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Rise of Plant-Based Nutraceuticals



The Role of Nutraceuticals in Managing Chronic Diseases

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FROM THE DESK OF CHAIRPERSON,

NUTRIFYTODAY

PRIYANKA SRIVASTAVA

Chairperson, Nutrify Today

India at the Crossroads of a Nutraceutical Renaissance



The global nutraceutical market, valued at over USD 500 billion, is moving rapidly toward science-backed, personalized, and functional health are no longer satisfied with generic supplements they demand clinically validated, precision formulations targeting specific health outcomes.

- O Convergence of disciplines is the defining trend: biotech-driven bioactives, quantum chemistry-inspired extraction and formulation methods, and medtech integration for personalized dosing are moving from theory into commercialization.
- O The "health-span" narrative is overtaking the "lifespan" conversation. Cognitive health, metabolic resilience, women's health, and anti-inflammatory solutions are commanding premium market share.

The winners in this race are companies that master regulatory fluency, robust clinical validation, and innovation agility traits where India has the capability to compete if it plays to its strengths.



The nutraceutical industry stands at a pivotal Tariff War: A Window of Opportunity

The brewing tariff tensions between the US and certain Asian supply markets present a paradox: while they raise costs for some, they open doors for agile, quality-focused players.

If seized strategically, India could reposition itself not just as a low-cost alternative, but as a high-tech, high-value partner.

solutions. Consumers, especially in the US and EU, The question is no longer can India enter the hightech nutraceutical space it's how fast. The future will be shaped by three converging innovation streams:

- 1. Biotech-Driven Ingredients Fermentation-based omega-3s, recombinant collagen, and engineered probiotics could position India alongside global biotech leaders.
- 2. Quantum Chemistry Applications Precision modulation of molecular structures for enhanced bioavailability, stability, and targeted delivery could revolutionize how Ayurveda-inspired actives are presented to global markets.
- 3. Medtech-Nutraceutical Convergence Wearable-linked supplementation, digital biomarkers guiding nutrient cycles, and real-time efficacy monitoring could redefine the value proposition for consumers, especially in the US.

These are not futuristic concepts they are already in development pipelines globally. With the right policy, funding, and R&D collaboration, India can fast-track into these niches.

While export markets, especially the US, will remain attractive, India itself is a sleeping giant for nutraceutical consumption. The domestic market is projected to surpass USD 25 billion by 2027, driven by urban wellness adoption, preventive healthcare spending, and a growing middle-class demand for premium products.

For Indian companies, this means:

- Ingredient innovators should focus on IP creation and science-driven branding not just bulk supply.
- Formulation companies should move toward premium, evidence-backed products, targeting both urban Indian consumers and export markets.
- Collaboration between academia, biotech startups, and traditional Ayurvedic houses could yield uniquely Indian products that meet global compliance and consumer expectations.

India has long been a great consumer market, but the next chapter demands more. Ingredient companies must look inward, investing in domestic innovation ecosystems rather than relying solely on export-led growth. Formulation houses must elevate standards, aligning with global premium product benchmarks.

With Bharat Nutraverse as the launchpad, tariff wars as a tailwind, and high-tech convergence as the differentiator, India has the chance to rewrite its position in the nutraceutical value chain—from supplier to strategic innovator. The world, particularly the US, is watching. It's time to give them a story worth disruption





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Rise of Plant-Based Nutraceuticals

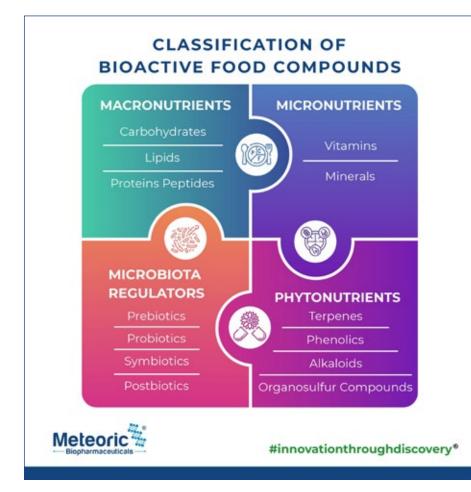
In recent time, people are shifting towards the plant-based nutraceuticals because of their growing concern about the side effects of synthetic drugs as it is a safer and more sustainable alternative. Nutraceuticals combines the terms "nutrition" and "pharmaceutical". Nutraceuticals are natural blends that have pharmaceutical properties.

