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THE ENDOCANNABINOID SYSTEM



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Biogen Extracts

PERSPECTIVE: GROWTH POTENTIAL FOR NUTRACEUTICALS: LEARNING FROM PHARMACEUTICALS FOR A PROVEN PREVENTIVE APPROACH



DR. GUNJAN SINGH

Scientific Research Analyst
NutrifyToday

GLP-1: THE HYPE, HOPE, AND HURDLES IN A QUICK-FIX CULTURE



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Ideation to Commercialization AI Engine



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FROM THE DESK OF CHIEF CATALYST NUTRIFYTODAY

Pioneering Responsible Nutrition in the Gen Z Era

The nutraceutical industry has seen tremendous growth in recent years, with Gen Z driving demand for innovation. Unlike previous generations, Gen Z is hyper-connected, with instant access to vast, often conflicting health information. This demographic shift underscores the need for responsible, evidence-based nutraceutical solutions, guided by clinical trials and medical endorsements.

In response, we've launched the NIFTEM-NutrifyGenie Research Network, collaborating with top nutrition institutions in India to equip emerging scientists with rigorous training. This initiative enables Master's and PhD students to generate reliable formulations using NutrifyGenie, fostering a new generation of nutraceutical advocates.

To further this commitment, we're rolling out CME programs to deepen medical professionals' understanding of nutraceuticals, encouraging critical engagement with these products. Over three years, these programs will help shape the adoption of evidence-backed nutraceuticals by the medical community.

Additionally, we're introducing the DealSphere platform, a collaborative forum for industry leaders to address inaccuracies in nutraceutical communication. Through collective strategies, we aim to elevate the standards of nutraceutical science, ensuring consumers receive the transparent, dependable information they deserve.

In this Gen Z-led era, we are dedicated to establishing nutraceuticals as a trusted pillar of wellness, empowering informed choices and fostering sustainable growth.



AMIT SRIVASTAVA

**Chief Catalyst
NutrifyToday**

**Member-Nutra Task Force
Office of PSA To Government of India**

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THE ENDOCANNABINOID SYSTEM

The endocannabinoid system (ECS) is a complex cell-signalling system in the body that plays a crucial role in regulating various physiological processes such as memory & learning, appetite & metabolism, sleep regulation, mood & stress response, immune modulation, pain perception and appetite.

It consists of three main components:

Endocannabinoids

- The two primary endocannabinoids are anandamide (AEA or N-arachidonylethanolamine) & 2-arachidonoylglycerol (2-AG).
- Extended endocannabinoids include Palmitoylethanolamide (PEA) & Oleoylethanolamide (OEA). Unlike Cannabidiols (CBD), PEA is structurally related to the bliss molecule, Anandamide & may co-enhance its effects.

Receptors

- Cannabinoid receptors
- CB1 receptors (cannabinoid receptor-1): Predominantly found in the brain & central nervous system, they influence mood, memory, pain perception & appetite.
- CB2 receptors (cannabinoid receptor-2): Primarily located in the peripheral nervous system, they are involved in immune function & inflammation.
- Non-cannabinoid receptors
- PPAR (Peroxisome proliferator-activated receptor), TRPV1 (Transient receptor potential vanilloid-1) & GPR55 (G-protein coupled receptor-55) that modulates pain & inflammation.

Enzymes

- MAGL (Monoacylglycerol lipase), NAPE (N-acyl-phosphatidylethanolamine), FAAH (Fatty acid amide hydrolase) & NAAA (N-acylethanolamine-hydrolysing acid amidase) that are responsible for the synthesis & breakdown of endocannabinoids.

PEA is an endogenous lipid mediator produced on demand from the cell membranes in response to noxious stimuli. It exerts analgesic, anti-inflammatory & neuroprotective effects through multiple routes of receptor activation.

PEA directly activates PPAR, GPR55 & TRPV1 receptors thereby inhibiting NF-kB signalling cascade & reducing inflammation. It inhibits mast cell degranulation, reducing the release of pro-inflammatory mediators & thereby reducing inflammation. It indirectly activates cannabinoid (CB1 & CB2) & TRPV1 receptors by potentiating the effects of AEA & 2-AG at the receptor site.

