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Functional and Sustainable Hydration: The Future of Wellness

SHAFIULLA HIREHAL
Managing Director
Hirehal Green Space Herbs Pvt. Ltd.

Gut Health and Microbiome Research: An Overview

GAURAV KAUSHIK
Managing Director & CEO
Meteoric Biopharmaceuticals

Magazine Index

FROM THE DESK OF CHAIRPERSON, NUTRIFYTODAY

PRIYANKA SRIVASTAVA

Chairperson, NutrifyToday

When we gathered for the NutrifyToday C-Suite Sumflex on May 8–9, 2025, it quickly became clear that transformative industry outcomes are rarely the product of sweeping gestures. Instead, they spring from **small, precise acts;** each decision, connection, and insight amplifying collective impact.

A Launchpad for Lasting Impact

The 2025 summit marked more than a moment in time; it was a pivot point. We welcomed leading investors, pharmaceutical executives, and strategic thinkers who shared a unified vision: to convert knowledge into sustainable business and health-driven results. The relationships forged in those two days now form the springboard for **C-Suite Sumflex 2026**, where we will scale prototype initiatives and measure their real-world effects on our industry's growth and consumer well-being.

Empowering Through Collaboration

I'm both delighted and humbled by our partnership with WholeFoods Magazine USA chapter and ITC USA to launch the Boardroom Series—an initiative that will connect over 200,000 nutraceutical professionals worldwide. By bringing together thought leaders across continents, we're creating a forum for frank discussion, rapid innovation, and best-practice sharing that will accelerate responsible nutraceuticals to market.

Innovation in Action: NutrifyGenie's Out-Licensing Engine

Congratulations are in order for the NutrifyGenie team on unveiling their groundbreaking out-licensing platform dealsphere.nutrifytoday.com. With rx.nutrifytoday.com, we've eliminated barriers for physicians and healthcare professionals, granting completely free access to a vetted, evidence-based nutraceutical knowledge base. What might once have taken months—or even years—of searching now unfolds with the ease of a coffee-table conversation, empowering clinicians to make informed recommendations faster and more confidently than ever before.

Gratitude and Anticipation

None of this progress would be possible without the unwavering support of our sponsors, partners, and attendees. Your belief in the value of precise collaboration and rigorous science has laid a robust foundation for the exponential growth we anticipate in 2026.

As you delve into this issue of NutrifyToday, I encourage you to explore the innovative research, inspiring case studies, and emerging trends we've highlighted. Together, let's continue to turn small acts of precision into far-reaching waves of positive change—for our industry, for our partners, and most importantly, for the health of consumers around the globe.

Functional and Sustainable Hydration: The Future of Wellness

SHAFIULLA HIREHAL

Managing Director
Hirehal Green Space Herbs Pvt. Ltd.

Hydration is no longer just about drinking water—it's about nourishing the body with essential nutrients while making eco-conscious choices. Functional hydration supplements go beyond basic water intake by replenishing lost nutrients, restoring balance, and optimizing performance with a blend of electrolytes, amino acids, adaptogens, antioxidants, probiotics, and botanical extracts. Unlike traditional sports drinks filled with artificial ingredients and sugars, these supplements support immune function, mental clarity, digestion, and muscle recovery through science-backed hydration.

Herbs like nannari, kokum, ashwagandha, rhodiola, ginseng, chia seeds, and green tea polyphenols enhance hydration, aid digestion, combat oxidative stress, and improve resilience to stress. Essential nutrients such as branched-chain amino acids, magnesium, and potassium promote muscle recovery and endurance, while nootropics like L-theanine and B vitamins sharpen focus and reduce fatigue. Probiotics and prebiotics further optimize gut health and nutrient absorption.

The functional beverage market is experiencing significant growth, with an estimated size of $229.75 billion in 2025 and a forecasted rise to $329.68 billion by 2030, at a CAGR of 7.49% (2025-2030). As holistic supplements become essential for active, health-conscious individuals seeking targeted hydration solutions that enhance overall well-being, this market's expansion reflects increasing consumer demand.

