

Probiotic Selection Checklist

Use this before you buy another probiotic.

1. Define the goal

- IBS symptom fit
- constipation support
- post-antibiotic context
- broad curiosity only

If the goal is vague, the product decision will be vague too.

2. Check the identity

- Does the label name the strain or mixture clearly?
- Is the claim attached to the same organism listed on the bottle?
- Is the wording specific enough to compare with actual studies?

3. Check the outcome

- What was the product studied for?
- Does that outcome match your actual question?
- Are you stretching one result into a different use case?

4. Check formulation fit

- CFU count
- viability through expiry
- storage requirements
- delivery format
- added prebiotic ingredients

5. Check tolerance history

- Did inulin, FOS, or combo formulas worsen gas before?
- Did probiotic trials increase bloating, urgency, or fullness?
- Are you ignoring repeated bad-fit signals because the product sounds smarter?

6. Check the personalization claim

- Does the brand suggest certainty that the evidence does not support?
- Is the claim based on a quiz, a stool test, or vague AI language?
- Does the product still explain strain, formulation, and outcome clearly?

Bottom line

Better probiotic selection is more specific, not more magical.