



SAVE THE DATE

**Nutrify C Suite Summit
8 - 9 June 2023**

**Larger and bigger
format to be live
for 2 days**

The Taj Mahal palace

REGISTER NOW

www.nutrifycsuite.com

Contact our team

Attendee and Marketing Queries

Akansha Kuriyal

✉ akansha@nutrifytoday.com

☎ +91 98331 96127

Speaking & Partnership Opportunities

Khasim M

✉ khasim@nutrifytoday.com

☎ +91 991 6535 128

From the *Editor...*

Dr. Michelle A. Simon:

As we begin 2023, I am looking forward to continued evolution of a responsible nutraceutical industry. Studies show that over 23,000 consumers end up in emergency wards of hospitals every year due to an adverse impact of nutraceuticals. This must be addressed. The nutraceutical industry would do well to adopt some strategies from the pharmaceutical industry such as standardized monitoring of adverse events for the purpose of designing safer products.

There is also a great opportunity to employ qualitative health outcome measures during product formulation. Products with potent bioactives can elicit multiple receptor site activity. Assessing the outcomes, both short and long term, may uncover unanticipated effects and allow for product reformulation.

I foresee responsible nutraceutical industry players increasingly utilizing molecular science in the development of precision preventive health products. Along these lines, I also foresee an increasing role for healthcare professionals in product design, testing and development.

It is impressive to see the launch of Nutrify Genie. With vast amounts of data in the developing ingredient science library, there is a key role for artificial intelligence and machine learning. These applications help make sense of the overwhelming amount of data, enabling rapid development of responsible nutraceuticals with targeted health outcomes backed by science and clinical evidence.

I call upon the industry to join the responsible nutrition movement that Nutrify Today has been spearheading for the last 3 years. It's time we enable and empower a responsible nutraceutical industry worldwide.



MICHELLE SIMON

President

Institute for Natural Medicine

An interview with...

Nutrify Today: How did the whole idea of creating the Ketogains protocol come up?

Luis Vellasenor: I started studying nutrition almost 14 years ago when I was in college undertaking a course in business management. It all started with the idea of developing my own health, through a balanced approach toward diet and fitness training. Over time, I also realized that these two hold the key to mental and emotional health.

Nutrify Today: What are the fundamentals of the protocol?

Luis Vellasenor: The diet protocol is based on low-carb and high-protein principles. However, the difference lies in the stress of whole foods and the minimal consumption of supplements.

Nutrify Today: why should supplements be avoided?

Luis Vellasenor: Supplements should be avoided because in most cases they are not as good as they are promoted to be. Moreover, supplement consumption has other issues. The answer lies in the optimization of whole foods to enable minimal supplementation.

Nutrify Today: How do you implement your dietary protocol when it comes to people who do not eat meat?

Luis Vellasenor: It is not that difficult, in the case of most vegetarians, I stress the consumption of eggs, but in the case of Vegans, there is a shift to Tofu, Lettuce, and Soya. Even in the case of vegans and vegetarians, I focus on keeping out supplementation.

Nutrify Today: How do you customize your training and diet module?

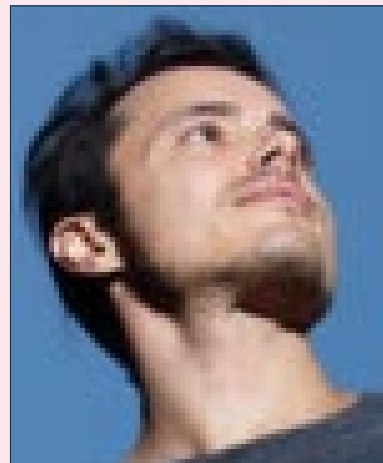
Luis Vellasenor: The customization is based on fundamental factors such as the body type of the individual, the specific training needs of the customer and thereby creating a road map for the customer to follow.

Nutrify Today: Do you also train professional athletes, if so, what is your protocol?

Luis Vellasenor: No, I mostly train natural athletes and non-professionals. I do have a few low-end professional athletes as part of my program.

Nutrify Today: How large is your customer base?

Luis Vellasenor: I have 20 customized clients, 500 to 600 group clients and over a million followers on social media.



LOIS VILLASENOR

Owner

Founder KETOGAINS

The Missing Bridge to USD100 Billion Nutraceutical India: The mega Survey Report

NutrifyToday; world's first Nutraceutical industry network, new product design and upskill platform conducted largest ever survey amongst top industry leaders in India. The outcome of survey is very promising and the survey further validates the Nutraceutical Task Force mission of USD 100 Billion Indian Nutraceutical Industry by 2030. The survey also deciphers the missing bridges that will ensure the mission being accomplished.

2020 has been a game changer for Indian Nutraceutical Industry. The industry's growth rate made a quantum leap from the predictable trends of 10% to over 26% during the COVID-19 pandemic, eventually stabilising since late 2021 at 16-18%, surpassing global industry trends.