Along with supplying our basic requirements nature also offers us extremely affordable medical assistance. In addition to their nutritional worth, plants also provide us with a variety of products that have therapeutic qualities that can also prevent or postpone many diseases. The broad spectrum of bioactive compounds present in the plant are the source of effectiveness of plant-based nutraceuticals.

These compounds improve the immune system which in turn reduces inflammation. Traditional medicines that have been used for a long time are also included in nutraceuticals. These nutraceuticals not just treat the health but also avert future problems. These nutraceuticals have a much lower impact on the environment compared to medicines. In recent years, the popularity of plant-based nutraceuticals has surged due to concerns about the side effects of synthetic drugs. People are increasingly seeking natural alternatives that offer health benefits without the risks associated with synthetic medications.

This shift marks a fundamental change in our approach to health and wellness, emphasizing prevention and holistic care. As research continues to uncover the potential of plant-based nutraceuticals, their role in healthcare is likely to expand. Innovations in this field are helping to identify the most effective plant compounds and optimize their use in promoting health and preventing disease.

By harnessing the power of nature, individuals can take a proactive approach to their well-being, adopting a lifestyle that supports long-term health and sustainability. In summary, the rise of plant-based nutraceuticals represents a significant shift towards natural, sustainable health solutions. By leveraging the therapeutic properties of plants, individuals can enhance their health, prevent diseases, and contribute to a healthier environment. This approach empowers people to take control of their well-being, promoting a holistic and preventive stance towards health and wellness.





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Nourishing the Eye-Brain Axis: How A Standardised Lutein and Zeaxanthin Complex Supports Cognitive and Visual Health

By Bio-gen Extracts

The eyes are more than our lens to the outside world - they are a direct extension of the brain. This intricate connection, known as the Eye-Brain Axis, plays a central role in how we perceive, interpret and respond to our surroundings. Behind every blink and glance, there is a dynamic system linking visual input to cognitive processing, memory and decision-making. Understanding this connection is key to supporting both vision and cognition, particularly as we age.

What Is the Eye-Brain Axis?

The eyes develop directly from the brain during embryonic growth, making them an extension of the central nervous system. About 70% of all sensory receptors in the human body are in the eyes, and roughly 30% of the cerebral cortex is devoted to visual processing. Light enters the eye, is converted into electrical signals by rods and cones in the retina, and travels along the optic nerve to the brain. Signals are processed in the visual cortex and integrated with other regions, including the parietal lobe for spatial awareness, the temporal lobe for object and face recognition, and the frontal lobe for decision-making and memory.

Because of this close relationship, changes in visual function can also reflect the health of the brain.

Lutein, Zeaxanthin and Cognitive Health

The Eye-Brain Axis concept is gaining momentum globally through emerging research involving Lutein and Zeaxanthin, two carotenoids that are naturally concentrated in both the macula and the brain.

A highlight randomised, double-blind, placebo-controlled trial led by Clinical Research Australia examined the effects of a standardised complex of Lutein and Zeaxanthin on both the visual and cognitive performance in healthy older adults. Participants that supplemented daily with this Lutein and Zeaxanthin complex for six months demonstrated improvements in episodic memory, visual memory and visual learning compared to placebo.

"This study was key as it demonstrated that supporting the eyes with Lutein and Zeaxanthin may also nourish the brain," Dr. Lopresti explained. "The improvements we observed in cognitive measures suggest that these nutrients have benefits well beyond eye health - with scope to support cognitive efficiency and function with age."

This dual benefit is a key area of interest for nutraceutical innovation - especially in ageing populations.

The Role of the Marigold Flower

Interestingly, the source of this carotenoid combination is the Tagetes erecta species of the marigold flowers, known for their rich pigment content. The study focus was on an ingredient called Lute-gen® - a standardised Lutein-Zeaxanthin complex developed by Bio-gen Extracts, India. Delivered via bioavailable formats such as beadlets, emulsions and suspensions, Lute-gen® builds on a foundation of scientific validation.

Lute-gen® is extracted using Bio-gen Extracts' pro- "Science is clearly showing us that vision and cogprietary Seed-to-Drum™ program, which guaran- nition are not separate silos – they are deeply contees complete traceability from farm to finished in- nected," concluded Dr Lopresti. "Nourishing the gredient. With multiple industry accolades under its Eye-Brain Axis creates the potential to help peobelt - including the NutraIngredients Asia Healthy ple support their visual health, maintain cognitive Ageing Award (2022) as well as being announced function, and overall healthy ageing." as a finalist for NutraIngredients Europe (2025) and Nutraingredients USA (2025 and 2022) - Lute-gen® is gaining rising interest and recognition for its in- India novation and impact across the global nutraceuti- Founded in 2000, Bio-gen Extracts is committed cals market.

