

LOVE YOUR GUT WEEK



Years

2023 marks 25 years of Love Your Gut Week.

To mark the occasion, we've charted the top gut health milestones, discoveries and developments over the past 25 years...

1998 Love Your Gut Week launches (with the help of Yakult & partners)

The word **microbiome**, microbiome is used for the first time by Nobel Laureate and Microbiologist, Joshua Lederberg **2001**

2002 Probiotics are officially recognised by the UN and WHO as live microorganisms that could lead to health benefits

The **5-a-day** campaign, is introduced **2003**

2007 The Human Microbiome Project launches

Research discovers the gut has neurons **2010**

2013 The term **psychobiotics** is created by Dr. Ted Dinan

Primary Care Society for Gastroenterology launches the 'Think GI Cancer' campaign **2015**

2017 Crohn's & Colitis Ireland launches

Instances of **Coeliac Disease** are reported to be increasing **2020**

2021 Scientific research links fermented foods to gut health

Guts UK (formerly known as Core and the Digestive Disorders Foundation) turns 50 years old **2021**

2021 Public interest in the link between the gut-brain axis grows

In response to colonoscopy services in the UK experiencing growing pressures, St Mark's Hospital launches the WAVE study **2022**

2022 IGPNEA launches its first multiple module course, accepts its first Irish HealthCare Award for Best Educational Meeting and reaches over 1,000 members for the first time

#Guttok reaches 500 million views on TikTok **2022**

2023 IBS Network teams up with brand partner to launch the UK's first certified low FODMAP meal range

Love Your Gut celebrates its 25th anniversary **2023**



LOVE YOUR GUT

www.loveyourgut.com



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