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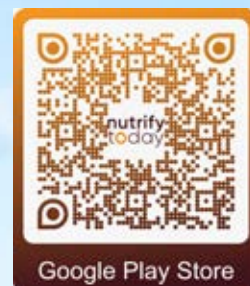
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# From the Editor...

## Dr. Michelle A. Simon:

*Dr. Simon is President and CEO of the Institute for Natural Medicine (INM) a 501(c)3 organization dedicated to educating consumers about natural medicine and transforming healthcare. Dr. Simon is a naturopathic physician and also holds a Ph.D. in Biomedical Engineering from the University of North Carolina at Chapel Hill.*

*Dr. Michelle Simon is a licensed naturopathic doctor who is passionate about applying her skills as a solution-oriented, systems thinker to organizations dedicated to improving the quality and delivery of healthcare through greater utilization of integrative medicine and clinical nutrition. In 2019, Dr. Simon was chosen as Physician of the Year by the American Association of Naturopathic Physicians. Dr. Simon primarily focuses her time on organizations dedicated to improving the quality and delivery of healthcare. She is currently on the board of the Integrative Healthcare Policy Consortium (IHPC) and has served on the board of the American Association of Naturopathic Physicians (AANP) and the Naturopathic Physicians Research Institute (NPRI).*

*Dr. Simon also served nine years on the Washington State Health Technology Clinical Committee which is part of the Health Technology Assessment Program (HTA). This practitioner panel examines the scientific evidentiary basis for efficacy, safety, and cost-effectiveness in the evaluation of healthcare technologies for coverage determinations for state-purchased healthcare. Dr. Simon was chosen to be an Ambassador from the naturopathic medicine profession to the Academy of Integrative Health and Medicine (AIHM).*

*The Nutraceutical Industry has gone global. The last two years, influenced by the pandemic, have provided the impetus to expand beyond the traditional Asia Pacific – North American markets. In response to COVID, a demand for wellness has driven emerging markets for nutraceuticals from South America, South Asia, India, and the ASEAN region. The increasing awareness of consumers means new challenges and increased demand for consumer-specific products. New trends are emerging. For example, Nutraceuticals are no longer considered merely optional but are increasingly seen as essential for holistic health including mental, emotional, and physical wellness. Leaders of the industry believe that there is growing consumer interest in herbal products and extracts which will drive increased research on developing herbal-based products. Demand for genetically influenced customized products is also increasing. On the South Asian front, many experts are of the opinion that India has begun to realize its vast potential as both a market and a manufacturer.*

*Members of the Nutraceutical Industry in India note that over the last two years the Indian Government has become more supportive by creating a positive ecosystem for nutraceutical industry growth. The Nutra Task Force and the industry are working with the Government to make India a 100 BN Dollar Nutra Hub by 2030. Finally, increasing levels of consumer awareness are driving a push for quality control. This encompasses all aspects of the industry, from raw materials, materials, manufacturing, distribution, and marketing. In response to the increased demand for quality labelling of products, the Government of India with the guidance of the Nutra Task Force is moving towards implementing product quality assessment and rating. These are positive trends that should be applauded.*



**MICHELLE SIMON**  
President  
Institute for Natural Medicine



## AN INTERVIEW WITH...

### DR. ANISH DESAI

Co-Founder and Chief Executive Officer



Dr. Anish Desai is chief executive officer and co-founder of Mumbai-based Intellimed Healthcare Solutions, an organization he formed in August 2019 to provide medical affairs support to all the healthcare industries, pharmaceuticals, nutraceuticals, medical devices, and digital health. In the current scenario, many small-medium companies lack a medical team or the medical support in Indian and multinational companies and is stretched or under-resourced.

It began as journey offering services with contract medical affairs being the core. Since then, from one individual in an organization, Intellimed has grown to become an organization with more than 10 individuals highly trained in pharmaceutical and medical services. Its small clientele has grown to 25-plus companies, including large and small Indian and multinational organizations.

**Mr. Baker:** What services does IntelliMed offer?

**Dr. Desai:** IntelliMed Healthcare Solutions is a healthcare start-up launched with an intent to focus on strategic medical affairs for business growth, thereby infusing science into business. IntelliMed specializes in scientific, clinical, and medical support from conceptualization ideation to launch. IntelliMed can support the entire life cycle management process by providing contract medical resources to support data generation, product differentiation and dissemination of information diligently along with education and training.

