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**India's Gen Z Is Rewriting the
Nutraceuticals Playbook**



**Functional and sustainable
hydration supplement**



**Quantum Ayurveda
Vibrational Frequencies of Life**



**Nutraceuticals for Boosting
Immunity: A Natural Approach**



**Tesla of Supplement Ingredients? 'Quantum Ayurveda'
Makes Its Vegas Debut**

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FROM THE DESK OF CHAIRPERSON, NUTRIFYTODAY

PRIYANKA SRIVASTAVA

Chairperson, NutriflyToday



Scale Up Through Diversification in a Fluid World

Geopolitics is now a daily variable in business planning. Trade routes shift, regulations tighten and loosen, Tariffs change, currencies swing, and supply risks appear where least expected. For nutra ingredients companies, this isn't a reason to pause; it's a mandate to diversify. The companies that will safeguard their businesses through these fluid geopolitical conditions are those that widen both where they operate and what they offer spreading risk across geographies, channels, and categories while doubling down on quality, science, and trust.

Diversification is not drift; it's discipline. It means adding growth vectors intentionally: new end use, adjacent dosage formats, and omnichannel reach. It also means geographic hedging building footprints and partnerships in multiple regions so that disruption in one market doesn't halt momentum everywhere. In practice, this looks like multi sourcing critical inputs, qualifying secondary manufacturing sites, and designing supply chains that can pivot quickly without compromising compliance or quality.

Emerging markets deserve special focus. Across Southeast Asia, the Middle East, Africa, and Latin America, rising health awareness, self care behaviors, and digital commerce are expanding the addressable base for evidence backed nutraceuticals. Among these markets, India is the rising star.

A uniquely young population, a strong tradition in botanicals, a fast maturing regulatory environment, and a vibrant innovation ecosystem combine to make India central to the category's next decade. In this issue, we spotlight how Gen Z is driving nutraceutical adoption in India; their values, their formats of choice, and how community, convenience, and credible science shape their decisions. We also share a preview of a forthcoming market research report to help you quantify the opportunity and plan with precision.

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Despite the headlines, the energy on the global supply side has not faded. Capacity expansions, investments in fermentation and precision extraction, advances in traceability, and wider certification adoption keep flowing. That is a strong signal of the industry's robustness. It tells us that the fundamental demand drivers preventive health, performance, mental well being, and healthy aging are resilient across cycles and borders. When the supply base keeps building through volatility, it's because the long term signal is louder than the short term noise.

This robustness carries a responsibility. As industry associations and leaders, we must collaborate to sensitize policymakers and stakeholders that health and wellness should be insulated from geopolitical turbulence. Good health is universal; it should not become collateral damage of conflict or contest. Practical steps include advocating for “green lanes” for essential health ingredients and finished products, encouraging regulatory dialogues that preserve safety while enabling access, and aligning on common frameworks for quality and data integrity. Health is a foundational need of democracy: informed citizens, empowered by access to responsible nutraceuticals, make stronger societies. Keeping wellness non partisan and non geopolitical is both principled and pragmatic.

At the company level, the diversification playbook is clear:

Spread market exposure

across mature and emerging regions, pairing local partnerships with global standards.

Broaden format and channel portfolios

so consumers can find you where they live clinic, chemist, grocery, marketplace, or app.

Institutionalize agility

qualify alternates, map supply risk, and invest in digital traceability so pivots are fast and compliant.

Lead with science and responsibility

because trust compounds faster than capital in our category.

With that lens, I'm pleased to announce Nutrifit Today C Suite Sumflex 2026, themed SCALE UP. I look forward to addressing what “scale” means in these geopolitically interesting times how to scale responsibly, profitably, and resiliently and to working collectively toward making wellness and nutraceuticals as immune as possible to geopolitical shocks. We will convene CXOs, operators, scientists, policymakers, and investors to translate resilience into repeatable operating systems.

Finally, a heartfelt thank you to the industry. Your support of this magazine keeps us moving curating views from practitioners, surfacing actionable insight, and championing the growth of responsible nutraceuticals. As you navigate the complexities of today, I hope this issue equips you with perspective and prompts fresh action: diversify with intent, lean into emerging markets, bet on India's momentum, and partner across companies and associations to keep health above the fray.

Let's scale up together.



