

Summary

This work is divided into theoretical and practical. Theoretical part discusses human microbiome, probiotics, prebiotics and synbiotics. Beginning work describes the human microbiome, as a living ecosystem consisting of several hundred species of microorganisms, its development from birth to adulthood, for proper functioning of all organ systems including the skin. Normal microbial flora prevents the body against infection, re-creates health and serve as an example to prevent traveler's diarrhea. In cases which cause reduction in the number of microorganisms (constipation, diarrhea, antibiotic therapy, and others), the body needs help using probiotic products, usually in the form of capsules, for the faster restoration of the normal microbial flora. It is important to choose a formulation which is suitable for the chosen target - that is, select whether purely probiotic or prebiotic agent combined with differently therefore termed synbiotic. Practical part deals with statistical data processing of the sales of probiotic products for a period of one year and determines the trend of sales. The results show seasonal marketability, probiotics, when it occurs more in the summer months. To demonstrate higher sales of probiotic products was used to compare data from 2012 and 2017 from a pharmacy Mlada Boleslav. Over the five-year period, almost a twofold increase in sales. I think that the increasing trend in sales will continue.