

'Probiotics and Health Claims'

March 10 2011

The medical benefits of probiotics or 'friendly bacteria' are not new; thousands of years ago people drank sour milk as a cure for stomach complaints. Yet, as more and more probiotic products hit our shelves what is the scientific basis for their health benefit claims?

In their new title, [Probiotics](#) and *Health Claims*, Wolfgang Kneifel and Seppo Salminen explore the scientific standards, the legal framework, the history of friendly bacteria, and the industry it has inspired.

"Probiotics have a long history in nutrition and medicine," said Kneifel. "However, the [health benefits](#) have only been demonstrated recently, following the application of proven standards of clinical assessment."

Probiotics and Health Claims navigates the controversial health claim regulations, which have promoted intense debate by experts, the public and legislators from the European Union, the United States and China.

The authors emphasise the legal context and assessment procedures of probiotic health claims in the major markets for these products. Health claim legislation is explored to discover how manufacturers ensure compliance.

Probiotics and Health Claims offers an overview of the many scientific areas and viewpoints involved in the health claims debate, resulting in an invaluable resource for researchers, consulting experts, regulators and food developers.

"In recent years many new probiotic applications have emerged across the world, both for food and pharmaceutical science, and it is important to evaluate and understand the scientific standards for the many health claims made," concluded Kneifel. "Through this book we have brought experts together from across the global markets to achieve that goal."

Provided by Wiley

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