India's Gen Z Is Rewriting the Nutraceuticals Playbook

NutrifyToday Market Research Team

By the numbers and between the lines, a new consumer power bloc is pushing India's supplements market toward science, safety, and formats that fit real life. Will brands keep up or be left selling sizzle to an audience that demands substance? (For full report write to us at wow@nutrifytoday.com)

A 600-respondent survey of Indian Gen Z (ages 16–27; fielded May 18–June 1, 2024) surfaces a cohort that refuses to buy on hype. Scientific efficacy ranks as the top purchase driver (48%), with fewer side effects close behind (44%). Doctors and nutritionists (41.5%) decisively outrank influencers (8.8%) as trust anchors, even as nearly half of respondents say “no” to social-media marketing altogether. If that sounds like a market growing up fast, that's because it is.

Meanwhile, India's nutraceuticals sector is swelling variously estimated at \$8–9 billion in 2024—with double-digit growth projected this decade. Overlay a tightening regulatory spine from FSSAI and the rise of AI-assisted productization, and you get a market both larger and harder to bluff. For investors and operators, the question is no longer if the bar is rising, but who can clear it.

Aesthetic goals meet resilience needs

What does Gen Z want? In short: to look good, feel steady, and perform better. Weight/fat loss (45%), healthy skin (44%), healthy hair (43%), muscle gain (43%), stronger immunity (42%), and better mental health (37%) dominate. Younger respondents (16–19) skew toward skin and hair; the 24–27 band shows peak intent on weight loss and a sharper focus on mental health. It's a dual mandate: beauty-from-within plus resilience, not one or the other.

But the data also reveal a telling gap between intentions and lived behavior. Junk food consumption remains stubbornly high—44% say they eat it often or regularly, rising to 51% among 16–19-year-olds. Even among those chasing weight loss, nearly half still indulge frequently. For product designers, that's not a scolding opportunity; it's a brief. Formats, flavors, and micro-rewards that displace empty-calorie cues could turn aspiration into adherence.

The mood–sleep–energy cluster

Self-reported issues map neatly onto those goals: acne (30%), stress/anxiety/depression (29%), mood swings (27%), fatigue (26%), and sleep problems (21%). Notably, respondents targeting better mental health report sleep issues more often than the overall sample—underscoring a biologically plausible mind–sleep linkage. The commercial signal? “Feel-look-perform” stacks that combine daytime calm/energy with nighttime recovery, and connect skin outcomes to stress and sleep, are culturally legible—and increasingly scientifically anchored.



Science over swagger

If there's a single throughline in Gen Z's decision making, it's skepticism weaponized as discernment. Scientific efficacy leads, followed by safer profiles and "legit claims." Brand and price matter, but they are not decisive—and speed promises ("results in X days!") are no longer a reliable trump card. Personalization is emerging (19% overall, higher among 16–19), but the message is clear: tailor responsibly, explain mechanisms plainly, and don't overclaim.

Crucially, trust has professionalized. This is an audience more likely to be swayed by a doctor-creator who can interpret evidence than by a celebrity bearing affiliate links. For marketers, that means CME-style assets, practitioner sampling, and transparent substantiation dossiers may convert better than splashy creator campaigns.

A clinical layer hiding in plain sight

Nearly one in five respondents reports a diagnosed micronutrient deficiency led by iron/anemia (6.2%), vitamin D (4.7%), and B12 (3.2%). That's not a footnote; it's a design constraint. The responsible play is to build screen-supplement-retest journeys featuring gentler iron forms and GI-friendly delivery, with practitioner oversight where appropriate. Done well, these journeys generate measurable outcomes credibility that compounds over time.

The market grows up

Even with definitional fuzziness (dietary supplements vs. broader nutraceuticals), the growth narrative is consistent: rising incomes, preventive-health adoption, and digital channels are pulling the category into the mainstream. FSSAI's health supplements and nutraceutical regulations, re-operationalized through 2023, are clarifying permissible ingredients, claims, and labeling. The net effect: fewer shortcuts, more accountability.

Layer on AI. Engines like NutriflyGenie AI promise to compress ideation-to-launch timelines while gating concepts through regulatory and clinical corpora. For founders, that's a way to prioritize "deep science" routes over me-too formulations. For Gen Z, it's a path to products that respect both their intelligence and their routines.

Signals from the frontier

Watch the outliers. Esperer Nutrition brings medical-grade discipline from oncology nutrition into consumer lines; Ace Blend's premium plant protein pairs science messaging with modern D2C craft; Truly Health leans into gut-mood-energy with functional nutrition; Greenspace Herbs (Quantum Ayurveda™) applies engineering-led processes to boost botanical efficacy; Sloom aligns sleep technology with evidence-based protocols. Different plays, same direction of travel: clinical depth, measurable outcomes, and tech-assisted personalization.

