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NUTRACEUTICALS NOURISHING HEALTH IN A POST COVID ERA



GAURAV KAUSHIK
Managing Director & CEO,
Meteoric Biopharmaceuticals

RHULEAVE-K®: NATURE'S POWER FOR FAST PAIN RELIEF



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Joint Managing Director
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FROM THE DESK OF CHIEF CATALYST NUTRIFYTODAY

I am delighted to present the latest edition of our business magazine, which, as always, features insightful articles from industry stakeholders. This edition also shines a spotlight on the emerging applications of peptides in dietary supplements.

Peptides are set to revolutionize the dietary supplement industry due to their wide-ranging health benefits and the increasing interest from consumers. Research underscores their potential in areas such as muscle recovery, skin health, and hair growth, particularly through collagen and bioactive peptides derived from food sources.

Nevertheless, challenges persist, including issues related to the stability and absorption of orally consumed peptides, which can impact their effectiveness. As the market continues to evolve, the successful integration of scientific advancements and regulatory clarity will be essential for peptides to secure a significant role in dietary supplements. This will be particularly appealing to health-conscious consumers seeking innovative wellness solutions.

Turning to NutrifyToday, we are experiencing a surge of activities. From new product launches by NutrifyGenie to a series of business meetings marathon starting in August, we are gearing up for the iconic Nutrify C-Suite Sumflex 2025. As in previous years, we aim to maintain the momentum and excitement.



AMIT SRIVASTAVA

Chief Catalyst

Nutrify Today

Member-Nutra Task Force

Office of PSA To Government of India

NUTRACEUTICALS NOURISHING HEALTH IN A POST COVID ERA

In the wake of the Covid-19 pandemic, the nutraceutical market has emerged as a beacon of hope for health-conscious consumers seeking preventive healthcare solutions. With the market witnessing exponential growth, fueled by increased awareness and demand for immune-strengthening products, nutraceuticals have become integral to modern wellness regimens.

Nutraceuticals, biological products that offer both nutritional and therapeutic benefits, encompass a diverse range of supplements and additives aimed at promoting overall health and well-being. From probiotics and prebiotics to vitamins, minerals, and herbal extracts, these products serve as vital components of preventive healthcare strategies.

In India, the nutraceutical market has experienced significant growth, driven by rising health awareness and lifestyle changes. Despite challenges related to product authenticity and regulation, the market holds immense potential for expansion and innovation.

However, to realize this potential, stringent regulations and quality standards are essential to ensure the safety and efficacy of nutraceutical products. Addressing concerns regarding formulation, bioavailability, and clinical validation is crucial in building consumer trust and confidence.



GAURAV KAUSHIK

**Managing Director & CEO,
Meteoric Biopharmaceuticals**

As the demand for nutraceuticals continues to soar, fueled by a growing emphasis on preventive healthcare and holistic wellness, the industry stands poised for further growth and development. With ongoing research and innovation, nutraceuticals are poised to play a central role in promoting health and vitality in the years to come.

RHULEAVE-K®: **NATURE'S POWER** **FOR FAST PAIN** **RELIEF**

A testament to this is Rhuleave-K®, which uses herbs like *Curcuma longa* and *Boswellia serrata* along with other natural ingredients to deliver rapid pain relief and reduce inflammation. This ground-breaking matrix, expertly formulated with patented SPEEDTECH® technology, guarantees that every ingredient maintains its potency and is dispersed evenly for optimal results.

The SPEEDTECH® Science

This innovative technology creates a powerful combination of natural ingredients, ensuring accurate filled weight and faster action. The unique matrix formula employed by SPEEDTECH® allows for uniform distribution of its components, delivering quick and reliable pain relief.

Holistic Effects

One of Rhuleave-K®'s standout features is its holistic approach to pain relief. Unlike many conventional pain relievers, Rhuleave-K® is free from side effects that commonly affect the stomach, heart, liver, and kidneys. Its safety is proven even at high dosages, making it a trustworthy choice for those seeking a natural alternative to manage pain. Additionally, Rhuleave-K® boasts synergistic antioxidant activity, further supporting overall health and well-being.

The Natural Choice for Pain Relief

Rhuleave-K®'s formula, rooted in centuries of traditional use of its components as food or medicine, stands out for its safety and effectiveness. Whether dealing with occasional muscle pain, inflammation due to exercise, or overuse, Rhuleave-K® offers a natural, fast-acting solution. By leveraging the potent bioactive from turmeric, *Boswellia*, and other ingredients, Rhuleave-K® provides fast relief, proving that the best solutions often come from nature itself.



