



## How To Translate Microbiome Science To Effective Consumer Messages

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Global Brand Positioning Experts in Food & Health

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### What we will share

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|---|---|--|
| <b>1</b><br>Probiotic/Microbiome Market Evolution | <b>2</b><br>Two Case studies on Microbiome Brand strategies | <b>3</b><br>How to make it happen to your brand? |
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**Part 1.**

**Probiotic/Microbiome  
Market Evolution**



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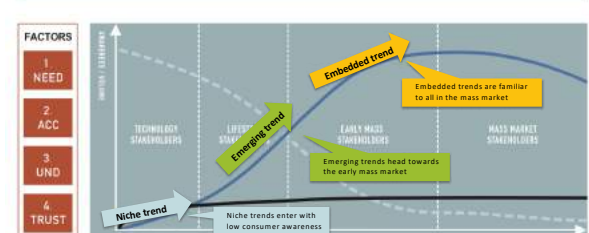
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**healthy marketing team**

**The FourFactors® Brand Acceleration System**

STRATEGY: 1. NC 2. NSC 3. WCS 4. LHNA 5. FFMO



FACTORS

- 1. NEED
- 2. ACC
- 3. UND
- 4. TRUST

STAKEHOLDERS: TECHNOLOGY, LIFESTYLE, EARLY MASS, MASS MARKET

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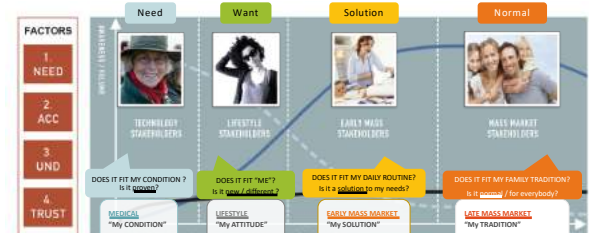
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**What are consumers expecting from your innovation/renovations?**

4 different segments



FACTORS

- 1. NEED
- 2. ACC
- 3. UND
- 4. TRUST

STAKEHOLDERS: TECHNOLOGY, LIFESTYLE, EARLY MASS, MASS MARKET

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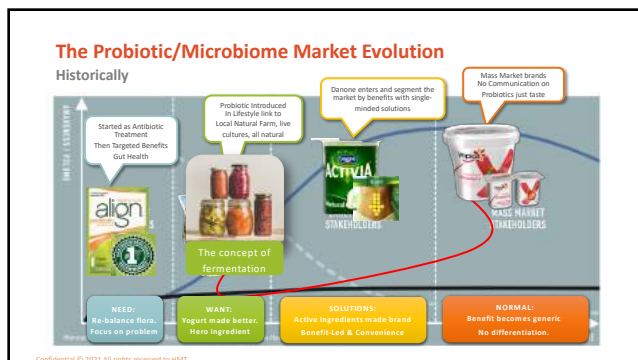
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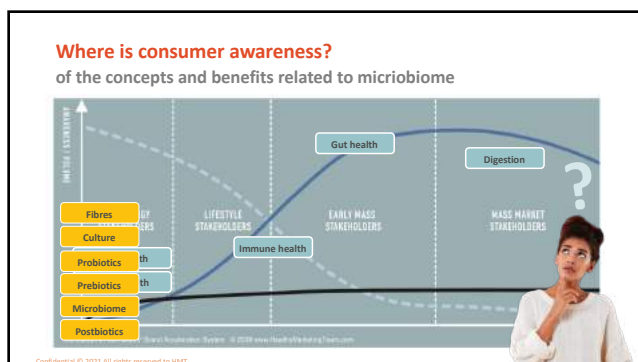
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**Part 2.**

