

# Probiotic Claim Red Flags Map

## Watch for these shortcuts

### Red flag 1: CFU count as the whole story

- Bigger number
- no useful strain context
- no clear outcome fit

### Red flag 2: Category drift

- probiotic used as a universal health answer
- symptom-specific data stretched into unrelated outcomes
- "gut health" used to avoid specifics

### Red flag 3: Synbiotic as automatic upgrade

- added substrate assumed to be helpful for everyone
- no attention to tolerance history
- no product-specific evidence for the mixture

### Red flag 4: Personalization without limits

- stool test equals certainty
- quiz equals precision
- no acknowledgment that host context is complex

### Red flag 5: Next-generation as automatic improvement

- newer equals better
- frontier science presented like routine practice
- proof-of-concept treated like standard use

## Better replacement questions

- What is the exact goal?
- What strain or formulation is named?
- What outcome was actually studied?
- Does this fit my tolerance history?
- Is this claim more specific, or just more dramatic?