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From the Editor...

Dr. Michelle A. Simon:

The nutraceutical field is evolving rapidly, putting pressure on companies' R&D teams to innovate and differentiate. As companies respond to the demands of innovation, it behooves them to explore all available research publications, including those from academia. A virtual library of nutraceutical innovation information from start-ups to pioneering companies worldwide is another valuable resource.

To address an industry need, Nutrify Today has taken the initiative to identify innovations and make them available to the nutraceutical industry. Some have been collected in this edition of Nutrify Today. If you are a company with a need for differentiation, consider adopting one of these innovations for your product line. Enjoy reading this edition of Nutrify Today Magazine.



MICHELLE SIMON

President

Institute for Natural Medicine

nutrify
today

WITH HEALTHY REGARDS

MICHELLE SIMON

Editor-in-Chief, Nutrify Today

An interview with...

Nutrify Today: When did NutraGrace begin its journey and how did you venture into this niche manufacturing sector?

Mr. Sunil Gupta: We began manufacturing non-gelatine, edible oil capsules a decade ago. We realized that the oil capsule sector had a huge untapped potential. We were the first to venture into it and till recently, the only such manufacturers in India.

Nutrify Today: How and why did this journey happen?

Mr. Sunil Gupta: The journey began with us understanding the need for oil nutrient supplements, which could be made available in an easily consumed manner. Hence, we developed oil capsules.



SUNIL GUPTA
Managing Director
NutraGrace

Nutrify Today: Could you please elaborate on oil capsule technology?

Mr. Sunil Gupta: The capsules are non-gelatine capsules and nontoxic. We developed this technology with a US-based firm and ensure that people consume encapsulated oils for the purpose of better nutrition and greater immunity.

Nutrify Today: Do the Oil Capsules provide quick gains?

Mr. Sunil Gupta: No, they are definitely not a quick-fix solution for nutritional deficiencies and should be consumed over months, sometimes, years.

Nutrify Today: How many varieties of Liquid capsules do you manufacture?

Mr. Sunil Gupta: We manufacture over 49 varieties of liquid capsules and they come in different flavors.

Nutrify Today: Is your company more export-oriented?

Mr. Sunil Gupta: Earlier, i.e., till the pandemic, it was definitely export-oriented, but now, the domestic demand is on the rise and we can say that it's 50-50.

Nutrify Today: Do you think, the increasing awareness levels, will help the Indian Nutraceutical Industry, touch the 100Bn mark?

Mr. Sunil Gupta: My answer is definitely a yes, but there must be a convergence between Pharma and Health sectors.

Nutrify Today: Has Nutrify Today impacted the Nutraceutical Industry, and if so, how?

Mr. Sunil Gupta: Nutrify Today has had a tremendous impact on a global scale. Bringing world and domestic players from Nutra, Pharma, food tech, and health sectors, all onto one platform is not an easy thing to do. Nutrify Today, has turned into a game changer and the recent cruise interaction, between Pharma and Nutra leaders, enabled, by Nutrify Today, is, in my opinion, a great step forward.





BRIJESH KAPIL

Ex-Director Marketing & Sales
Procter & Gamble

Article of the Month

Q1. Is Pharma an impediment or a growth catalyst for the growth of Nutrition business in India?

It is an impediment at the moment while it could be a great enabler. Why I state this is because of a lack of appreciation for anything to do with herbs/naturals. The genesis perhaps lies in the fact that you are only taught Pharmacology which is devoid of natural/herbal. Besides, due to lack of uniformity and lack of data and corrupt practices, the attitude of most people in the Pharma domain is negative. Their strong belief that product Sales happen only through generating Doctor prescriptions is so ingrained that they tend to overlook how the brand is interacting with Consumers, Markets and versus competition.

I am a firm believer that if you do not believe in the product, you might be forced to but you would never succeed in selling.

However, Covid has changed the scenario a bit. Whole Pharma world was groping for cure leading re-purposing of incriminating antivirals, to endectocides as Ivermectin, Remdesivir etc. with nothing concrete coming up as cure for Covid, except Remdesivir perhaps. In that scenario fear of side effects and naturals known for ages to provide immunity led to pick up of Nutraceuticals in a big way. Idea was to prevent rather than cure and it was partially supported by the Pharma fraternity too in absence of any clear cure.

Most of the brands in Nutraceuticals have grown at the hands of teams which had FMCG background. Can quote my own experience with Revital which was launched as a drug and later converted to Food and topped the charts in IPM in 2013 as a 'Dietary/Food Supplement'. My team was composed of people with FMCG background and were dealing with Revital as an FMCG product. Be it advertising, running brand tracks, using AC Nielsen for distribution metrics, IQVIA data for Prescription metrics, employing media buying, planning and audit agencies like any FMCG product would deploy principles of Consumer Marketing. The brand switching to Pharma setup at Sun, is yet to cross the levels the brand had reached in 2013 despite almost a decade later.