We possess the capabilities of developing marketable products and concepts that can generate huge revenues. Intellimed Healthcare Solutions is fuelled by the exuberance of young talent who are committed to achieving superior health outcomes. We have the expertise and desire to be recognized as a knowledge orient diligent company possessing a certain stature in the healthcare fraternity. We offer product development, provide evidence-based continuous scientific backup to the medical fraternity for better patient health-related outcomes, consult on latest and most relevant clinical advances, ideate new therapy alternatives, and develop skills and conduct training through skill enhancement programs for healthcare professionals and allied personnel

**Mr. Baker:** What is your role as CEO and Founder?

**Dr. Desai:** Conceptualizing strategies with a young and talented team to give best-in-class medical affairs services in the industry to achieve superior patient outcomes

**Mr. Baker:** Are nutraceuticals your key focus?

**Dr. Desai:** The nutraceutical industry is still at the starting point, so to speak in India. Our capabilities for new product ideation, the ability to generate high-quality evidence for these products, and our ability to develop best-in-class medical content will give a competitive edge to our clients. In the next two years, we aim to gain leadership in scientific and medical support to nutraceuticals, pharmaceuticals, medical devices, and online health companies. Our contract medical affairs will change the rules of the game with such companies. Outsourced medical teams will be our signature idea for a new-age scientific company supporting the healthcare industry.

**Mr. Baker:** Do you primarily partner with companies in India?

**Dr. Desai:** We currently partner with companies in India, Asia Pacific, Middle East, and East Europe to deliver healthcare solutions.

**Mr. Baker:** What new health and wellness innovations are you seeing being developed in India?

**Dr. Desai:** Newer formulations are seen in the market as gummies, nanoparticles, liposomes, and thin-oral strips with very novel technology. Better outcomes, consumer experience and satisfaction are what drives innovation of nutraceuticals. Nutraceutical formulations for children require more research since trials in children are challenging to do. Continuous research is ongoing in health technology and innovative connected devices or wearables for treatment monitoring of disorders.

**Mr. Baker:** What might the future hold for nutraceutical development in India?

**Dr. Desai:** Nutraceuticals are playing an increasingly important role in evidence-based products. The benefits are limitless and new uses for nutraceuticals are being continuously researched. Nutraceuticals boost energy, relieve anxiety, improve overall health, slow-down aging and enhance sleep quality. Nutraceuticals can be used as adjunctive treatment along with the standard of care in many disease conditions. The global nutraceuticals market is expected to grow by \$180.38 billion from 2020 to 2024, progressing at a CAGR of almost 9%. The Indian nutraceuticals market is expected to grow from \$4 billion in 2017 to \$18 billion in 2025. Awareness about health and preventive strategies must lead to conscious improvement in immune health, thus increasing the demand for nutraceuticals across the globe.

**Mr. Baker:** What is one piece of business advice you can offer executive leaders?

**Dr. Desai:** Have a focus on your business and nurture a young and talented team.

**About the Author:** Sheldon Baker is CEO of Baker Dillon Group LLC and has created numerous nutraceutical brand marketing programs for well-known Indian companies, as well as globally based product manufacturers. If you are considering entering the USA contact Sheldon at SBaker@BakerDillon.com.



## NARENDRA MALHOTRA

Managing Director  
Ujala Cygnus Rainbow Hospital  
Global Rainbow Health Care

## MANIKA SETIA

Clinical Nutritionist  
Nutricion

# NUTRITIONAL ROLE IN WOMEN AND CHILD

Nutrition plays a crucial role at every stage of a woman's life. The nutritional needs of a woman are different from those of a man because their bodies go through various changes during menstruation, pregnancy, breastfeeding and menopause. Therefore, a balanced diet is essential to meet the daily recommended levels of nutrients to prevent common nutritional deficiencies that can have an adverse impact on the health of a woman.

A Healthy Balanced diet is the cornerstone of leading a healthy lifestyle. Women's body undergo various physiological changes like Menstruation, Pregnancy, Breastfeeding and Menopause and every phase is marked with increased Nutrient requirement. Women are more likely to suffer Nutritional Deficiencies. Globally around 50% of all pregnant women are anaemic and in India 40% of adolescent girls are anaemic (source: unicef.org).