DR. BENNY ANTONY

Joint Managing Director
Arjuna Natural Pvt. Ltd.

Clinically Proven Efficacy

Clinical data demonstrates that this formula provides fast pain relief comparable to Acetaminophen (Paracetamol). In a randomized, active-controlled, open-label study published in 2020, 88 healthy subjects experiencing acute musculoskeletal pain due to exercise were given either Rhuleave-K® (1,000mg/d) or Acetaminophen (1,000mg/d) over seven days. Results showed significant reductions in pain intensity and relief within the first six hours, as well as at three and seven days. Measurements included perceptible and meaningful pain relief, the McGill Pain Questionnaire, and the Patient Global Impression Change.

About Arjuna Natural Pvt. Ltd.

For more than three decades, Arjuna Natural has been an innovative, science-based organization specializing in natural extracts for health and sustainable living. The company always sought to serve the unmet needs by bettering lives across the globe through innovative natural solutions. Established in 1992, the company has grown rapidly, with customers in more than 65 countries, and has an advanced research facility that works in collaboration with international universities on phytochemistry, pharmacokinetics, formulation, development, pre-clinical, and toxicity studies. Arjuna Natural's facilities comply with the highest world standards, are GMP-certified, and have ISO, NSF, and halal and Star-K kosher certification.

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WHY COLLAGENS ARE TAKING CENTRE STAGE IN **GLOBAL** **WELLNESS TRENDS**



Collagen-based supplements have emerged as a global wellness trend, driven by their extensive health benefits and versatility. As the most abundant protein in the human body, collagen is crucial for the structural integrity of skin, bones, muscles, and tendons, making it a key focus for health and wellness enthusiasts.

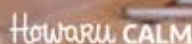
The appeal of collagen primarily lies in its potential to enhance skin, hair, and nail health. Given that natural collagen production begins to decline in one's mid-20s, external supplementation has gained popularity. Our product, Titagen® (Hydrolysed Fish Collagen Peptide), has been shown to significantly improve the health of skin, hair, and nails. It helps reduce fine lines & wrinkles and promotes a youthful, glowing appearance.

Scientifically, collagen plays an essential role in joint and bone health. It supports cartilage integrity, which is vital for smooth joint function. With age, reduced collagen levels can lead to conditions such as osteoarthritis. Our rigorous clinical study proves that supplements like Unstergen® (Undenatured Chicken Collagen Type-II) can significantly reduce joint pain, stiffness, and discomfort in osteoarthritis patients, enhancing their mobility and overall quality of life.

Collagen's popularity is also due to its ease of integration into daily routines. Available in powders and capsules and infused in foods and beverages, collagen supplements are not only beneficial but also adaptable to various lifestyles. This adaptability makes them a practical choice for health maintenance, regardless of one's daily routine or dietary preferences.

As global health awareness increases, collagen is distinguished by its comprehensive health benefits and potential in preventive healthcare. Serving a proactive market that values natural supplements and collagen, with its wide applications and ease of use, is set to become a significant trend in the worldwide wellness industry.





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We're with you every step of the way. We're confident that, with our help, you can create a product that leaves consumers feeling relaxed and ready to tackle their day.

Esperer Nutrition's FORTITUDE: A Case Study in Cancer Nutrition Innovation

Context:

Esperer Nutrition's journey from ideation to commercialization in developing the ES Invigour brand, a clinical nutrition solution for cancer patients.

1**2**

NutrifyGenie AI Solution:

1. Ingredient Analysis: Conducted a comprehensive review of ingredients and bioactives used in chemotherapy support, focusing on maintaining nutritional balance.
2. Optimization: Identified and combined the most effective nutrients and bioactives to enhance therapy support.



Operation Execution:

1. Bioactive Analysis: Examined the pathways of various bioactives, assessing their combination efficacy.
2. Innovative Formulation: Developed a unique matrix combining MCT oils with selected bioactives to optimize nutritional support during chemotherapy.
3. Supply Chain Development: Established a robust supply chain network and secured necessary investment resources for production and distribution.

3**4**

Outcome:

1. Product Launch: Successfully introduced FORTITUDE, a specialized clinical nutrition brand for cancer patients.
2. Business Impact: Achieved seamless integration from conceptualization to market, backed by a solid investor base and an efficient supply chain.