The opportunity set: 2025–2030

- **Beauty × metabolic stacks:** Pair collagen/peptides/antioxidants with glycemic and weight support; chase claimable endpoints (hydration, hair fall, skin elasticity) with real-world evidence.
- **Mind-sleep-energy triads:** Daytime calm/focus (e.g., L-theanine, adaptogens), nighttime recovery (e.g., magnesium glycinate + sleep-adjacent botanicals), optional integration with sleep tech.
- **Iron/D/B12 journeys:** POC testing, consultation loops, gentle delivery systems, retesting protocols adherence by design.
- **ESG as a conversion lever:** Recyclable/low-plastic packs, cruelty-free inputs, traceability and make it legible on pack.
- **HCP-led D2C:** Practitioner channels plus compliant personalization to grow LTV while protecting trust.

The open question

Gen Z is telling the market exactly what to build: evidence-forward, safer, format-flexible products that fit messy human routines and a warming planet. India's regulatory spine and AI toolchain are making that future executable. Which brands will re-architect around clinical responsibility and adherence and which will keep selling speed and slogans to an audience that's moved on?

Want the cross-tabs by age band, the FSSAI claims checklist, and the company deep-dive notes? This article is a preview of our primary-research white paper, Indian Gen Z (16–27) Perspective on Health & Nutrition, with full methodology and market/regulatory annexes.

Write to us at wow@nutriflytoday.com to request the complete report.

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World's Most Potent
Ashwagandha



Omega-3 rich
Amla Extract



Boswellia Serrata
Extract Standardised
with 10% AKBA



Ensure a Healthy Gut
for **Overall Wellbeing**



Quantum Ayurveda

Vibrational Frequencies of Life

Ayurveda, the ancient science of life, is believed to have originated from Lord Brahma nearly 5,000 years ago. It describes health as a state of harmony within the body and its connection to the universe. According to this philosophy, every particle in existence is in constant motion, vibrating at specific frequencies. The human body mirrors this universal principle, each tissue resonates with its own frequency, allowing for structural and functional differentiation. When these vibrations fall out of balance, the equilibrium of the three fundamental cellular processes anabolism, catabolism, and transformation is disturbed. Such imbalances ultimately manifest as disorder or disease.

Quantum Ayurveda emerges as a modern integration of this wisdom, proposing that health is a state of vibrational coherence. Ancient insights from Sage Bharadwaj align with the revolutionary inventions of Einstein and Schrödinger, suggesting a profound bridge between Ayurveda and quantum physics. Within this framework, the body is understood as a dynamic energy field governed by Prana (life force), Agni (metabolic fire), and the Doshas (biological energies).

With the advent of quantum tools, researchers now have the means to study these principles with measurable precision. Ayurvedic concepts such as Prabhava (unique, non-linear effects) resemble the counterintuitive behaviors seen in quantum systems. Similarly, Ojas (vital essence) may be compared to subtle energy states that sustain life and resilience.

This synthesis offers a powerful framework for integrative health. It highlights the deep interconnectedness of mind, body, and environment while embracing the dynamic nature of well-being. By merging quantum physics with Ayurveda, modern medicine and nutraceutical sciences can better explore how plant-based remedies interact at molecular and energetic levels. The result is a holistic approach enhancing mental clarity, emotional balance, and cellular vitality through the union of ancient healing and contemporary science.



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Functional and sustainable hydration supplement

Food intake is not just for satisfying the appetite or supplying the basic nutrition. Now a days, people suffer from many Health problems because they not providing their body with the necessary nutrients they need. Functional and sustainable hydration supplements can provide necessary nutrients that the body requires and can decrease health concerns and improve health.

The idea of functional foods was born out of the observation that some foods and drinks have positive health impacts that cannot be attributed to their nutritional value. The origin of many diseases is gut. Certain supplements like probiotics improve the gut's health which in turn improves digestion. Probiotics are living micro-organisms that can be beneficial for health benefits when taken. Prebiotics are the food for gut bacteria.

The combination of probiotics and prebiotics can reduce the risk of chronic diseases. Functional drinks like energy drinks, beauty drinks and immune system enhancers also provide additional benefits more than hydration. Enhancing biological immune systems, recovering from certain illnesses, preventing certain diseases, slowing down the aging process are some of the most advantageous impacts of functional meals.