Bio-gen Extracts manufactures Regenate®, an advanced & highly bioavailable form of PEA. It is developed to support pain management & improve the quality of life of individuals with chronic pain conditions at just 300 mg dose. It is approved by FSSAI for joint health & is versatile for use in gummies, chews, stick packs, oral strips, effervescent tablets & more.



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PERSPECTIVE: GROWTH POTENTIAL FOR NUTRACEUTICALS: LEARNING FROM PHARMACEUTICALS FOR A PROVEN, PREVENTIVE APPROACH



DR. GUNJAN SINGH

Scientific Research Analyst
NutrifyToday

The nutraceutical industry is uniquely positioned to expand its impact on health and wellness by aligning more closely with pharmaceutical practices in terms of efficacy, quality, and preventive care. As consumer interest in natural, preventive health solutions rises, nutraceuticals could play a crucial role in modern healthcare if they adopt proven pharmaceutical strategies. By applying insights from the pharmaceutical sector's approaches to scientific validation, consumer trust, and consistent quality, the nutraceutical field can enhance its own credibility and effectiveness in promoting health.

1. A Path Towards Standardized Quality and Safety

Nutraceuticals face challenges with inconsistent regulatory standards across regions. Many nutraceutical products are marketed with minimal oversight, which can sometimes result in variation in quality and safety. This contrasts with pharmaceuticals, where regulations ensure a base level of quality. By adopting similar principles and encouraging uniform guidelines, the nutraceutical industry could improve consumer trust and create safer, more reliable products.

○ **Opportunity:** A harmonized approach to quality and safety can help nutraceuticals become recognized as credible, preventive health solutions. Standardized safety protocols would not only support consumer confidence but also facilitate smoother global trade, contributing to industry growth.

2. Bridging the Research Gap through Increased R&D

Pharmaceuticals are grounded in rigorous scientific research, enabling them to achieve consistent results. Nutraceuticals, on the other hand, have traditionally been guided by anecdotal evidence or observational studies, which limits their acceptance as proven health solutions. Increasing investment in clinical research for nutraceuticals could validate their preventive benefits and potential as complementary health aids, particularly when combined with conventional treatments.

○ **Opportunity:** Emphasizing research partnerships with academic institutions and healthcare organizations can enhance nutraceuticals' reputation as scientifically-backed, effective choices for preventive care. Robust studies can also provide the foundation for creating nutraceutical products as adjuvants that complement traditional treatments.

3. Creating a Unified Market Message

The nutraceutical industry is characterized by a fragmented market with numerous small players. This diversity often leads to inconsistent product claims and messaging, which can confuse consumers. Unlike pharmaceuticals, which are marketed with clear, consistent messages, nutraceuticals could benefit from a unified approach to communicating product quality, safety, and intended use.

○ **Opportunity:** By establishing a cohesive message around preventive health, wellness, and scientifically-supported benefits, nutraceuticals can strengthen their presence in the health sector. Leading brands can guide these efforts, building a reliable identity that resonates with consumers looking for trusted, effective wellness solutions.

4. Shaping Consumer Perception with Transparent Education

Nutraceuticals have a unique role in wellness, but their perception as “optional” products has limited their market potential. Past instances of exaggerated health claims or unproven benefits have also impacted consumer trust. A shift towards transparency and education could help reshape this perception, positioning nutraceuticals as reliable preventive tools for proactive health management.

○ **Opportunity:** Educational initiatives focused on the tangible benefits of nutraceuticals could help consumers make informed choices. Engaging healthcare professionals—nutritionists, dietitians, and even general practitioners—as advocates can add to this credibility, ensuring consumers see nutraceuticals as part of a holistic approach to health.

5. Collaborating with Healthcare Providers

Pharmaceuticals benefit from being prescribed by trusted medical professionals. Nutraceuticals, although increasingly recommended by nutritionists and dietitians, often rely on consumer self-selection. Integrating nutraceuticals more closely with healthcare providers can help position them as an essential component of preventive and complementary healthcare.

○ **Opportunity:** Collaborations with healthcare providers can help bring nutraceuticals into the broader health ecosystem, where they can serve as effective adjuncts to traditional medicine. This integration could also encourage more healthcare professionals to discuss nutraceuticals with patients, fostering a broader understanding of how they support wellness.

