

NUTRACEUTICAL IDENTITY IS OVERLAPPING....!

NuFFooDS Spectrum covered an article authored by Dr R.B.Smarita, Chairman and Managing Director, Interlink Marketing Consulting in May 2019 issue and subsequently spoke to many experts, leading dieticians, industry leaders on "Is nutraceutical identity overlapping?" to get their views and thoughts.



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not the unknown"

It's a fear of the known, not the unknown. Our largest market share of business is over in the USA, and there when we sell dietary ingredients and even our dietary supplements (finished formulations), the US-FDA clearly states they are not intended to diagnose, treat, cure or prevent any disease. However, traditional medicines, both in India and China, do just those things. India, in particular, is dominated by drug companies when it comes to the health sector, and as such (as the article correctly suggests), most of the Nutraceutical products are mainly available in the retail pharmacy outlets – obviously contributing to the highlighted confusion this article is trying to address, which is: what do we want the consumer to perceive? One example, is obesity a disease? If yes, there is a drug store to purchase, or if not, should there be a retail outlet (or other means) for dispensing the clinically relevant supplements? It's important to discern that what we consume effects our bodily functions and government regulations alone may not satisfy our appetite for such products. Convoluted definitions from health authorities are adding to the problem rather than solving it, however, there is hope. As drug companies are seeing their profits shrink, more and more are turning to supplementation of nutraceuticals to deliver proven health benefits – which in turn are boosting consumer confidence from well reputed pharma companies.

- **Shaheen Majeed,**
Sabinsa President –
Worldwide & Director
Sami Labs