Pharma can be a great enabler because if a Nutraceutical finds Prescriptions generated at doctors level, the brand enjoys a 'Source credibility'. Despite Yuvraj & Salman Khan and high decibel advertising, first time usage of the brand basis brand tracks still came through doctors.

Net, a judicious and a 'metered' approach of a mix of Pharma and FMCG depending on the 'Prescription dependence' and 'self-consumption' is critical for a Nutraceutical to succeed in the Indian market.

Q2. What are the enablers that would have to come into play to catalyse the India Nutrition business both for India and global markets

Nutraceuticals business enablers would be for both India and Global market

- Standardization of ABI's (Active Botanical ingredients) - How a Nutraceutical differs from Pharma product is that the variability of a Nutraceutical is profound vs a synthesized and manufactured with precision of a pharma brand. e.g, 'a Paracetamol is a Paracetamol from whichever source', but a Ginseng is not a Ginseng though coming from the same plant. You could have an American Ginseng, Siberian Ginseng, Indian Ginseng (Ashwagandha), Korean Ginseng, Red Korean Panax ginseng and you could have Ginseng coming out of leaves, bark, tap root, secondary root, root hairs etc which will have different composition. It will also be a function of extraction method of water, alcohol or hydroalcoholic extract with varying concentration of alcohol and water. Net, while a Paracetamol is a Paracetamol BUT Ginseng is not Ginseng across. Requires 'Farm to Table' concept, Chain of custody/Traceability in supply chain, Herbal DNA certification. Unless you have Uniformity of composition of raw material, you cannot create a Brand.
- Need specific mutually exclusive and collectively exhaustive specific biomarkers.
- Strict regulations and Certifications to ensure that everyone in the Industry works to ensure batch to batch standardisation to deliver product efficacy every time, so critical for a brand.
- Deploying scientific Ayurveda Principles to Nutraceuticals - Ayurveda is based on Tridoshas- Kapha, Vata & Pitta. an Ayurveda practitioner runs a series of questions to determine the predominant 'Doshā' in a patient and then delivers a 'Nutra/Herbal;' which will work well on the person. Therefore, Ayurveda is a 'Customised science'. In Nutraceuticals, we deal as if all patients are the same. Hence , what has a genesis in 'Customised science' is made into 'Mass science' leading to varying patient outcomes and hence diluting the belief on Nutraceuticals therapy. It is required that every person's predominant Doshā is identified and a 'census' done. Either Nutraceuticals creates brands for each 'Doshā type' or basis census of Indian/Global population create brands for the predominant Doshā in that area/Country to ensure better outcomes and increased belief in Nutraceuticals.