The future of functional foods and hydration supplements is likely to involve the combination of several ingredients to achieve specific health goals. Rather than focusing on the potential benefits of a single food source, future innovations will aim to create synergistic blends that maximize health benefits.

This holistic approach can address multiple health concerns simultaneously, providing comprehensive support for overall well-being. In summary, functional and sustainable hydration supplements play a crucial role in modern health and wellness.

By providing essential nutrients, improving gut health, and offering additional benefits beyond hydration, these supplements can help prevent and manage various health conditions. As the field continues to evolve, the focus will be on creating effective, sustainable, and multi-functional products that support long-term health and environmental sustainability.



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Bacillus Probiotics



Helps in IBS
and IBD



Aids in
Digestion



Supports in
Gastrointestinal Disorders



Gastrointestinal support
for better digestion



Improve
Digestion



Flatulence



Management of
muscle soreness



Enhanced passive
stiffness, swelling
and inflammation



Helps in IBS
& Bloating



Dyspepsia



Muscle
shortening



Low on strength
and power,
Localized soreness
and Disturbed
proprioception



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proteins, fats, lipids
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discomfort



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and flexibility



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VIETNAM

Nutraceuticals for Boosting Immunity: A Natural Approach

In a world where health concerns like viral infections and lifestyle-related diseases are on the rise, the focus on strengthening immunity has never been greater. Nutraceuticals are emerging as a powerful tool for boosting the immune system naturally, without the need for synthetic medications.

Certain nutraceuticals are known for their immune-boosting properties, thanks to their rich content of vitamins, minerals, and antioxidants. Vitamin C, for example, is one of the most popular nutrients for enhancing immune function. It helps stimulate the production of white blood cells, which are essential for fighting infections. Similarly, zinc plays a crucial role in maintaining immune health by supporting the function of immune cells.

Herbal nutraceuticals like echinacea, elderberry, and turmeric are also gaining traction for their immune-modulating effects. Echinacea is known for its ability to shorten the duration of colds, while elderberry extract has been shown to reduce the severity of flu symptoms. Turmeric, with its active compound curcumin, provides potent anti-inflammatory benefits that help regulate the immune response.

Probiotics, which are beneficial bacteria, are another category of nutraceuticals that support immunity by promoting gut health. Since a large portion of the immune system resides in the gut, maintaining a healthy balance of gut bacteria is essential for optimal immune function. Probiotics help strengthen the intestinal barrier, preventing harmful pathogens from entering the bloodstream and causing infections.

As more people turn to natural solutions for immunity, nutraceuticals are becoming a go-to option. With the right combination of vitamins, minerals, and herbal extracts, these supplements offer a holistic approach to staying healthy and resilient against infections and diseases.



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Tesla of Supplement Ingredients? 'Quantum Ayurveda' Makes Its Vegas Debut

By Greenspace herbs PR team

Las Vegas, October 2025

Forget “clean label.” The next frontier in nutrition may be “clean energy” and we’re not talking about solar panels.

At SupplySide Global 2025 in Las Vegas, a mysterious-sounding technology called Quantum Ayurveda is gearing up to make its world debut. The company behind it promises nothing less than a physics-first reboot of the supplement world—something they boldly call “the Tesla of ingredients.”

Ayurveda Meets Quantum Physics (in Vegas, of course)

On October 29 at 2:00 p.m., at Mandalay Bay’s buzzing Expo Hall, the Quantum Ayurveda team will stage a live “energizing showcase.” Picture it: two identical powders enter a chamber. One comes out carrying a measurable energetic imprint—its molecular vibrations subtly shifted, its electrons nudged into an excited, temporary spin state.

The company claims this “quantum priming” doesn’t change the chemistry of the ingredient—it’s still your same curcumin, ashwagandha, or any other botanical. What changes is its energy state. Once consumed, that extra micro-signal is released into the body, designed to gently remind biological systems to rebalance themselves.

In Ayurvedic speak, it’s about restoring homeostasis—the inner harmony connecting oxidation, inflammation, and metabolism. In physics speak, it’s about resonance, spin-state tuning, and lattice shifts. In human speak? More health impact from the same milligrams.

Why “Tesla of Ingredients” Isn’t Just Marketing Poetry

Just like Tesla reimagined the car around software and energy efficiency, this ingredient platform rebuilds nutraceuticals around energy signatures and reproducibility.

