

QualPharma

Learning the roots

Recap of Q1 2018

WARNING **Letter**

**A POSITIVE
APPROACH
HELPS IN
ATTAINING
YOUR
GOALS IN
LIFE**

Nutraceuticals industry
witnessing growth in
marketing of products

ICH-Quality Guidelines **An overview**

Nutraceuticals industry witnessing growth in marketing of products

Nutraceuticals provide health benefits in addition to prevention of diseases and promotion of health. In recent years, knowledge about nutritive value of food items and their significance is increasing. It includes various food items that are employed as nutraceuticals containing antioxidants, prebiotics, probiotics, omega-3 fatty acids, certain phytochemicals and dietary fibers. Except probiotics all the components are present in fruits, vegetables and various types of food. Antioxidants are those which contain vitamins A, C and E and betacarotene. These agents prevent the formation of oxygen-free radicals. They also have hypolipidemic action. Nutraceuticals are natural or bioactive chemical compounds claiming to be health promoting and disease preventing products with some medicinal properties. This category comprises of vitamins, minerals, herbal supplements and certain animal products. Nutraceuticals also include functional foods claimed to offer a specific health benefit based on their ingredients, and they provide all the essential substances that should be present in a healthy diet for the human.

Indian nutraceuticals segment has emerged as one of the fast growing segments and it is a dynamic and

evolving segment that provides possibilities to become one scientific invention with fast growing consumer interest in health increasing food supplements. Huge growth of nutraceuticals sector has provoked many key leading pharmaceutical companies like Sun Pharmaceuticals Industries, GlaxoSmithKline, Piramal Enterprises, Abbott Laboratories among others.

Nutraceuticals market in Indian is projected to be more than double of present market size within next four to five years. Presently functional foods have largest share of the Indian nutraceuticals market followed by dietary supplements. This trend will drive the nutraceuticals market for fortified foods and probiotics.

Nutraceuticals in the recent years have witnessed a tremendous increase in interest among consumers due to their potential of providing health benefits. Nutraceuticals can further be broadly defined as nutrients that include substances which have established nutritional functions e.g. vitamins, minerals, amino acids, fatty acids, and so on and herbs or botanical products and the third category is dietary supplements such as probiotics, prebiotics, antioxidants, and enzymes.



Dr Sanjay Agrawal

Leading Pharmaceutical Consultant and Editor-in Chief of IJM Today

Nutraceuticals are available in the form of isolated nutrients, dietary supplements and specific diets to genetically engineered foods, herbal products and processed foods like cereals, soups and beverages.

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Key players in nutraceutical segment are British Biologicals, GlaxoSmithKline, Piramal, Abbott, Sun Pharma Herbalife, Amway, Nestle Nutrition, Sami Labs, Bio-gen Phytotec Extracts, Phytotec Extracts, Green Chem, Parrys and DSM Nutrition.

There is a huge awareness for wellness driving the growth of Indian nutraceutical sector. Vitamins are widely used as dietary supplements. They are prescribed by doctors as a concomitant medication for mild illness to severe chronic illnesses. It is believed that they help in enhancing immunity, improve well being and aid in faster recovery of the illness. Vitamins are defined as organic substances that must be provided in small quantities because they either cannot be synthesised de novo in human body or their rate of synthesis is inadequate for maintenance of human health.

In India, there has been a steady growth in marketing of nutraceutical products including ayurvedic products by many Indian and global players with health claims. Enforcement of the guidelines of the task force should not only help in effectively regulating the market but also maintain a proper data of nutraceutical products. Such regulatory supervision is critical in India considering the fact that there were several incidents of improper manufacturing conditions of these products. Free sales of such products without any regulatory control or medical supervision could pose huge health risks to the general public.

The Indian nutraceutical segment is driven by functional food and beverages. The concept of nutraceutical is still infant and untapped and there is no regulatory

framework in place. India should capitalise the opportunities to tap the latent nutraceutical market to supplement India's healthcare agenda.

In the US, the FDA regulates nutraceuticals under a different set of regulations. As per the Dietary Supplement Health and Education Act 1994 (DSHEA), it is the manufacturer's responsibility to ensure that a nutraceutical is safe before it is marketed. The US FDA is empowered to take action against any unsafe product only after it reaches the market. Manufacturers have to make sure that the information on the product label is truthful and not misleading, but they are neither obliged to register their products with the US FDA nor get US FDA approval before producing or marketing nutraceuticals.

Approximately two-thirds of the American population takes at least one type of nutraceuticals health product. One possible explanation for the growth of nutraceuticals in the US is the ageing baby boomer population.

In European Union, food legislation covering nutraceuticals is largely under the European Food and Safety Authority (EFSA). New products from Europe are presumed to have passed stringent European development and quality requirements. In Canada and Australia, nutraceuticals are regulated more like a drug than food products.

Conclusion

The nutraceuticals industry is a dynamic, evolving industry that offers exciting opportunities to merge scientific discovery

with growing consumer interest in health-enhancing foods. Nutraceuticals will continue to have great appeal because they are convenient for today's lifestyle. The greatest challenge still remains in the public policy and regulatory areas, which will encourage research and development of products that provide health benefits and permit truthful, non-misleading communications of these products while protecting public health and maintaining public confidence. Innumerable substances are known to have functional effects: Soluble and insoluble fibre; phytoosterols; phytoestrogens; monosaturated and polyunsaturated fatty acids; phenol derivatives; vitamins and other phytochemical compounds.

Nutraceuticals provides energy and nutrient supplements to body, which are required for maintaining optimal health. Nutraceuticals are widely used in the food and pharmaceutical industries. Some nutraceuticals are useful in maintaining healthy prostate function, remedy for restlessness and insomnia. Nutraceuticals like glucosamine and chondroitin sulfate, offer possible chondroprotective effects against joint injury. Dietary factors play an important role in premature chronic disease appearance, disease progression, morbidity and mortality. Among the key leading drivers of nutraceuticals sector growth are the health concerns of ageing population in the developed and developing nations, a growing desire for natural alternatives to traditional pharmaceutical products and increased awareness among consumers on the link between nutrition and health.