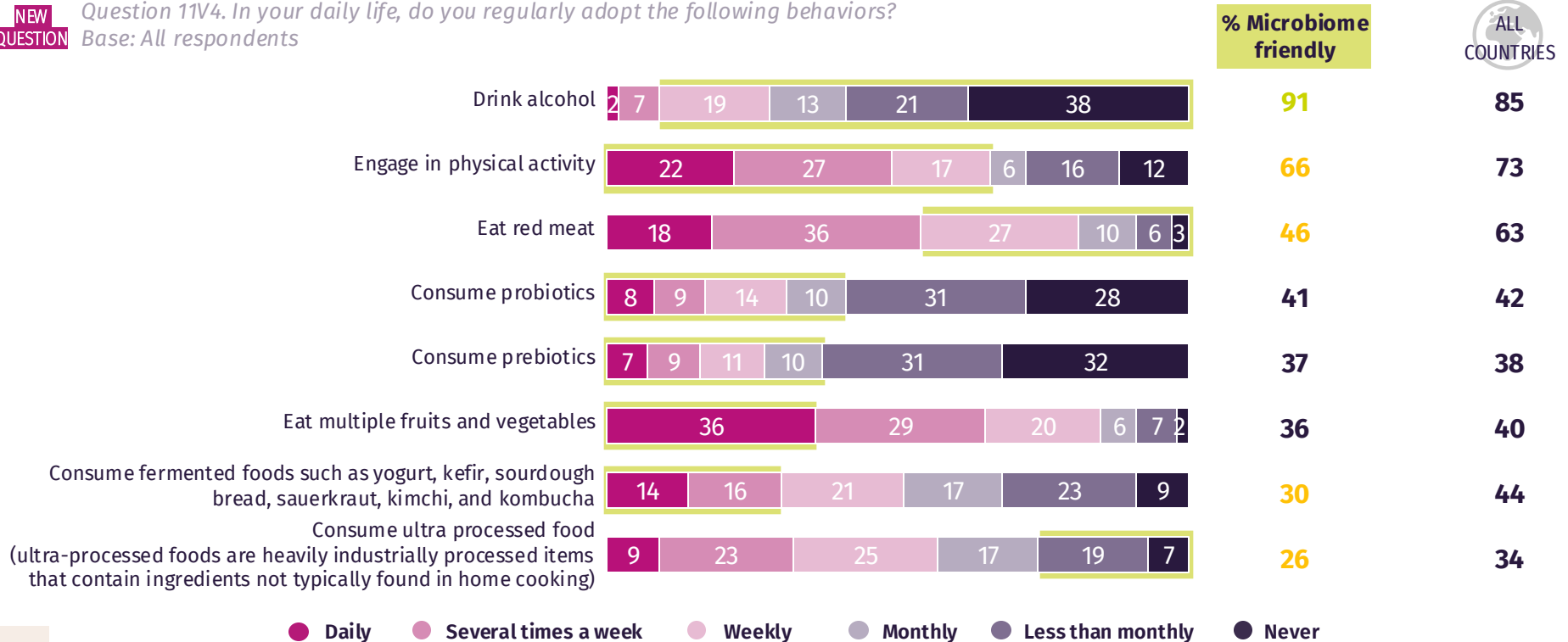
● Significant differences vs total - superior    ● Significant differences vs total - inferior



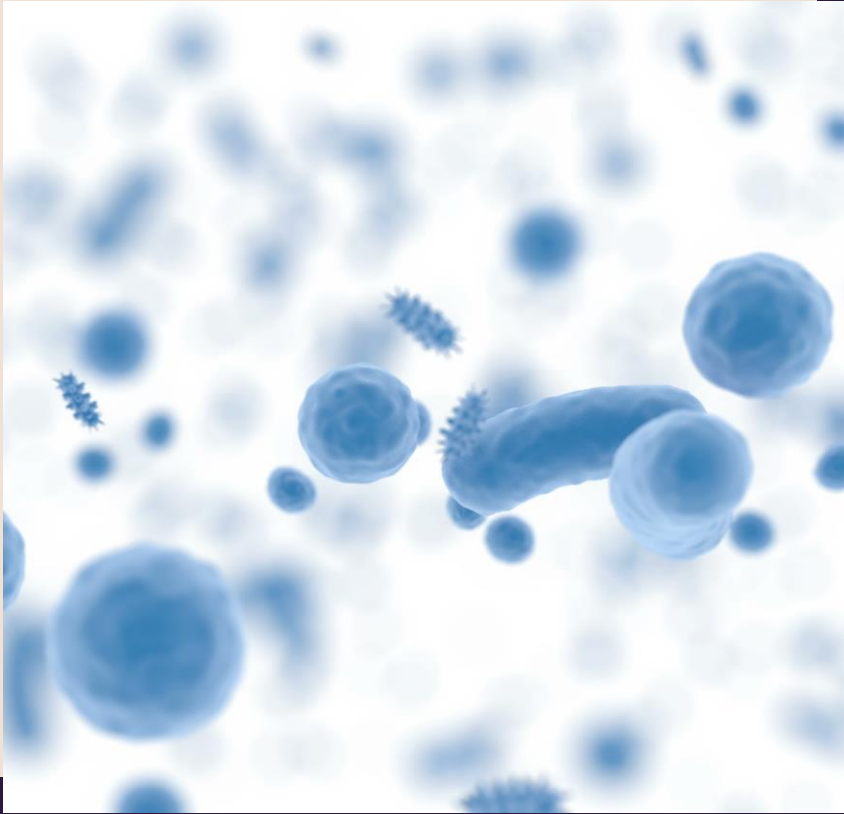
# Although Brazilians limit regular alcohol use, they underperform on physical activity and fermented-food intake and are more likely to consume ultra-processed foods.