Sustainability is also a key factor in the evolution of hydration supplements, with brands prioritizing ethically sourced ingredients, eco-friendly packaging, and carbon-neutral production. Coconut water powder has emerged as a sustainable alternative to fresh coconut water, reducing transportation emissions, while plant-based electrolytes from seaweed or tree sap provide natural mineral replenishment without harming biodiversity. Ethical sourcing of botanicals, such as fair-trade green tea and turmeric, ensures that communities involved in cultivation benefit economically without environmental degradation.

As consumer preferences shift toward clean and effective hydration solutions, innovation in wearable hydration trackers, bioavailable nutrients, and zero-waste packaging is gaining momentum. Brands are introducing compostable materials, refill stations, and lab-grown electrolytes to minimize ecological impact, while homemade hydration blends using natural ingredients like coconut water, Himalayan salt, honey, and lemon offer a customizable, additive-free alternative. The future of hydration lies in combining science-backed nutrition with sustainable practices, ensuring a smarter, healthier approach to both personal wellness and environmental responsibility.

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Gut Health and Microbiome Research: An Overview

GAURAV KAUSHIK
Managing Director & CEO,
Meteoric Biopharmaceuticals

Recent research by us as a leading Probiotic company into gut health and the microbiome has revealed transformative insights into how the trillions of microorganisms residing in our digestive system influence our overall health. The human microbiome, composed of bacteria, viruses, fungi, and other microbes, is crucial in regulating various bodily functions, from metabolism to immune response, and even mental health.

Often called the "second genome," the gut microbiome consists of approximately 100 trillion microbes that play an essential role in digestion and immune function. These microbes help break down food, synthesize vitamins and fatty acids, and regulate immune defenses. A balanced microbiome supports beneficial bacteria while keeping harmful ones in check. Factors like diet, genetics, environment, and antibiotic use shape an individual's microbiome, and a diverse microbiome generally correlates with better health. An imbalance in the microbiome, known as dysbiosis, has been linked to conditions like inflammatory bowel disease (IBD), obesity, diabetes, and mental health disorders such as depression and anxiety.

The connection between gut health and systemic diseases is a rapidly growing research field. Dysbiosis can lead to increased intestinal permeability, or “leaky gut,” which allows harmful substances to enter the bloodstream, triggering inflammation and contributing to autoimmune diseases, allergies, and metabolic disorders. Notably, the gut-brain axis—the communication network between the gut and brain—suggests the microbiome plays a role in mood, cognition, and mental health. Some gut bacteria produce neurotransmitters like serotonin, which regulate emotions, and dysbiosis has been linked to conditions such as anxiety, depression, and neurodegenerative diseases like Alzheimer’s and Parkinson’s.

Advances in microbiome research, including DNA sequencing technologies, are leading to new therapeutic strategies such as probiotics, prebiotics, and fecal microbiota transplantation (FMT) to restore gut balance. As per our research, optimizing microbiome health become essential for preventing and managing a range of health conditions.

