APRIL 2026
VOL. 15 | ISSUE 04

THE NUTRA ECONOMIST

nutrifytoday

INTELLIGENCE • INNOVATION • IMPACT

CONTENTS

THE END OF EASY WELLNESS

HOW A FRAGILE GLOBAL ECONOMY WILL RESHAPE THE SUPPLEMENT MARKET THROUGH 2028

ANALYSIS. FORECAST. STRATEGY.
WHAT LEADERS MUST KNOW NOW.

$100+ OIL PRICE SPIKE

3.3% GLOBAL GROWTH OUTLOOK CUT

POLICY CAUTION. MARKETS ON EDGE.

ENERGY SHOCK. HIGHER COSTS. TIGHTER BUDGETS.

CONSUMERS ARE NOT WALKING AWAY FROM WELLNESS. THEY'RE GETTING SMARTER.

https://www.nutrifytoday.com/

nutrify today

GENIE™

Nutra Innovation Partner

WORLD'S LARGEST AI POWERED NUTRACEUTICAL DATABASE

For Faster, Smarter Nutra Innovation, Responsibly !

AI REDUCES INNOVATION TIMELINES BY BY UP TO 3.3x

10,000 Phyto-ingredients

2300 Global CDMOs

2600 Therapy Areas

12 MILLION DATAPOINTS

26 Markets Regulatory Checks

0.9 Million Clinical Data

1.7 Million Publications Dataset

How can companies leverage this Intelligence ?

GenEi™	Conciergenie™	NutriGPT™
Discover. Innovate. Launch DIY modules with annual subscription- based access to datasets	**White Glove Innovation** From concept to finished products in your warehouse, your NI partner all the way	**Ask & Seek the *Nutraverse*** Prompt based accurate responses from the curated Genie Dataset

Reach out to us with your queries on hello@nutrifytoday.com

nutrify today - SUITE®

Networthing the Networks

1:1 DEAL MAKING

INNOVATION SHOWCASE

CURATED PANELS

REGULATORS
DECISION MAKERS
INVESTORS
INDUSTRY SHAPERS
FOUNDERS
MANUFACTURERS
INNOVATORS
AND MORE..

GLOBAL TRENDS

300+ GLOBAL CXOS

The Definitive Nutra Forum

DEAL-MAKING. LEARNING. PROBLEM SOLVING

4th & 5th June 2026

INVITE-ONLY I DECISION-GRADE

MUMBAI

Supported By

वाणिज्य एवं उद्योग मंत्रालय
MINISTRY OF COMMERCE AND INDUSTRY

MOFPI
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA

INDIA CHAMBER
INDIA CHAMBER OF BUSINESS AND COMMERCE

https://nutrifycsuite.com/

Magazine Index

FROM THE DESK OF CHAIRPERSON, NUTRIFYTODAY

The Industry Is Not Waiting. Neither Are We.

PRIYANKA SRIVASTAVA

Chairperson, NutrifyToday

There comes a time in every industry when commentary is no longer enough. The market demands architecture. It demands systems. It demands institutions that do not merely observe change, but help organize it, accelerate it, and hold it accountable. Responsible nutrition has entered that moment.76

For years, the nutraceutical sector has moved forward with enormous promise, but often in fragments. Science progressed in one lane. Regulation struggled to keep pace in another. Manufacturing scaled where it could. Academia produced talent, but not always with industry readiness. Commercial ambition often ran ahead of validation. And somewhere in between, a larger question remained insufficiently answered: who will help connect all of this into a responsible, intelligent, future-ready ecosystem?

That question now defines the next chapter of NutrifyToday.

What started as a respected platform for sectoral dialogue is steadily evolving into something much larger and far more consequential: a strategic industry engine that blends intelligence, talent, technology, market access, and execution formats into one evolving ecosystem. This is not a cosmetic expansion. It is a directional choice. It reflects a clear understanding that the future of nutraceuticals will not be built by isolated breakthroughs alone. It will be built by connected capability.

That is why NutrifyToday is now progressing toward an AI Suite vision.

This matters deeply. The nutrition industry is entering a phase where speed alone is not enough, and scale alone is not defensible. The winners of the next decade will be those who can combine formulation intelligence, evidence-based reasoning, regulatory preparedness, commercialization discipline, and pattern recognition at a level that traditional, manual systems can no longer support efficiently. AI, used responsibly, is not just a productivity tool for this industry. It is becoming a new layer of industrial intelligence. It can compress complexity, improve decision quality, sharpen ideation, and help the sector move with more precision. That is the future NutrifyToday is preparing for.

But intelligence, by itself, does not transform an industry. It must be translated into formats the market can use, test, trust, and scale.

That translation is now taking visible shape under Sumflex.

The rollout of various industry service products under the Sumflex architecture signals an important strategic shift. Sumflex is no longer merely an event identity. It is becoming a multi-format platform through which the industry can engage with capability building in more tangible ways. It is where conversations begin to convert into mechanisms. It is where ideas are stress-tested against reality. It is where leadership is expected not only to speak, but to demonstrate.

Take Master Formulator. It is much more than a compelling title. It signals the emergence of formulation as a visible, competitive, and celebrated discipline. In an industry too often driven by top-line claims and surface-level positioning, Master Formulator brings the focus back to one of the sector's most essential crafts: the ability to build products that are scientifically sound, commercially viable, sensorially acceptable, and execution-ready. It elevates formulation from back-end function to front-end strategic capability.

Similarly, R&D Grail captures another truth the industry can no longer ignore: innovation must survive the real world. It is not enough to have a clever concept or an interesting ingredient. Responsible nutrition demands translational rigor. Can the science hold? Can the product scale? Can it comply? Can it resonate with consumers? Can it withstand manufacturing reality? R&D Grail represents the industry's growing need for this kind of disciplined proving ground.

Then there is Sumflex Eurasia, an initiative whose importance extends far beyond geography. It reflects an increasingly mature understanding that the future of nutraceuticals will be shaped by corridors, not just countries. Trade routes, supply networks, regulatory bridges, knowledge exchange, and market-building platforms across regions will matter more than ever. Eurasia is not simply an expansion point. It is a signal that responsible nutrition must think transnationally, linking capability with opportunity across emerging growth territories.

Yet if one had to identify the most enduring investment in this evolution, it may well be talent.

An industry does not become future-ready simply by adding new technology. It becomes future-ready when it prepares new people to use that technology intelligently and ethically. In this regard, the progress of NutrifyToday Academy deserves special attention. With **over 800 food technology, pharmacy, and chemical engineering students** now certified in nutraceuticals, the Academy is doing something the sector has needed for years: building a structured talent pipeline for responsible nutrition.

This is not a small milestone. It is a strategic one. The nutraceutical sector has long required professionals who can think beyond silos—individuals who understand not only ingredients, but applications; not only claims, but compliance; not only product development, but industrial relevance. The Academy's contribution becomes even more significant because it is not merely certifying students in nutraceuticals. It is also helping train an AI-ready new generation—professionals who are preparing to enter an industry where data, decision-support systems, and intelligent platforms will increasingly shape the way products are conceived, validated, and commercialized.

This is how industries evolve responsibly: not only by celebrating leaders, but by preparing successors.

Taken together, these developments point to a larger editorial truth. NutrifyToday is no longer just chronicling the rise of responsible nutrition. It is increasingly participating in the design of its operating system. Through AI Suite progression, through Sumflex-led service architectures, through experiential and evaluative platforms like Master Formulator and R&D Grail, through Eurasian expansion, and through the disciplined building of next-generation talent, a more integrated vision is taking shape.

And this vision arrives at exactly the right moment.

Consumers are asking harder questions. Regulators are becoming more alert. Scientific scrutiny is intensifying. Commercial noise is growing louder. In such an environment, the industry can choose one of two paths. It can become more crowded, more confused, and more performative. Or it can become more intelligent, more connected, and more responsible.

