



+

WHEN YOU KNOW IFF,
**YOU KNOW
PROBIOTICS**



WHAT'S THE BUZZ IN BIOTICS?

Welcome!

Welcome to the new HOWARU[®] newsletter where we discuss all things probiotics – from formulation, and the regulatory landscape to manufacturing, strain selection, packaging, and everything in between! We'll cover some industry “hot topics,” share insights to fuel your journey (whether you're just getting off the ground or are a seasoned brand), and throw in some fun facts along the way.

Whether you're led to us through our new [HOWARU[®] microsite](#)—a uniquely designed platform that's “home” to all things probiotics—or another channel, we're thrilled to connect, learn with you, and pave a path toward success.

CONTACT US TODAY

Regulatory Spotlight

STAY IN THE KNOW

We've tapped into one of IFF's most critical resources, Global Regulatory Strategy Lead, Amy Smith to fill you in!

The current regulatory landscape for probiotics is, as usual, keeping us very busy, but also presents unlimited opportunity! Globally, there is continual regulatory activity requiring continuous diligence and involvement from our regulatory team.

[LEARN MORE](#)

IT'S ALL ABOUT THE STRAINS...

Curious about how you can formulate your own customized product with one of these amazing strains? We can help!

[LEARN MORE](#)

1 OUT OF 3
PROBIOTIC SUPPLEMENTS
CONTAIN **HOWARU** STRAINS



Howaru

iff



DID YOU KNOW...

\$156 billion is the global Skin Care revenue, 2023, as cited by [Statista](#), most of which is generated by the US. But who needs a Vampire Facial (yes, it's a thing!) when you can treat skin health from the inside-out?

Learn more about the connection between the gut-skin axis.

[LEARN MORE](#)

UPCOMING EVENTS

Monday
October 27

SUPPLYSIDE WEST

[SupplySide West](#) is coming and we've got HOWARU[®] (probiotics), Care4U[®] (botanicals), and combos on the mind!

Set up a meeting or stop by Booth 3265!

[SET UP MEETING](#)

IN CASE YOU MISSED IT...

Things We're Watching

Check out our collaboration with [BBC's Technology's Golden Age media clip](#), which underscores the role of probiotics, as well as our mission to bring personalized nutrition to the masses.