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From the Chief Catalyst...

AMIT SRIVASTAVA

It's been over 1000 days since the inception of Nutrify Today. From a simple 40 people WhatsApp group to the first edition of a summit in Feb 2020 to a scaled-up version of Nutrify C Suite Summit 2023. It's been quite a journey.

Nutrify Today is committed to democratizing the nutraceutical supply chain across the world. In the process of catalyzing the democratizing process, we went ahead leveraging the power of AI to launch Nutrify Genie. An AI engine that helps commercialization companies ideate, design, and commercialize differentiated portfolios in half the conventional time and 100% increase in depth and spectrum of nutraceutical portfolio. The process triggers opportunities for ingredients, CDMO, and different stakeholders of the supply chain based on the merit of quality and innovation.

We have decided to leverage AI in business deal-making for the members of Nutrify Today platform. This would disrupt the process of networking by objective and finding net worth in the network.

I wish you all a great business journey and look forward to Nutrify Today adding value into this journey.



AMIT SRIVASTAVA

Chief Catalyst

Nutrify Today

Member-Nutra Task Force

Office of PSA To Government of India



In today's evolving landscape, the nutraceutical industry demands a combination of Science, Safety and Sustainability. Companies are tirelessly working to develop ethical and responsible nutraceutical products that meet the needs of the future. NutrifyGenie is the ultimate one-stop solution that streamlines the entire process, reducing time and maximizing profits for the nutraceutical industry.

Our curated AI Engine empowers businesses in ideating, developing and commercializing differentiated ethical nutraceutical products. By leveraging advanced algorithms, NutrifyGenie effectively structures complex ingredients, human clinical data, regulatory guidelines, and supply chain processes. Its remarkably shortens the go-to-market time by 50% while significantly expanding the depth and spectrum of differentiated product options by 100%.

At the C-Suite summit, we will unveil how NutrifyGenie enables businesses to access an extensive portfolio of choices tailored to the industry's specific needs. Furthermore, our platform boasts an extensive network, with over 2800 contract manufacturers, 3200 suppliers, 1500 distributors and more. This ensures that businesses have all the necessary resources at their fingertips to thrive in the nutraceutical market. In addition to the ground breaking launch of NutrifyGenie, we are also introducing the very new DIY Clicks, a revolutionary feature that will provide a completely new experience to the nutraceutical industry.

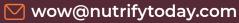
We understand the importance of accurate and compliant label claims in the nutraceutical industry. It can be a complex and time-consuming process to navigate through regulatory guidelines and ensure products meet necessary requirements. However, with DIY Clicks, we are simplifying this process and empowering businesses with an instant solution.

Imagine the convenience of being able to generate label claims for various diseases at your fingertips. With just a few clicks, businesses can access a comprehensive database powered by NutrifyGenie's AI technology.

With NutrifyGenie's innovative approach to product development and commercialization, the industry can now create ethical and differentiated nutraceuticals effortlessly and efficiently, all while maximizing profits and minimizing time.

Ask NutrifyGenie







Is Generative AI Replacing Another Profession?

Food-tech startup myAir leverages AI to launch a stressless routine smart food platform

myAir platform leverages AI to provide smart food solutions. The groundbreaking platform uses Generative AI to measure, monitor, and relieve chronic stress, offering 24/7 nutritional support based on physiological and psychological indicators. Users receive a personalized plan tailored to their profile, with real-time insights into stress indicators and their effects. The platform features functional nutrition bars containing active plant formulations proven to reduce stress, as well as 24/7 personal support from an AI-based nutrition coach.



April is National Stress Awareness Month, and stress has been declared a global epidemic by the World Health Organization even before COVID-19. Co-Founder and CEO Rachel Yarcony, a career woman and mother with a busy lifestyle, struggled to manage her stress and realized that everyone around her suffered from a similar problem. Yarcony, who previously worked as an executive at Nestle and Teva Pharmaceuticals, recognized the importance of nutrition for health management and sought a natural solution based on active plants instead of drugs.

"Adopting habits for stress management such as meditation and mindfulness are very challenging. However, studies in the field of behavioral change have demonstrated that incorporating new habits into daily routines, such as nutrition, is the key to lasting change. Following in-depth research on the effect of our diet on mood, we developed a platform to measure, manage, and balance stress through a favorite habit - our food," she said.