NutrifyToday is clearly choosing the latter.
That choice is what makes this moment important. Not because one platform is growing, but because the sector itself is beginning to demand a new kind of leadership—leadership that builds frameworks, not just visibility; capability, not just conversation; futures, not just events.

The industry is not waiting. Neither are we.


Quatrefolic®
The 4th generation folate
The Gold Standard Folate for Pregnancy
Quatrefolic® delivers the active 5-MTHF form with clinically proven superior bioavailability to support optimal maternal and fetal health.
Discover more
Gnosis by Lesaffre

THE END OF EASY WELLNESS

How a more fragile global economy could reshape the supplement industry through 2028

NutrifyToday Market Research Bureau

3–5%. 10–16%. 8–12%. 7–11%.

These numbers may define the next chapter of the supplement industry. In the pages ahead, we argue that the market is not heading into decline, but into filtration.

Core vitamins and minerals may still grow at 3 to 5 percent, but sharper need-state categories such as metabolic and GLP-1 support could grow at 10 to 16 percent, women's health at 8 to 12 percent, and active nutrition at 7 to 11 percent. That alone tells a powerful story: consumers are not walking away from health; they are becoming far more selective about where they spend.

The bigger shift is economic. Slower growth, energy-led cost volatility, and tighter household budgets are changing how wellness is bought. In this new climate, supplements will not be judged by aspiration alone.

They will be judged by necessity, clarity, trust, and repeatability. Products that solve a real daily problem will survive. Products built on hype, complexity, or vague premium language will struggle.

This article is a map to that new reality. It explains why the age of easy wellness is ending, why even packaging economics now matter, and why the next winners will be the brands that are simpler, sharper, and genuinely useful.

The End of Easy Wellness

How a more fragile global economy could reshape the supplement industry through 2028

NutrifyToday Market Research Bureau

The world economy is not entering a neat recession. It is entering something more difficult for operators: slower growth, cost volatility, cautious central banks, tighter household budgets, and a consumer who still wants health, but no longer wants to pay for ambiguity.

That distinction matters for the supplement industry. Supplements do not behave like pure staples, but they do not behave like simple luxuries either. In strong consumer cycles, people buy into broad wellness aspiration. In harder cycles, they buy closer to necessity. The category does not disappear. It becomes more selective, more clinical, more price-aware, and far less forgiving of weak value propositions.

This is the backdrop against which the next three years should be understood. The global economy is increasingly shaped by energy insecurity, fragile confidence, uneven policy support, and a higher cost of doing business. Higher oil and freight costs do not stay confined to fuel. They move through packaging, transportation, chemicals, ingredients, warehousing, and retail pricing. For supplement companies, that means pressure can rise from both sides of the P&L at once: the consumer becomes more disciplined just as the product becomes more expensive to make and move.

That cost pressure is not abstract. HDPE bottles, one of the most common packaging formats in the supplement category, are made from polyethylene, which is derived from petrochemical feedstocks linked to oil and natural gas. So when energy markets become unstable, a bottle is no longer just a container. It becomes part of the margin equation. Add caps, liners, labels, cartons, freight, and promotional spending, and a category once seen as relatively asset-light can quickly feel operationally exposed.

At the same time, the consumer has changed. Health remains important, but the purchase logic is evolving. Buyers increasingly want products that are easier to understand, cleaner in construction, more transparent in labeling, and more aligned with real daily needs. They are also shopping differently. Discovery now happens across digital marketplaces, social channels, algorithmic recommendations, practitioner ecosystems, and increasingly AI-assisted search. The old model, where brand storytelling alone carried the premium, is weakening. The next cycle will reward brands that are both trustworthy and easy to buy.

That is why the supplement market over the next three years is likely to become more polarized rather than simply slower. The category is moving toward a barbell structure. On one side are affordable, habit-based essentials. On the other side are sharply targeted, problem-solving products with credible science. In the middle sits the danger zone: expensive, overbuilt, vaguely positioned formulations that are too premium to feel routine and too unclear to feel necessary.

The most resilient segment will remain core daily health. Vitamins and minerals are unlikely to become exciting again, but that is precisely why they can stay durable. They are familiar, affordable, and easy to justify. In a base-case outlook for 2026 through 2028, core vitamins and minerals are likely to grow in the low single digits, broadly around 3 to 5 percent annually, with the stronger performers being those tied to specific use cases rather than generic maintenance. Magnesium is a prime example. It sits at the intersection of sleep, stress, muscle support, and metabolic health, giving it unusual resilience for a relatively simple ingredient. It is exactly the kind of product a tighter consumer can still defend.

Where growth becomes more compelling is in the conviction layer: products people buy because they solve a felt problem. Metabolic-health and GLP-1 support products stand out here. As more consumers seek help with appetite regulation, lean-mass maintenance, digestive comfort, and nutrient adequacy,

this segment could remain one of the fastest-growing in the category. A reasonable global base-case range is 10 to 16 percent annually over the next three years, especially for products that are simple, protein-supportive, gut-aware, and clinically coherent.

Women's health is another likely outperformer. Not because it is fashionable, but because it remains under-addressed. Hormonal health, menopause support, cycle support, and intimate wellness are moving from niche shelves into the mainstream.

The brands likely to win here are not the ones with the loudest empowerment language, but the ones that bring sharper need-state clarity, comfortable formats, and credible formulation logic. Women's health could sustain 8 to 12 percent annual growth in a global base case, with the strongest opportunities in life-stage-specific positioning rather than one-size-fits-all "balance" formulas.

Active nutrition is also changing shape. It is no longer just sports nutrition for bodybuilders or performance athletes. Protein, creatine, hydration, and recovery products are now part of broader everyday performance, healthy aging, mobility, and body-composition conversations. That matters because it expands the addressable market dramatically. Protein is no longer a niche macro.

It is increasingly viewed as practical nutrition. Creatine is no longer confined to gym culture. It is entering wider conversations around strength, recovery, and healthy aging. In a base case, active nutrition and adjacent performance-support categories should be capable of 7 to 11 percent annual growth, especially when delivered in convenient formats.

Gut health, sleep, stress, mood, and healthy aging should also continue to outperform the broader category. These are not abstract aspirations. They are daily frictions. A consumer may delay a vanity product, but poor sleep, digestive discomfort, visible stress, brain fog, or mobility concerns tend to keep demand alive.

Gut health appears capable of 6 to 10 percent annual growth, sleep and stress support of roughly 5 to 8 percent, and healthy aging and cognition of 5 to 9 percent, provided brands keep claims disciplined and formulations understandable.

One of the most important shifts underpinning these segments is format crossover. The future of supplements is not only in bottles.

It is increasingly in powders, ready-to-drink formats, chewables, stick packs, and snack hybrids that sit closer to routine consumption than to medicine-cabinet behavior. In a tighter economy, convenience becomes part of value.

Consumers do not simply ask, "Does this work?" They also ask, "Can I take this every day without thinking about it?" That is why the line between supplements and food or beverage will continue to blur. Nutrient density, portability, and habit integration are becoming commercial advantages.

If those are the likely winners, the likely laggards are equally clear. Premium "kitchen-sink" blends with too many ingredients and too little clarity are vulnerable. Beauty-from-within products without a sharply felt use case are vulnerable. Vague longevity stacks built more on biohacking aesthetics than on consumer comprehension are vulnerable.

In a tougher macro environment, this premium middle could slow to low single digits or even flatten. The point is not that premium dies. It is that uncertain premium dies first.

This is where many brands will misread the market. They may assume consumers are trading down from premium to basic.

The more accurate reading is that consumers are trading down from confusion to conviction. They will still pay more for something that feels necessary, works clearly, and fits their life. They will not pay more simply because the label sounds advanced or the packaging looks elevated. In the next cycle, premium will have to be earned every month.