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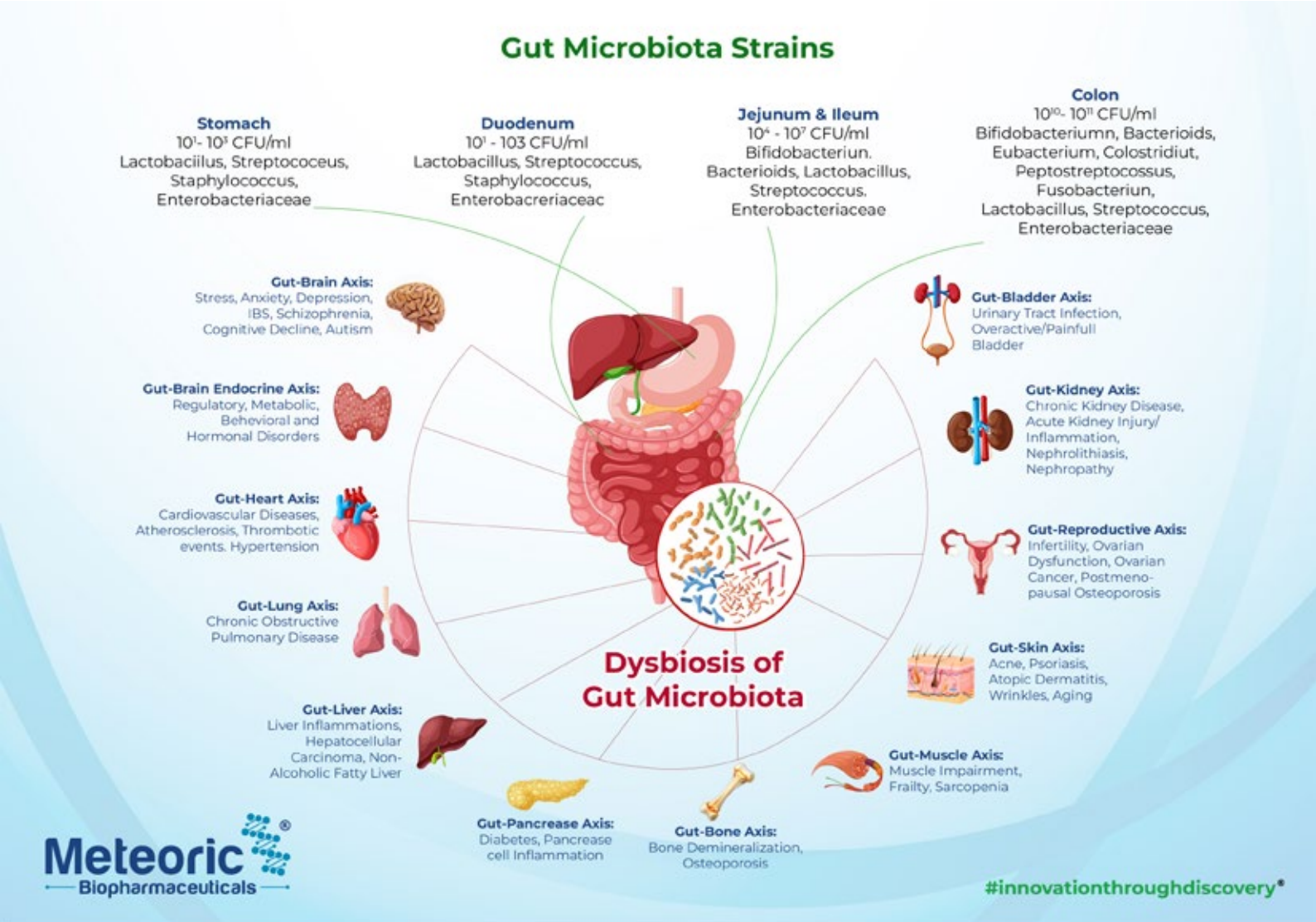

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Insects: The Next Superfood? Exploring the Diverse Role of Insect Protein in Food Industries

Rhythm Kalsi, Mansi Badhani and Komal Chauhan
National Institute of Food Technology Entrepreneurship and Management (NIFTEM-K), Sonipat-131028 (Haryana), India

Ensuring food security in the face of population growth necessitates the adoption of sustainable practices. This involves providing equitable access to nutrition and reducing environmental degradation while promoting resilient agricultural systems. As the world's population grows, so does the demand for sustainable food supplies, resulting in an increased interest in unconventional solutions. Insects have emerged as an alternative, offering a promising solution to feed a growing population. Rich in protein and essential nutrients, insects present a viable option for addressing nutritional deficiencies while mitigating the environmental impact of traditional livestock farming. Entomophagy, the consumption of insects, has gained recognition for its potential to improve human well-being and promote ecological sustainability.

Population growth vs. Lack of nutrition

The global population currently exceeds 7.8 billion people, with forecasts indicating an increase to approximately 10 billion by 2050. This population surge and heightened demand for food exert significant pressure on agricultural and livestock sectors, leading to increased rates of deforestation, water utilization, and greenhouse gas emissions. A balanced protein diet, rather than three unhealthy meals a day, is the new need. It has been observed that plant-derived proteins are deficient in specific essential amino acids like leucine, methionine, and lysine, and display lower digestibility than animal-derived proteins. Consequently, it becomes essential to amalgamate diverse plant-based sources to achieve a comprehensive and nutritionally balanced diet.