**Microbiome**

**Brand & Communication Strategies**

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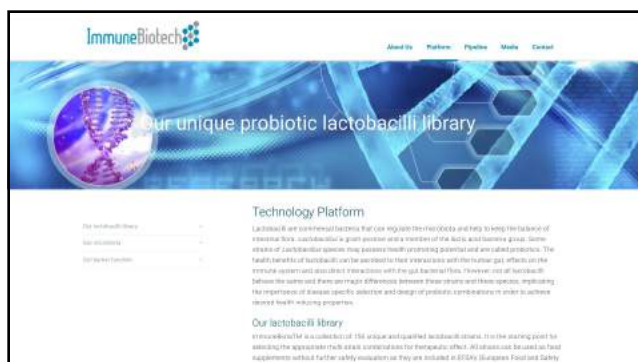
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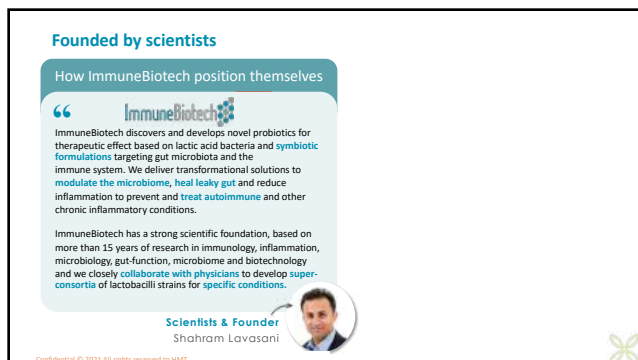
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### Founded by scientists

**How ImmuneBiotech position themselves**

“ ImmuneBiotech discovers and develops novel probiotics for therapeutic effect based on lactic acid bacteria and **sybiotic formulations** targeting gut microbiota and the immune system. We deliver transformational solutions to **modulate the microbiome, heal leaky gut** and reduce inflammation to prevent and **treat autoimmune** and other chronic inflammatory conditions.

ImmuneBiotech has a strong scientific foundation, based on more than 15 years of research in immunology, inflammation, microbiology, gut-function, microbiome and biotechnology and we closely collaborate with physicians to develop **super-consortia** of lactobacilli strains for **specific conditions**.

**Scientists & Founder**  
Shahram Lavasani



**BIG IDEA**

1  
It is not about single strain solutions.  
**Immune system is an eco-system!**

2  
There are major differences between strains and species  
**Disease Specific Selection & Design Of Probiotic Combinations**

**PRODUCT IDEA**

**Super-consortia for specific conditions!**

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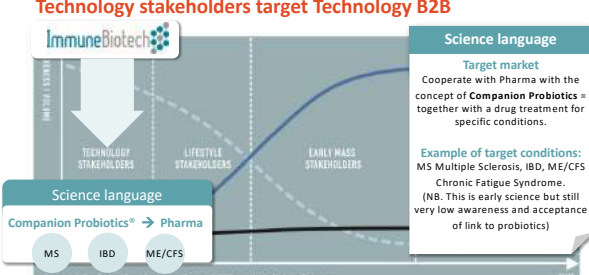
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### Lead Strategy

**Technology stakeholders target Technology B2B**



**Science language**

Companion Probiotics® → Pharma

MS    IBD    ME/CFS

**Science language**

**Target market**  
Cooperate With Pharma with the concept of **Companion Probiotics** = together with a drug treatment for specific conditions.

**Example of target conditions:**  
MS Multiple Sclerosis, IBD, ME/CFS  
Chronic Fatigue Syndrome.  
(NB. This is early science but still very low awareness and acceptance of link to probiotics)

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### Supporting strategy

**Target B2C Early Mass Segment**



**Consumer language**


**Target market**  
Consumer market DTC Gut health = management of IBS  
**Brand**

**GutMagnific** probiotic supplement. "An effective and safe food supplement of *S. lactica* acid bacteria scientifically selected to **rebalance your gut eco system and promote your health.**"

**Product idea**  
(Super Consortia translated to) **Super Heroes of Your Gut!**

**Consumer language**

**Superheroes of Your Gut!**



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Far from an ordinary probiotic