"Stress has many aspects," says Dovev Goldstein, myAir Co-founder, and CPO. "In our preliminary research, which was based on AI, we discovered that consumers have different stress symptoms. Some subjects are affected by stress mainly in the mornings, leading to decreased energy levels and focus. For others, stress affects their ability to fall asleep or sleep well at night. Each of us needs a different, customized solution. This is where myAir has redefined the paradigm."

The myAir team, composed of scientists from the University of
Berkeley and Tel Aviv University, developed a patent-protected algorithm
based on physiological and psychological data to create a deep profile of the
consumer's cognitive response to stress. The algorithm also measures physiological
indicators of stress, including changes in heart rate, HRV, breathing, sleep quality, and physical
activity through smartwatches.

"Our expertise lies in connecting cognitive data with physiological aspects and adapting them to a diet based on active plants. This is a breakthrough in the world of food for mood," said Yarcony. To provide a comprehensive solution for stress management, myAir Coach incorporates continuous screening of the user's behavioral profile, including analysis of physiological and psychological clinical data. The platform is available in a chat format on WhatsApp and Messenger, making it simple and convenient to use, with high engagement rates over time (76%), and an effectiveness of 80% of users who reduce stress.

Co-founder and CPO Dovev Goldstein said, "Even the most advanced nutritionists are not able to read all the relevant studies and stay updated daily. Generative AI technologies enable us to provide the smartest nutritionist in the world. We monitor the user's behavioral profile, including analysis of physiological and psychological clinical data, so the nutritional recommendations are based on all the significant aspects for each user. The use of the platform in a chat format on WhatsApp and Messenger is simple and convenient, with extremely high engagement rates over time (76%), and an effectiveness of 84%."

To celebrate the launch, myAir Coach is available for free for a limited time directly via WhatsApp and Messenger. https://myair.ai/landing/coach/



About myAir

myAir smart food is a revolutionary dream come true developed by two seasoned entrepreneurs: food and pharma expert Rachel Yarcony, and data science expert Dovev Goldstein. They gathered world-leading scientists from Berkeley and Tel Aviv University, along with a top-notch data-science technology team, to disrupt the food industry with the first personalized nutrition solution for stress management. Together, they introduced the first personalized nutrition platform for stress management, creating a long-term health regime based on ongoing monitoring and rooted in data.

The Rise of Nutraceuticals: Meeting Indonesia's Health and Wellness Needs

Introduction

In recent years, Indonesia has witnessed a significant shift in its healthcare landscape, with an increasing emphasis on preventive health measures and holistic well-being. This evolving mindset has fueled a growing interest in nutraceuticals and functional foods, paving the way for pharmaceutical companies to seize a remarkable opportunity. In this article, we will explore the need and market for nutraceuticals in Indonesia and delve into the factors driving this trend.

Rising Health Consciousness and Preventive Measures

Indonesia, like many other countries, is experiencing a rise in health consciousness among its population. People are becoming more proactive about their health, seeking ways to prevent diseases rather than merely treating them. This paradigm shift has created a demand for products that can improve overall well-being and bridge the gap between nutrition and pharmaceuticals. Nutraceuticals, which are derived from food sources and offer health benefits beyond basic nutrition, perfectly align with this newfound perspective.

Addressing Specific Health Concerns

Indonesia faces several health challenges, including cardiovascular diseases, diabetes, obesity, and malnutrition. Nutraceuticals present a unique opportunity to address these concerns through their targeted approach. Pharmaceutical companies can develop products enriched with essential vitamins, minerals, antioxidants, and other bioactive compounds, which have shown potential in reducing the risk of various health conditions. For instance, functional foods fortified with omega-3 fatty acids can support heart health, while those containing fiber can aid in managing diabetes and promoting digestive wellness.

Cultural Significance and Traditional Medicine

Indonesia boasts a rich heritage of traditional medicine, which often incorporates natural remedies derived from plants and herbs. The concept of using food as medicine has long been ingrained in Indonesian culture. Nutraceuticals seamlessly merge traditional wisdom with modern science, offering a bridge between the two. By incorporating traditional ingredients and formulating them into scientifically validated products, pharmaceutical companies can tap into this cultural significance and gain acceptance in the local market.