India's Eye-Brain Health Landscape

In India, vision-related disorders are widespread, with an estimated 35 million people living with visual impairment and around 5 million classified as blind. With a rapidly ageing population, the prevalence of cognitive impairment has also become a growing public health concern in recent times.

Lifestyle factors, urbanisation, and dietary gaps - particularly low intake of carotenoid-rich food may be further compounding these issues. Leafy greens, corn, eggs, and brightly coloured fruits are key dietary sources of Lutein and Zeaxanthin, yet these are often under-consumed. This presents a significant opportunity for evidence-based nutritional support.

Supporting the Eye-Brain Axis: Lifestyle Strategies

For industry and consumers alike, there are several strategies that may help better align the Eye Brain Axis. These include:

- Prioritising carotenoid-rich nutrition: with vegetables including spinach, kale, capsicum, and corn.
- · Considering carotenoid nutritional support: if one's dietary intake may be considered as insufficient.
- Staying mentally and physically active to keep neural pathways strong.
- · Schedule regular eye exams as part of preventive cognitive health checks.

An Industry Opportunity to **Improve Visual & Cognitive Health** and Wellbeing

With visual and cognitive health emerging as fast-growing segments of the global nutraceuticals market - with the cognitive health segment alone projected to reach USD 25.21 billion by 2032

- demand for functional ingredients in this area is also climbing. Lutein and Zeaxanthin complexes, especially those backed by robust clinical trials, are well-positioned to lead this innovation wave.

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The company specialises in the research, development and manufacturing of innovative ingredients, tailored for dynamic consumer needs and evolving regulatory landscapes, including for cognitive function, visual health, sports nutrition, weight management and immune function.

Leveraging cutting-edge technology formats like OptiBead™, ActiSperse™, EmulSave™ and Melt-EEZ™, Bio-gen Extracts continues to drive the nutraceutical industry forward by addressing modern health challenges with safe, effective, premium and scientifically backed ingredients.

Learn More

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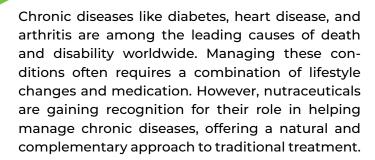


Choose Good Health™

The Role of Nutraceuticals in Managing Chronic Diseases

ROHIT AGARWAL

Managing Partner Nutra Grace



For individuals with diabetes, nutraceuticals like cinnamon extract and chromium supplements are known to help regulate blood sugar levels. Cinnamon has been shown to improve insulin sensitivity, while chromium aids in glucose metabolism, making it beneficial for those looking to manage their blood sugar naturally.

For heart disease, omega-3 fatty acids, found in fish oil, play a key role in reducing inflammation, lowering blood pressure, and improving cholesterol levels. Studies have shown that regular consumption of omega-3 supplements can help reduce the risk of heart attacks and strokes, making them a valuable addition to cardiovascular health management.



Nutraceuticals are also used to manage arthritis and joint pain. Glucosamine and chondroitin are commonly taken to support joint health and reduce inflammation. These compounds help maintain the integrity of cartilage, preventing further degeneration and reducing pain and stiffness.

Additionally, turmeric and ginger supplements, known for their anti-inflammatory properties, are increasingly used to manage symptoms of chronic inflammation, which is at the root of many chronic diseases. Their active compounds, curcumin and gingerol, have been shown to reduce pain and inflammation, making them a popular choice for those with arthritis or other inflammatory conditions.

By integrating nutraceuticals into a comprehensive healthcare routine, individuals can take a proactive role in managing chronic diseases, improving quality of life, and reducing the need for more invasive treatments



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Holixer® is particularly beneficial for individuals facing daily stressors and for athletes seeking enhanced recovery through improved sleep. By incorporating Holixer® into their regimen, users may experience better mood, sharper focus, and increased stress resilience, contributing to overall well-being.

As a natural solution rooted in Ayurvedic tradition, Holixer® offers a safe and effective approach to managing stress and sleep disturbances, making it a valuable addition to health and wellness routines. Holixer in its new upcoming sleep study conducted in a sleep institute showed results that are promising.

