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#### AI and Nutraceuticals



**GAURAV KAUSHIK**  
Managing Director & CEO  
Meteoric Biopharmaceuticals

#### Personalised Nutrition: The Future of Health and Wellness



**DR. DINESH B, PHD**  
Research Associate  
Greenspace

#### BacoMind



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Chief Business Officer  
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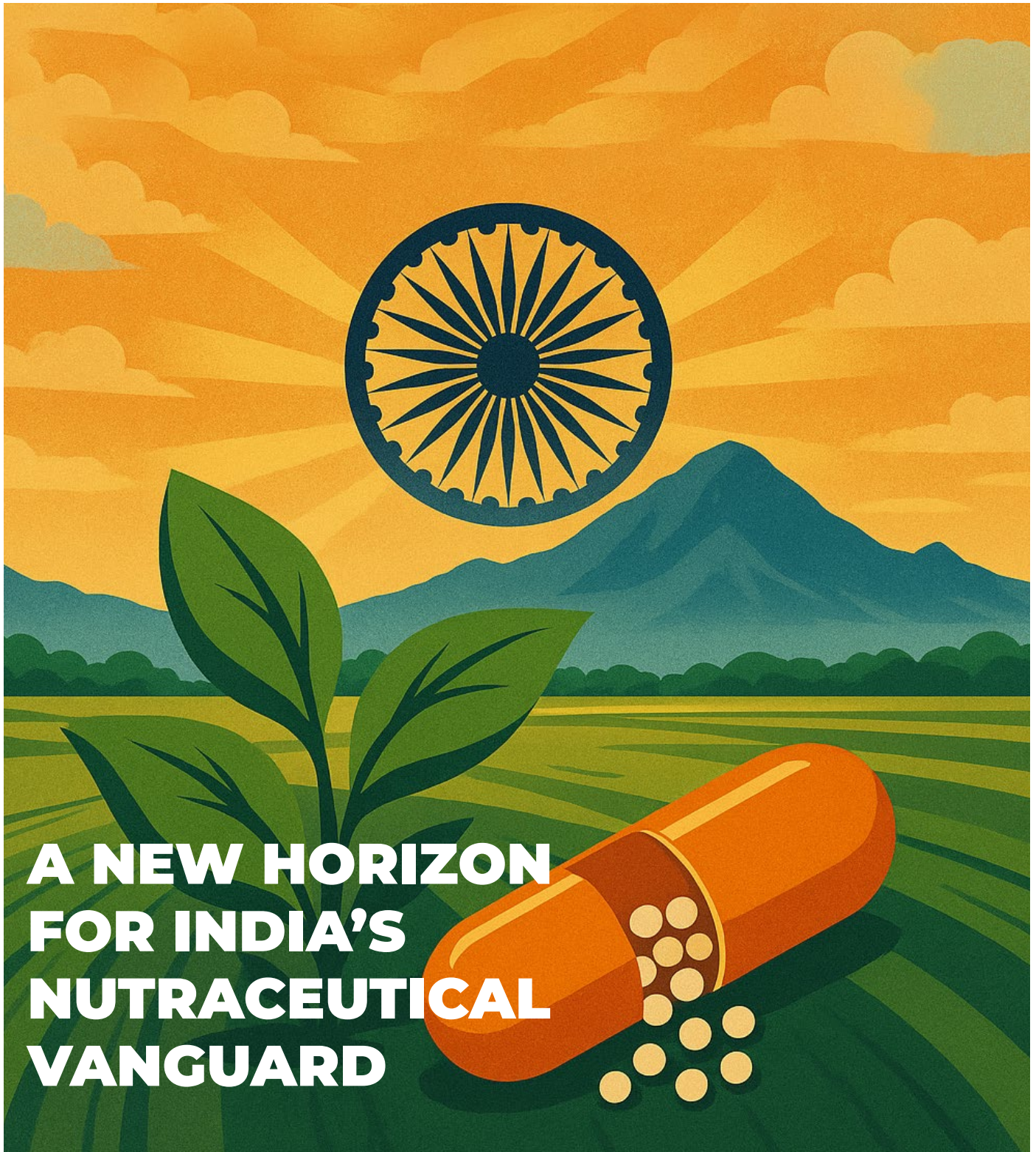
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# FROM THE DESK OF CHAIRPERSON, NUTRIFYTODAY