Private label will likely become more relevant as well. As budgets tighten, consumers increasingly accept that value can coexist with quality. That creates pressure on national brands in categories where the formulation is not meaningfully differentiated.

If a retailer can offer cleaner labeling, acceptable efficacy, and a better price point, the middle of the market gets squeezed. Branded players will need stronger proof, stronger trust, or a better product experience to defend price.

So what should leaders do now?

First, simplify portfolios. The coming market will reward hero products over SKU sprawl. Fewer, clearer products with stronger logic will outperform bloated assortments.

Second, build around need states, not ingredient vanity. Sleep, stress, hormones, gut, metabolic support, mobility, protein, and healthy aging are easier to hold in the basket than abstract wellness promises.

Third, redesign pricing architecture. The strongest brands will offer a clear good-better-best ladder without forcing the consumer into one expensive monthly choice.

Fourth, treat packaging and supply chain as strategy, not operations. In a world of petrochemical and freight volatility, efficient pack design, lighter formats, smarter shipment economics, and disciplined promotional planning can protect margin more effectively than headline price hikes.

Fifth, win trust where discovery now happens. That means stronger digital content, cleaner labels, sharper practitioner relevance, and product stories that explain the benefit in seconds, not paragraphs.

The supplement industry is not heading into decline. It is heading into filtration. The next three years are likely to separate products consumers like from products consumers keep. That is a profound difference.

The age of easy wellness is ending. What comes next is a market where essentials behave like staples, targeted science-backed solutions keep their premium, and everything built on hype, excess complexity, or soft claims gets tested. For serious operators, that is not bad news. It is simply the end of the loose era and the beginning of a more disciplined one.

In this environment, consumers will not stop buying health. They will stop subsidizing ambiguity.

DOES THE ROAD TO ALZHEIMER'S BEGIN IN THE GUT?

NutrifyToday Market Research Bureau

Alzheimer's has long been treated as a disease to be understood only through the brain. That instinct is natural. Memory fades, cognition weakens, neural tissue degenerates, and the most visible signs of damage appear in the organ we fear losing most. Yet science often advances when it stops staring only at the site of collapse and begins studying the terrain that may have shaped it.

That is why this article asks a deliberately provocative question: does the road to Alzheimer's begin in the gut?

This is not an argument for simplistic answers or fashionable overreach. The point is not to replace one reductionism with another. It is to widen the lens. A growing body of research suggests that the gut microbiome, intestinal barrier, immune signaling, microbial metabolites, and systemic inflammation may play a far more meaningful role in cognitive decline than the market has been willing to admit. If that is true, then many current brain-health strategies may be addressing the fire only after the smoke becomes visible.

For scientists, this is a call for deeper systems biology. For nutraceutical companies, it is a warning against superficial cognition claims. And for serious readers, it is an invitation to look upstream—because the future of brain health may depend on how intelligently we understand the gut.

Does the Road to Alzheimer's Begin in the Gut?

NutrifyToday Market Research Bureau

For years, Alzheimer's science has looked where the damage is most visible: the brain. Plaques, tangles, shrinking memory, inflamed neural tissue, and failing cognition have kept the spotlight fixed above the neck. It is understandable. When a disease steals memory, the brain becomes the obvious battlefield.

But a more provocative idea is now demanding serious attention: what if some of the earliest meaningful signals do not begin in the brain at all? What if the road to Alzheimer's, at least in part, runs through the gut?

This is not a license for reckless claims. No serious scientist should say Alzheimer's has been "proven" to start in the gut. The disease is complex, multifactorial, and still far from fully understood. But a growing body of work now suggests that the gut microbiome, intestinal barrier, immune signaling, microbial metabolites, and broader gut ecosystem may influence the terrain in which neurodegeneration develops. That is a very different way of thinking about prevention, early detection, and intervention.

The older model was simple: Alzheimer's is a brain disease, so the solution must be a brain product. That logic has shaped everything from pharmaceutical pipelines to consumer wellness formulas.

If the concern is memory, brands build memory capsules. If the fear is cognitive decline, companies market brain boosters. But biology is rarely that linear. The gut and brain are in constant conversation through neural, immune, endocrine, and metabolic pathways. If that conversation becomes distorted over time, the consequences may extend far beyond digestion.

What makes the current research especially interesting is not just that gut changes have been observed in people with Alzheimer's. It is that microbiome differences are being detected earlier, including in mild cognitive impairment and even in preclinical states where cognition may still appear largely intact.

That shifts the conversation from symptom management to upstream pattern recognition. In other words, the gut may matter not merely because dementia patients have altered microbiomes, but because the microbiome may change before the full neurological picture becomes obvious.

The field is also maturing beyond simplistic ***"good bacteria versus bad bacteria"*** narratives. Newer work suggests the story is not about broad microbial diversity alone. It may be about specific species, specific functions, and specific metabolites.

Two bacteria from the same family may not behave the same way. One may appear protective while another may correlate with more harmful biomarker patterns. That is a crucial insight for scientists and for industry.

The future of cognitive-gut science will not be won by crude taxonomy or by casually adding a fashionable probiotic strain to a brain-health formula. It will require deeper ecosystem mapping.

Mechanistically, the theory is increasingly plausible. Researchers are examining multiple routes through which the gut may shape brain health: intestinal permeability, chronic low-grade inflammation, altered short-chain fatty acid production, bile-acid signaling, immune-cell activation, tryptophan metabolism, vagal communication, and the movement of inflammatory mediators from gut to bloodstream to brain.

This does not mean every gut imbalance leads to dementia. It means the brain may be responding to a much wider biological environment than traditional neurocentric models allowed.

This is exactly where the nutraceutical industry should pause and rethink its reflexes. The commercial instinct is to formulate for the organ of fear. Consumers fear memory loss, so the industry launches memory products.

Consumers fear dementia, so the market fills with cognitive blends, nootropics, mushrooms, phospholipids, botanicals, and neurotransmitter language. Some of these ingredients may have value. But if upstream dysfunction in the gut ecosystem, immune signaling, and metabolic environment is part of the disease pathway, then many so-called brain products may be aiming too late and too narrowly.

The smarter question is not, "What can we put into a brain formula?" The smarter question is, "What upstream biology are we failing to understand?"

That reframing has major implications. It suggests scientists should invest more deeply in longitudinal microbiome work, species-level analysis, metabolomics, gut permeability, bile-acid patterns, inflammatory signatures, and intervention timing.

It suggests product developers should stop treating the gut as a supporting chapter in a brain-health story and start treating it as a possible foundation. It suggests investors should be wary of overly direct cognition claims that skip ecosystem biology and rush toward a retail headline.

There is a lesson here from Ayurveda as well. Ashwagandha, for example, has long been regarded within Ayurveda as a medicinal plant, not merely a modern lifestyle supplement. That distinction matters. Traditional systems often begin with terrain, regulation, and systemic balance rather than isolated symptom targets.

Whether one comes from traditional medicine or modern systems biology, the direction of travel is surprisingly similar: do not chase the last visible symptom first. Study the foundation.

That does not mean the answer to Alzheimer's is "just fix the gut." It means the industry may be underestimating how much the gut shapes the biological context in which brain dysfunction emerges.

A dysregulated gut ecosystem can influence inflammation, nutrient processing, immune vigilance, and metabolic signaling for years before a patient or physician labels the condition as neurological. By the time memory loss becomes undeniable, the upstream disturbances may have been brewing for a long time.

This is why the next generation of serious work in cognitive health should become less theatrical and more foundational. Fewer miracle-memory promises. More early-biology discipline. Fewer brain-only formulations built around consumer anxiety. More investment in the gut-immune-metabolic axis that may be helping script the disease long before it reaches the clinic in recognizable form.