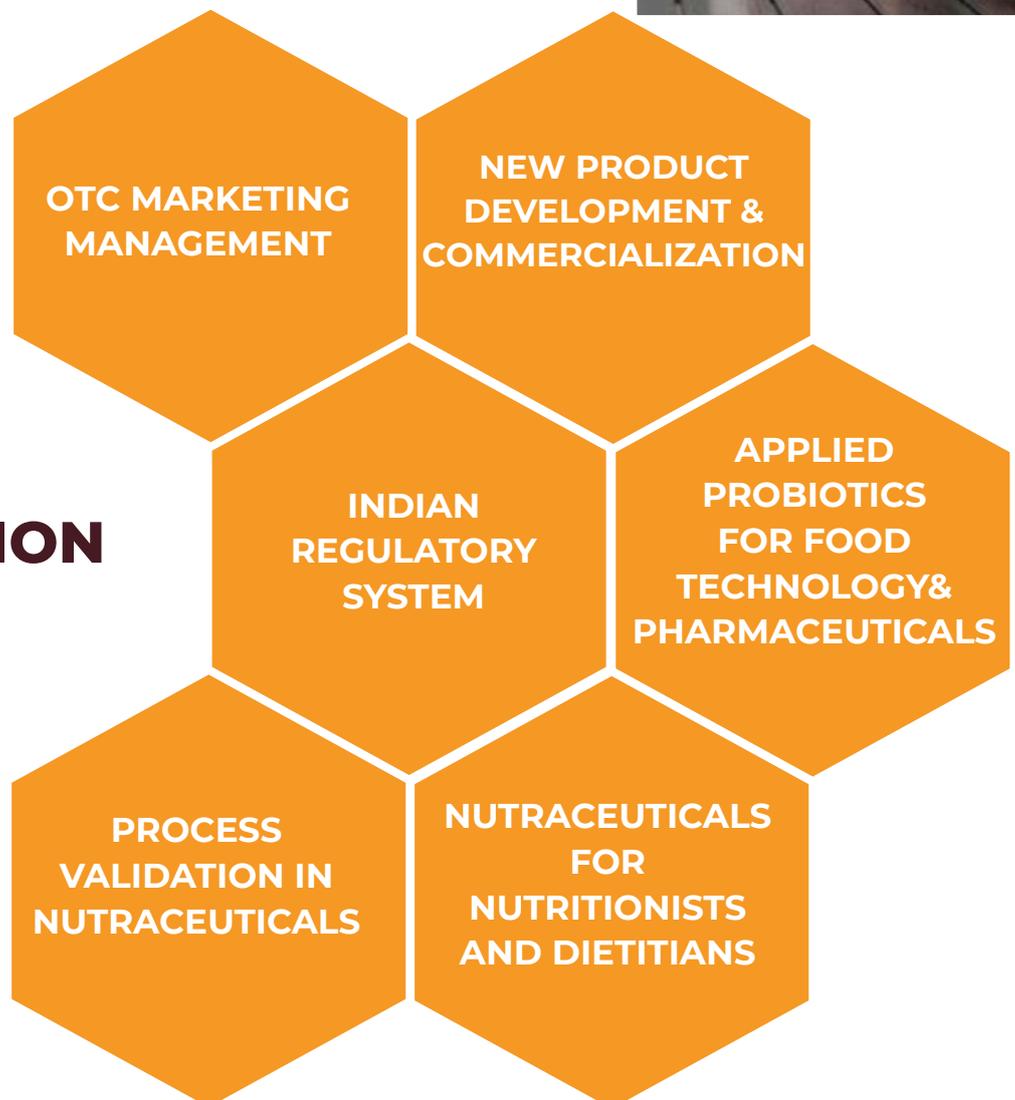


Nutrify Today Academy launched an online certification program on industry-ready bridging courses in nutraceuticals.

Association with Centurion University



CERTIFICATION PROGRAMS



Full Course: Rs. ~~48000~~ 25000
Single Module: Rs. ~~6000~~ 4500
1 Short Video: Rs. 1000

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TECH TRANSFER FOR THE MONTH

Tacrine-Quercetin conjugates form for treatment of Alzheimer's Disease

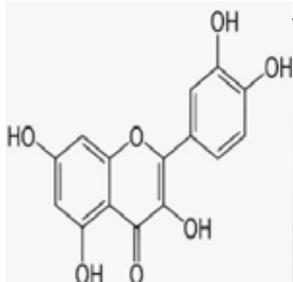
- ❑ This is a **novel pharmaceutical biocompatible drug delivery formulation** for delivery of therapeutic substances to tissues and cells for AD treatment.

Problem Statement

- Toxicity of Tacrine - cause hepatotoxicity in 30-50% of patients
- Formulations of drug for AD with less bioavailability

Value Addition

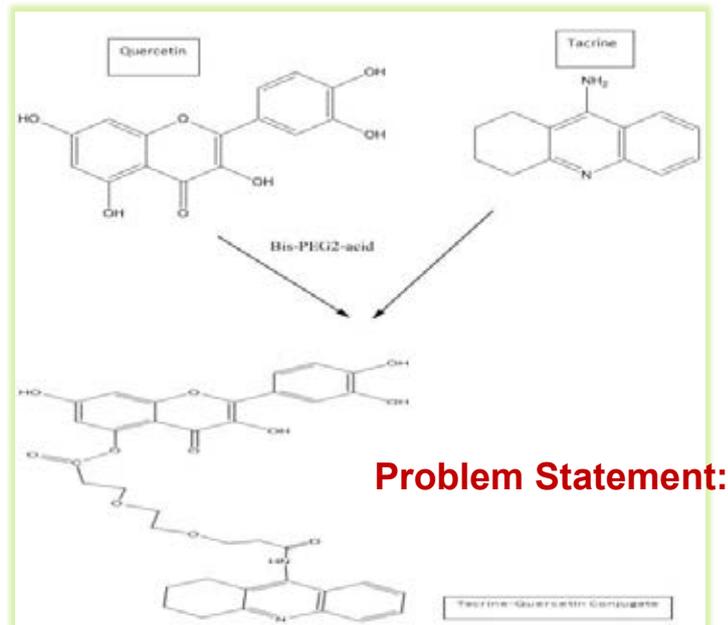
- ❑ This conjugates (Tacrine and Quercetin (TQCon)) is formulated through physical mixing with best composition.
- ❑ Effectively increases the bioavailability of the drug and increases the potency of the treatment.
- ❑ The conjugate TQCon possesses both the qualities of Tacrine & Quercetin.
- ❑ Synergistic effect is observed & combined by "Click Chemistry" in a conjugated form.



- **Quercetin** – flavonoids with antioxidant properties & reduces the expression of amyloid beta in brain & oxidative stress.