## A NEW HORIZON FOR INDIA'S NUTRACEUTICAL VANGUARD

When historians look back at the global nutraceutical narrative, they will likely divide it into two epochs: the American Gold-Rush moment of the early 2000s—and the India Surge that is unfolding right now. Over the past decade our domestic market has marched from a niche wellness outpost to a near-USD 100 billion powerhouse in waiting, powered by a confluence of science-driven start-ups, forward-looking regulators and a pharmaceutical establishment that now considers “nutra” a strategic growth arm, not a side hustle.

## The Growth Pistons Are Lining Up

Deep-tech start-ups, grown-up science. Early-stage companies once known for aspirational claims now begin with clinical protocols, bio-availability assays and IP protection baked in. The graduation from garage labs to GLP-certified benches will accelerate capital flows and licensing deals.

Pharma sets up shop. Whether through in-house divisions or bolt-on acquisitions, India's top drug-makers are building nutraceutical lines to future-proof revenue streams as small-molecule exclusivities wane.

Policy tailwinds. The Ministry of Commerce's partnership with NutriflyToday to launch Bharat Nutraverse Expo is more than a trade show; it is a statement that nutraceuticals now sit on the national industrial agenda. Meanwhile, NutriflyToday C-Suite SumFlex has matured into the sector's most candid boardroom, where pharma chairs and digital-health founders co-craft the next decade's playbook.

Rural Economic Forum in the trenches. By drafting transparent farm-to-factory protocols across 52 agro-climatic zones, the Forum is attacking traceability—often the weakest link in global supply chains—before scale amplifies the risk.

Individually, each “piston” is impressive; together they form a synchronous engine poised for breakout velocity.

## Cracks in the Silos And Why That's Good News

Last month delivered a milestone for NutriflyToday itself: our flagship NutriflyGenie AI platform saw its dual innovations a botanically inspired GLP-1 agonist program and a precision-layered sleep formulation featured in an Elsevier high-impact, peer-reviewed journal. Publication is validation, but it also signals a broader shift: algorithmic discovery is pushing open industry walls that once kept early-stage science, clinical strategy and commercialization in separate rooms. As those silos fracture, speed-to-market shortens, costs compress, and—most importantly—evidence quality rises.

## Introducing the Impact Team

To keep pace with the opportunity—and the responsibility—we have launched our first large-scale recruitment drive, assembling the Impact Team: a mission-built task force that partners with leading nutra companies from ideation through launch. Think of it as an accelerator, GMP auditor and go-to-market SWAT unit rolled into one. Their brief is simple: shorten the distance between a transformational insight and a product that improves lives.

## A Note on Consolidation

As valuations climb and regulatory clarity improves, India will inevitably see M&A activity intensify. Consolidation is not a culling; it is the industry's coming-of-age ritual. Expect portfolios to sharpen, R&D budgets to pool and global-market aspirations to surface faster than any one company could manage alone.

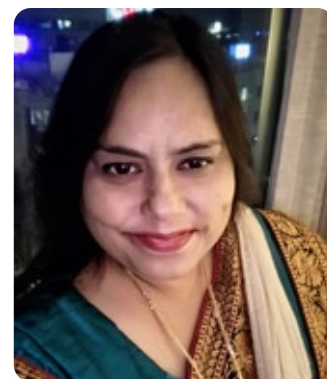
## Welcome to the New Edition

In the pages that follow you will find deep dives on supply-chain transparency, feature interviews with policy architects shaping the Bharat Nutraverse, and a sneak peek at the science fueling our next NutriflyGenie AI releases. There is, of course, more in the pipeline—some of which we can't quite reveal yet—but I promise the wait will be worth it.

Thank you for joining us on this exhilarating journey. The bridge to USD 100 billion is within sight, and every founder, farmer, formulator and policymaker reading this magazine has a hand on the wheel.