NEW QUESTION

Question 11V4. In your daily life, do you regularly adopt the following behaviors?  
Base: All respondents



● Daily ● Several times a week ● Weekly ● Monthly ● Less than monthly ● Never



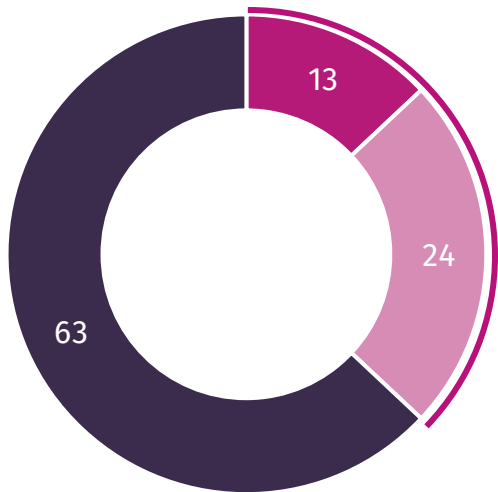
# 5 Focus on the first 1,000 days of life



# 37% of parents and pregnant women have heard of the scientific concept of the “first 1,000 days of life” and only 1 out of 10 knows exactly what it is.

NEW QUESTION

Question 2V4. Have you ever heard about the scientific concept of the “first 1,000 days of life”?  
Base: Parents or pregnant women (n=225)

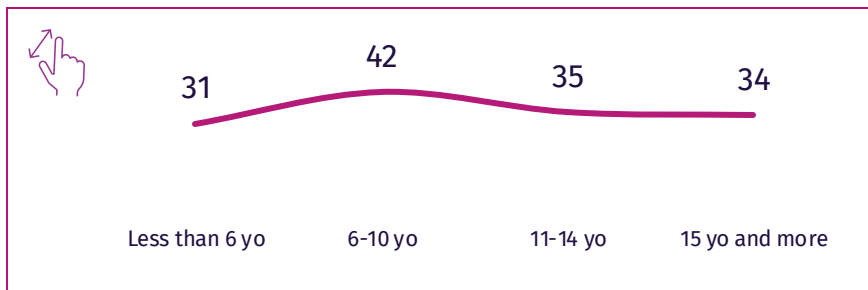


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**37%** have heard about the scientific concept of the « first 1,000 days of life »  
28% among total population



**43%**



● Significant differences vs total - superior    ● Significant differences vs total - inferior



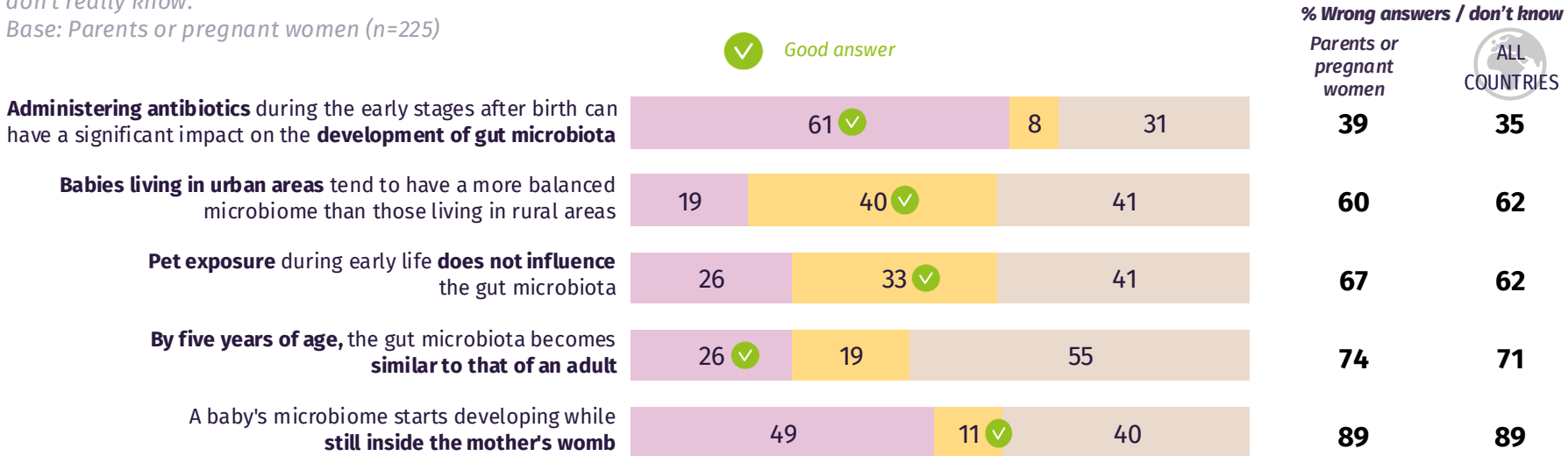
# Significant misconceptions exist among Brazilian parents regarding early-life microbiome except the link between antibiotics and the development of gut microbiota

NEW QUESTION

Question 4V4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Parents or pregnant women (n=225)

✓ Good answer



True False Don't really know



# Brazilian parents' knowledge of child microbiome is low, similar to their global peers.

NEW QUESTION

Question 4V4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Parents or pregnant women (n=225)