6. Ensuring Secure Supply Chain Consistency

Nutraceuticals face unique sourcing challenges due to their reliance on natural ingredients, which can be subject to variability and supply disruptions. Consistency in sourcing is crucial for ensuring that products meet high standards for quality and efficacy. The pharmaceutical industry's focus on supply chain reliability offers a model for overcoming this barrier.

○ **Opportunity:** By adopting sustainable sourcing practices and ensuring transparent supply chains, the nutraceutical industry can demonstrate a commitment to quality and integrity. This will help consumers feel more confident in the safety and efficacy of the products they are purchasing.

7. Using Data-Driven Insights for Innovation

Pharmaceuticals have pioneered the use of data analytics to drive personalized and precise treatments. As consumers seek more customized wellness solutions, the nutraceutical industry has a valuable opportunity to apply these insights. Data-driven approaches can help companies develop personalized nutraceuticals that cater to specific wellness needs, making them more appealing as preventive and complementary health options.

○ **Opportunity:** Leveraging AI and big data for personalized health solutions can place nutraceuticals at the forefront of innovative, consumer-focused health. With a better understanding of consumer needs, nutraceuticals can offer targeted, science-backed products that align with modern wellness trends.

A Roadmap for Growth: Positioning Nutraceuticals as Proven, Preventive Health Solutions

By adopting a framework rooted in safety, efficacy, and quality, the nutraceutical industry can expand its role in preventive health and wellness. Embracing scientific research, fostering collaborations with healthcare professionals, and ensuring supply chain consistency will enable nutraceuticals to stand out as trusted wellness tools. Moving forward, industry leaders, regulatory bodies, and healthcare providers must work together to elevate nutraceuticals to the status of reliable health solutions that consumers can confidently integrate into their health routines. With these strategies, nutraceuticals are well-positioned to grow into a reliable, respected component of health management, supporting consumers in their pursuit of a proactive, preventive lifestyle.

GLP-1: THE HYPE, HOPE, AND HURDLES IN A QUICK-FIX CULTURE

In recent years, GLP-1 receptor agonists have emerged as the talk of the town, especially in contexts surrounding weight management, diabetes, and metabolic health. These medications, originally developed for managing type 2 diabetes, have quickly gained widespread recognition for their profound effects on weight loss. However, as transformative as these results appear, the rapid embrace of GLP-1 therapies reveals complex, underlying cultural tendencies: a preference for quick fixes over sustainable wellness, often at the cost of significant side effects and long-term considerations.

This fervour around GLP-1 reflects our society's infatuation with fast solutions to deep-rooted issues. Why are we so captivated by the allure of immediate change, even with the known risks? Let's explore the philosophical underpinnings of GLP-1's allure, alongside its limitations and the ethical questions it raises.

1. The Allure of Immediate Gratification

In a world of instant connectivity, same-day delivery, and digital convenience, we have grown accustomed to seeking instant results. Health, once a lifelong journey, has in many ways been rebranded as a series of rapid achievements. Weight management, once viewed as a journey involving lifestyle adjustments, is now approached as a set of obstacles needing immediate resolution. Here lies the crux of GLP-1's sudden popularity: it promises rapid, visible change.

The ancient Greek philosopher Epicurus believed that happiness stems from minimizing desires and seeking inner peace, often attained through a balanced life and moderation. However, our society today increasingly equates happiness with visible achievements and physical appearance. The visible weight loss GLP-1 triggers tap directly into this desire for external validation, aligning with modern ideals of success and health—regardless of whether the underlying causes of weight and metabolic issues are addressed.

2. The Trap of Oversimplification: Health as a Pill

The appeal of GLP-1 medications also reflects a tendency to oversimplify complex health issues. Weight gain and metabolic syndrome are intricate, often involving genetic, environmental, and psychological factors. To view a single class of drugs as a “cure” for such intricate issues overlooks the underlying causes. Yet, this oversimplification is not surprising in a culture that often reduces health to a product—a pill that can solve what appears broken.