**Happy reading and see you on the other side of the surge.**

**PRIYANKA SRIVASTAVA**  
Editor-in-Chief  
NutrifyToday Magazine







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# AI and Nutraceuticals

Artificial Intelligence (AI) has emerged as a transformative tool in numerous industries, and the nutraceutical sector is no exception. Nutraceuticals, which encompass a wide range of bioactive compounds and functional foods, are gaining popularity due to their potential health benefits, including disease prevention, immune support, and overall wellness. The convergence of AI with nutraceuticals offers innovative approaches for product development, personalized nutrition, and enhancing the efficacy of therapeutic compounds.

AI technologies such as machine learning, natural language processing, and data analytics are enabling researchers to analyze vast amounts of data from various sources, including clinical trials, genomic studies, and consumer health records. These capabilities aid in the discovery of novel bioactive ingredients, as AI can process and identify patterns in complex biological data faster than traditional methods. Additionally, AI facilitates predictive modeling, enabling the formulation of nutraceutical products tailored to individual health profiles based on genetic, lifestyle, and dietary information.

AI is also improving quality control and manufacturing processes within the nutraceutical industry. Automated systems powered by AI can monitor the production of nutraceutical products to ensure consistency, purity, and safety. Furthermore, AI-driven virtual assistants and mobile applications offer personalized health recommendations, empowering consumers to make informed decisions regarding their dietary supplements. Where can we explore multiple AI-driven options for clinical data gathering in the nutraceuticals industry, particularly for claims, indications, labeling, and dosing.



Despite its potential, challenges remain in integrating AI effectively into the nutraceutical sector. Issues such as data privacy, regulatory concerns, and the need for high-quality datasets need to be addressed for AI to reach its full potential. Nevertheless, the integration of AI in nutraceuticals holds promise for revolutionizing personalized healthcare, improving product efficacy, and driving innovation within the industry.

In conclusion, AI's role in the nutraceutical space is expanding rapidly, offering exciting opportunities for research, product development, and consumer engagement. Its potential to enhance personalized nutrition could redefine the way we approach health and wellness in the coming years.



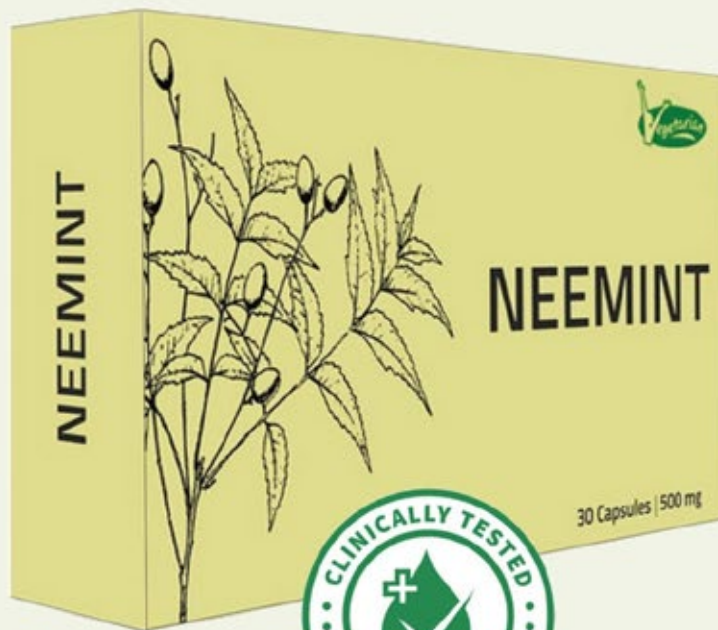
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# enXtra

## A caffeine-free approach to supporting mental energy\*

Alpinia Galanga, commonly known as greater galangal or Thai ginger, is a perennial plant in the Zingiberaceae family. Alpinia galanga rhizome has been cultivated for centuries due to its distinctive flavour profile and medicinal uses<sup>1</sup>. Alpinia galanga has been studied for its antioxidant activity<sup>2</sup>, neuroprotective properties<sup>3</sup>, and nootropic effects, among others.

