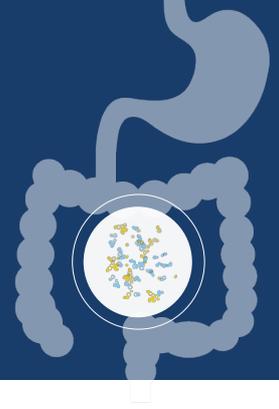


LISTEN TO YOUR GUT EAT RIGHT AND FEEL GOOD

Paris
FRANCE
16th NOVEMBER 2016

Diet and the gut, the essential
relationship for good health



TO MARK WORLD DIGESTIVE HEALTH DAY 2016, “DIET AND THE GUT”, THE WGO LAUNCHED A WORLDWIDE CAMPAIGN CALLED “LISTEN TO YOUR GUT: EAT RIGHT AND FEEL GOOD.”

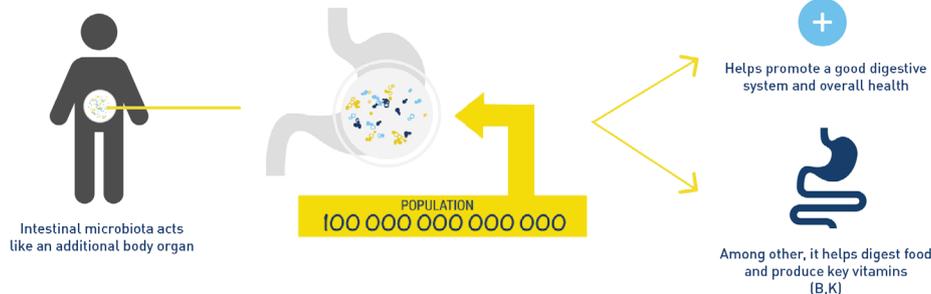
THE CAMPAIGN, SUPPORTED BY DANONE, AIMS TO ENCOURAGE PEOPLE TO DISCOVER THE INFLUENCE OF DIET ON THEIR GUT HEALTH AND IMPROVE THEIR OVERALL WELLBEING.



DIET AND GUT MICROBIOTA

It is important to know that 95% of our body's bacteria is located in our intestines. More commonly known as “intestinal flora,” the intestinal microbiota denotes the entirety of these bacteria. It is comprised of roughly 100,000 trillion micro-organisms, or 2-5 times the number of cells that make up the human body. These micro-organisms act as an additional organ, essential to our body's healthy functioning.

An efficient microbiota can help promote a good digestive system and overall health. The composition of gut microbiota is largely determined by our environment, which includes the diet we eat.



“Listen to Your Gut: Eat Right and Feel Good” will feature learning materials such as: infographics to help visualize the various topics, “Gutoscope” to entertain and provide tips, games to raise awareness and educate, and contests to challenge and promote better health practices. These activations will be put in place through a one-year communication plan, mainly based on digital platforms, social networks and a general knowledge website.

The “Listen to Your Gut: Eat Right and Feel Good” campaign and its materials will be available as of today on www.loveyourtummy.org and everyday information will be featured in the Love Your Tummy Facebook page.

Several hashtags have been set up to facilitate the spreading of the campaign on social networks:

#WDHD2016
#DietandtheGUT
#ListentoyourGUT

Discover the first infographic of the campaign at
www.loveyourtummy.org

Note to editors:

ABOUT WORLD DIGESTIVE HEALTH DAY

Every 29th May, the WGO holds World Digestive Health Day and initiates a worldwide public health campaign through its more than 100 national societies representing 50,000 gastroenterologists worldwide. Each year it focuses on a particular digestive disorder in order to increase general public awareness of prevention and therapy. The theme of World Digestive Health Day 2016 is *Diet and The Gut*.

You can today like and follow it on Facebook
<https://www.facebook.com/WGOFWDHD/>

and also on Twitter
https://twitter.com/WGOF_WDHD

ABOUT DANONE

Danone believes that food plays an essential role in human health namely through the impact that the gut microbiota may have on wellbeing. That is why Danone has been collaborating with the WGO in many ways since 2008 – the most recent project being the support of WDHD 2016, with the campaign “Listen to your Gut: Eat Right and Feel Good”, aiming to raise awareness of the relationship between what we eat and gastrointestinal symptoms, in line with Danone’s mission to “bring health through food to as many people as possible”.

PRESS ENQUIRIES

CreativeFeed
press@creativefeed.net

ABOUT THE WGO

Formed in 1935, The World Gastroenterology Organisation (WGO) is a federation of over 100 national societies and 4 regional associations of gastroenterology representing over 50,000 individual members worldwide.

The WGO focuses on the improvement of standards in gastroenterology training and education on a global scale. Find out more at:

www.worldgastroenterology.org

You can today like and follow the organization on Facebook

<https://www.facebook.com/WGOWGOF/>

and also on Twitter
https://twitter.com/WGO_WGOF

ABOUT LISTEN TO YOUR GUT

“Listen to your Gut: Eat Right and Feel Good” is a global educational campaign from the WGO, supported by Danone, that aims to raise awareness of the influence of diet on gut health and encourage people to improve their overall wellbeing by providing a broad overview on this common association.

The topics that will be broached throughout the year can be classified into two categories: Discovering the key role of diet (how the digestive system works, what it means to have a healthy gut, what microbiota is, the different nutrients that provide health benefits, and more).

The second category takes it a step further by giving practical or day-to-day diet tips to help people dealing with food intolerances, IBS, managing the effects of everyday stress, and helping people become more aware of their tummy types and the digestive discomfort that might be related.

Find out more at:

www.loveyourtummy.org

You can today like and follow Love Your Tummy on Facebook

Supported by