For nutraceutical companies, that means resisting the temptation to overmarket preliminary findings. The commercial winner in this field will not be the loudest Alzheimer's-support product. It will be the company that studies the gut ecosystem with seriousness, respects the complexity of neurodegeneration, and builds upstream platforms rather than fashionable shortcuts. For scientists, the mandate is equally clear.

The field needs better human studies, better biomarker integration, better functional analysis, and more humility about causality. The gut may be an early signal, a disease modifier, a co-driver, or a subset-specific mechanism. All of those possibilities matter.

So, does the road to Alzheimer's begin in the gut? Science cannot answer that with finality yet. But it can now ask the question with far more confidence than before. And that alone should change how this industry thinks. Because if the brain is where Alzheimer's becomes visible, the gut may be where the deeper story begins.

THE BODY AS ITS OWN HOSPITAL: IS PROGRESSIVE HEALTH THE MISSING THIRD SPACE?

NutrifyToday Market Research Bureau

For decades, health products have been trapped between two dominant narratives: prevention and treatment. Preventive supplements often speak the language of fear — take this before something goes wrong. Reactive drugs speak the language of crisis — intervene once disease has already arrived.

But modern health may need a third, more intelligent category: progressive health products. Progressive health is not about frightening consumers with future disease. It is not about pretending to replace medicines when illness demands clinical care. It is about strengthening the body's internal ecosystem so that it can function with greater resilience, intelligence and efficiency.

The human body is the most sophisticated hospital ever created. It diagnoses, repairs, detoxifies, adapts, protects, regenerates and restores — every second, silently. The real question is whether health products can be designed to support this internal hospital rather than simply chase symptoms or sell anxiety.

This is where progressive health may become a powerful new space: not disease prevention, not disease treatment, but biological capacity building. For nutraceutical companies, scientists and healthcare thinkers, the opportunity is clear. The future may belong to products that help the body manage itself better.

The Body as Its Own Hospital: Is Progressive Health the Missing Third Space?

NutrifyToday Market Research Bureau

Healthcare has long been shaped by two familiar worlds. The first is prevention. The second is treatment. Preventive supplements are usually built around the idea of avoiding future disease. They are positioned before the storm. Take this for immunity. Take this for bones. Take this for heart health. Take this for healthy ageing. The underlying emotion is often fear — fear of decline, deficiency, ageing, weakness or future diagnosis.

Reactive drugs sit on the other end of the spectrum. They enter when disease has already arrived. When blood sugar is uncontrolled, blood pressure is dangerous, infection is active, inflammation is severe, or the body has crossed a clinical threshold, medicine becomes necessary. This is the zone of crisis management. It is not optional. It is intervention. But between fear-led prevention and crisis-led treatment, there is a space that has not yet been sharply defined.

That space is progressive health.
Progressive health products should not be seen as ordinary supplements with a more polished name. Nor should they make irresponsible promises of curing, reversing or replacing medical therapy. Their role is different. They are designed to progressively improve the body's internal operating environment so that the body can manage itself better.

This is where the idea becomes deeply relevant. The best hospital in the world is not a building. It is the human body itself.

No hospital, no laboratory and no machine has yet matched the sophistication of human biology. The body is constantly monitoring, repairing, detoxifying, defending, adapting and regenerating. The immune system identifies threats. The liver processes toxins. The gut negotiates with trillions of microbes. The brain rewires itself. The skin protects. The mitochondria produce energy. Hormones coordinate signals. Sleep repairs invisible damage. Inflammation responds, resolves and resets.

The body is not passive. It is an intelligent ecosystem.

Progressive health products should serve this ecosystem.
Preventive health says: avoid damage.
Reactive medicine says: control damage.
Progressive health says: build capacity.

That distinction is important. Building capacity means improving the body's ability to respond to stress, recover from strain, repair cellular damage, maintain metabolic balance, preserve cognitive performance, strengthen gut ecology and sustain immune readiness.

It is not about selling one more capsule. It is about supporting the biological systems that keep human beings functional, adaptive and resilient.

A progressive health product is not defined merely by its ingredient. Magnesium, omega-3, curcumin, probiotics, postbiotics, adaptogens, botanicals, peptides, polyphenols and amino acids can all be used in basic supplement formats. What makes a product progressive is the philosophy of formulation.

Is the product built around a biological pathway?
Does it support the terrain rather than just chase a symptom?

Does it help the body become more efficient over time? Does it respect the complexity of human physiology?

Does it work with the body's intelligence rather than overwhelm it with a crude promise?
This is where the nutraceutical industry must evolve.

For too long, products have been boxed into narrow claims: sleep, stress, immunity, energy, skin, joints, hair, gut, brain. These categories are convenient for marketing, but the body does not operate in such compartments. Gut health affects mood. Sleep affects glucose. Muscle affects ageing. Stress affects immunity. Mitochondria affect energy, cognition and inflammation. The microbiome influences metabolism, immunity and even neurological health.

Progressive health must therefore be ecosystem-led, not claim-led.

The modern consumer is also changing. Many people are not clinically sick, but they are not truly well. Their reports may appear normal, yet they feel tired, inflamed, foggy, anxious, metabolically sluggish and biologically older than their age. This is the grey zone where conventional healthcare often has little to say.

A doctor may say, "Your numbers are fine."
The body may still be saying, "I am struggling."

Progressive health belongs in this gap.
It is for the person who does not want to wait for disease to arrive. It is also for the person who is not satisfied with generic prevention. It is for the discerning consumer who understands that health is not simply the absence of illness.

Health is readiness. Health is recovery. Health is internal coordination. Health is the body's ability to adapt intelligently.

However, this category must be built with discipline. If progressive health becomes another loose wellness slogan, it will lose credibility. The industry must avoid exaggerated language and vague claims. A product that supports metabolic resilience must show pathway logic. A gut-brain formulation must explain microbial, inflammatory, neurotransmitter or barrier-function relevance. A longevity product must engage with mitochondrial health, glycation, cellular senescence, autophagy, oxidative stress or inflammatory balance.

Progressive health needs science, not poetry alone.

It needs biomarkers. It needs mechanisms of action. It needs clinical thinking. It needs responsible claims. It needs evidence-led formulation, not ingredient decoration.

It also needs humility. The body is intelligent, but it is not invincible. Supplements cannot replace medicines where disease has advanced. Progressive health products must never pretend to be substitutes for clinical intervention. Their true value is in strengthening the ecosystem around health, not in competing with doctors or drugs. This is the opportunity.

The world does not need another supplement category driven by fear. It does not need products that shout louder and prove less. It needs a new class of health products that help people build biological strength before collapse, support recovery before breakdown and improve resilience before disease becomes inevitable.

Progressive health is not anti-medicine. It is pre-crisis intelligence. It is the third space between prevention and treatment.

It asks a more mature question: what if health products were not designed merely to avoid disease or respond to disease, but to help the body become more capable every year?
That is a powerful shift.

Because ultimately, the greatest physician is not outside us. It is within us.

Progressive health is the science of giving that physician better tools.

Creatine: You've Been Taking It. Here's What It's Actually Doing.

Five grams a day. That is the advice repeated everywhere — in gyms, fitness forums, supplement labels, and casual conversations. Take it with water. Take it with a shake. Take it whenever.

The instruction is largely correct. The understanding behind it is often missing.

Creatine is one of the most extensively researched supplements in sports nutrition. The evidence is strong, consistent, and built over decades. But there is a difference between saying "creatine helps performance" and understanding what it actually does inside the body. That understanding matters because the mechanism explains why creatine takes time to work, why vegetarians may respond more strongly, why timing is less important than consistency, and why researchers are now studying it beyond muscle — including for brain performance.

It all begins with ATP.

Every muscle contraction — from blinking to sprinting to lifting a heavy barbell — runs on adenosine triphosphate, or ATP. ATP is the body's immediate cellular energy currency. When a muscle contracts, ATP breaks down into ADP and releases energy.

The challenge is that stored ATP is extremely limited. During maximal effort, your available ATP can be used up in just a few seconds. That is where creatine enters the story.