Rapid Urbanization and Busy Lifestyles

As urbanization accelerates in Indonesia, the pace of life has increased, and dietary patterns have shifted. Many people now lead busy lifestyles that leave little time for proper nutrition and self-care. Nutraceuticals present a convenient solution, as they provide a quick and easy way to supplement nutritional gaps and support overall health. Functional foods and dietary supplements can offer a range of benefits, including boosting energy levels, enhancing cognitive function, and strengthening the immune system, thus catering to the needs of the time-pressed urban population.

Regulatory Environment

The regulatory framework in Indonesia has evolved to accommodate the growing interest in nutraceuticals. The Indonesian Food and Drug Authority (BPOM) provides guidelines and regulations for the registration and marketing of these products. With clearer guidelines in place, pharmaceutical companies can navigate the regulatory landscape more effectively and bring innovative nutraceuticals to market.

Market Potential of Nutraceuticals in Indonesia

The market potential for nutraceuticals in Indonesia is immense. The country's large population, increasing disposable income, and changing demographics contribute to a favorable market environment. Additionally, the rising prevalence of chronic diseases and the increasing adoption of a wellness-oriented lifestyle further drive the demand for nutraceutical products.

The market size of nutraceuticals in Indonesia is substantial and shows promising growth potential. As the demand for preventive healthcare and wellness-oriented products increases, the nutraceutical market is experiencing a surge in popularity. According to industry reports, the market size of functional foods and dietary supplements in Indonesia was estimated to be around USD 3.2 billion in 2020.

Several factors contribute to the significant market size of nutraceuticals in Indonesia. The country's large population, with over 270 million people, provides a vast consumer base for these products. Furthermore, Indonesia's rising middle class, increasing disposable income, and changing demographics, including an aging population, create favorable conditions for the growth of the nutraceutical industry.

Urbanization and the fast-paced lifestyle of urban dwellers have also contributed to the market size. As more Indonesians embrace busy lifestyles, there is a growing demand for convenient and easy-to-consume products that support health and wellness. Nutraceuticals fulfill this need by providing a quick and accessible means to supplement nutrition and promote well-being.

Moreover, the prevalence of chronic diseases, such as cardiovascular diseases, diabetes, and obesity, is a significant driver for the nutraceutical market. Consumers are increasingly seeking products that can help manage and prevent these conditions, leading to a higher demand for functional foods and dietary supplements that offer specific health benefits.

Government initiatives and regulatory developments have further propelled the market size of nutraceuticals in Indonesia. The Indonesian Food and Drug Authority (BPOM) has implemented regulations to ensure the safety and quality of these products. Clear guidelines and a streamlined registration process enable pharmaceutical companies to navigate the regulatory landscape more efficiently, fostering innovation and product development.

Conclusion

In Indonesia, the rising interest in nutraceuticals and functional foods reflects a changing approach to health and wellness. As consumers seek preventive measures and ways to optimize their well-being, pharmaceutical companies have a significant opportunity to develop and market nutraceuticals tailored to the specific needs of the Indonesian population. By combining scientific advancements with traditional knowledge and addressing prevalent health concerns, nutraceuticals can play a pivotal role in enhancing the overall health landscape of Indonesia.

Looking ahead, the market size of nutraceuticals in Indonesia is expected to continue growing. Factors such as increasing consumer awareness of health and wellness, the rising popularity of preventive healthcare, and the continuous development of innovative products will drive market expansion. Additionally, the ongoing efforts to promote a healthy lifestyle and educate the population about the benefits of nutraceuticals will contribute to the market's growth trajectory.

In conclusion, the market size of nutraceuticals in Indonesia is significant and presents a lucrative opportunity for pharmaceutical companies. With a large and growing consumer base, changing demographics, and increasing demand for preventive healthcare, the nutraceutical industry is poised for continued expansion in Indonesia. By offering targeted solutions to address specific health concerns and leveraging traditional wisdom, pharmaceutical companies can tap into this thriving market and contribute to the nation's pursuit of better health and wellness.

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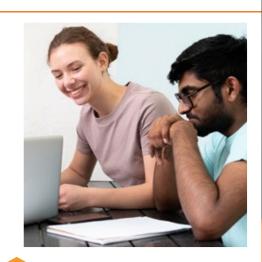




Nutrify Today Academy launched an online certification program on industry-ready bridging courses in nutraceuticals.

Association with Centurion University

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