Along with increased demands of the body, Poor eating habits, excessive use of pesticides and soil depletion makes the use of Nutrition Supplements even more important.

## PREGNANCY (WOMB)

A women is eating for 1.5-2 so proper nourishment is very important. She should consume 50% more Protein than regular intake (increase from 0.75gm/kg to 1.1gm/kg per day) with healthy fats, fruits, dried fruits and vegetables. However, special attention is given to folate, iron, calcium, iodine and zinc. The recommended daily intake of calcium for a pregnant woman is 1000mg and for Folate it is 600mcg.

During pregnancy, macronutrient intake needs grow significantly. Macronutrients include carbohydrates, proteins, and fats. The requirement for micronutrients, which include vitamins, minerals, and trace elements are of vital for the healthy development of the baby. Prenatal multivitamins that are specially formulated to meet the increased demand for micronutrients during pregnancy. Studies have shown that supplementing with prenatal vitamins reduces the risk of preterm birth and preeclampsia.

To keep up with the body's increasing needs certain nutrients have to be supplemented when the women is preparing for her pregnancy, during the pregnancy and they continue in the breastfeeding stage.

### SUGGESTED SUPPLEMENTS

- Protein
- Folate & Omega-3 for brain & spine development.
- Vitamin B6 for reducing morning sickness.
- Vitamin A for eyes & organ development.
- Vitamin B12 for DNA Synthesis & red blood cells.
- Iodine for brain, nerves & functioning of thyroid hormones.
- Vitamin D, Vitamin C, Zinc & more.
- Magnesium
- Fibre
- Probiotics & Prebiotics

**Lactation** - Now she is eating for 2 persons so diet becomes very important.

Breastfeeding requires extra calories of around 500-600 cal/day. She also needs extra protein along with nourishing diet during pregnancy. Extra Protein with multi Vitamins is a must.

Galactagogues that increase breast milk production can be prescribed. Some of the galactagogues are fenugreek, flax seeds, oatmeal, SHATAVARI and fennel seeds.

### SOME NUTRITIONAL SUPPLEMENTS FOR LACTATION

- Protein
- Multi vitamins
- Shatavari root
- Fenugreek, milk thistle, fennel, black seed, flaxseeds palm date etc

## CHILDHOOD

- A nutritionally adequate and balanced diet is essential for optimal growth and development.
- Growing children and adolescents require more calcium & iron.
- Young children below the age of 5 years should be given less bulky foods, rich in energy and protein such as legumes, pulses, nuts, edible oil/ghee, sugar, milk and eggs. Vegetables including green leafy vegetables and locally available seasonal fruits should be part of their daily menu.
- Older children and adolescents should consume plenty of milk to fulfill the high calcium requirements. Cooking oils/ghee (25-50g) should be consumed.
- Adequate exposure to Sun for Vitamin D & melatonin.
- Most important to have healthy eating habits which will help lifetime like avoid too much of fat, processed foods like cakes/pastry/chocolates/sweets, Colas etc which are the root cause for obesity and metabolic diseases later.
- Regular physical activity and sleep is a must.

### SUPPLEMENTS

- Malts & proteins

## ADOLSCENT - PUBERTY/MENARCHE

Teenagers go through big physical changes in puberty. They need extra nutrition to fuel these physical changes, which means they need to eat healthy food. Nutrition and diet requirements are the prime factors affecting pubertal development. On the other hand, puberty triggers a growth spurt with an increase in height and weight. It also raises the demand for nutritional needs of both macro and micronutrients.

- Diet must be rich in Protein, Iron, Calcium and other vitamins
- AVOID - excessive eating of processed, high-fat and junk foods.
- Regular physical activity with proper sleep & exposure to sun is a must.

**Calcium** - Calcium is necessary for the development of healthy bones and teeth in adolescents. Calcium requirements increase during the pre-pubertal growth spurt. Calcium can alleviate Premenstrual Syndrome (PMS) symptoms and prevent excessive weight gain during adolescence. The daily recommended intake for Calcium for adolescents aged 15 to 18 years is 800mg.

**IRON** - Iron is an essential micronutrient for growth and brain development. Adolescent girls need an extra amount of iron during menstruation, as it makes them vulnerable to iron deficiency. A diet high in iron is important for ensuring development and help combat anemia. Some of the dietary sources of iron include beef, lamb, organ meats (liver), green leafy vegetables, and fortified cereals. Consumption of vitamin C containing foods such as citrus fruits will help in the absorption of iron.