Creatine is stored in muscle largely as phosphocreatine. When ATP is rapidly broken down during intense effort, phosphocreatine donates a phosphate group back to ADP, quickly regenerating ATP. This reaction is driven by the enzyme creatine kinase and happens fast enough to support short bursts of high-intensity work.

In simple terms, creatine does not create energy from nothing. It helps the body recycle energy faster.

MANEESH SINGH

Category Lead-Consumer Products
1mg

Think of the phosphocreatine system as an emergency power reserve placed right beside the engine. It is not built for long-distance endurance. It is built for explosive output — the first few seconds of a sprint, a heavy lift, a jump, a rapid change of direction, or repeated high-intensity efforts with short recovery windows.

This is why creatine is not a generic "fitness booster." Its strongest relevance is in activities where short, intense, repeated effort matters. Maximum sprints, heavy compound lifts, court sports, field sports, HIIT sessions, and explosive training patterns all rely heavily on this system. A person doing only easy aerobic running may not notice the same effect because that activity depends more on slower energy systems.

Your body already makes creatine naturally, mainly in the liver and kidneys, using amino acids such as arginine and glycine. This internal production gives roughly one gram per day. Diet adds more, especially through red meat and fish. A typical omnivore may get two to three grams daily from food and synthesis combined.

But this is usually not enough to fully saturate muscle creatine stores.

Red meat and fish contain meaningful creatine, poultry has somewhat less, and plant foods have virtually none. This is why vegetarians and vegans often have lower baseline muscle creatine levels and may experience a more noticeable response when they supplement. Supplementation is not introducing a foreign drug-like system. It is filling an existing biological reservoir that often operates below full capacity.

Muscle can store creatine, but only up to a physiological ceiling. Most people sit below that ceiling. Supplementation gradually pushes muscle creatine levels closer to the upper end of normal storage capacity.

This also explains why creatine does not behave like caffeine. You do not take it and immediately "feel" it in an hour. The benefit comes from accumulation. Daily intake over days and weeks fills the storage tank. Once the tank is fuller, the body has more phosphocreatine available to regenerate ATP during peak effort.

That is why consistency matters more than timing. Whether creatine is taken before training, after training, or at another time of day is less important than taking it regularly. The key question is not what happens sixty minutes after swallowing it. The key question is whether muscle creatine stores are elevated over time.

The practical benefit is simple: faster ATP regeneration during intense work, slightly better ability to sustain high-output efforts, and improved recovery between repeated explosive bouts. The change is not magical. It is biochemical capacity.

Creatine also has an emerging frontier: the brain.

The brain has its own creatine and phosphocreatine system. Neurons also require ATP, especially under demanding conditions such as sleep deprivation, sustained mental effort, or cognitively intense tasks. This is why creatine research is now expanding beyond the gym. The cognitive performance conversation is still developing, but it is scientifically interesting because the same ATP-regeneration logic applies to neural tissue.

The main takeaway is this: creatine is not just "something for muscle." It supports a specific energy recycling system. Your cells run on ATP. The phosphocreatine system rapidly regenerates ATP. That system has limited capacity. Many people operate below that capacity because diet and internal synthesis do not fully saturate stores. Supplementing creatine helps bring the system closer to its natural ceiling.

That is the foundation. Dosing, loading phases, timing debates, and cognitive applications all make more sense once this mechanism is understood.

Nutraceuticals at an Inflection Point: Building Trust Through Shared Leadership

The nutraceutical industry stands at a defining moment.

Over the past decade, it has evolved from a niche wellness segment into a dynamic, science-driven category that is increasingly shaping how consumers approach preventive health. Today, nutraceuticals are no longer viewed as optional add-ons—they are becoming an integral part of everyday health management.

What makes this category powerful, however, is also what makes it complex.

Nutraceuticals do not fit neatly into traditional definitions of food or pharmaceuticals. They exist in a distinct space—where nutrition, science, and functionality converge. And as with any evolving category, the systems around it are still catching up.

This is not a constraint. It is a signal of transition.
An Industry Growing Into Its Frameworks
In India and globally, nutraceuticals have scaled within established regulatory ecosystems, particularly those designed for food. These frameworks have enabled accessibility and growth, creating the foundation for a thriving market.

At the same time, expectations from nutraceuticals have evolved far beyond basic nutrition. Consumers today are not just buying products—they are seeking outcomes.

This shift is prompting a parallel evolution in regulatory thinking. Across markets, there is increasing movement toward frameworks that better reflect the functional and scientific nature of nutraceuticals—through clearer guidance on claims, stronger quality benchmarks, and greater emphasis on substantiation.

NAMITA SRIVASTAVA

Director – Regulatory Affairs,
Bright Lifecare Pvt. Ltd. (Healthkart)

The direction is clear: from broad categorization toward more purpose-built systems.

The Rise of Responsible Industry Leadership
One of the most defining shifts in this space is the emergence of companies that are proactively raising the bar.

These organizations are not waiting for regulation to define excellence—they are embedding it within their own systems.

This includes:
- Investing in science-backed formulations
- Strengthening ingredient traceability and sourcing integrity
- Aligning claims with credible evidence
- Building transparent and responsible communication frameworks

This shift reflects a deeper mindset change. In nutraceuticals, quality is no longer a checkpoint—it is a continuous commitment.

And increasingly, it is becoming the single biggest differentiator between brands that participate in the category and those that lead it.

From Compliance to Credibility

Compliance remains essential. It is the foundation of consumer safety and regulatory trust.

But in today's environment, compliance alone is no longer sufficient to define quality.

Being "compliant" may get a product to market—but it is credibility that keeps it there.

Consumers are asking more informed and more demanding questions:
- Does this actually work?
- What evidence supports it?
- Where do the ingredients come from?
- Can I trust this brand over time?

In response, leading companies are moving toward a more evolved model—credibility-led, outcome-focused quality.

Breaking the Invisible Silos

As the definition of quality evolves, so must the way organizations approach it internally.

In many cases, quality is still distributed across functions:
- R&D drives formulation
- Sourcing manages cost and availability
- Quality ensures compliance
- Marketing builds the narrative

Individually, each function performs well. But collectively, misalignment can dilute the final outcome. The next phase of growth will require a more integrated approach. The Role of Regulatory Evolution

Key areas of progress include:
- Defined pathways for functional and health claims
- Stronger quality and safety benchmarks
- Increased transparency and accountability

A Shared Opportunity to Build Trust

Trust is the currency of the nutraceutical industry.

Industry, regulators, and consumers must align to build long-term credibility.

The nutraceutical sector is entering a new phase—one defined not just by growth, but by maturity.

The conversation is shifting:
- From expansion to responsible scale
- From claims to demonstrable outcomes
- From compliance to credibility

This is a pivotal moment for the industry.

Bridging the gap between Clinical Trials and Real World

It is often asserted that a clear distinction exists between objective evidences and what is colloquially termed as “our evidences,” the latter referring to an individual’s subjective experience or personal interpretation rather than an empirically verifiable claim. Randomized clinical trials (RCTs) are the gold standard, however, deliberately simplify reality by narrowing eligibility and control context to isolate treatment effects. While, this strengthens internal validity, it can limit external validity of applicability of the results to real world consumers Bridging the gap between clinical trials and the real world is fundamentally about reconciling two different kinds of evidences. Pragmatic elements acts as connectors between the, with specific components:

Incorporating these components makes clinical trial cost effectively attractive at multiple levels of trial design and execution reshaping not only how evidence is generated, but also the economics of clinical trials. Aligning study design more closely with everyday care enables the inclusion of broader, and more representative samples can be enrolled at lower marginal cost.

Fewer exclusion criteria accelerate recruitment, reduce screen-failure rates, and cost per randomized participant decreases, even when larger sample sizes are needed to detect smaller effect sizes. Operationally, this approach simplifies trial infrastructure.