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Chief Business Officer Natural Remedies



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Reviving Krishi—Rooted Wisdom for India's Food Security: A-D-I-L Blueprint

DR. ANIL K

Chief Architect Energy Supplements

India's food story faces a paradox. On one side, degraded soils, volatile input prices and climate shocks are squeezing farmers. On the other, our civilizational memory insists Bharat was once Annapurna—abundantly fed without imported chemicals. Re reading our own agronomic playbook suggests that paradox can be resolved. The framework I advocate—Ancient Indian Agricultural Systems (AIAS)—rests on three pillars: Diversity, Integrated Farming, and the Law of Soil Empathy (together, D-I-L). It is practical, measurable, and scalable for today's villages.

Myth busting the past to design the future. The document poses a provocative question: if one estimates historic populations from Mahabharata-era army sizes, ancient Bharat may have supported far larger numbers than commonly assumed—certainly, even a conservative back of the envelope yields ~78–130 million people in the Dwapara age. Whether one accepts high or conservative figures, the thrust is unmistakable: natural farming systems once delivered significant output at scale. The question before us is not nostalgia; it is translation—how to port those principles into modern, climate stressed agriculture. (See pp. 2 and 13.)



From input addiction to system intelligence. A chart contrasting "Present Methods vs AIAS" maps three risk layers—anthropogenic, soil, and biotic threats. Current practice magnifies the first two through overuse of pesticides, herbicides and poorly timed tillage. AIAS reduces anthropogenic and soil threats through design—polycropping, minimal disturbance, organic matter return—while allowing beneficial biotic networks to function as the farm's built in defence and nutrient engine (p. 3).

Pillar 1 — Diversity: Intercropping as bio intelligence. "Diversity is life; uniformity is death" is not a slogan; it is a field rule. The mixed cropping case study on sunflower + groundnut explains why: distinct root zones recruit different microbial guilds—Proteobacteria, Actinobacteria, Acidobacteria around groundnut; Acidovorax, Flavobacteria, Burkholderia around sunflower—improving mineral solubilization and plant health. Above ground, nectar supports insects and insectivorous birds, whose droppings feed soils—a closed feedback loop of fertility (p. 6).

This principle is operationalized in a **multicropping grid** (p. 14). Examples: tomato + tulsi as a pest repellant; **marigold** as a universal trap crop against nematodes; pigeon pea + finger millet for yield lift; Vitex negundo live fencing for paddy stem borer and earhead bug; and coconut with pepper, clove, nutmeg, cinnamon to balance shade and under storey value. The table even warns of negative pairings (foxtail millet + mulberry)—a reminder that diversity must be designed, not random.

Pillar 2 — Integrated Farming: Biology pays the bills. AIAS treats agriculture as the anchor industry with allied enterprises—dairy, poultry, apiculture, fishery, goat and sheep husbandry, mushroom cultivation—as cash flow stabilizers and nutrient recyclers (p. 7). The systems diagram titled "Zero Emission and Sustainable Farming" shows how cow dung feeds a biogas unit, whose slurry enriches compost, while crop residues become biochar that increases soil carbon and nutrient retention (p. 8). The result: lower input dependence, diversified income, and a tighter nutrient cycle that cushions climatic and market shocks.

Pillar 3 — Law of Soil Empathy: Treat soil as living infrastructure. Soil is identified as the world's second largest carbon sink after the oceans. Its architecture is built, not bought: bacterial glues bind sand, silt, clay and organic matter into micro aggregates; fungal networks knit those into macro aggregates. Four operating rules follow: (1) Do not plough too often; (2) increase soil microbiome diversity; (3) add organic matter; (4) mulch to avoid direct sun exposure. These rules stabilize aggregates, improve infiltration and nutrient cycling, and reduce the residue risks that often bar exports (p. 9).

Re righting our relationship with nitrogen. One of the most counter intuitive slides argues that lower nitrogen availability can increase root branching—a plant's way of foraging more intelligently. The take home line—"What sugar is to humans, nitrogen is to plants"—captures the risk of over feeding. In a system that values root architecture and microbial partnerships, the goal is enough nitrogen, intelligently timed, not maximum nitrogen applied (p. 4).

From principles to practice: a village scale playbook. How does D I L translate to a panchayat? Start with landscape design: map soils, water flows and existing tree cover; lay out diversity blocks using the intercropping matrix (p. 14); place bee corridors and bird perches to recruit natural predators; and establish manure–biogas–compost–biochar stations that link livestock and crops (pp. 7–8, 14). Next, adopt the four soil rules as non negotiables across all plots (p. 9). Finally, use seasonal rotations to maintain living roots year round (p. 10) and keep cover on the soil.