### SUPPLEMENTS

- Malts and Protein
- Calcium & Iron
- For menstrual problems - Multi Vitamins & Phytonutrients like Shatavari, Ashwagandha etc.

# FERTILITY

Fertility problems happen due to oxidative stress, micronutrient deficiencies and hormone imbalance. Diets rich in antioxidants, mostly vitamins, like fruits and vegetables, whole grains are good for fertility. Protein deficiency is one possible reason for hormone imbalance/PCOS.

## SUPPLEMENTS

- Proteins, especially plant based proteins
- Multivitamins & Antioxidants
- Mitochondrial Energy enhancers - CoQ10 or its reduced & more bioavailable form Ubiquinol
- Phytonutrients for hormone balancing - Shatavari, Ahwagandha etc
- Fibres & Pre/Probiotics

# MENOPAUSE

The hormone estrogen begins to decline, disrupting the normal cyclical patterns of estrogen and progesterone, during the transition to menopause.

The declining estrogen levels, negatively impact metabolism, potentially leading to weight gain, in those undergoing the transition. These changes could also effect the cholesterol levels in Women undergoing the transition, effecting the manner in which they digest carbohydrates. Research provides evidence of certain foods that could help in symptom relief during the transition phase, especially in the case of hot flashes, poor sleep and low bone density.

Dairy products such as Cheese Milk and Yoghurt contain the much needed calcium, phosphorous, magnesium and the vitamins, D & K, plus, fatty acids and Omega 3, that could greatly benefit women, experiencing menopause. Consumption of whole grains could also prove to be beneficial as they are rich in nutrients and fiber and also contain B vitamins such as thiamine, niacin, riboflavin and pantothenic acid. Fruits and vegetables are also packed with vitamins and minerals, not to mention, fibre and anti-oxidants. For this reason one, those experiencing the transition have been recommended to fill half their plate with fruits and vegetables rich in phytoestrogens (which act as weak estrogen in the body).

Foods such as soybeans, chickpeas, peanuts, flax seeds, barley, grapes, berries, plums, green and black tea are known to contain compounds which act as Phytoestrogens and hence recommended.

## SUPPLEMENTS

- Protein
- Multivitamin & Omega 3
- Hormone balancing Phytonutrients like Shatavari, Black Cohosh, Soy extract, etc
- Pre & Probiotics

**LET FOOD BE YOUR  
MEDICINE INSTEAD OF  
MEDICINE BECOMING FOOD.**

**(EAT FOOD LIKE MEDICINES OTHERWISE  
YOU WILL HAVE TO EAT MEDICINES AS FOOD)**



Get insights into ongoing trends in nutraceuticals and innovations and work towards achieving a competitive advantage in Nutraceutical Industry. Learn from global leaders and experts in the industry.

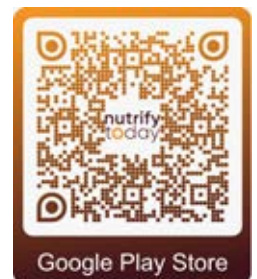


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# NUTRIFY TODAY **TECH TRANSFER**

## Nicotine Free Healthy Herbal soot

– a substitute to cigarette

### Tech Transfer for the Month



- This present product- **SAMARTH Herbal Soot** is a mixture of herbs and other natural products that can be used as a healthy substitute for tobacco.
- The herbal composition of this product alleviates the addictive effects of nicotine, and provides an aid to quit smoking the tobacco-related products.

- This herbal soot proved that 50 cigars are enough to quit smoking addiction

#### FEATURES

- 100% Nicotine Free
- Healthy
- Rejuvenate body
- A throat, nose, ear cleaner, enhance sonority in voice
- Mouth freshener
- Digestion supplementary
- Contains 17 herbals
- Zero side effects
- Relieve stress

#### Benefits:

- As this product contains 84% of antioxidant, nutritional value is added to body.
- Also useful for various types of problems like joint pains, paralysis and inflammatory conditions.
- Protects psychological withdrawal conditions.