DR. SHALINI SRIVASTAVA

Executive Director
Bioaxion

When study conditions reflect usual care, fewer protocol deviations occur, reducing the need for corrective actions, re-testing, and complex data adjudication. The result is more streamlined and efficient trial model. At the same time, these endpoints enhance the economic value of evidence. The outcomes generated are directly relevant to clinical decision-making, ensuring that findings translate more readily into practice and simplified claims. Importantly, cost-effectiveness does not imply lower scientific rigor. The trade-off is primarily between precision and applicability, not quality. While such approaches may introduce greater variability and require larger sample sizes, the overall cost per actionable insight is often lower than that of highly explanatory trials whose findings may have limited real-world relevance.

Delivery is the new differentiator

Why Nutraceuticals Are Moving Beyond Ingredients — and How Liposomal Technologies Like Metazome Are Redefining Efficacy

The Industry Is Changing—Quietly, But Fundamentally. The nutraceutical industry is not just growing—it is evolving.

For years, the focus was clear: discover powerful ingredients, standardize them, and formulate them into products. Innovation meant finding the next curcumin, the next botanical extract, the next functional molecule. But today, a more critical question is emerging:

Why do many well-known ingredients still deliver inconsistent results? The answer lies not in the ingredient—but in its delivery. Across global markets, the industry is undergoing a silent but decisive transition: From ingredient-centric thinking to delivery-centric science.

The Hidden Problem: Potential vs Performance

Many nutraceutical actives are scientifically robust on paper. Yet in practice, they face significant biological barriers:

- Poor solubility
- Instability in gastric conditions
- Limited absorption
- Rapid metabolism

The result is a persistent gap between what an ingredient can do and what it actually does inside the human body.

This gap has created a cycle:

- Increasing doses
- Adding more ingredients
- Complicating formulations

But complexity does not guarantee efficacy. The real bottleneck is not discovery—it is delivery.

A New Category Emerges: Technology-Oriented Ingredients

To address this challenge, the industry is shifting toward a new paradigm:

Technology-oriented nutraceuticals. These are not just ingredients—they are engineered systems designed to improve how those ingredients function biologically.

DR. SREERAJ GOPI

Founder & Managing Director

Atomin Innovations | Molecules Biolabs

The focus is no longer limited to:

- What goes into the product

It now extends to:

- How it survives
- How it is absorbed
- How it interacts at the cellular level

This shift is redefining value in nutraceuticals. Efficacy is no longer assumed—it is engineered.

Liposomes: Promise Meets Reality

Among delivery technologies, liposomes have attracted significant attention. Their structure—mimicking biological membranes—allows them to encapsulate actives and potentially enhance absorption and cellular uptake. On paper, liposomes represent one of the most elegant solutions to bioavailability challenges. However, the market reality tells a different story.

A large number of products labeled as "liposomal" lack:
- True vesicular structure
- Consistent particle size
- Stability during processing

This has led to confusion in the market and dilution of the technology's credibility.

Not everything liposomal is truly liposomal

The Critical Gap: From Concept to Consistency

For liposomal systems to deliver real benefits, three non-negotiable factors must be addressed:
1. Structural integrity- The presence of a defined bilayer vesicle—not just a lipid dispersion.
2. Particle scale precision - Uniform particle size that supports effective absorption.
3. Process stability - The ability to maintain structure across manufacturing, storage, and application formats.

Without these, liposomes remain a concept—not a solution.

Metazome: Engineering the Next Generation of Liposomes

This is where next-generation systems like Metazome are redefining the space. Metazome is not positioned as a single formulation—it represents a platform approach to delivery science, designed to bring consistency, scalability, and performance together.

Beyond Structure: Precision by Design

Metazome focuses on maintaining true vesicular architecture, ensuring that the delivery mechanism is not compromised. This transforms liposomes from a theoretical advantage into a functionally reliable system.

Stability as a Commercial Enabler

One of the biggest limitations of conventional liposomes has been their dependence on liquid formats and their instability during processing.

Metazome addresses this by enabling structural stability even in dry formats, opening the door for:
- Scalable manufacturing
- Versatile applications
- Longer shelf-life

This is not just a scientific improvement—it is a commercial breakthrough.

From Absorption to Outcome

Ultimately, delivery systems must translate into performance.
Metazome is designed to enhance:
- Bioavailability
- Consistency of response
- Functional outcomes

This shifts the narrative from enhanced delivery to enhanced effectiveness.

The Bigger Shift: From Molecules to Systems

The nutraceutical industry is moving through a clear transformation:
Phase 1: Ingredient discovery
Phase 2: Formulation complexity
Phase 3: Delivery intelligence (today)

In this new phase:
- More ingredients do not mean better products
- Higher doses do not guarantee better outcomes
- Smarter delivery defines success

The winners will not be those with more ingredients—but those with better systems

What This Means for the Industry ?
This transition is reshaping the entire ecosystem.

For manufacturers

Delivery technologies must become central to product design.

For brands

Differentiation must move beyond claims toward measurable performance.

For consumers

Expectations will shift toward consistency, reliability, and visible results.
The industry is entering a phase where:
Science must translate into experience
The Road Ahead: Responsible Innovation

As nutraceuticals move closer to mainstream healthcare relevance, expectations are rising:
- Evidence must be stronger
- Claims must be clearer
- Performance must be consistent

Technology-oriented ingredients are not just enabling this shift—they are driving it. Liposomes will remain a cornerstone of this transformation, but their future will depend on how well they are engineered, validated, and applied. Systems like Metazome represent a step in that direction—where delivery is not an afterthought, but the foundation.

THE BODY AS ITS OWN HOSPITAL: IS PROGRESSIVE HEALTH THE MISSING THIRD SPACE?

NutrifyToday Market Research Bureau

For decades, health products have been trapped between two dominant narratives: prevention and treatment. Preventive supplements often speak the language of fear — take this before something goes wrong. Reactive drugs speak the language of crisis — intervene once disease has already arrived.

But modern health may need a third, more intelligent category: progressive health products.

Progressive health is not about frightening consumers with future disease. It is not about pretending to replace medicines when illness demands clinical care. It is about strengthening the body's internal ecosystem so that it can function with greater resilience, intelligence and efficiency.

The human body is the most sophisticated hospital ever created. It diagnoses, repairs, detoxifies, adapts, protects, regenerates and restores — every second, silently. The real question is whether health products can be designed to support this internal hospital rather than simply chase symptoms or sell anxiety.

This is where progressive health may become a powerful new space: not disease prevention, not disease treatment, but biological capacity building.

For nutraceutical companies, scientists and healthcare thinkers, the opportunity is clear. The future may belong to products that help the body manage itself better.

The Body as Its Own Hospital: Is Progressive Health the Missing Third Space?

NutrifyToday Market Research Bureau

Healthcare has long been shaped by two familiar worlds. The first is prevention. The second is treatment.

Preventive supplements are usually built around the idea of avoiding future disease. They are positioned before the storm. Take this for immunity. Take this for bones. Take this for heart health. Take this for healthy ageing. The underlying emotion is often fear — fear of decline, deficiency, ageing, weakness or future diagnosis.

Reactive drugs sit on the other end of the spectrum. They enter when disease has already arrived. When blood sugar is uncontrolled, blood pressure is dangerous, infection is active, inflammation is severe, or the body has crossed a clinical threshold, medicine becomes necessary. This is the zone of crisis management. It is not optional. It is intervention.

But between fear-led prevention and crisis-led treatment, there is a space that has not yet been sharply defined.

That space is progressive health.

Progressive health products should not be seen as ordinary supplements with a more polished name. Nor should they make irresponsible promises of curing, reversing or replacing medical therapy. Their role is different. They are designed to progressively improve the body's internal operating environment so that the body can manage itself better.