Entomophagy, the practice of consuming insects, is a well-known concept that has the potential to improve both human health and ecological sustainability. Insects are classed as invertebrate animals in the Arthropoda phylum. The majority of edible insects are classified within several taxonomic groups, including Lepidoptera (comprising caterpillars, butterflies, and moths), Hymenoptera (encompassing wasps, bees, and ants), Coleoptera (representing beetles), and Orthoptera (including crickets and grasshoppers).

The biomass of insects comprises 95% of the animal kingdom, boasting remarkable biodiversity and contains nearly 60% protein. Nevertheless, scant scientific information has focused on their integration into food systems, particularly concerning nutritional and technological aspects. Notably, insects represent a promising protein source, outperforming the nutritional quality provided by animals. Moreover, insect cultivation exhibits a substantially reduced environmental footprint in terms of land utilization, water consumption, deforestation, and greenhouse gas emissions.

This demonstrates its complete potential for serving as a viable source of nutrition in the human diet. The Food and Agriculture Organization of the United Nations (FAO) has conducted comprehensive research into the benefits of insect consumption, examining cultural, economic, safety, production, and nutritional dimensions. Overall, insect proteins fulfil all amino acid composition criteria set by the World Health Organization, exhibiting notably high levels of phenylalanine, tyrosine, tryptophan, lysine, and threonine.

Among insect orders, Orthoptera stands out as a particularly valuable alternative protein source, with a majority of edible species in this order meeting essential amino acid requirements for human consumption. Insects emerge as an alternative protein source, primarily attributed to their reported high protein content and minimal environmental footprint. They exhibit notable advantages, including low greenhouse gas emissions and high production yields per unit of land, alongside their impressive feed conversion efficiencies.

Insect Protein: A Nutritional Powerhouse

Insects are incredibly efficient at converting feed into edible protein, outperforming traditional livestock such as cattle or poultry in terms of resource utilization. They require less water, land, and feed to produce the same amount of protein, making them an attractive option for sustainable food production. Moreover, insects are rich in essential amino acids, vitamins, and minerals, offering a well-rounded nutritional profile that rivals conventional sources of protein. Edible insects such as caterpillars, butterflies, moths, wasps, bees, ants, beetles, crickets and grasshoppers contain essential nutrients such as proteins, vitamins, minerals, and fatty acids. The average protein content is 60 % and might reach up to 77% in many species.

Insects represent a valuable protein source, characterized by high-quality proteins with favorable essential amino acid profiles. Furthermore, insects are rich in essential minerals such as copper (Cu), selenium (Se), iron (Fe), zinc (Zn), calcium (Ca), magnesium (Mg), manganese (Mn), and phosphorus (P), along with essential vitamins including biotin, riboflavin, pantothenic acid, and folic acid. Both larvae and adult forms of edible insect species exhibit efficient feed conversion ratios (FCR), requiring minimal water, energy, and land for production. Therefore, insects are increasingly recognized as a prominent future source of protein for human consumption, pets and fish feed, and livestock feed.

Bioactive Compounds in Insect Protein: Functional Health Benefits

Edible insects are gaining recognition as sustainable functional foods not only for their protein content but also for their rich reservoir of bioactive compounds, each offering distinct health benefits.

• Bioactive Peptides with Therapeutic Potential

Peptides derived from insect proteins demonstrate strong bioactivity, including antihypertensive, antioxidant, anti-inflammatory, and antimicrobial effects. Enzymatic hydrolysis of insect proteins releases these peptides, which regulate blood pressure, combat oxidative stress, and inhibit pathogenic microbes. This can reduce the risk of metabolic disorders, cardiovascular issues, and immune-related conditions.

• Chitin and Chitosan as Anti-inflammatory Agents

Chitin, present in insect exoskeletons, is metabolized into chitosan, a compound known for its antioxidant and anti-inflammatory properties. Chitosan modulates immune responses and reduces oxidative stress which has potential in managing diseases such as diabetes and cardiovascular disorders. Its antimicrobial nature also supports gut health and systemic immunity.