Philosopher Michel Foucault famously theorized about the “medical gaze,” where modern medicine tends to view patients as objects to be examined and diagnosed, with illnesses to be treated symptomatically rather than holistically. GLP-1 drugs fit this paradigm. They enable weight loss and glycemic control, yes, but they do so without engaging with the wider health landscape or the individual's unique life circumstances. By reducing health to something a pill can achieve, we risk neglecting the difficult but necessary work of addressing long-term wellness holistically.



DEEPTHI DEVATHA

Senior Business Executive
NutrifitToday

3. Side Effects: The Faustian Bargain

The side effects associated with GLP-1 drugs are not insignificant. Nausea, vomiting, and even severe gastrointestinal distress are common; long-term effects are still under research, and there are concerns about potential links to pancreatic or thyroid issues. From a philosophical perspective, GLP-1 drugs can be viewed as a Faustian bargain—a trade-off where individuals accept the potential harm for the short-term gain.

This “quick-fix” mentality, one that seeks to bypass discomfort or difficulty, finds resonance in many areas of life beyond health. Philosopher Søren Kierkegaard would likely interpret this as part of the human condition of seeking to escape the anxiety and burden of self-transformation. For many, choosing GLP-1 drugs over lifestyle modifications could be seen as a way to avoid the “difficult path,” a detour around the discomfort and discipline that true change often requires. Yet, the underlying issues remain. In the end, individuals may find themselves facing both the consequences of untreated root causes and the side effects of their chosen solution.

4. Long-Term Health Implications and Dependence on GLP-1 Therapies

Long-term use of GLP-1 drugs raises concerns about sustained efficacy, potential health risks, and dependency. Prolonged reliance on these medications for weight loss or glycemic control may mask underlying issues—such as mental health factors or dietary habits—that contribute to metabolic disorders. Additionally, extended GLP-1 use could disrupt natural hormone regulation, leading to unforeseen consequences on metabolism and overall health.

This potential dependency also touches on autonomy in health. Over-reliance on GLP-1 therapies could diminish individuals’ sense of control over their own wellbeing, making them feel incapable of maintaining health without medication. Highlighting these risks underscores the need for a balanced approach where GLP-1 is integrated into a broader, sustainable health strategy, rather than being viewed as a permanent solution.

5. The Ethical Dilemma: Pharma’s Influence and Societal Pressures

The popularity of GLP-1 drugs has been heavily propelled by marketing and the powerful influence of the pharmaceutical industry. This raises an ethical question: are patients receiving an unbiased view of these medications, or are profit motives subtly guiding the conversation?

Philosophically, this speaks to the influence of consumerism on healthcare. The philosopher Jürgen Habermas argued that in a society driven by commodification, even human health becomes a product to be sold. GLP-1 drugs are emblematic of this: they’re a lucrative solution packaged and presented as the next frontier of weight loss and health management, sometimes overshadowing discussions on sustainable, less profitable methods like preventive care and lifestyle interventions.

6. GLP-1 and the Human Condition: A Mirror of Modern Life

What does our immediate attraction to GLP-1 tell us about ourselves? It reveals a discomfort with gradual progress and a preference for immediate change, even at the cost of potential harm. In many ways, GLP-1 drugs serve as a mirror, reflecting our struggle with the slow, often invisible nature of true health. They reveal our desire to “fix” visible symptoms instead of addressing the invisible roots.

Ultimately, GLP-1’s popularity points to a broader cultural trend. It underscores a deep-seated desire for control over our bodies and lives—an urge for quick solutions in a world that has little patience for long-term efforts. GLP-1’s rise reminds us of how society often values appearance over substance, and short-term outcomes over genuine well-being..

Conclusion: Towards a Balanced View

GLP-1 drugs hold undeniable promise, particularly for individuals needing urgent intervention. However, they are not universal solutions to the complex issues surrounding metabolic health and weight management. The rush to embrace these medications invites both optimism for their benefits and caution about their risks. And just as importantly, it invites reflection on the cultural forces that lead us to seek quick fixes for lifelong challenges.