This is where the idea becomes deeply relevant. The best hospital in the world is not a building. It is the human body itself.

No hospital, no laboratory and no machine has yet matched the sophistication of human biology. The body is constantly monitoring, repairing, detoxifying, defending, adapting and regenerating.

The immune system identifies threats. The liver processes toxins. The gut negotiates with trillions of microbes. The brain rewires itself. The skin protects. The mitochondria produce energy. Hormones coordinate signals. Sleep repairs invisible damage. Inflammation responds, resolves and resets.

The body is not passive. It is an intelligent ecosystem.

Progressive health products should serve this ecosystem.

Preventive health says: avoid damage.
Reactive medicine says: control damage.
Progressive health says: build capacity.

That distinction is important. Building capacity means improving the body's ability to respond to stress, recover from strain, repair cellular damage, maintain metabolic balance, preserve cognitive performance, strengthen gut ecology and sustain immune readiness. It is not about selling one more capsule. It is about supporting the biological systems that keep human beings functional, adaptive and resilient.

A progressive health product is not defined merely by its ingredient. Magnesium, omega-3, curcumin, probiotics, postbiotics, adaptogens, botanicals, peptides, polyphenols and amino acids can all be used in basic supplement formats. What makes a product progressive is the philosophy of formulation.

Is the product built around a biological pathway?
Does it support the terrain rather than just chase a symptom?

Does it help the body become more efficient over time? Does it respect the complexity of human physiology?

Does it work with the body's intelligence rather than overwhelm it with a crude promise?
This is where the nutraceutical industry must evolve.

For too long, products have been boxed into narrow claims: sleep, stress, immunity, energy, skin, joints, hair, gut, brain. These categories are convenient for marketing, but the body does not operate in such compartments. Gut health affects mood. Sleep affects glucose.

Muscle affects ageing. Stress affects immunity. Mitochondria affect energy, cognition and inflammation. The microbiome influences metabolism, immunity and even neurological health.

Progressive health must therefore be ecosystem-led, not claim-led. The modern consumer is also changing. Many people are not clinically sick, but they are not truly well. Their reports may appear normal, yet they feel tired, inflamed, foggy, anxious, metabolically sluggish and biologically older than their age. This is the grey zone where conventional healthcare often has little to say.

A doctor may say, "Your numbers are fine."
The body may still be saying, "I am struggling."

Progressive health belongs in this gap. It is for the person who does not want to wait for disease to arrive.

It is also for the person who is not satisfied with generic prevention. It is for the discerning consumer who understands that health is not simply the absence of illness. Health is readiness. Health is recovery. Health is internal coordination. Health is the body's ability to adapt intelligently.

However, this category must be built with discipline. If progressive health becomes another loose wellness slogan, it will lose credibility. The industry must avoid exaggerated language and vague claims. A product that supports metabolic resilience must show pathway logic. A gut-brain formulation must explain microbial, inflammatory, neurotransmitter or barrier-function relevance. A longevity product must engage with mitochondrial health, glycation, cellular senescence, autophagy, oxidative stress or inflammatory balance.

Progressive health needs science, not poetry alone. It needs biomarkers. It needs mechanisms of action. It needs clinical thinking. It needs responsible claims. It needs evidence-led formulation, not ingredient decoration.

It also needs humility. The body is intelligent, but it is not invincible. Supplements cannot replace medicines where disease has advanced. Progressive health products must never pretend to be substitutes for clinical intervention. Their true value is in strengthening the ecosystem around health, not in competing with doctors or drugs. This is the opportunity.

The world does not need another supplement category driven by fear. It does not need products that shout louder and prove less. It needs a new class of health products that help people build biological strength before collapse, support recovery before breakdown and improve resilience before disease becomes inevitable. Progressive health is not anti-medicine. It is pre-crisis intelligence.

It is the third space between prevention and treatment. It asks a more mature question: what if health products were not designed merely to avoid disease or respond to disease, but to help the body become more capable every year? That is a powerful shift.

Because ultimately, the greatest physician is not outside us. It is within us. Progressive health is the science of giving that physician better tools.

SEDDS Technology: Unlocking True Nutrient Absorption

In today's competitive nutraceutical market, the biggest challenge is the "bioavailability gap" even the purest ingredients are ineffective if the body cannot absorb them. Self-Emulsifying Drug Delivery Systems (SEDDS) are emerging as a gold standard to overcome this, extending beyond pharmaceuticals into high-performance nutrition. Based on droplet size, they are classified into SMEDDS (micro) and SNEDDS (nano) systems.

DR. ANAND SOLAMON
Greenspace Herbs

Most nutraceuticals fall under BCS (Biopharmaceutics Classification System) Class II or IV, meaning low water solubility and poor absorption.

SEDDS addresses this through three mechanisms:

1. Spontaneous Emulsification: Upon contact with gastric fluids, the mixture forms fine oil droplets 100 nm to 5µm. This massive increase in surface area allows digestive enzymes (lipases) to work more efficiently.

2. Bypassing the "Food Effect": Usually, fat-soluble vitamins (A, D, E, K) require a high-fat meal to trigger bile secretion for absorption. SEDDS provides its own "lipid environment," making the supplement effective even on an empty stomach.

3. Lymphatic Transport: By using specific long-chain triglycerides (LCTs), SEDDS can direct nutrients into the lymphatic system rather than the portal vein. This allows the nutrient to bypass hepatic first-pass metabolism (the liver's "filter"), ensuring more of the active compound reaches systemic circulation

SEDDS is widely applied in key categories. Curcumin formulations like NovaSOL® significantly enhance absorption. CoQ10 products such as Qunol® improve bioavailability through lipid-based systems. In cannabinoids, SMEDDS enables faster onset and better dispersion. Omega-3 innovations like AquaCelle® improve absorption while reducing reflux issues.

The difference between SEDDS, SMEDDS, and SNEDDS lies in droplet size and stability, with nano systems offering superior performance.

Bottom line: Transitioning from traditional powders to self-emulsifying systems is not just a formulation shift it's a major upgrade in efficacy, consumer experience, and product value.

Pharma Eurasia

nutrify today EURASIA SUMFLEX

20–22 MAY 2026

Tashkent Pharma Park | Tashkent, Uzbekistan

ONLY 3 BOOTHS LEFT

UNLOCKING THE FUTURE OF NUTRACEUTICALS IN EURASIA

Access Eurasia's health market via the Nutraceutical Pavilion at Pharma Eurasia 2026

Why Join the Nutraceutical Pavilion?

- Targeted B2B Networking
- Strategic Market Access
- Dedicated Entry Assistance
- Industry-Leading Visibility
- Government-Backed Support

Endorsed By

Featured Exhibitors:

Green Space Herbs · Hexagon Nutrition · Mystical Biotech · Nutra Grace · Science of Nature · GR · Benefic

Supported By · Powered By · Media Partner · Jointly Organized By

Join the Pavilion Before It's Too Late!

akansha@nutrifytoday.com

nutrify today®

An initiative of

ACADEMY®
Nutra Upskill Partner

Curated by

GENIE™
Nutra Innovation Partner

Gut health: Entire wellness universe in one organ system

THE R&D GRAIL SHOW

EPISODE 6

PRECISION NUTRITION & THE MICROBIOME FRONTIER

30 APRIL 2026 | 4PM - 5PM

Register: https://nutrifytoday.live/The-Grail

INGREDIENTS OF THE MONTH

Olive leaf extract is a clinically validated ingredient for blood pressure and cardiometabolic support. In a large multicenter, randomized, double-blind, placebo-controlled trial involving over 600 treated hypertensive patients, 12-week supplementation with olive leaf extract significantly reduced 24-hour systolic blood pressure, blood pressure load, and diastolic blood pressure variability, while also improving lipid profile, blood glucose, triglycerides, C-reactive protein, and body weight. The intervention was well tolerated with no significant adverse events, supporting olive leaf extract as a safe, evidence-based ingredient for comprehensive cardiovascular and metabolic health support.