Science took the central stage during this period and evidence based nutraceutical got a major push from government, consumer demand and companies. This resulted in a surge in clinical trials with consumers, finally validating the claims of the producers. The change is now irreversible and the shift is positive; there is no going back. Market accessibility was another factor to the industry's growth, thanks to Government-run pharmacies stocking up nutraceuticals.

The biggest game changer was an increase in the overall number of Indians consuming basic nutraceuticals during the pandemic. The 'Nutraceutically Dormant' Indian community had finally woken up and so had the industry. According to nutraceutical task force, over 640 million Indians took to basic nutraceuticals during the pandemic.

Another major catalyst of growth, was the formation of the Nutraceutical Task force, tasked with shaping policies to transform the Indian Nutraceutical industry into a 100 billion-dollar industry by 2030.

To fuel the growth and modernisation of Nutraceutical industry, five essential pillars of positive growth and change are also taking shape:

- 1. Medicinal Plant Farming: India is home to 52 Agro-Climatic zones. This advantage, coupled with an improved bio-diversity Act, with the aid of IT Applications in consonance with blockchains, is driving the creation of a finger-printed, raw material supply chain.*

2. Active Nutraceutical Ingredients: India is geared up to tap into its rich active nutraceutical ingredient potential by accessing over 1,700 medicinal plants from Ayurveda. This resource base alone has the potential to propel India into the 200-billion-dollar league.

3. Formulation ecosystem: India is home to a vast number of world-class GMP facilities. This is a spin off from India having the largest FDA-approved contract manufacturing facilities in the world, with additional high end, nutraceutical manufacturing facilities, usually audited by pharmaceutical companies. This spin off effect means India has the potential to become a global contract manufacturing hub in nutraceuticals. Moreover, the pharma delivery technologies can also be applied here to churn bio-available, disruptive nutraceutical formations.

4. The Start-Up ecosystem: India is home to 7,400 nutraceutical start-ups backed by high-end incubation hubs such as CCMB, IITs and other institutions. Start-Ups are leading to a technological revolution across the entire eco-system.

5. Academia: The Nutrifly Today Academy is working closely with the Centurion University, to launch nutraceutical industry-specific, post-graduation courses, the first of a kind. More widely and importantly, universities are collaborating with the industry to develop industry-specific courses and programmes.

The survey:

The thinking behind the survey conducted by Nutrifly Today was to identify the gaps to be filled in order for India to realize its nutraceutical potential as a 100 billion-dollar industry by 2030.

The four-month survey covered the Indian nutraceutical industry and community, interviewing over 2,000 executives, including senior and middle management professionals and owners of nutra firms and businesses. Other stakeholders, such as academia and investors, were also included in the group.

For detailed report visit www.nutrifytoday.net

VENKATESH' OPINION

Venkatesh Bayya has earlier worked as a journalist, with The ToI, for much of a decade, prior to that, with The Deccan Chronicle and The Indian Express, Mumbai. A product of the Asian College of Journalism, Chennai, he began his journalistic career as a sports reporter. Venkatesh is also an enthusiastic farmer and horticulturist.

FROM WOMEN WELFARE TO EMPOWERMENT, THE ROLE OF NUTRACEUTICALS

The Nutraceutical industry is poised like many other industries to make the push for gender parity and equality. Experts believe that the industry could play a key role at both ends of the spectrum, to achieve both welfare as well as empowerment, to help break the gender barrier.

According to reports cited the nutraceutical industry would play a key role in ensuring women and child welfare through nutrition and better health, especially in developing countries. They point out that while this may just be one end of the story, the maximizing of gender parity could be achieved at the other end, through greater involvement of women right from product development to playing the role of industry leaders.

Shedding light on the issue of women's welfare, Dr Manoj Nesari said, "The entire Ayush programme has special focus on women and child health and welfare. Many health initiatives have been launched, such as the Poshan drive, to ensure the better health of women, especially pregnant and lactating women."

Dr Nesari further added that women could play a key role in developing the nutraceutical industry in India, by enabling the process of prioritization. Dr Nesari further added that further research and trials in Ayurveda could provide a healthy alternative to help women attain better health and work towards the goal of wellness.

Speaking of empowerment, through employment and leadership, Linda Doyle of Avant Nutrition spoke about "WIN" OR Women in Industry. Elaborating on both the vision as well as the mission, Doyle said, "The mission is to achieve economic and societal equality to change the global nutraceutical industry, while the vision is to empower women in nutraceuticals to unlock their personal and professional potential."

Doyle explained that the process would involve four fundamental steps. The first being the step to increase the number of women in the corporate boards and thereby increasing their presence in summits and occupying key executive positions.

She added that this could be achieved by providing greater opportunities to women leaders in the field. The speaker further noted that there must be an increasing presence of women in science and research activities, while women entrepreneurs must be given the opportunity of an expanding window for investments.

But there was one growth area, which was pointed out by Dr Tandon, who said, “ Women play a key role in farming and it is here that women can be empowered by being trained in precision farming, which holds the key to a standardized nutraceutical industry.”