1. Physics-Driven Disruption. This isn’t a new botanical discovery—it’s a new dimension layered on top. The ingredients get “tuned,” not reformulated.

2. Science You Can Prove. Raman spectroscopy, magneto-photoluminescence, and EPR (electron paramagnetic resonance) testing confirm each batch carries a consistent energetic fingerprint. No two imprints are identical—unless, of course, they’re supposed to be.

3. Measurement That Scales. Think of it as the battery diagnostics of supplements: a quantifiable QC dashboard ensuring every dose hums with the same subtle charge.



The Live Show: Seeing the Invisible

The Vegas showcase promises lab theater at its best. Attendees will watch as two identical powders are tested live—before and after “energy loading.” The data flash up on screens: narrow Raman wavenumber shifts, lifetime differences, and early biological markers showing dips in reactive oxygen species (ROS) and modulation of inflammatory pathways like NF- κ B and COX-2.

The message: your body may “read” the quantum-tuned ingredient as a nudge toward equilibrium.

To stay clear with regulators, the company stresses this is about wellness cues, not medical claims. Still, the precision—and early data—suggest something more structured than wellness folklore.

Why It Matters

In a supplement market obsessed with bigger doses and “more milligrams,” Quantum Ayurveda is pitching a smarter lever: amplify engagement without increasing the dose. That could mean simpler labels, cleaner capsules, and bigger margins.

The kicker? A defensible moat. You can copy someone’s capsule color, but you can’t fake a Raman shift.

Built for Auditors and Skeptics Alike

The company’s process runs in a cGMP (21 CFR 312.61)-compliant facility validated by a global leader lab. It positions the “energetic imprint” as a manufacturing enhancement, not a pharmacological modification—a nuance that keeps it FDA-friendly while still sounding like sci-fi come true.

Bottom Line: Proof Over Promises

If Quantum Ayurveda delivers even half of what it claims, it could be the boldest leap the supplement industry has seen since standardization itself. Physics, not folklore, could become the new differentiator.

So when the SupplySide crowd floods Mandalay Bay’s aisles later this month, they’ll face a question as provocative as the product:

What if the next disruption in nutrition isn’t chemical it’s energetic?

For skeptics and visionaries alike, the advice is simple:

Kick the tires. Ask for the spectra.



Green
SPACE HERBS



INGREDIENTS OF THE MONTH

A randomized, double-blind clinical trial found that daily supplementation with polyphenol-rich sorghum bicolor extract (250–500 mg) accelerated strength recovery after eccentric exercise in young men. Participants regained muscle strength significantly faster than placebo, without changes in soreness or swelling. These findings suggest sorghum polyphenols may help athletes recover quicker and sustain higher training volumes, supporting performance and resilience.

Wondering how? Ask NutriflyGenie now



In a 12-week randomized, double-blind, placebo-controlled trial with overweight Japanese adults, daily supplementation with 40 mg as monomers and dimers of flavanols from lychee and tea significantly reduced visceral fat area as measured by CT scans. Participants also showed reductions in waist circumference and BMI, with no adverse effects reported. These results suggest Oligonol, a highly absorbable polyphenol blend from lychee fruit, may safely support weight management and metabolic health by targeting harmful abdominal fat.

Wondering how? Ask NutriflyGenie now

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GENIETM
Nutra Innovation Partner

INGREDIENTS OF THE MONTH

A randomized controlled trial in patients with hematological cancers found that lavender oil aromatherapy (20 minutes nightly for 5 days) significantly improved sleep quality and reduced fatigue scores compared to placebo. These findings highlight lavender's calming, restorative potential making it a gentle, natural support for sleep and recovery, even in individuals facing high treatment-related stress.

Wondering how? Ask NutrifyGenie now



Extracts from the fruit, peel, pulp, and bagasse of *Opuntia stricta* var. *dillenii* show promising anti-steatotic effects in liver cell models. The peel extract, in particular, effectively prevents triglyceride accumulation at low doses by inhibiting de novo lipogenesis and downregulating the fatty acid transporter CD36. These findings suggest this cactus extract may help protect liver health and manage metabolic-associated fatty liver disease (MAFLD).

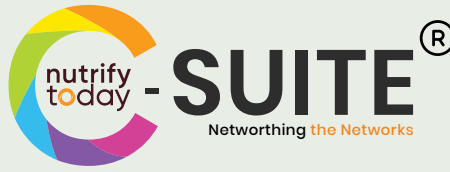
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To be continued....

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Nutrify C-Suite Sumflex 2026

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