• Polyunsaturated Fatty Acids for Heart and Brain Health

Insect lipids are rich in omega-3 and omega-6 polyunsaturated fatty acids. These essential fats are associated with reduced inflammation, improved heart function, and enhanced cognitive performance. An optimal balance between these fatty acids plays a critical role in preventing obesity, cardiovascular disease, and neurodegenerative conditions.

• Antioxidants for Cellular Protection

Insects also contain significant levels of antioxidants such as phenolic compounds and carotenoids.

• This contributes to lower risks of chronic inflammation and associated diseases, reinforcing the role of insects in functional food systems.

Diverse Applications of insect protein in food systems

The multifaceted potential of insect protein extends well beyond direct human consumption. Due to its rich amino acid profile and favourable techno-functional properties, insect protein is being integrated into various food systems and industrial applications.

1. Functional Ingredients in Processed Foods

Insect proteins can be processed into isolates, concentrates, and hydrolysates, offering enhanced solubility, emulsifying, and foaming properties that are key for developing high-protein bakery items, beverages, and ready-to-eat meals. They can also be processed into oils and flours, serving as versatile ingredients in food manufacturing Recent studies have highlighted their use in improving the nutritional and textural properties of gluten-free products and plant-based analogues.

2. Fortification and Nutritional Intervention

Owing to their dense nutrient content, insect powders are explored for fortifying traditional foods in nutritionally deficient regions. Some insects contain protein levels comparable to or even higher than traditional animal protein sources like beef, chicken, and fish which makes them a good alternative source of protein. For instance, cricket flour has been successfully used to enhance iron and protein intake in school feeding programs in Kenya and Thailand, showing promise in combatting hidden hunger.

3. Novel Product Development

Consumer-facing innovations such as insect-based protein bars, pasta, and meat analogues are gaining attention in Western markets. These products align with the demand for sustainable, high-performance functional foods, especially among environmentally conscious and athletic consumers.

4. Pet and Livestock Nutrition

Insects are being increasingly adopted in aquafeed and poultry diets due to their high digestibility and natural role in animal ecosystems. Black soldier fly larvae (Hermetia illucens), in particular, show excellent feed conversion ratios and antimicrobial peptide content, promoting animal health.

5. Sports and Clinical Nutrition

Athletes and health-focused consumers are adopting insect protein for its complete amino acid profile and high bioavailability. Preliminary research also suggests a low glycemic index and favorable anti-inflammatory potential, making it a candidate for specialized nutrition in clinical settings.

Challenges and Opportunities:

Despite its immense potential, the widespread adoption of insect protein faces several key challenges. Cultural perceptions and regulatory barriers continue to hinder market acceptance in many regions. Addressing these issues will require coordinated efforts from industry stakeholders, policymakers, and the public to raise awareness, dispel misconceptions, and establish clear, science-based regulatory frameworks for insect-based food products.

Scaling up insect production to meet growing global demand also presents logistical complexities. Advancements in farming technologies, automation, and supply chain optimization will be essential to ensure consistent, cost-effective, and scalable production. Additionally, while insects may act as vectors for foodborne pathogens, these risks can be significantly minimized through the application of good manufacturing practices (GMP), advanced preservation techniques, and robust food safety regulations.

Nonetheless, the integration of insect protein into food systems holds great promise for addressing two critical global issues: food security and environmental sustainability. By embracing entomophagy and leveraging the nutritional and ecological advantages of edible insects, we can pave the way toward a more resilient and future-ready food system. Continued interdisciplinary research, strategic investments, and cross-sector collaboration will be pivotal in unlocking the full potential of insect protein and achieving a sustainable food future.

Conclusion:

Edible insects emerge as a promising alternative protein source amid the global challenge of feeding a burgeoning population sustainably, aligning closely with the Sustainable Development Goals outlined by the World Health Organization. Integrating insect cultivation into mainstream food systems offers a pathway toward greater sustainability and efficiency. Beyond their nutritional value, insect proteins demonstrate significant potential for diverse technological applications. However, to maximize the efficiency of protein extraction and ensure optimal functional and nutritional quality, a comprehensive understanding of insects from their early developmental stages is essential.