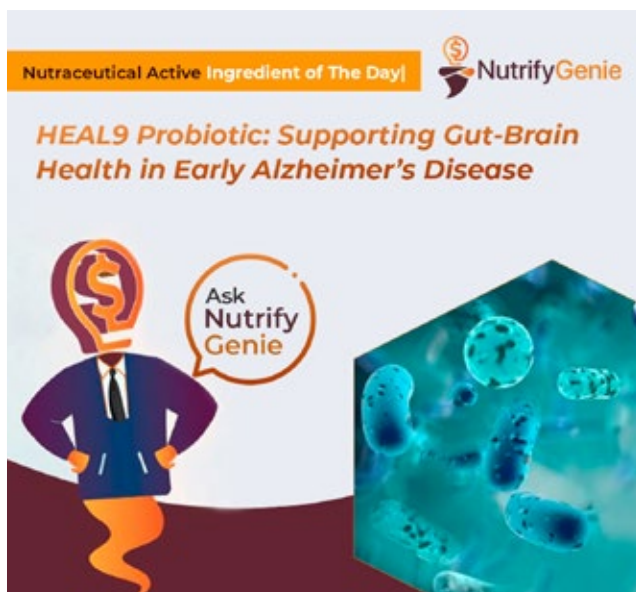
True health is not a product; it is a continuous, multi-faceted journey that requires patience, resilience, and a commitment to understanding the body in its full complexity. To achieve a balanced view of GLP-1, we must remember that wellness goes beyond short-term results and reclaim a philosophy of health that values sustainability, patience, and a holistic approach over instant gratification.

INGREDIENTS OF THE MONTH

Aronia melanocarpa Extract (AME), rich in anthocyanins, has demonstrated cognitive benefits in a short-term study involving healthy young adults. After just one week of supplementation (180 mg anthocyanins/day), participants experienced improved attention and psychomotor speed, as shown by reduced movement time in cognitive tests. Additionally, AME increased serum brain-derived neurotrophic factor (BDNF) concentrations, which is linked to enhanced brain health.



Wondering how? Ask NutrifyGenie now




Lactiplantibacillus plantarum HEAL9, a probiotic strain, has shown promise in modulating the microbiota-gut-brain axis, particularly in the early stages of Alzheimer's disease (AD). In a study with a mouse model of AD, HEAL9 supplementation significantly improved cognitive impairment, reduced brain and gut inflammation, and decreased amyloid- accumulation. It also restored gut motility and barrier function, highlighting its potential in addressing both brain pathology and intestinal symptoms. HEAL9 offers a promising therapeutic option for slowing cognitive decline and improving gut health in the early stages of AD.

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INGREDIENTS OF THE MONTH

Low-Methoxy (LM) citrus pectin, a polysaccharide extracted from citrus peels, has shown promising anti-inflammatory and mood-enhancing effects. A recent study demonstrated that daily supplementation with LM pectin at 15 g significantly reduced pro-inflammatory markers such as TNF-alpha, IL-1 beta, and IL-6, while increasing the anti-inflammatory marker IL-10. In addition, it led to marked improvements in anxiety and depression scores. While lower doses did not yield as strong results, the 15 g/day dose was particularly effective in promoting both mental well-being and reducing inflammation, highlighting its potential as a natural supplement for mood and inflammatory balance.



Wondering how? Ask NutrifyGenie now



Did you know that blackcurrants might hold the key to boosting your mood and mental clarity? In an exciting discovery, scientists have identified sarmentosin, a rare nitrile glycoside, as a powerful inhibitor of monoamine oxidase A and B (MAO-A/B), enzymes that influence brain chemistry. Clinical trials revealed that consuming blackcurrant powder or juice can significantly inhibit MAO-B activity, leading to increased alertness, elevated mood, and reduced mental fatigue. These findings suggest that blackcurrants could be a natural way to enhance cognitive function and mental well-being—what an exciting find!

Wondering how? Ask NutrifyGenie now

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 <https://nutrifygenie.com/>

 wow@nutrifytoday.com

 +91 - 9538011662

EVENTS OF THE MONTH



BREEZY EVENING WITH NUTRIFYGENIE DEALSPHERE



NutrifyGenie Dealsphere hosted an exclusive evening at the iconic Taj Lands End terrace facing the Arabian Sea, where industry leaders engaged in high-value networking, explored strategic opportunities, and celebrated key business outcomes.

The event also provided a first-look preview of the forthcoming multi-million-dollar playbook, generating significant anticipation within the sector.