### enXtra and the Science Behind its Mental Energy Benefits

enXtra is a proprietary extract of Alpinia galanga that has been evaluated through four well-designed clinical trials and documented in six safety publications. These studies collectively established the safety profile of enXtra, particularly a safety study<sup>4</sup> and 4 week use study<sup>5</sup>, assessing effects on sleep quality, cardiovascular parameters (heart rate and blood pressure), hematology and biochemistry levels remained stable from baseline through the study periods.



### How enXtra can help energize your brand

The energy category is transforming. Today's busy, on-the[1]go consumers seek more than just a quick boost—they want mental energy and cognitive support to stay focused, attentive, and alert to meet the demands of their days. It's no surprise that a recent OmniInsights consumer survey ranked "mental energy" as the top priority in achieving health and wellness goals.

There is a rising need to deliver a source of natural mental energy without the jitters, crash, and sleep disruptions associated with its consumption. Made from a proprietary extract of Alpinia galanga, enXtra is a caffeine-free, clinically validated nootropic ingredient that supports sustained mental energy and focus without the "jitter" or "crash"‡ associated with caffeine.\*<sup>5-7</sup>

Backed by four clinical studies, enXtra has been shown to provide up to five hours of alertness without disrupting sleep patterns, making it an ideal solution for individuals seeking support to power through their busy days.\*<sup>5-7</sup> Its patented formulation has been shown to help promote attention, alertness, and focus, making it a standout ingredient in the cognitive performance and sports nutrition space.\*<sup>5-7</sup> enXtra can be combined with caffeine to complement its benefits or used independently to deliver a natural mental energy alternative.\*<sup>5,6</sup>

enXtra is water-soluble and suitable for a variety of applications including RTDs, RTMs, tablets, capsules, gummies, chews, squeeze packs, and beyond. With enXtra, hydration or functional beverages can go beyond just delivering electrolytes, vitamins, and minerals with cognitive performance benefits consumers can feel.\*<sup>5-7</sup>





Manufactured in ISO-22000 (2005) and cGMP-certified facilities, enXtra is self-affirmed GRAS, licensed by Health Canada, non-GMO (tested), gluten-free, and meets many clean-label standards.

enXtra also won the NutraIngredients Awards Cognitive Function Ingredient of the Year in the US as well as in the Sports Nutrition category in both Asia and Europe.

Want to differentiate your cognitive, sports nutrition, and hydration products?  
Then formulate with enXtra, the trusted choice for brands looking to elevate their offerings with a natural, effective, and clinically backed solution.



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\*As defined by OmniActive Health Technologies

\* "Crash" as when mental energy (measured by alertness/attention) and mood generally declines within the first 5 hours after caffeine consumption

These statements made here are based on general application of science and are for illustrative purposes only. For compliance with your country's regulatory and labeling guidelines, consult your local authorities and legal department

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# Personalised Nutrition: The Future of Health and Wellness