ALL COUNTRIES

1,8



Number of good responses on average



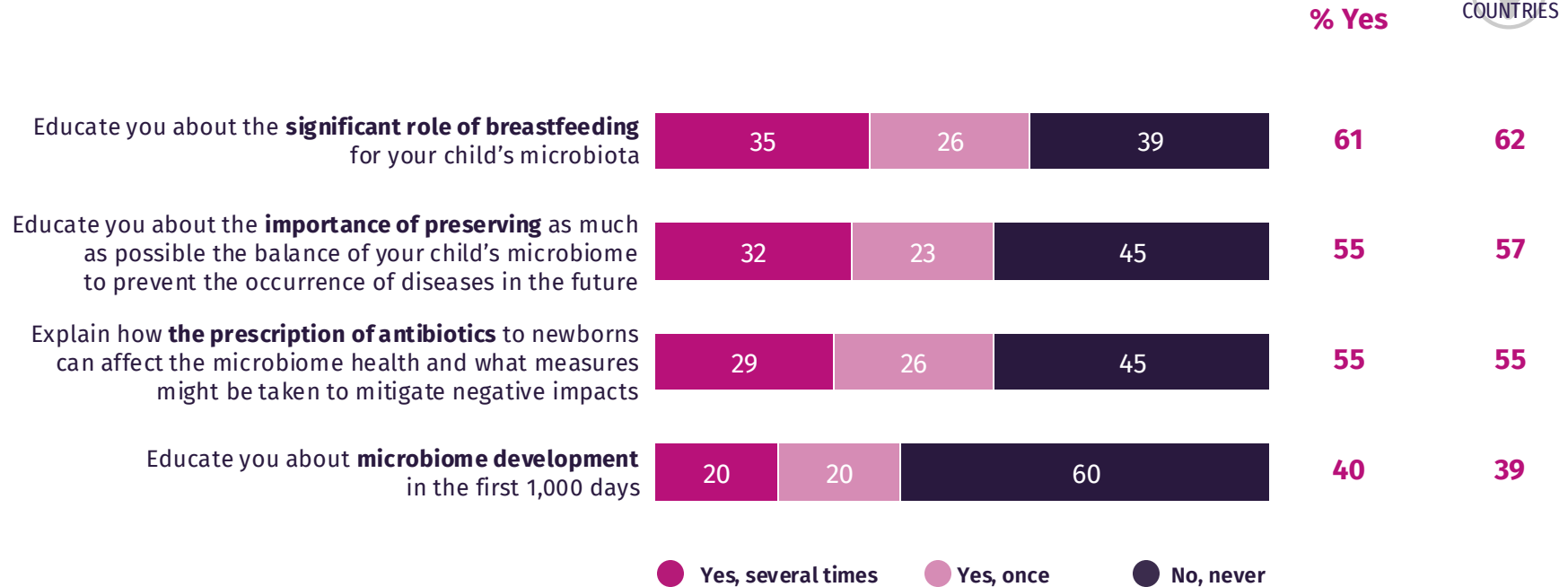
- Significant differences vs total – superior
- Significant differences vs total - inferior



# Most Brazilian parents report receiving information on preserving microbiome balance—especially regarding the impact of antibiotics—but not on microbiome development in the first 1,000 days

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?  
Base: Parents (n=221)

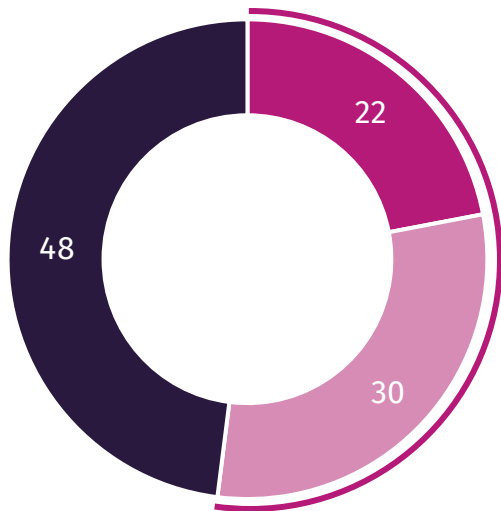




# 1 in 2 were prescribed with prebiotics or probiotics for their child, a practice in line with global norms.

NEW QUESTION

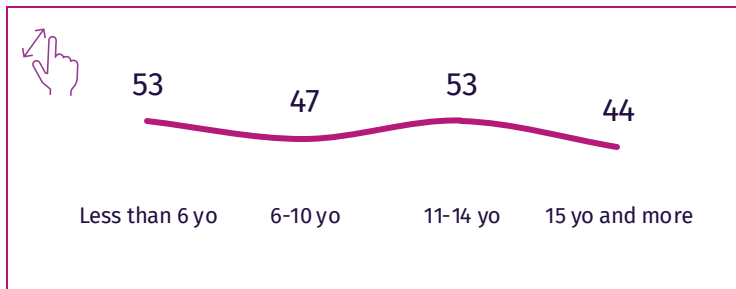
Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?  
Base: Parents (n=221)



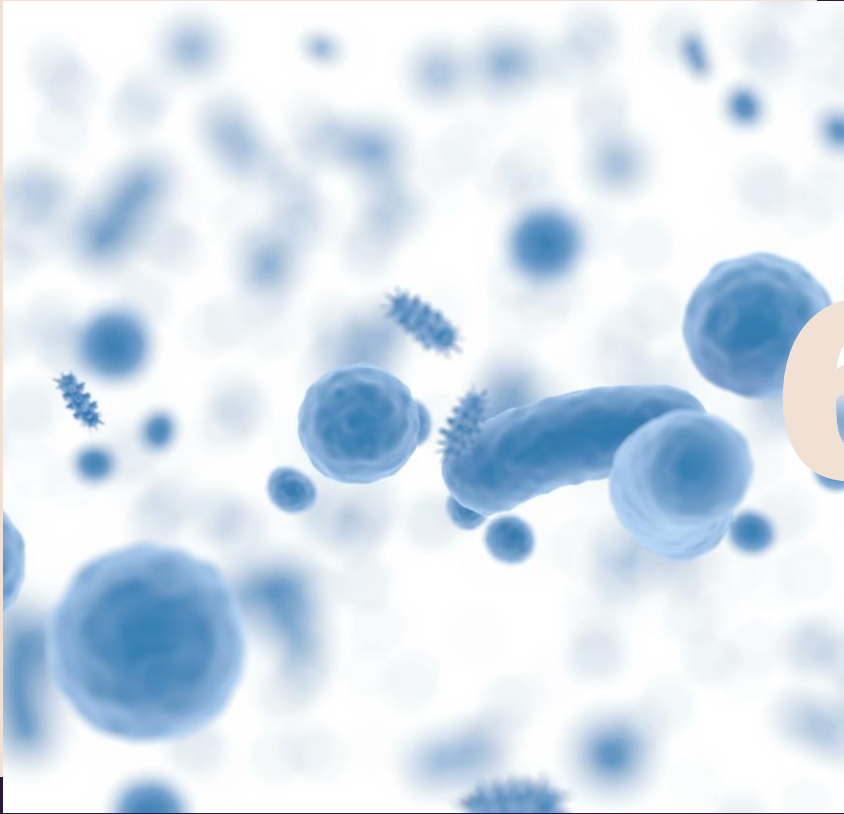
**52%** were prescribed with prebiotics or probiotics for their child