Conclusion:

Esperer Nutrition's FORTITUDE represents a landmark in clinical nutrition, offering tangible support to cancer patients during chemotherapy. This case study demonstrates the power of AI-driven solutions, strategic operational execution, and the importance of targeted nutritional supplementation in healthcare.

5

Innovative PCOS Management Solution for ASEAN Countries

Context:

An exploration into developing a safe and effective PCOS management product tailored for ASEAN countries.

1



2

NutrifyGenie AI Solution:

1. Ingredient Analysis: Extensive search of over 800 ingredients, evaluating combinations through a toxicology lens.
2. Product Innovation: Disregarded commonly used PCOS ingredients due to toxicological concerns, creating a distinct and safe product backed by new science, appealing to medical professionals.



Operation Execution:

1. Bioactive Analysis: NutrifyGenie AI investigated bioactives, scrutinizing clinical and research studies. Found that popular ingredients posed teratogenic risks during the early, often unknown stages of pregnancy.
2. Pathway Innovation: Identified alternative pathways through the botanical kingdom, focusing on bitter melon peptides and pumpkin seed extracts. This combination effectively mimics the AMP activation pathway, with no known risks, as these ingredients have been safe food components for centuries.
3. Strategic Manufacturing: Shifted manufacturing to Malaysia for better ASEAN market access, leveraging the AI's logistical and supply chain insights.

3



4

Outcome:

1. Product Launch: Successfully launched a well-optimized PCOS product, featuring excellent margins and supply chain efficiency.
2. Market Impact: The product is now a key part of the PCOS portfolio in select ASEAN countries, offering a unique and safe solution for managing PCOS.



Conclusion:

This case study demonstrates innovative use of AI in identifying safe and effective ingredients for PCOS management, leading to the development of a unique product for the ASEAN market. The strategic approach in manufacturing and supply chain optimization further underscores the potential of AI-driven solutions in addressing complex health issues.

5

INGREDIENTS OF THE MONTH

Did You Know? A recent clinical study found that β glucans derived from *Ganoderma lucidum* (Reishi mushroom) can significantly boost immune cell counts in young children. In a trial with asymptomatic children aged 3 to 5, those who consumed β glucans daily for 12 weeks had higher counts of total lymphocytes, CD3+, CD4+, and CD8+ T cells compared to a placebo group. These immune cells are crucial for defending against infections, and the treatment was well-tolerated with high adherence. This suggests that Reishi mushroom β glucans could enhance immune function in children, highlighting their potential for broader use in immune support.



Wondering how? Ask NutrifyGenie now



A recent study has revealed that apple (*Malus domestica*) syrup can significantly reduce chemotherapy-induced nausea and vomiting (CINV) in cancer patients. Conducted at the Hematooncology Clinic of Mazandaran University of Medical Sciences in Iran, the randomized, double-blind, placebo-controlled trial involved 34 patients who received either apple syrup or a placebo alongside their antiemetic treatment and chemotherapy regimen. Results showed that both acute and delayed nausea grades were significantly lower in the apple syrup group compared to the placebo group, with a notable reduction in the duration of nausea as well.

Wondering how? Ask NutrifyGenie now

Ask NutrifyGenie

INGREDIENTS OF THE MONTH

Did You Know? *Cibotium barometz*, also known as the “woolly fern,” has been traditionally used in various cultures for its medicinal properties. Recent studies suggest that its extract may also have potential anti-caries effects, making it a promising natural alternative for oral health care. In clinical trials, mouthwashes containing this extract have shown significant improvements in reducing dental plaque and caries activity compared to traditional treatments like chlorhexidine and saline solutions.



Wondering how? Ask NutrifyGenie now



Did you know? *Centella asiatica* extract, commonly known as Gotu Kola, may help improve the appearance of scars from split-thickness skin graft (STSG) donor sites. In a study, patients using a cream containing *Centella* extract showed significant improvements in pigmentation and overall scar appearance compared to a placebo, highlighting its potential as a natural alternative for scar treatment! Also, *C. asiatica* ethanol extract has shown to significantly improve the objective (pliability, vascularity, pigmentation, height, and visual acuity scores) and subjective (dryness, itching, and irritation) signs in patients with second-degree burn wounds on their limbs.

Wondering how? Ask NutrifyGenie now

Ask NutrifyGenie



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To be continued....

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