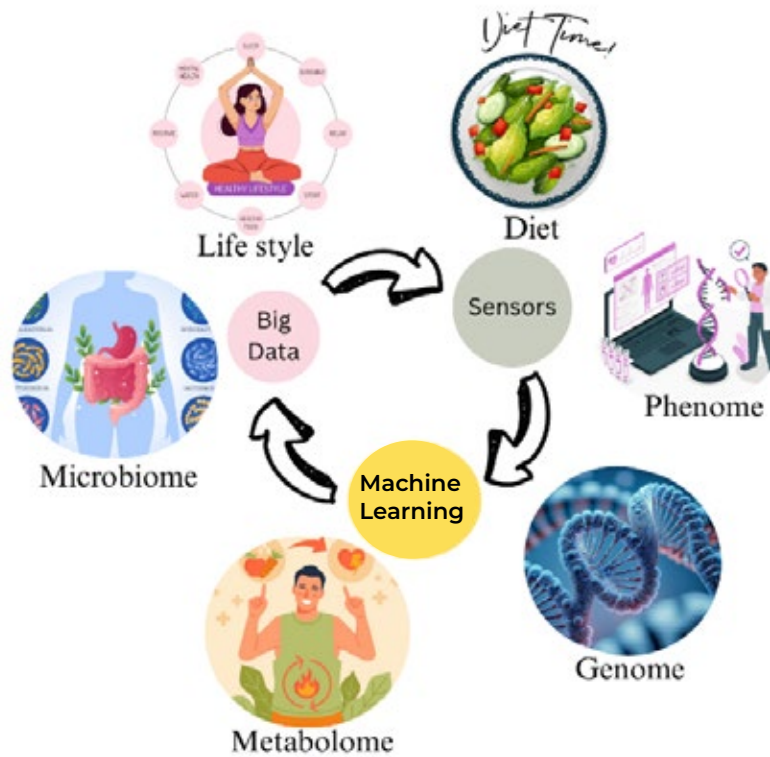


In today's age of personalization where playlists, shopping carts, and workout plans are tailored, nutrition is finally catching up. Personalised nutrition approach uses insights from individual genes, microbiome, metabolism, and lifestyle to deliver customized dietary guidance. Broad suggestions like “eat more fiber” or “cut sugar” are no longer enough. Science now shows that two people can eat the same meal and have completely different metabolic responses. Why? Because the old “one-size-fits-all” dietary advice is giving way to data driven strategies customized to individual biology, genes, gut bacteria, daily rhythms make nutritional needs unique.

## From DNA to Dinner Plate

The transformation of nutrition is being driven by rapid progress in science and technology. At-home testing kits now analyze genetic markers and gut microbiota to uncover how the body processes carbohydrates, fats, vitamins, and compounds like caffeine. These insights go well beyond conventional diet plans, enabling tailored dietary recommendations. For example, analysis of the MTHFR (Methylenetetrahydrofolate reductase) gene can highlight variations that impact nutrient metabolism.

Gut microbiome profiling identifies dominant microbial communities in the digestive tract, offering a deeper understanding of their role in digestion, immunity, and mental well-being. At the same time, wearable devices such as continuous glucose monitors deliver real-time data on blood sugar fluctuations, reflecting the body's unique responses to food, stress, and sleep. When this data is integrated through AI-enabled platforms, it enables the creation of highly personalized nutrition strategies—advising not only on dietary choices, but also on optimal meal timing, food sensitivities, and targeted supplementation to support overall health.



## Where Science Meets Lifestyle

But personalised nutrition is not just about lab reports and sensors it is about individuals. Factors like individuals sleep patterns, activity levels, stress, circadian rhythms, and personal food preferences influences how individuals body digests and metabolizes nutrients. A high-protein breakfast might energize one person but spike blood sugar in another. This interplay between biology and lifestyle explains why customized diets are often more effective than standard ones, especially when it comes to weight loss, glucose regulation, and gut health. For athletes, personalised nutrition can mean peak performance through optimized fueling and faster recovery. For others, it is about managing chronic conditions like type 2 diabetes, cardiovascular disorders with precision-guided dietary changes that address the root of the problem.

## Challenges on the Horizon

Despite its enormous potential, personalised nutrition still faces challenges. Data privacy, ethical concerns, and the premium pricing of many services raise issues around accessibility and equity. Much of the science, while promising, still requires large-scale clinical validation across diverse populations. And of course, personalization does not essentially assure adherence. People still need motivation and support to change their habits.

The future of nutrition lies in seamless, intelligent integration. Envision a system where personalized nutrition plans are continuously updated through real time data from wearable devices, synchronized with electronic health records, and directly linked to grocery delivery platforms that adjust based on shifting health metrics and lifestyle changes. As advancements in AI, behavioral science, and multi-omics converge, personalized nutrition is transforming from a static recommendation into a responsive, data driven ecosystem. This next generation model not only supports daily dietary choices but also promotes preventive health, chronic disease management, and sustained well-being through adaptive, individualized guidance.



**DR. DINESH B, PHD**

Research Associate  
Greenspace



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BacoMind® is a patented, clinically validated extract of *Bacopa monnieri*, an herb revered in Ayurvedic medicine for its cognitive-enhancing properties. BacoMind® employs a unique extraction process that preserves nine bioactive compounds, including bacopasaponin C, bacopaside I & II, and bacoside A3, which synergistically support brain health .

Extensive research, encompassing five human clinical studies, has demonstrated BacoMind®'s efficacy in enhancing memory, learning, and cognitive function across various age groups including children and aging adults. Notably, it is the first *Bacopa monnieri* extract to receive GRAS (Generally Recognized As Safe) status, underscoring its safety profile .