Building on the success of previous editions—ranging from the dynamic yacht gathering in 2022 to the high-energy St. Regis event in 2023—this year’s format set a new benchmark for professional engagement.

Looking ahead, the next editions in NCR and Hyderabad promise fresh themes, elevated experiences, unmatched business potential and fun.

INDIA'S NUTRACEUTICAL INDUSTRY EYES \$100 BILLION MILESTONE BY 2047

The World Food India Expo, held from September 19th to 22nd, 2024, at the iconic Bharat Mandapam in New Delhi, marked a significant turning point for India's nutraceutical sector. Organized by the Ministry of Food Processing Industries (MoFPI), the event witnessed the convergence of industry stalwarts from food processing and nutraceuticals, along with global regulatory leaders. From bustling trade shows and impactful conferences to key meetings between global regulators and industry heavyweights, the expo showcased India's rising stature in the global nutraceutical landscape.



A standout moment was the signing of landmark MoUs between the National Institute of Food Technology Entrepreneurship and Management (NIFTEM) and leading industry players, including Nestlé R&D, Fermenta, Unilever, Tetra Pak, Hexagon Nutrition, and NutrifyToday.



In the MoFPI pavilion, Honourable Minister of State, Mr. Ranveet Singh Bittu, highlighted the significance of these MoUs, which aim to further accelerate India's transformation into a global nutraceutical hub. India is now the world's fifth-largest nutraceutical market, and third in terms of production. With ambitious projections targeting a \$100 billion nutraceutical ecosystem by 2047, the sector's growth has been remarkable. This momentum has been achieved even in the absence of a dedicated ministry, reflecting the sector's resilience and its immense potential on both domestic and international fronts.

At the heart of this rapid growth is the nutraceuticals sector, which has taken centre stage in India's food processing pyramid. The sector is increasingly driven by innovation, with new ingredients and formulations gaining traction. NutrifyGenie, the world's first AI-powered engine for ideation-to-commercialization of nutraceuticals, has placed India firmly on the global map, positioning it as a leader in AI-driven nutraceutical innovation.

Despite the sector's notable progress, experts are calling for greater governmental backing to unlock its full potential. Support from MoFPI could be instrumental in fostering the development of nutraceutical ingredients, boosting exports, and enhancing local production capabilities. With the right policy interventions, India is poised to emerge as a global hub for nutraceutical R&D, world-class manufacturing, and international sourcing.

Leading the charge is NutriflyToday, which has taken bold steps to empower the science-based, evidence-driven nutraceutical sector in India. One of the key milestones during the expo was the signing of an MoU between NutriflyToday and NIFTEM to establish a Centre of Excellence for Nutraceuticals. The partnership, lauded by Minister Bittu, is expected to play a crucial role in achieving India's mission of building a \$100 billion nutraceutical industry by 2047.



Key initiatives under this MoU include:

- Deploying NutriflyGenie AI to accelerate research for PhD students and commercializing their work through NutriflyToday's network across 11 countries.
- Training postgraduate and PhD students on NutriflyGenie AI, preparing them for future roles in the nutraceutical industry.
- Establishing a Think Tank to drive responsible nutrition policies and contribute to the \$100 billion goal.
- Offering specialized courses for NIFTEM students through the NutriflyToday Academy, providing advanced training under the institute's leadership.

The MoU was signed by Amit Srivastava, founder of NutriflyToday, and Dr. Harinder Oberoi, Vice Chancellor of NIFTEM, in the presence of Mrs. Priyanka Srivastava, Chairperson of NutriflyToday, and NIFTEM leaders like Mr. Arun Om Lal and Dr. Komal Chauhan. This strategic partnership represents a significant step forward in India's journey toward becoming a global leader in nutraceuticals, positioning the country for long-term growth and international competitiveness.

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To be continued....

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

Contact our team

Speaking/ Partnership/Delegate Opportunity

Akansha Kuriyal

✉ akansha@nutrifytoday.com

☎ +91 98331 96127

Khasim M

✉ khasim@nutrifytoday.com

☎ +91 99715 72969

Sandeep Mahobia

✉ sandeep@nutrifytoday.com

☎ +91 77381 59617

<https://nutrifysuite.com/>