Pointers for Graphics-

- 1) Focus on both welfare as well as empowerment.*
- 3) Experts note that nutraceuticals could play a huge role in ensuring a healthier and more capable women workforce, by taking care of their dietary needs and health.*
- 4) Women welfare a huge target in developing nations.*
- 5) Empowerment to focus on all all facets and stages of the industry. Right from a role in farming to Research and Development and finally in the roles of leaders and entrepreneurs, women could and should be encouraged to play a pivotal role in helping the industry progress.*

PRECISION HOLDS THE KEY FOR FUTURE GROWTH OF THE INDUSTRY

During the Nutrify C-Suite Summit 2022, experts observed that precision in all aspects, right from farming to extraction and product customization holds the key for the future growth of the industry.

The experts made it clear that a one-size-fits-all approach in the nutraceutical industry cannot work on the long run as such an approach would result in a non-customised, random approach towards the end user and his needs. They further added that in evolved markets, such an approach was already being shot down as the end users have become extremely educated about the products they use and wish to know all about the product.

“ Customers in the evolved markets are keen to know the A to Z of the product, right from the consistency of texture in the mother product being raised at the farm, along with the exact data concerning the percentage volume of the extract being used and also the nature of the add ons,” Amit Srivatsava of Nutrify Today pointed.

Dr Min Soeb Lee went into detail on precision health care. To begin with he elaborated on the adverse effects of common supplements such as Zinc, Copper, Iron, Vitamin A, Niacin, Vitamin D and Vitamin E. He observed that the adverse effects of such common supplements could range from GI symptoms, lethargy, weakness, anemia to high risk diseases.

He further added that usually in the case of common supplements, the positive impact was balanced equally by the negative impact. Dr Lee pointed that it was here that precision health care could be taken to the next level in collaboration with personal genomics.

Calling it a technological breakthrough that would revolutionise the idea of health and wellness for mankind, Dr Lee said, "This is basically a data and evidence driven model, which would involve consumer based genetic testing and reporting." He however added that the genetic data procured would be considered as personal and the participation would be voluntary."

Dr Lee added that this would help create a costomised and unique precision unique and exercise model along with a customized precision diet and supplement guide.

- 1) The application of genomics to nutritional health care could well result in a revolution in precision health care.*
- 2) The genomics collaboration is already being hailed as the next 100 Billion dollar industry combining health care and nutraceuticals.*
- 3) A lot of research has already been done in this particular area and the available expertise could be channelled to further the research in markets which are still evolving.*
- 4) This revolution could help provide customized health care to all humans on the planet.*

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

Association with Centurion University

CERTIFICATION PROGRAMS



Full Course: Rs. ~~48000~~ 15000
Single Module: Rs. ~~6000~~ 4500
1 Short Video: Rs. 1000

REGISTRATION NOW

Nutrify C-Suite Summit

ELITE CLUB

Grow Business . Enrich Lifestyle



TALK SHOW



YACHT EXPERIENCE



WINE & DINE

PROUD MEMBERS



Cepham Inc



IFF



Omni Active



Bio-gen Extracts



Zeon Lifescience Ltd



Crilus Group



Nutra Grace



Gangwal

CLUB BENEFITS

Access of two representatives to C-Suite summit 2023

Booth space for 2 days in the C-Suite summit 2023

Invitation to professional Talk show

Subscription to Nutrify Today Magazine, a leading monthly publication on Nutraceutical & Food Tech industry

Exclusive offers on Nutrify Today Academy courses for the company employees

Get your elite club membership card: Write to akansha@nutrifytoday.com

<https://nutrifycsuite.com/>

csuite@nutrifytoday.com

NUTRIFYTODAY 3rd BIRTHDAY OFFER

INR 32,000

USD \$ 750

REGISTER NOW

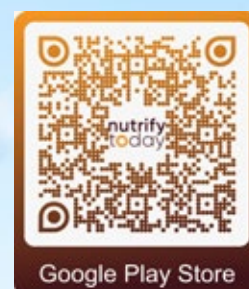
www.nutrifycsuite.com

Download app now: "nutrifytoday"

ios



Android



ELITE PARTNER WITH NUTRIFY C SUITE SUMMIT



Driven by the zeal for wellness and better health care, Gangwal Healthcare Private Limited began its journey in 1987 and has now emerged as a pioneer in providing better health and well-being. The organization's keystone has been a keen understanding of the consumer and a consuming passion for R&D and innovation. The 2023 C-Suite Summit is going to get bigger and better, with more stakeholders participating.



**Download app now:
“nutrifytoday”**



DISCLAIMER: This report is based upon individual expert's view/judgment. Such analysis may vary from expert to expert. The information, analyses presented herein do not constitute legal advice or opinion. Therefore, this report should be seen as an input for illustrative purposes. The results are based on available data from public and private information sources. This report is prepared as a technical input to support technical discussions. This report should be indicative and Nutrify Today or it's subsidiaries are not responsible for any commercial or legal action based on this report.

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