

Nutritionals Nutraceuticals Functional Foods Dietary Supplements

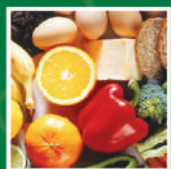
# NuFFooDS

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NUTRITIOUS AND  
HYGIENIC FOOD  
FOR ALL SCHOOL  
CHILDREN



# HOPE FOR NEW & POSITIVE DEVELOPMENTS

THE INDUSTRY SEEMS TO BE POISED FOR GROWTH IN 2016



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## Stress and spicy food

Stress can be of anything that poses a challenge or a threat to our well-being. Simply it is a fight or flight response. The latest research by work-space provider shows that Indian workers are getting more stressed. The survey reveals that work (51%) and personal finances (50%) are the main contributing factors for the increased stress levels of the Indian work force. Our body system is set such a way that it reacts immediately to a stressful event. The body produces larger quantities of chemical called adrenaline rush, which trigger a higher heart rate, heightened muscle preparedness, sweating, and alertness - all these factors help us protect ourselves in a dangerous or challenging situation.

People usually counteract stress by adapting one or other habits like eating too much or too less, specific type of food craving, sudden angry outbursts, drug or alcohol abuse, higher tobacco consumption, social withdrawal, frequent crying so forth and so on. Interesting fact behind that people tend to eat spicy and hot food. Logical and scientific reason behind that stress increases anxiety level and fight hormones. These hormones are catabolic in nature, means it tends to deplete body stored energy and convert it into glucose which ultimately gets utilised by body for energy consumption. This chemical's effect on body's other hormones induces inclination of having specific

food i.e. spicy food. Eventually these hormone level increases in body which disturbs whole body regulatory system.

These multi hormones affect specific areas in brain which is mainly related with euphoric and relaxation mechanism. These have propensity for specific food craving especially spicy, hot and junk food as a stress buster. Spicy food relieves secretions which has effect on satiety centre in the brain.



Such hot and spicy food having chili peppers, ginseng and saffron have found to boost sexual performance. Ginseng may benefit people who are feeling fatigued and over-stressed and those recovering from a long illness. This herb has been shown to

balance release of stress hormones in the body and support the organs that produce these hormones.

It may also enhance the production of endorphins, 'feel-good' chemicals produced by the brain. Spicy foods increase sex stimulating hormone in your brain, which makes you feel happier. That also helps you relax and feel less stressed. Another study also reveals that those who consume spicy foods regularly have a faster and easier time falling asleep and staying asleep.

The study performed at the University of Grenoble tested their theory on 114 men between the age of 18 and 44 and found that these men had higher levels of testosterone and performed better during sex. How this happens is still not known but there have been several studies that have shown the correlation between consuming spicy foods and increased testosterone levels in men. In contrast low testosterone levels have been associated with lethargy and a depressive mood. Called 'Some Like It Hot', the study appeared in the peer-reviewed journal Physiology and Behaviour.

So, link has been evolved that stress increases eating of spicy food and that leads to increase activity of sex.



## Fighting Fit

Ultimately both revolve around relieving stress itself. Researchers theorise that this stress reduction occurs because the pleasure pathways of the brain are triggered by sex (just as they are, for some, by sweet treats) and it looks like this effect is a little bit more lasting.

Although experts are not sure exactly why sex works to improve sleep, there appears to be some evidence that it does because it decreases release for excitatory hormones in the body when person gets orgasm. This helps in slowing down brain activity and induce sedation.

It's no wonder in addition positive outlook of post sex: There are biochemical rationales for experiencing improved mood as a sex benefit, from the neurotransmitters that may be released during healthy sex to the mood enhancers contained in semen itself.

People may nod off more quickly after sex, and for good reason. "After orgasm, the relaxation hormone is released, which is responsible for feeling of ease and being close to your partner can soothe stress and anxiety. Sex can release body's natural 'feel-good hormone'. Sexual arousal releases a brain chemical that revs up brain's pleasure and reward system. Another study found that participants who had had intercourse were better able to handle stress in many situations (including public speaking and doing verbal arithmetic) than those who had not had intercourse. Sex releases brain feel good hormones, which automatically lifts your mood and helps relieve stress.

Endorphin (feel good hormone), short for Endogenous Morphine, is morphine like substance made by the body – where endogenous means that it originates inside the body. The amount of it released in the body is

completely dependent on how you live your life and the kind of food you eat. Like morphine, endorphins have some function in the body too.

In simple words, they relieve pain and stress. For instance, in a body builder's body, these are the natural chemicals which keep them going in the gym, by mitigating pain sensation. And of course, since it is nothing but morphine occurring naturally in the body, it creates euphoria, or a state of intense happiness which relieves stress and pain. Many nutraceutical products have been helpful in cutting down of this vicious cycle and helps in relieving stress induced generation of toxic mediators. This is due to the fact that these products contain many essential micronutrients, fibres and important functional components.

There are different types of nutraceutical products available in the market which target specific type of disorder, apart from general supplements. These products contain broad functional components that include both water soluble (sterols, tocopherols, gamma oryzanol, peptides etc.) and fat soluble. Due to presence of anti-oxidants (EPA, DHA, CoQ10 etc.), they are very effective against lipid

oxidation.

As our generation is facing a lot of degenerative disorders the main culprit of developing these disorder is stress. With advancement of science lots of new compounds with potential health benefits are coming up. And there are many compounds that are well characterized in nutraceutical industry due to their potential health benefits and scientific backing with them.

These include PUFA (Poly unsaturated fatty acid), MUFA (Mono unsaturated fatty acid) and many phytochemicals. PUFA are known for their immunity boosting advantages and phytochemicals are very effective in reduction of stress induced free radicals.

Many studies have shown that micronutrient (anthocyanin, flavones, isoflavones, proanthocyanins etc.) in nutraceutical supplement are quite effective in reduction of fight hormones which is the main cause of craving of spicy food. In short three 'S - STRESS, SPICES and SEX' has a vicious cycle in our body. But nutraceuticals play a very important role in terminating this cycle and gives very healthy lifestyle to human being. **NS**