**57%**



● Significant differences vs total - superior    ● Significant differences vs total - inferior



# 6

## Focus on the vaginal microbiome

*In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora.*

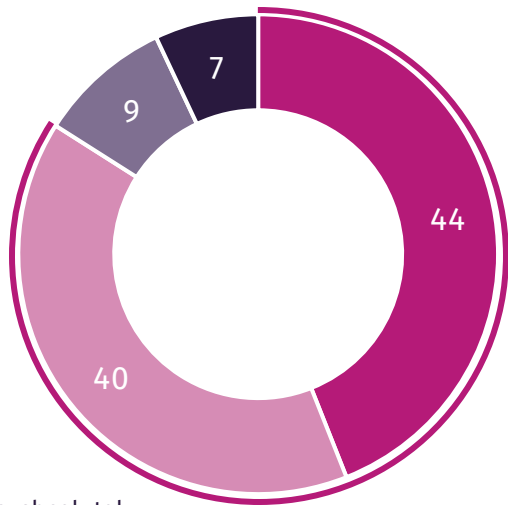


# Most Brazilian women report that they know the difference between vagina and vulva.

NEW QUESTION

Question 6V4. Do you know the difference between vagina and vulva?

Base: Women (n=268)

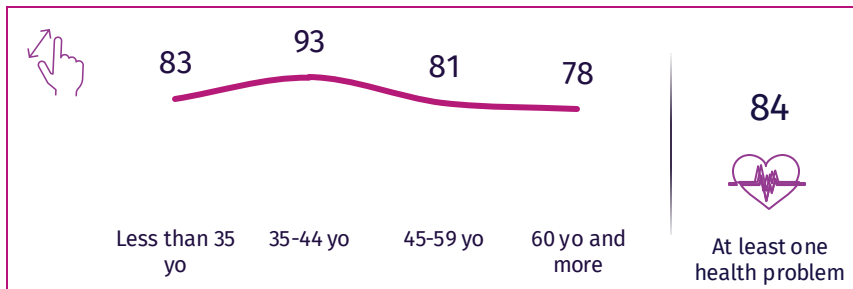


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**84%** know the difference between vagina and vulva

ALL COUNTRIES

**78%**



● Significant differences vs total - superior    ● Significant differences vs total - inferior

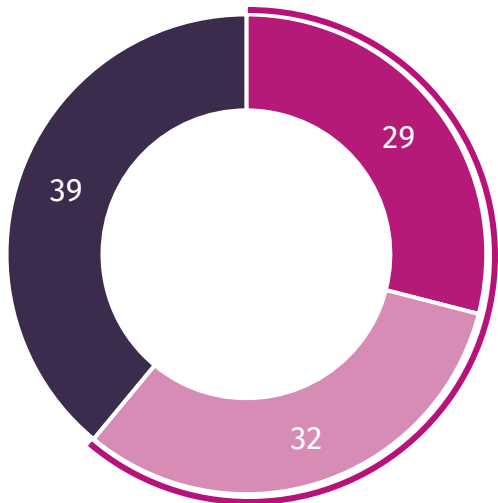


# Rising awareness of the vaginal microbiome, now at its highest since 2023 and slightly surpassing global average.

Question 3. And more specifically, have you ever heard of the following terms?  
Base: Women (n=268)



## Vaginal microbiome



- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it/ never heard about microbiome

### 61% of women have already heard about the vaginal microbiome

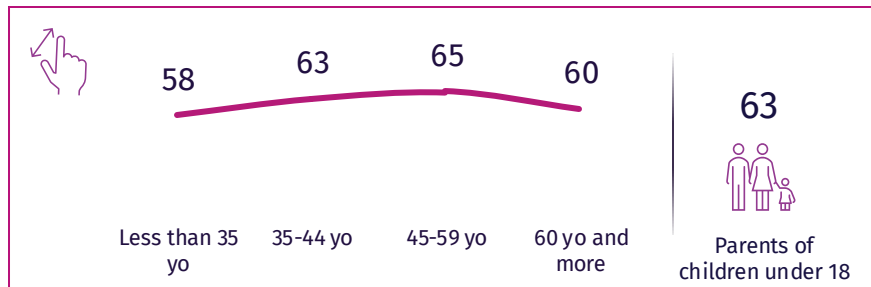
2025: 55%

2024: 56%

2023: 49% +12pts vs 2023



## 56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

# Core concepts understood: Brazilian women grasp the basics of vaginal microbiome's function.



(1/2)