The formulation comprises:

- Tacrine & Quercetin conjugates
- Linker with drug loaded carrier and excipients
- Excipients: Carboxy methyl guar gum
- Magnesium Stearate
- Distilled water
- Lactose



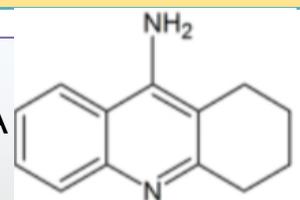
Used in the form:

Tablet, Powder or Capsule

PATENT STATUS: GRANTED

- Patent Filed - **3280/DEL/2013** dated 07/11/2013
- Patent Granted –**338130** dated 08/06/2020

- **Tacrine** – safe, effective & first FDA approved drug for the treatment of AD in all stages.



Tacrine

Conjugate is developed by a linker, which could either be permanent that requires the **Tacrine-quercetin conjugate to act as a delivery vector** and active drug or is cleaved once inside the cell, thus releasing the active drugs.

Clinical Study

Brain cells are exposed to varying amounts of Quercetin, Vitamin-C or no agent & then exposed to H₂O₂ to mimic cell damage that occurs in the brains of AD patients

Result

Brain cells which are treated with Quercetin showed significantly less damage than the Vitamin-C treated cells

Combination Study

Checks interaction between Tacrine & Quercetin



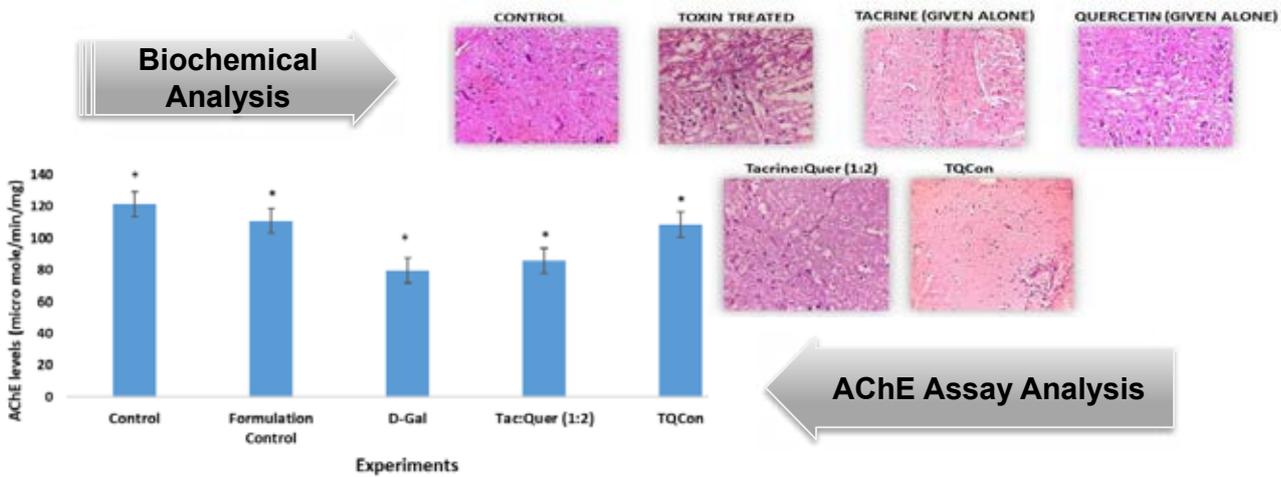
Observations

- No chemical interaction exists between these two active constituents.
- During treatment both drugs are having efficacy in conjunction to each other & exhibiting their individual therapeutic properties.
- Formulation serves as a medium to increase the bioavailability of Quercetin in the system.
- Guar gum is neutral compound & is used as a laxative. Used for treating diarrhea, (IBS), obesity, and diabetes.

BENEFITS

- The novel “Tacrine & Quercetin conjugates” are prepared by using “**Click Chemistry approach**”.
- More effective in **reducing the toxicity of Tacrine**.
- More effective in **treating Alzheimer’s Disease**.
- **Increases the potency of the treatment**.

Biochemical Analysis



AChE Assay Analysis

We at NutrifyToday get to screen innovations from India and other countries. We will now be sharing innovations ready for commercialization. Those interested to commercialize can reach out to Deepthi at deepthi@nutrifytoday.com

NUTRACEUTICAL INNOVATION PARTNER WITH NUTRIFY C SUITE SUMMIT

Bio-gen specializes in creating healthy ingredients, catering to the needs of the global consumer, while tending to strict, international regulatory standards.

Specializing in Nutraceutical extracts and other products, Bio-gen has adopted core scientific techniques and methodologies to related products, focusing on customized solutions to deal with the needs and requirements of the customer base. The aim is to ensure greater safety, traceability, transparency, quality, and consistency standards. Bio-gen is a producer of a wide range of products, with nutraceutical extracts at the very core.



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