#### PATENT STATUS: GRANTED

- Patent filed - **IN201721045968** dated 21/12/2017 and
- Patent Granted: **378978** dated 08/10/2021

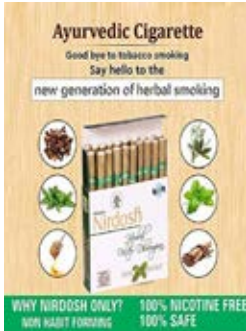
#### INGREDIENTS

<b>Betel vine leaf</b>	Rich in Calcium
<b>Lemon Grass</b>	Vitamin A
<b>Pippali</b>	Detoxifying Lungs
<b>Green Chillies</b>	Effects on cardiovascular system



## Traditional herbal cigarettes to quit smoking:

Nirdosh Nicotine & Tobacco Free Herbal Cigarettes



Real leaf Herbal Cigarettes



Aarogyam Herbs Tobacco Free and Nicotine Free Cigarette



Product vs. Feature	SAMARTH Herbal soot	Nirdosh Nicotine & Tobacco Free	Real leaf Herbal Cigarettes	Aarogyam Herbs Tobacco Free
Nicotine free	Yes	Yes	Yes	Yes
Digestion supplementary	Yes	No	No	No
For ENT problems	Yes	No	No	Yes
As Mouth freshener	Yes	No	No	Yes
Rejuvenate body	Yes	No	No	Yes
For Joint Pains	Yes	No	No	No
For inflammatory conditions	Yes	No	No	No

### Advantages of SAMARTH soot:

- ✓ Low manufacturing cost
- ✓ Efficiently lessens the smoking addiction (proven)
- ✓ Multi-centric herbal soot

- ✓ Resists blood related disease
- ✓ Had huge potential targeting market
- ✓ Predicted to have immense futuristic market

**Traditional products or methods to quit smoking:** Nicotine patch, Nicotine gum, Nicotine lozenge, Nicotine inhaler, Nicotine nasal spray, Bupropion, Varenicline, e-Cigarettes

# Tacrine-Quercetin conjugates form for treatment of Alzheimer's Disease

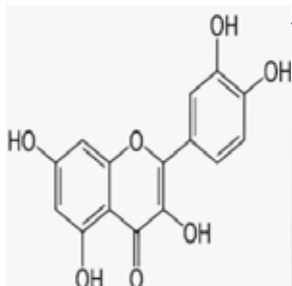
- ❑ This is a **novel pharmaceutical biocompatible drug delivery formulation** for delivery of therapeutic substances to tissues and cells for AD treatment.

## Problem Statement

- Toxicity of Tacrine - cause hepatotoxicity in 30-50% of patients
- Formulations of drug for AD with less bioavailability

## Value Addition

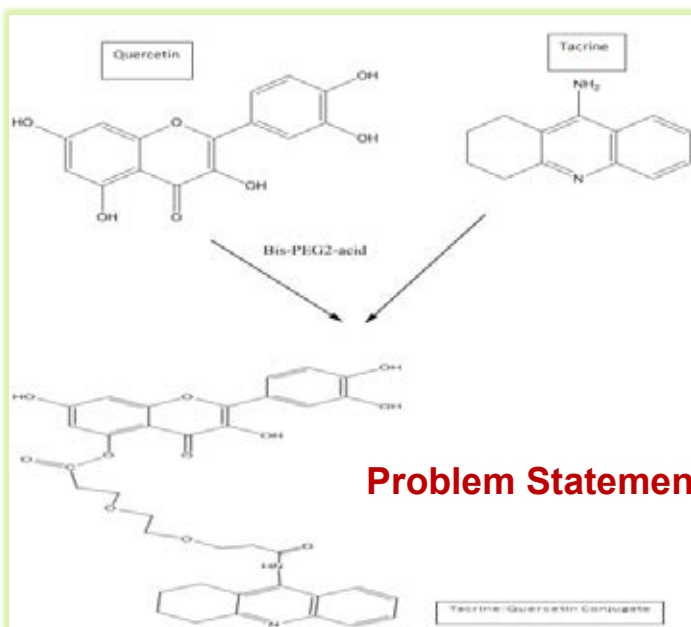
- ❑ This conjugates (Tacrine and Quercetin (TQCon)) is formulated through physical mixing with best composition.
- ❑ Effectively increases the bioavailability of the drug and increases the potency of the treatment.
- ❑ The conjugate TQCon possesses both the qualities of Tacrine & Quercetin.
- ❑ Synergistic effect is observed & combined by "Click Chemistry" in a conjugated form.