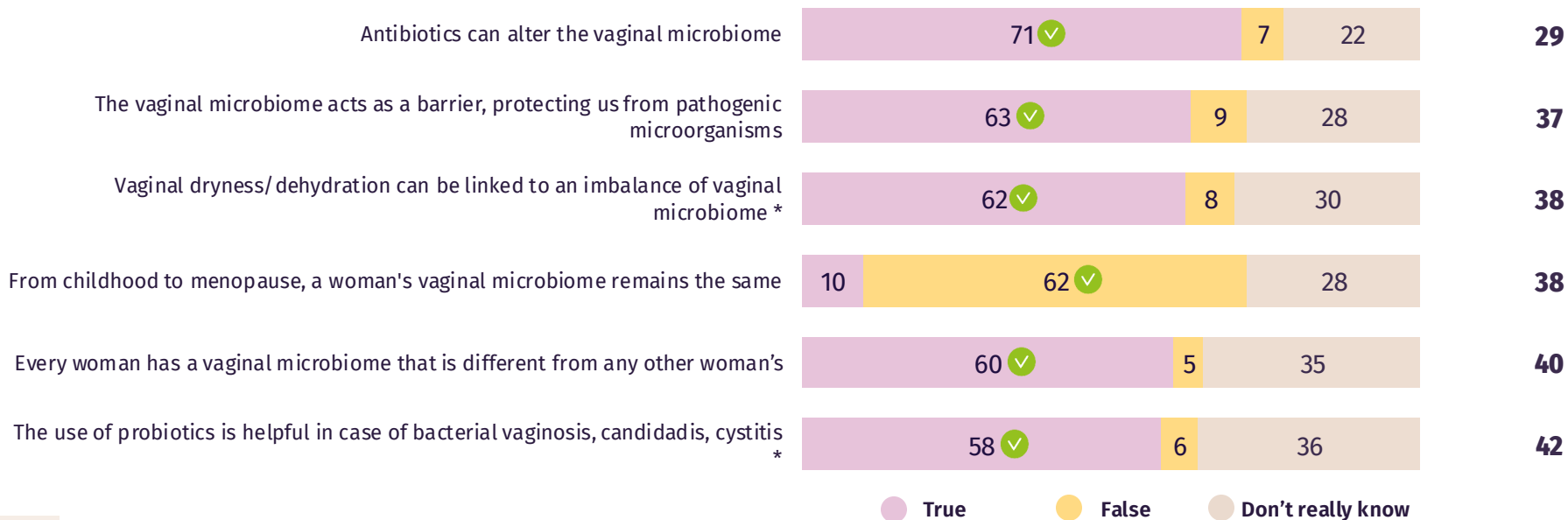


Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=268)

✓ Good answer

Wrong answers/  
don't know





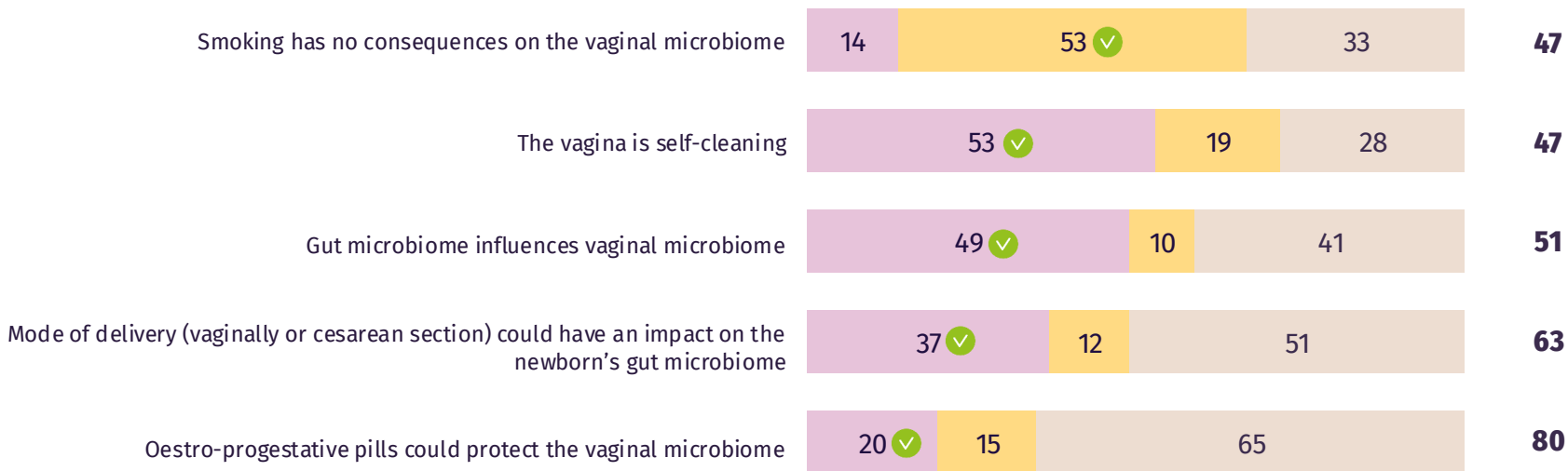
# Key knowledge gaps on gut-vaginal axis, the impact of estroprogestative pills and mode of delivery. (2/2)



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=268)

✓ Good answer **Wrong answers/  
don't know**



● True    ● False    ● Don't really know



# Year after year, variations show how fragile the level of knowledge is among Brazilian women.

Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=268)

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
Antibiotics can alter the vaginal microbiome	71	+5pts	-4pts	N/A	69
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	63	-3pts	-3pts	=	64
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	62	N/A	N/A	N/A	65
From childhood to menopause, a woman's vaginal microbiome remains the same	62	=	+2pts	+11pts	56
Every woman has a vaginal microbiome that is different from any other woman's	60	=	-4pts	+6pts	64
The use of probiotics is helpful in case of bacterial vaginosis, candidadis, cystitis *	58	N/A	N/A	N/A	56
Smoking has no consequences on the vaginal microbiome	53	-5pts	=	N/A	50
The vagina is self-cleaning	53	+3pts	-1pt	+5pts	57
Gut microbiome influences vaginal microbiome	49	+1pt	=	N/A	45
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	37	+3pts	-7pts	N/A	37
Oestro-progestative pills could protect the vaginal microbiome	20	+1pt	-2pts	N/A	21