**GutMagnific® is the first product in a new probiotic category – ImmuneBiotics™**

ImmuneBiotics™ are designed with pharmaceutical precision to achieve a healthy balance between the microbiome, the immune system, and the intestinal barrier, with beneficial effects on multiple targets:

- Restore the balance in disrupted gut microbiota (dysbiosis) – inhibit the growth of pathogens and pathobionts (good bacteria gone bad)
- Reduce inflammation – activate anti-inflammatory immune cells in the gut and in other parts of the body
- Normalize intestinal permeability – reverse the so-called ‘leaky gut’



**Superheroes of Your Gut**

This team of Superheroes of Your Gut are carefully selected good bacteria to target specific bad actors in your gut and expertly designed to reduce inflammation and heal ‘leaky gut’.



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**Case Study 2**



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**Founded by an Entrepreneur with a background in NHS**

Starting with the market need

**How OptiBiotix position themselves**

“OptiBiotix Health PLC is a life sciences company operating in one of the most progressive areas of biotechnological research (the microbiome).

Developing technologies that modulate the human microbiome – the collective genome of the microbes in the body – OptiBiotix identifies and develops microbial strains, compounds and formulations for use in food ingredients, supplements and active compounds that can impact on human physiology, deriving potential health benefits.

With an established pipeline of microbiome modulators, the OptiBiotix team works today in the prevention and management of chronic lifestyle diseases including obesity, hypercholesterolemia and lipid profiles, and diabetes

**Entrepreneur & Founder**  
Stephen Patrick O'Hara



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**Founded by an Entrepreneur with a background in NHS**  
Starting with the market need and the new category of Microbiome Modulators

**How OptiBiotix position themselves**

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Developing technologies that modulate the human microbiome – the collective genome of the microbes in the body – OptiBiotix identifies and develops microbial strains, compounds and formulations for use in food ingredients, supplements and active compounds that can impact on human physiology, deriving potential health benefits.  
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**Entrepreneur & Founder**  
Stephen Patrick O'Hara



**BIG IDEA**

The need for preventive health to combat lifestyle disease such as obesity, CVD and diabetes.

**PRODUCT IDEA**

Microbiome Modulators

| Branded Ingredients   |   | Targeted Branded products   |   |
|---|---|---|---|
|  |  |  |  |
| LpLDL   | LpGOS   | SlimBiome   | CholBiome   |

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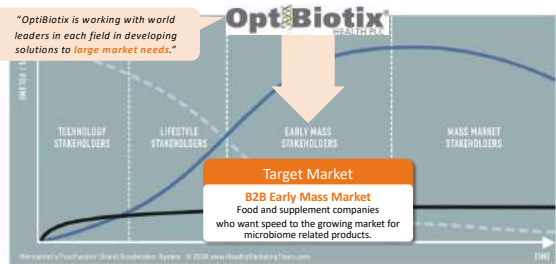
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**Lead Strategy**  
**B2B with both Branded ingredients and Branded products**

“OptiBiotix is working with world leaders in each field in developing solutions to large market needs.”



**Target Market**  
B2B Early Mass Market  
Food and supplement companies who want speed to the growing market for microbiome related products.

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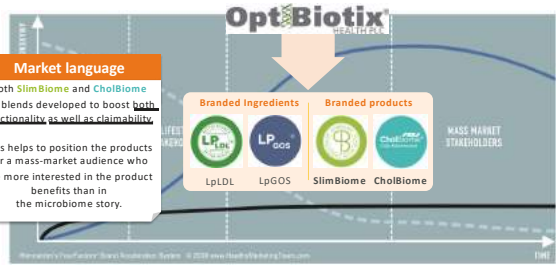
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**Lead Strategy**  
**B2B with both Branded ingredients and Branded products**

**Market language**

Both SlimBiome and CholBiome are blends developed to boost both functionality as well as claimability. This helps to position the products for a mass-market audience who are more interested in the product benefits than in the microbiome story.