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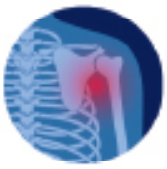

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INGREDIENTS OF THE MONTH

A study on individuals with coronary artery disease found that beetroot and resveratrol supplementation (alone or combined) improved heart rate recovery after exercise. While no changes were observed in heart rate variability (HRV) indices, these natural supplements enhanced vagal modulation, supporting better cardiovascular recovery post-exercise.

Wondering how? Ask NutrifyGenie now

Alcoholic hepatitis has limited treatment options, with oxidative stress driving disease progression. Phyllanthus niruri, known for its liver-protective and antioxidant properties, was clinically evaluated for the first time in this setting. In patients with mild to moderate alcoholic hepatitis, it showed promise by boosting antioxidant levels and improving appetite, highlighting its potential as a supportive herbal therapy.

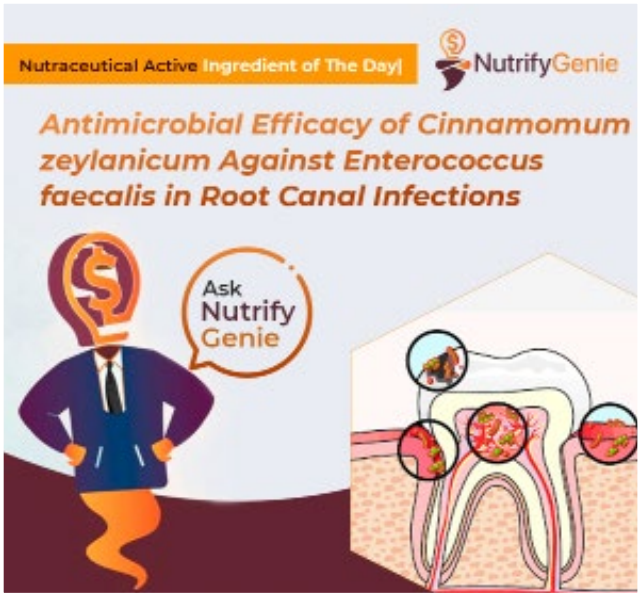
Wondering how? Ask NutrifyGenie now

NutrifyGenie

INGREDIENTS OF THE MONTH

Cinnamomum zeylanicum demonstrated strong antimicrobial activity against Enterococcus faecalis, a key pathogen in persistent root canal infections. In both planktonic and biofilm forms, 10% C. zeylanicum achieved complete bacterial inhibition—within 30 minutes for planktonic cells and 12 hours in biofilm models—highlighting its potential as a natural adjunct for endodontic disinfection.

Wondering how? Ask NutrifyGenie now



Consuming quinoa biscuits daily for 4 weeks led to significant reductions in total and LDL cholesterol, weight, and BMI in healthy older adults, suggesting a potential benefit for lowering cardiovascular disease risk. This study highlights quinoa's role in promoting heart health, offering a simple dietary intervention with favorable effects on key cardiovascular markers.

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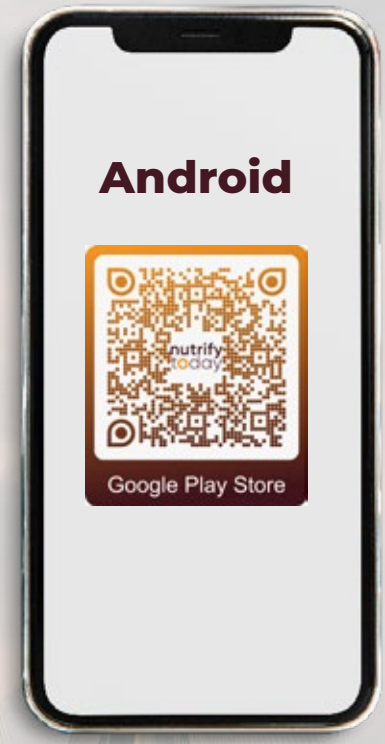

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