- **Quercetin** – flavonoids with antioxidant properties & reduces the expression of amyloid beta in brain & oxidative stress.

The formulation comprises:

- Tacrine & Quercetin conjugates
- Linker with drug loaded carrier and excipients
- Excipients: Carboxy methyl guar gum
- Magnesium Stearate
- Distilled water
- Lactose



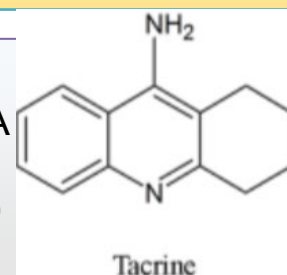
Used in the form:

Tablet, Powder or Capsule

## PATENT STATUS: GRANTED

- Patent Filed - 3280/DEL/2013 dated 07/11/2013
- Patent Granted –338130 dated 08/06/2020

- **Tacrine** – safe, effective & first FDA approved drug for the treatment of AD in all stages.



**Conjugate is developed by a linker**, which could either be permanent that requires the **Tacrine-quercetin conjugate to act as a delivery vector** and active drug or is cleaved once inside the cell, thus releasing the active drugs.

### Clinical Study

Brain cells are exposed to varying amounts of Quercetin, Vitamin-C or no agent & then exposed to H<sub>2</sub>O<sub>2</sub> to mimic cell damage that occurs in the brains of AD patients

### Result

**Brain cells which are treated with Quercetin showed significantly less damage than the Vitamin-C treated cells**

### Combination Study

Checks interaction between Tacrine & Quercetin



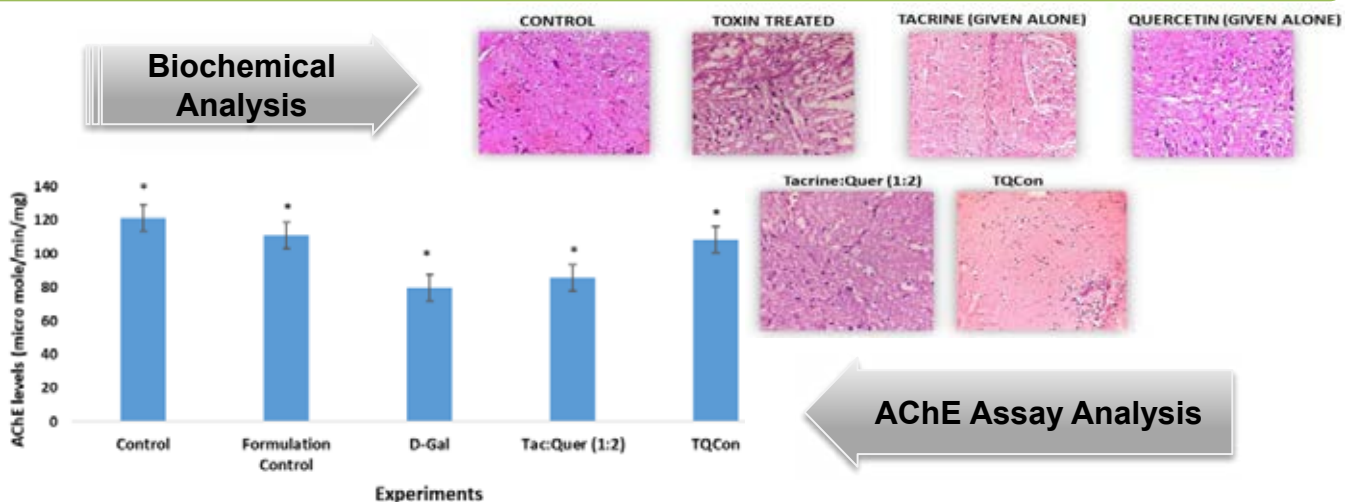
### Observations

- No chemical interaction exists between these two active constituents.
- During treatment both drugs are having efficacy in conjunction to each other & exhibiting their individual therapeutic properties.
- Formulation serves as a medium to increase the bioavailability of Quercetin in the system.
- Guar gum is neutral compound & is used as a laxative. Used for treating diarrhea, (IBS), obesity, and diabetes.

### BENEFITS

- The novel "Tacrine & Quercetin conjugates" are prepared by using "Click Chemistry approach".
- More effective in **reducing the toxicity of Tacrine**.
- More effective in **treating Alzheimer's Disease**.
- **Increases the potency of the treatment**.