**Branded ingredients**  
LpLDL LpGOS

**Branded products**  
SlimBiome CholBiome

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**Slimbiome and Cholbiome** with clear indications supported by health claims connected to companion ingredients.



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|--|----------|---|---|----------|---|
| <p><b>Claimable Ingredients</b><br/>for weight loss:<br/>Fructo-oligosaccharide,<br/>glucomannan,<br/>chromium picolinate.</p> | <p>→</p> | <p><b>Claims</b><br/>✓ Feel Fuller For Longer<br/>✓ Supports Gut Health<br/>✓ Hunger-free Weight Loss</p> | <p><b>Claimable Ingredients</b><br/>for cholesterol lowering:<br/>LpLDL, Vitamin B3,<br/>Red Yeast Rice</p> | <p>→</p> | <p><b>Claims</b><br/>✓ Lowers Systolic and Diastolic Blood Pressure<br/>✓ Reduces Cholesterol</p> |
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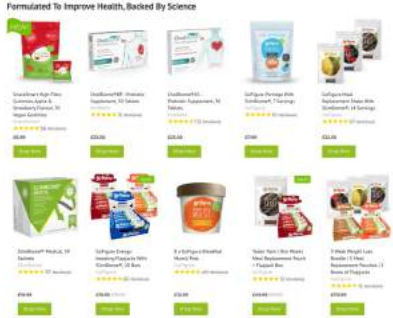
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Supporting strategy  
**DTC: E-Commerce**

**OptBiotix<sup>®</sup> Online**

Formulated To Improve Health, Backed By Science



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**The future of microbiome  
and how to win?**

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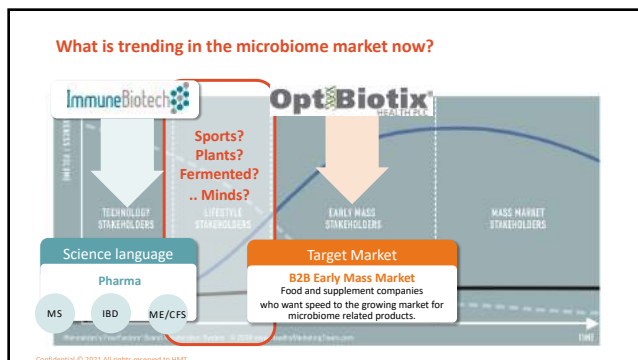
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**Plant Based & Pre-/Pro- biotics**

**LIVE WITH ALOHA**

**Microbiome Therapy from kimchi!**

**Kimchi Probiotics Postbiotics**

health-boosting functions including activating immune cells

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**FitBiomics**

**The Guts to Defy Your Limits**

**Moodbiotics**

**balance**

- clear signals between gut & brain
- gut microbiota helps maintain immune system
- healthy gut lining
- happy digestive tract

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**How to win with your company:**  
**Strategic advice for brand positioning and naming**

- 1) Build a “double ip” from the start with patents and brands to grow the value of your business
- 2) Don't be afraid to claim your territory with “category trademarks” to differentiate in a growing market
- 3) Use naming to position both company and products for the right market as it may differ

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**How to win with the consumer:**  
**Translate microbiome science to effective consumer messages**  
*3 steps to get you started + 2 key insights*

- 1) Be clear on what is the consumer awareness of the specific microbiome benefit of your choice.
- 2) Know the different consumer types (from technology stakeholders to mass market) and which one you want to target.
- 3) Build the message targeted to your audience (remember how super-consortia became super heroes for your gut!)
- 4) **Key insight 1:** Plant based diet and fermentation trends helps consumers understand the role of “bacteria” and “fibres” for your microbiome i.e. your own little jungle with its rich eco system!
- 5) **Key insight 2:** the shift from “product ingredients” to “my microbiome” connects strongly to consumer health management and opens up a new avenue for storytelling and product development

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