

06 Feb 2023 | Interviews

Over The Counter 6 Jan 2023: Prebiotics And Consumer Health: Opportunity, Regulation and Future, With Clasado's Per Rehné

by [David Ridley](#)

In this episode, HBW Insight interviews Per Rehné, CEO of UK-based microbiome specialists Clasado Biosciences, about the exciting world of prebiotics. Essentially food for your gut microbiome, prebiotics have benefitted from a worldwide boom in preventative health in recent years, as well as a critical mass of clinical research showing the significant role that the gut plays in health, immunity and even stress and anxiety. In this fascinating discussion, Rehné explains the science behind prebiotic supplementation, as well as the regulatory environment in the European Union that makes marketing such supplements challenging, to say the least. We also dive into the current and future growth and innovation opportunities that prebiotics represent for the consumer health industry, which Clasado supplies, as well as marketing its own Bimuno branded product in the UK and beyond.

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