### Biochemical Analysis



### AChE Assay Analysis

# Polyphenol enriched antioxidant nutraceutical product as adjuvant therapy for cancer chemo-prevention

➤ This polyphenol enriched antioxidant nutraceutical composition is derived from:

- ❑ Immature green pods of *Acacia arabica* (Kikar, Babul)
- ❑ Green fibres from immature fruit pericarp of *Cocos nucifera* (coconut)
- ❑ Fruit pericarp of *Trapa bispinosa* (Water chest nut, Singhara)
- ❑ Agro-waste with strong antioxidant potency
- ❑ Polyphenols

## Benefits

1. Powerful **antioxidant activity**

2. Protects DNA damage from oxidative stress with **Antimutagenic**

3. Strong **free radical scavenging activities**

4. Can be used use as **adjuvant therapy for the chemo-prevention of cancer.**

**PATENT STATUS: IN ORDER FOR GRANT UNDER SECTION 43, AWAITING NBA APPROVAL**

- Patent filed - **2408/DEL/2011** dated 25/08/2011

## Used in the form:

Tablets, Biscuits, Granules, Suspension, Capsules, Syrups, Powder, Candy or mixed with food products like beverages, juices

## Problem Statement

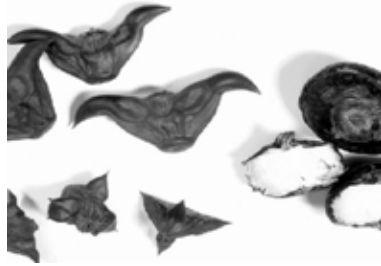
- If the processes that maintain oxidative homeostasis in the cell get out of balance, it damages DNA, proteins and components on cell membranes leading to several degenerative diseases.
- Reactive oxygen species (ROS) induce some oxidative damage to biomolecules like lipids, DNA, RNA, proteins and carbohydrates, leading to mutations, faulty repair mechanism, altering enzymes, surface receptor and other essential functions

## Value Addition

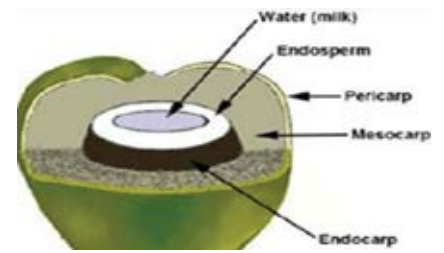
- ❑ Phenols a major group of phytochemicals with antioxidant properties acts against allergies, ulcers, tumors, platelet aggregation, age related vision disorders, reduce inflammation, cardiovascular diseases and can reduce the risk of cancer.
- ❑ Polyphenol enriched nutraceutical composition is with free radical scavenging and antimutagenic activities.



Acacia arabica



Fruit of Trapa bispinosa



Fruit pericarp of Cocos nucifera

### Polyphenol enriched antioxidant with strong free radical scavenging activity is prepared using:

- Mixing the mesh sized dry powder of the products in **a specific ratio**, and obtaining mixture with mineral acid, Alkali & Organic solvents.
- The obtained **polyphenolic antioxidant composition** is having **synergistically enhanced properties useful as antioxidant with free radical scavenging activity.**

We at NutrifyToday get to screen innovations from India and other countries. We will now be sharing innovations ready for commercialization. Those interested to commercialize can reach out to Deepthi at [deepthi@nutrifytoday.com](mailto:deepthi@nutrifytoday.com)



Cephram is a leading manufacturer of herbal extracts, branded ingredients, and phytochemicals. With its diversified manufacturing bases in India, China, and Africa, Cephram offers a vast array of herbal ingredients. Our research center, Cephram Lifesciences, based in Fulton, MD is dedicated to carrying out cutting-edge research on life sciences and natural products.



Our combined research team has several granted patents and has filed new ones to add to the already strong IP portfolio of the company. Our science team authored several research papers and books on natural products which are published by renowned science and academic publication houses. Cephram herbal ingredients include a vast array of Indian Ayurvedic extracts & branded ingredients. We draw upon our research experience in natural products to find the most bioactive compounds in herbs. Our ethnobotanists travel the globe looking for the most promising and efficacious herbal solutions for human health goals.

## Glimpses of first successful event held under the series of Nutrify Elite Club C Suite held on 14 October 2022 in Mumbai