BacoMind® is recommended at a dosage of 300–450 mg per day for children and adults respectively over a 12-week period . Its natural composition and scientific backing make it a preferred choice for individuals seeking to enhance cognitive performance and maintain mental clarity.

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**DR. SURESH  
LAKSHMIKANTHAN**

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# INGREDIENTS OF THE MONTH

Yerba Mate, a traditional South American infusion from *Ilex paraguariensis*, is gaining attention for its potential cardiovascular benefits. Rich in antioxidants and anti-inflammatory compounds, it may support vascular health. A recent clinical trial showed that acute intake—whether hot or cold—modestly improved endothelial function (measured by FMD%), though it had no significant effect on blood pressure, heart rate, or HRV. These findings suggest Yerba Mate could play a supportive role in cardiovascular wellness, warranting further study on its long-term effects.

Wondering how? Ask NutrifyGenie now



Necrotizing enterocolitis (NEC) is a life-threatening gastrointestinal disease in neonates, especially in preterm and low birth weight infants. Conventional treatments often pose nutritional and developmental risks. This systematic review of 19 in vivo studies highlights the therapeutic potential of natural bioactives in mitigating NEC symptoms. Among the compounds studied, resveratrol, quercetin, curcumin, luteolin, emodin, and vitamins A and D demonstrated significant protective effects by modulating inflammation, oxidative stress, and gut barrier integrity. Whole food extracts like grape seed extract and pomegranate juice also showed beneficial outcomes.

Wondering how? Ask NutrifyGenie now

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# INGREDIENTS OF THE MONTH

In a randomized, double-blind, placebo-controlled clinical trial, a CBD-terpene formulation (300 mg CBD + 1 mg of eight terpenes) was evaluated for its effects on sleep architecture in 125 individuals with insomnia. Administered over four weeks, the formulation modestly increased the percentage of time spent in restorative sleep stages—slow-wave sleep (SWS) and rapid eye movement (REM)—by an average of 1.3% compared to placebo ( $P = .03$ ). Notably, participants with low baseline SWS + REM sleep and those sleeping during the day experienced more pronounced benefits, with some gaining up to 48 minutes of restorative sleep per night. No adverse effects were reported, suggesting this THC-free CBD-terpene blend may offer a safe, non-pharmacological alternative for improving sleep quality in select individuals



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This 8-week pilot randomized trial explored the effects of creatine monohydrate as an adjunct to cognitive-behavioral therapy (CBT) in individuals with moderate to severe depression. One hundred participants were assigned to receive either creatine (5 g/day) plus CBT or placebo plus CBT. While both groups showed reductions in depressive symptoms (measured by PHQ-9), the creatine group experienced significantly greater improvements, with a mean difference of -5.12 points at endpoint. Importantly, rates of adverse events and dropouts were comparable between groups, indicating good safety and tolerability. These preliminary findings suggest that creatine may be a promising, well-tolerated nutraceutical adjunct to enhance depression treatment outcomes alongside psychotherapy.

Wondering how? Ask NutrifyGenie now

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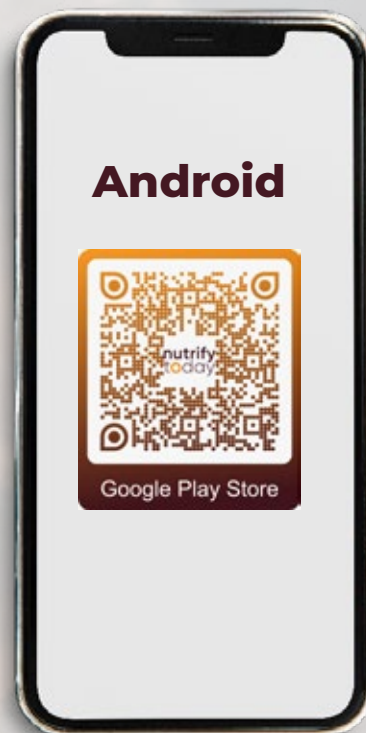
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