\*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



# Brazilian women's overall knowledge of vaginal microbiome is quite similar to global norms.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=268)



5,8

5,9/11

Number of good responses on average

5,9

6,2

6,0

5,3

6,0

Less than 35 yo

35-44 yo

45-59 yo

60 yo and more

At least one health problem

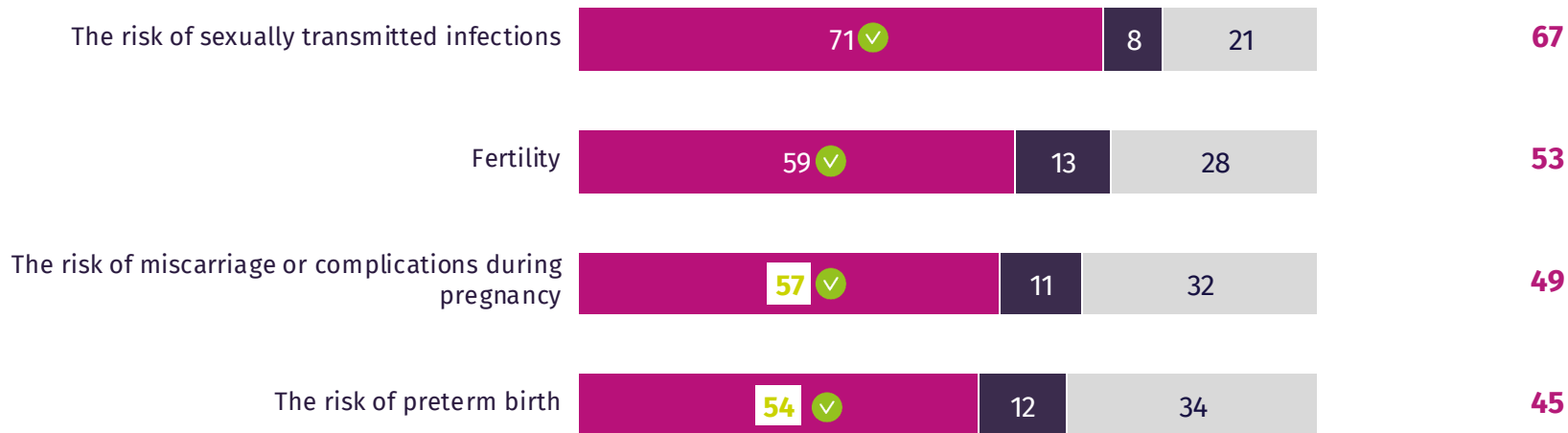
- Significant differences vs total - superior
- Significant differences vs total - inferior



# However, the link between vaginal microbiome and reproductive health is acknowledged among Brazilian women.

NEW  
QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:  
Base: Women (n=268)



● Yes      ● No      ● I don't know

✓ Good answer



# Brazilian women exceed global norms in some microbiome-friendly habits—avoiding self-medication and sleeping without underwear—yet harmful practices persist: low use of soap-free intimate cleansers and overly frequent daily showers.

NEW QUESTION

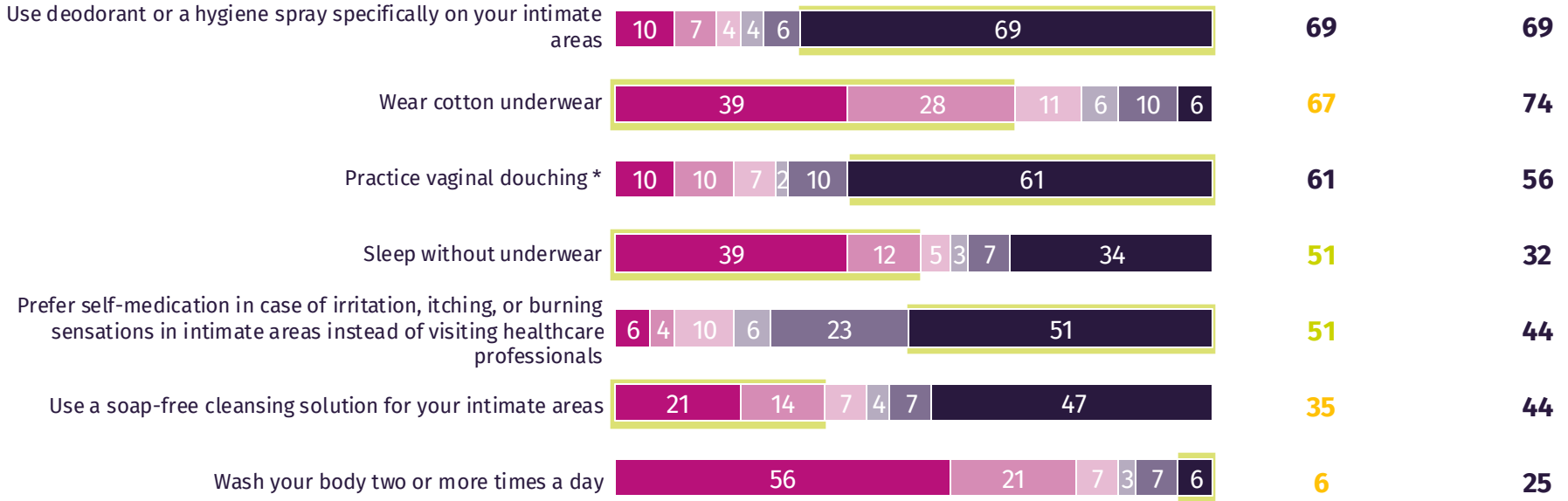
Question 11V4. How often do you include the following in your daily life?

Question 12V4. Regarding your intimate hygiene practices, which of the following behaviors do you perform?