Wondering how? Ask NutrifyGenie now

Limosilactobacillus reuteri CCFM1388 is a clinically studied probiotic shown to support exercise endurance and muscle strength by modulating gut microbiota and cholesterol metabolism. Preclinical and human data indicate that CCFM1388 influences bile acid–cholesterol pathways, leading to improved muscle performance during exercise therapy, with no safety concerns, supporting its use as a functional probiotic for physical performance support.

Wondering how? Ask NutrifyGenie now

nutrify today - SUITE®
Networthing the Networks

Nutrify C-Suite Sumflex 2026
SCALE UP NOW

The 5th Annual NutrifyToday C-Suite Sumflex returns to Mumbai, 4–5 June 2026, in a dynamic dual-venue format. This year, the focus is crystal clear—deals, scale, and impact.

*CXOs
• Investors • Innovators • Global Supply Chain Leaders

*Focus: Metabolic Health | Market Intelligence | Scale-up Strategies

*Marketplace Hub × NutrifyGenie powering live deal-making

WHO YOU'LL MEET

- Investors
- Pharma & OTC Strategists
- Ingredient & Finished Dose Innovators
- CMOs/CDMOs
- Global Research Houses
- E- & Q-Commerce Leaders
- Supply-Chain Experts
- Brand Owners
- Medical & Research Specialists

DAY 1

Strategy, Supply chain insights & Market intelligence

DAY 2

Deals Day + R&D Work-shops — Matchmaking, Round robin, Investments and much more..

Whether your goal is to scale globally, forge partnerships, or fast-track commercialization, this is the boardroom to be in.

Registrations open: www.nutrifycsuite.com

Be part of the decision-makers shaping the future of nutraceuticals.

Explore what's new, who attends, and how to own space: https://nutrifycsuite.com

FOR PARTNERSHIP INQUIRIES
Email: akansha@nutrifytoday.com / csuite@nutrifytoday.com, Chat/Call at +919538011662

nutrify today®

ACADEMY®
Nutra Upskill Partner

GET INSIGHTS OF ONGOING TRENDS IN NUTRACEUTICALS AND INNOVATIONS AND WORK TOWARDS ACHIEVING A COMPETITIVE ADVANTAGE IN NUTRACEUTICAL INDUSTRY. LEARN FROM GLOBAL LEADERS AND EXPERTS FROM THE INDUSTRY.

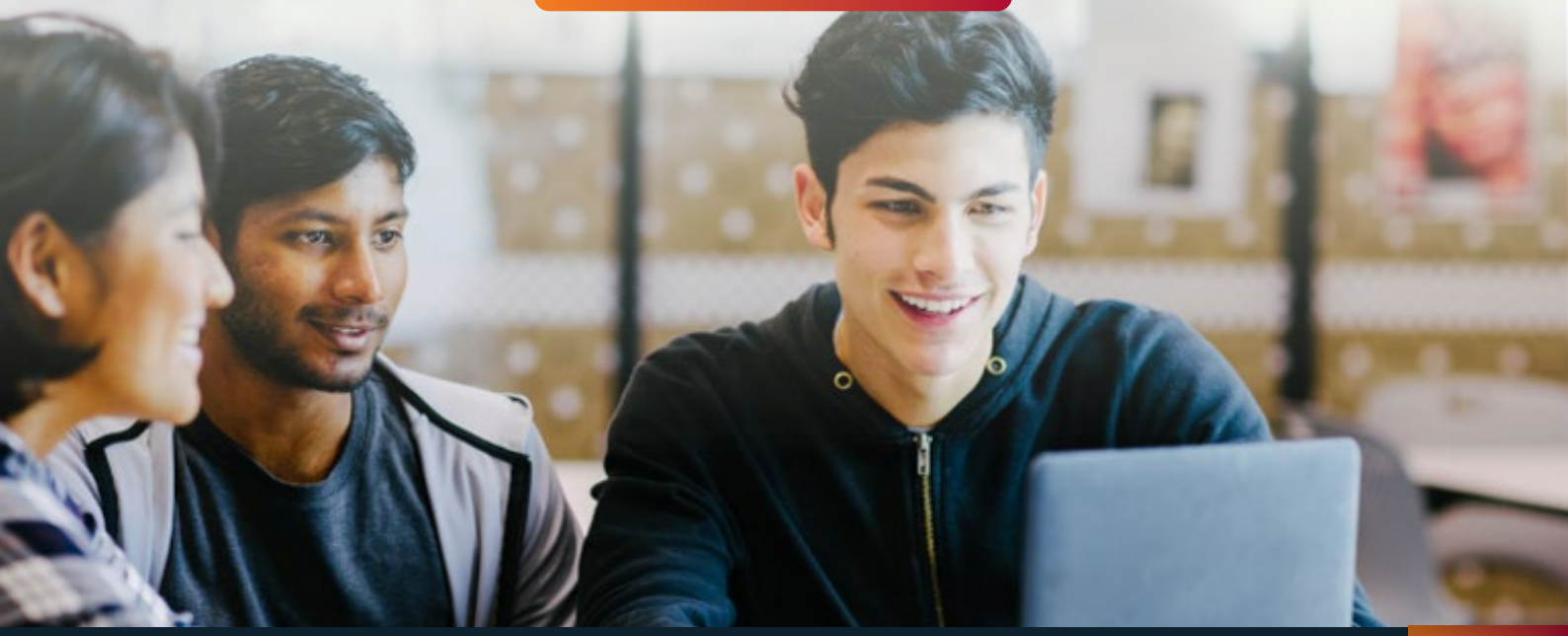
Duration: 3 months

For the First 50 Registrations

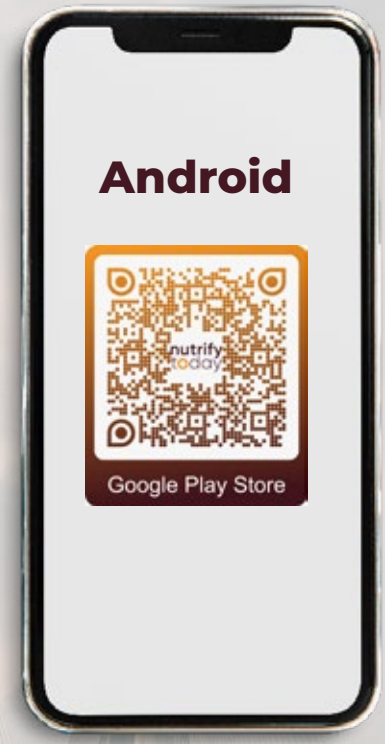
- Full Course: Rs. 2499
- Single Module: Rs. 2499
- 1 Short Video: Rs. 2499

OTC MARKETING MANAGEMENT	NEW PRODUCT DEVELOPMENT & COMMERCIALIZATION	APPLIED PSYCHOBIOTICS – A NEW PROMISE IN NEUROPSYCHIATRY
INDIAN REGULATORY SYSTEM	APPLIED PROBIOTICS FOR FOOD TECHNOLOGY & PHARMACEUTICALS	PLANT AUDIT AND PRODUCT REGISTRATION IN NUTRACEUTICALS
PROCESS VALIDATION IN NUTRACEUTICALS	NUTRACEUTICALS FOR NUTRITIONISTS AND DIETITIANS	NUTRACEUTICALS: CHEMISTRY, CLINICAL STUDIES AND PROCESSES

REGISTER NOW



Download app now: “nutrifytoday”



For any business enquiries, please write to us: hello@nutrifytoday.com

Contact our team

Speaking/ Partnership/Delegate Opportunity

Akansha Kuriyal

akansha@nutrifytoday.com

+91 98331 96127

Khasim M

khasim@nutrifytoday.com

+91 99715 72969

https://nutrifycsuite.com/