What should we measure? A scientific approach demands metrics. At minimum, each cluster of farms should track: soil organic carbon, aggregate stability, infiltration rate, yield and quality of target crops, pest pressure (count based), input use (especially nitrogen), and profitability per hectare. When diversity and empathy are genuinely implemented, improvements in soil structure and stability should precede yield gains—leading indicators the framework anticipates (pp. 9–10).

The cultural scaffolding matters. The three pillars are rooted in a worldview: "स एकाकी न रमते"—life thrives in relationship; "एकोऽहं बहु स्याम्"—from one, many; and "अंगाङ्गीभाव"—reciprocity with nature. In policy terms, this translates to community managed diversity, livestock—crop integration, and a norm of giving back to the soil. Far from romanticism, these are operational choices with measurable agronomic and economic payoffs (p. 5).

The call to action. India does not need a silver bullet; it needs systems literacy. The D I L framework is not an add on to chemical agriculture; it is a different operating system—one that recruits microbes, insects, birds and livestock as co workers, and treats soil as capital. If we align extension services, FPO handbooks and village investment plans to these three pillars—and hold ourselves accountable to soil first metrics—we can secure food, restore climate resilience, and raise rural incomes in one motion. That is the promise—and the practicality—of Krishi: Rooted Wisdom.

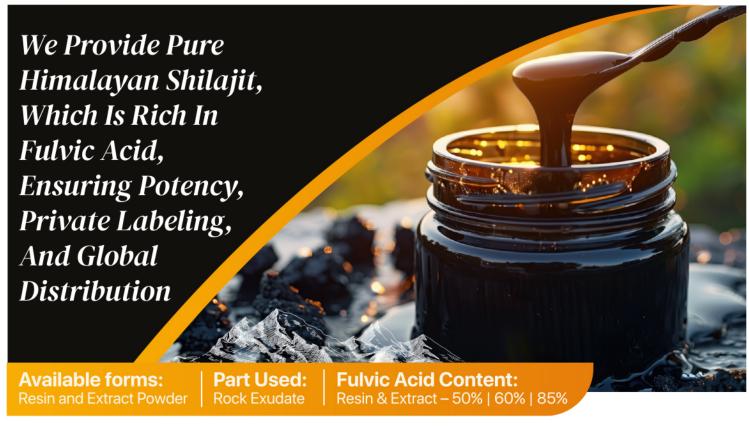




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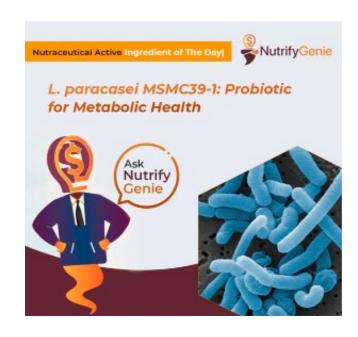
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INGREDIENTS OF THE MONTH

Lacticaseibacillus paracasei MSMC39-1 probiotic strain has shown to significantly reduce key markers of metabolic syndrome in a 12-week clinical trial. Participants receiving the probiotic saw reductions in LDL cholesterol, body weight, BMI, waist circumference, blood pressure, and total cholesterol. Gut microbiome analysis revealed shifts in diversity and function, with increases in beneficial genera like Blautia and Roseburia.

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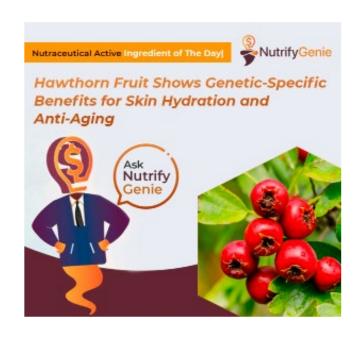
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INGREDIENTS OF THE MONTH

A new clinical study highlights hawthorn fruit (Crataegus spp.) as a promising anti-aging ingredient for skin health. Daily supplementation with 900 mg of hawthorn fruit powder for six months significantly improved facial skin hydration, particularly in individuals with specific TERT gene variants linked to telomere maintenance. Notably, hydration scores increased in the hawthorn group while declining in the placebo group, and wrinkle reduction was more pronounced in genetically predisposed individuals. These findings suggest hawthorn fruit may offer targeted skin-aging benefits by enhancing hydration and supporting cellular longevity.

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