Base: Women

% Microbiome friendly

ALL COUNTRIES



● Daily ● Several times a week ● Weekly ● Monthly ● Less than monthly ● Never

(\*)For this item, the following definition was provided: Vaginal douching is washing or cleaning out the inside of the vagina with water or a mixture of fluids to eliminate odors and "clean" the vagina. Please do not confuse the vaginal douching (The vagina is the inside) with vulvar washing (The vulva is the outside).



# Only a minority of women in Brazil report receiving information about the vaginal microbiome importance – in line with global average.



Question 14. Have healthcare professionals talked to you about the following?\*

Base: Women (n=268)

**34%** received **ALL THESE INFORMATION**, at least one time  
**14%** received all these information several times



**30%**  
**10%**

**% Yes**

Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible



**47**

Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome



**45**

Explain to you what the vaginal microbiome is and what its roles and functions are



**40**

● Yes, several times    ● Yes, once    ● No, never

\*The wording of the question was changed compared to last year



# The level of information given by HCPs varies a lot year after year suggesting irregular counseling.



Question 14. Have healthcare professionals talked to you about the following?\*

Base: Women (n=268)

**% Yes**

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
<b>% Have received ALL THESE INFORMATION, at least one time</b>	<b>34</b>	-3pts	<b>-13pts</b>	<b>+15pts</b>	30
<b>% Received ALL THESE INFORMATION, several times</b>	<b>14</b>	-2pts	-4pts	<b>+6pts</b>	10
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>47</b>	-3pts	<b>-18pts</b>	<b>+17pts</b>	40
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>45</b>	-6pts	<b>-13pts</b>	<b>+14pts</b>	40
Explain to you what the vaginal microbiome is and what its roles and functions are	<b>40</b>	=	<b>-14pts</b>	<b>+14pts</b>	36

\*The wording of the question was changed compared to last year



Significant differences vs total - superior



Significant differences vs total - inferior



# Specific guidance on intimate hygiene from HCPs is markedly more common in Brazil.

NEW QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?

Base: Women (n=268)

**33%** of women report that healthcare professionals discussed all these topics



**25%**



% Yes

The influence of hygiene products for intimate toilet on vaginal microbiome



Guidance on the appropriate way to clean your intimate areas



The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome



Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome

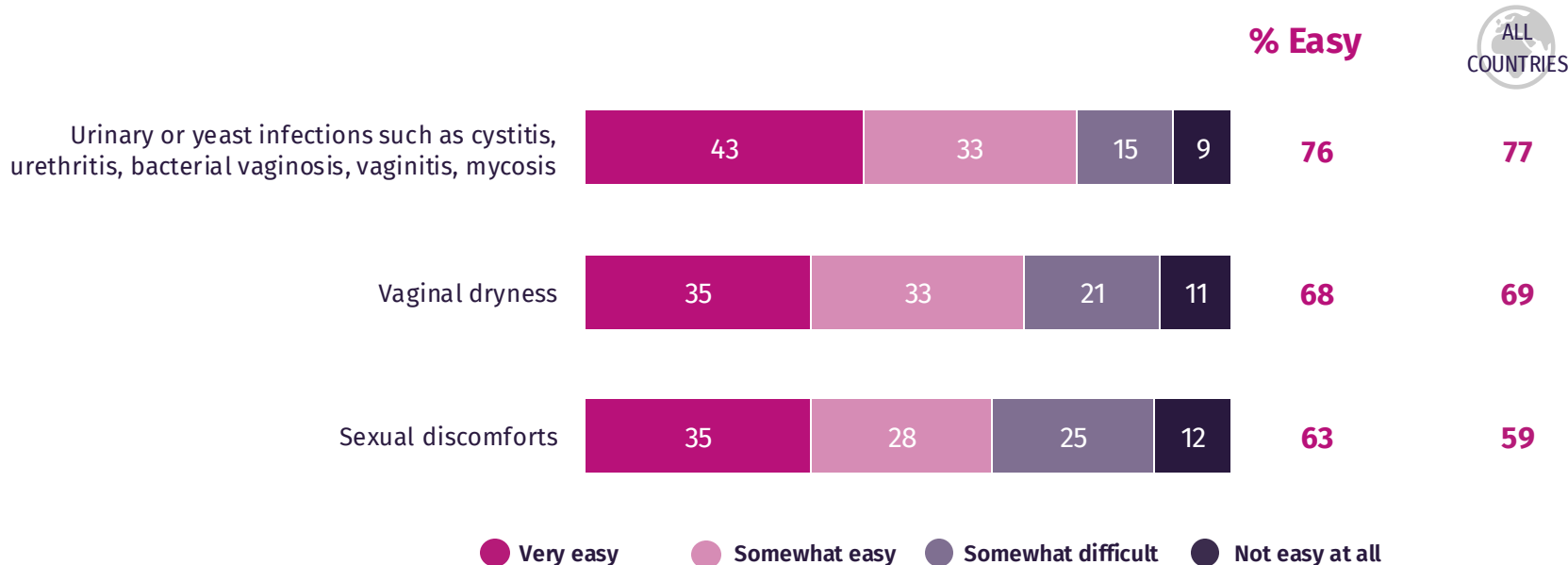




# In line with other women across the world, most Brazilian women find easy to speak about urogenital conditions with an HCP, even about sexual discomforts. But still, a minority would express difficulties sharing this information.

NEW QUESTION

Question 9V4. How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?  
Base: Women (n=268)



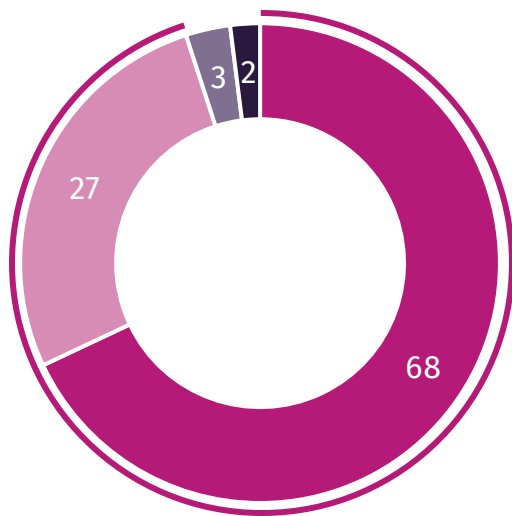


# In Brazil, there is an overwhelming interest among almost all women for more information about the importance of the vaginal microbiome and its impact on health.



