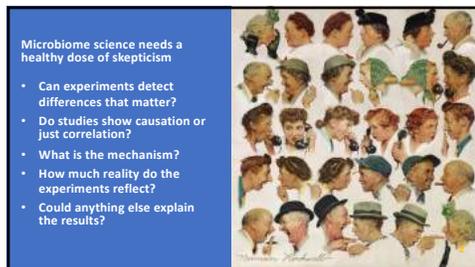
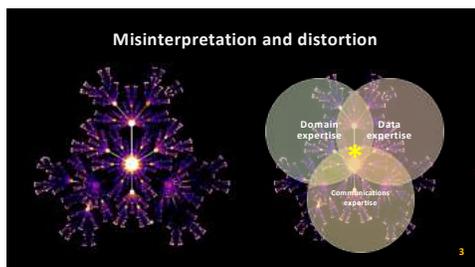




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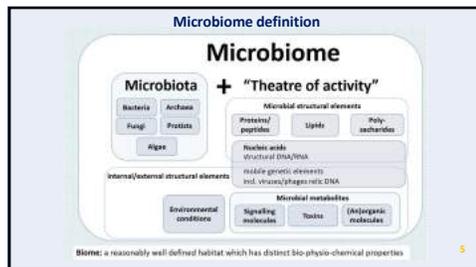
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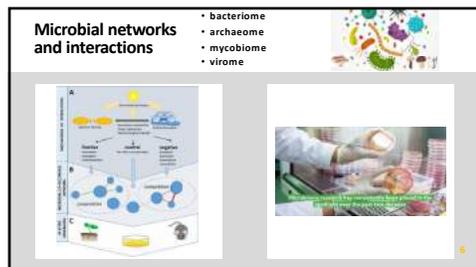
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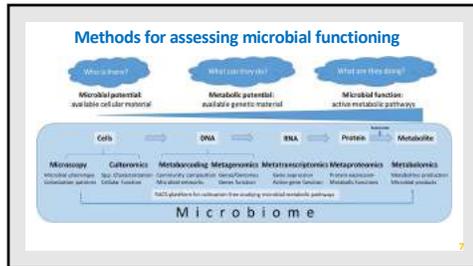
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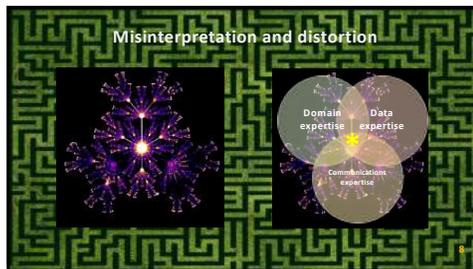
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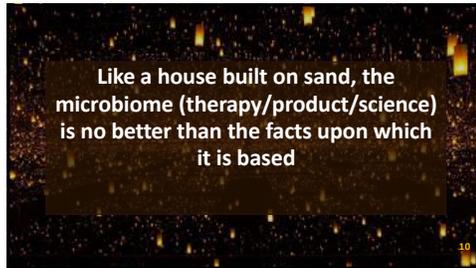
Disruption | Breakthroughs | Game Changers!

SMALL WORLD: 20+ STARTUPS TARGETING THE MICROBIOME

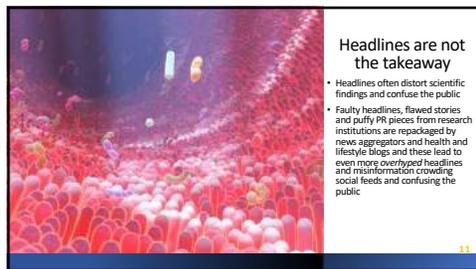
POOP TECH: 40+ PRIVATE STARTUPS DISRUPTING THE FECAL ECOSYSTEM

SPINNING SCIENCE + OVERHYPED HEADLINES + SNARLED STATISTICS = READERS LEAD ASTRAY

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Study findings and headlines in lay press

FINDINGS

The commercially available *Lactobacillus* strains did not improve treatment of children diagnosed with acute gastroenteritis in the United States and Canada.

HEADLINES IN LAY PRESS

- Probiotics not beneficial for children with gastroenteritis. *NEJM Journal Watch*
- Probiotics no help to young kids with stomach virus. *ScienceDaily*
- Probiotics no better than placebo for gastroenteritis. *MedScope*
- Probiotic disappoints in pediatric acute gastroenteritis. *MedPageToday*
- Probiotics show no benefits for pediatric acute gastroenteritis. *Monthly Prescribing Reference*
- Probiotics not effective in treatment of gastroenteritis in young patients. *DocWire News*

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Study findings and headlines in lay press

FINDINGS

Oral supplement of a particular strain of *Lactobacillus plantarum* together with a fructo-oligosaccharide, resulted in significantly reduced risk for sepsis and infections in the lower respiratory tract in a clinical trial in India.

HEADLINES IN LAY PRESS

- Probiotic prevents infections in newborns. *Nature*
- Probiotic bacteria could protect newborns from deadly infection. *NPR*
- Probiotic mix fed to Indian infants cuts newborn sepsis risk by 40%. *MedScope*
- Finally, a life-saving probiotics trial is successful — it combats infant sepsis. *Ziff Science*
- Lowest and life-saving trial backs symbiotic combination to slash sepsis in infants. *Nutra Ingredients*

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Promises and challenges

The higher the balloon, the closer the clinical applicability

- Not a "one size fits all"
- Heritage | species | geography
- Technical limitations

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Given the emerging role of microbiome research in health and disease, responsible stewardship is imperative for communicating scientific findings and trend data without misinterpretation and distortion to prevent harm to the public.

The path to hell is paved with the best of intentions...
...the road to good intentions is paved with plaintiff lawyers

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Getting others to understand

History tells us that, beyond just making us feel good and entertained, storytelling can effect change

It DOESN'T MATTER HOW MUCH WE KNOW, WHAT MATTERS IS HOW CLEARLY OTHERS CAN UNDERSTAND WHAT WE KNOW.
Steven Stork

Buttress your science communication with the scaffolding of storytelling and secure tightly with facts that matter

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