

The Opposite of Antibacterial is Probacterial, not Probiotic

*The opposite of Antibiotic is Probiotic.
What is the opposite of Antibacterial?*

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After centuries of humanity being so
Antibacterial, people are now working
with [beneficial bacteria](#), but what
product category do beneficial bacteria
products fall under?

in 2019 entrepreneur Richard
Greenwood was working on a cleaning
product range using beneficial
bacteria. After months of research into
the sector, Richard and his team found
that the word '[Probiotic](#)' was being
used as a descriptive term for such
products. With the intention of
creating an instantly recognisable
brand, the team branded the product
range 'We Are Probiotic', but after
working with the products and within the sector for a few months, they realised that they got it
wrong. In fact, they not only realised that they got it wrong but that everybody else had got it
wrong and is still getting it wrong now.

“

I don't think I will ever again
see a huge product
category, globally, with the
wrong heading”

Richard Greenwood

Probiotic is the opposite of Antibiotic and relates to
beneficial bacteria that people ingest for the health
benefits, Probiotic is not the correct descriptive word for
personal care, beauty or cleaning products. Richard and
his team also found that regulatory bodies were trying to
stop the use of the word Probiotic on products that were
not for consumption.

The word that was being sought is the opposite of

Antibacterial and that word is [Probacterial](#).

When you don't need a
tagline for your brand
because the name says
it all.



When the brand says it all

In the world of beneficial
bacteria... one word to
rule them all.



One word to rule them all

Probacterial was a Eureka moment for Richard and his team and sometimes the most obvious solutions are the best. What came as a huge surprise was that the word 'Probacterial' does not exist and is not even a word. The world was so Antibacterial for so long that nobody ever had use for the word Probacterial.

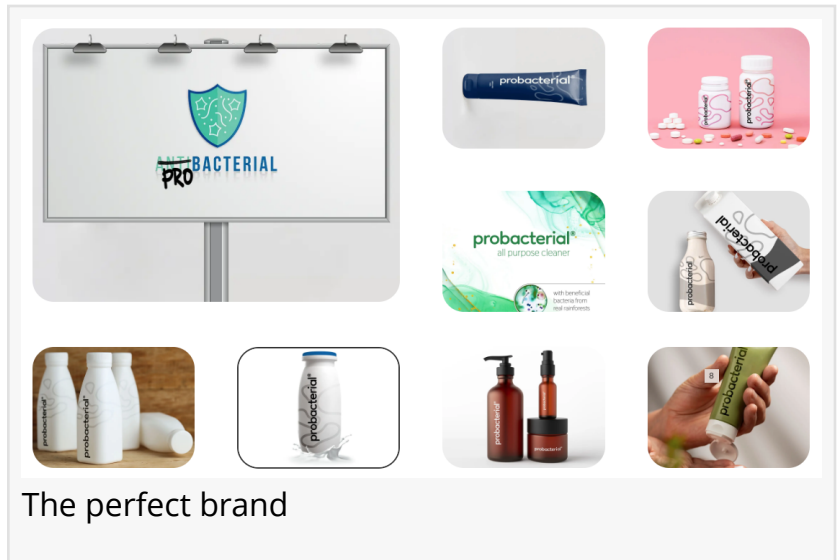
It was too late for the brand We Are Probiotic to be changed so Richard applied his first Probacterial trademark with the vision of having it on the products as a description. Richard then had plans for creating a new brand of beneficial bacteria products under the name Probacterial and trademarked the word Probacterial globally. "Having a unique brand name that is instantly recognisable and familiar is a major head start for any product line" says Richard.

"I don't think I will ever again see a huge product category, globally, with the wrong heading" says Richard "I also don't think I will ever come across a better trademark than the word Probacterial"

Under his company, Vench Creative, Richard is looking for the right partners who can best utilise the Probacterial trademarks.

see more information at www.probacterial.org

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