Question 15. And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women (n=268)



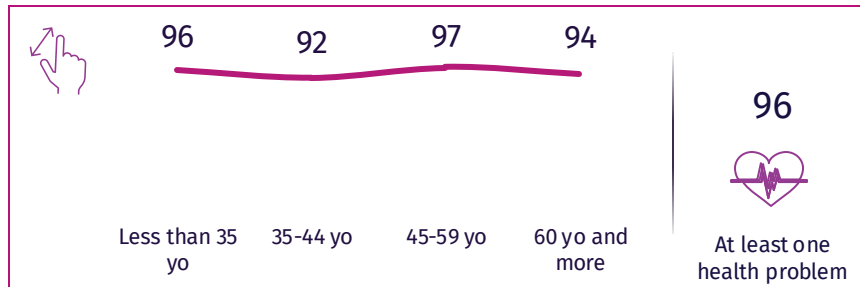
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**95%** would like to have more information about the importance of the vaginal microbiome and its impact on health



**86%**

2025: **93%**  
2024: **96%**  
2023: **93%**



● Significant differences vs total - superior ● Significant differences vs total - inferior

A large, semi-transparent image of a microbiological culture, showing various bacterial shapes and structures, serving as a background for the slide.

# ANNEXES

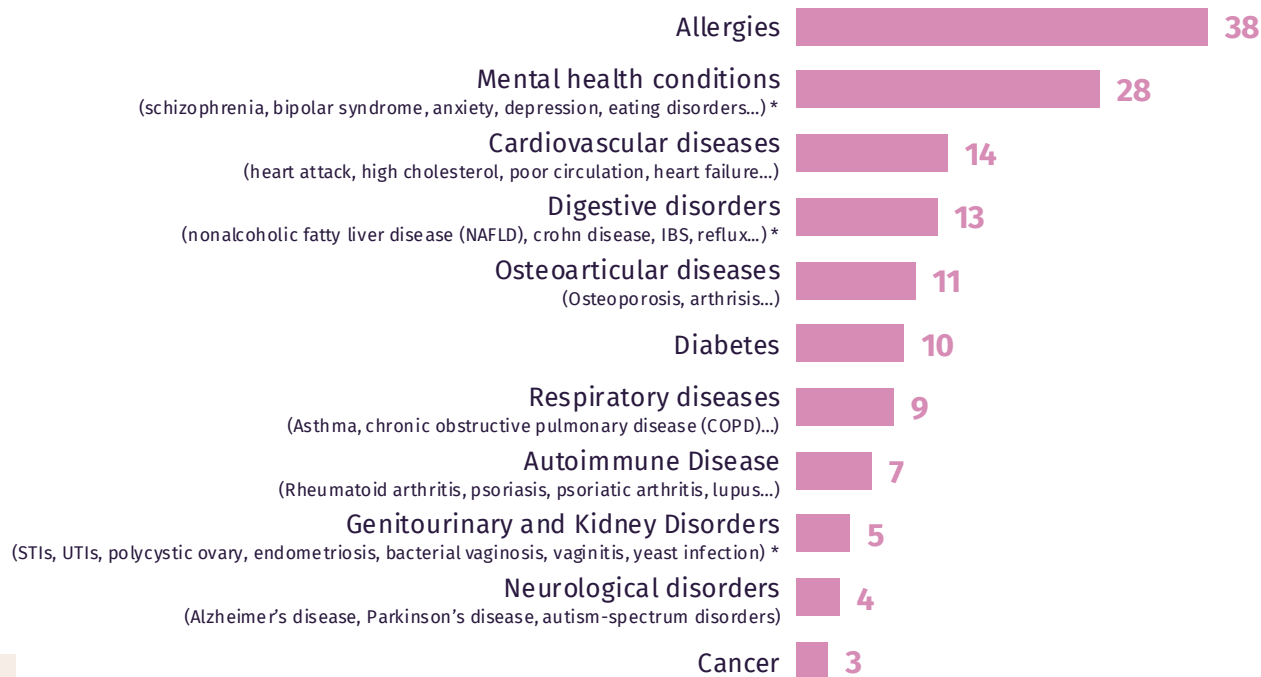


## People with current conditions



RS10. Among the following health problems, indicate those you suffer from.

Base: All respondents



\*The wording of these items was changed compared to last year

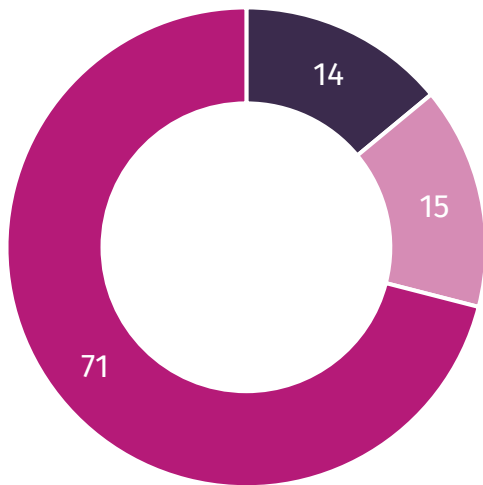


## Smoking habits in Brazil

NEW  
QUESTION

Question 10V4. Do you smoke?

Base: All respondents



- Yes, I currently smoke
- I used to smoke but quit
- No, I've never smoked

**14%** are currently smoking



**23%**

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