



**NUTRIFYTODAY  
C-SUITE SUMFLEX  
2024**  
Networthing the Networks  
**6 - 7 JUNE, 2024**  
THE TAJ MAHAL PALACE,  
MUMBAI, INDIA

# SAVE THE DATE



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### Nurturing health: Indian women and diabetes



### The Brazilian Dietary Supplement Market: Trends, Regulatory Challenges, and Future Outlook

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# NOURISHING TOMORROW

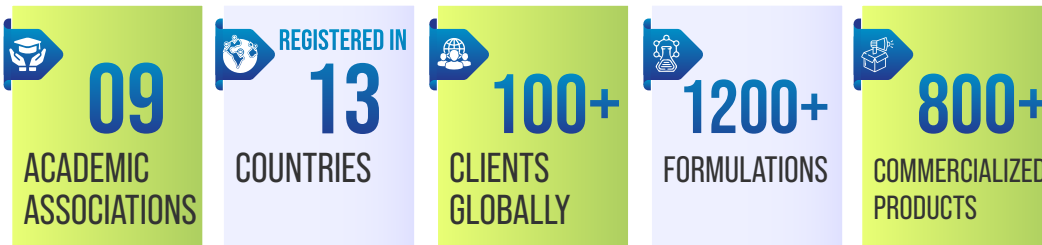
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# From the desk of Chief Catalyst

## Nutrify Today

Current turmoil that Dietary Supplement industry of India is undergoing coupled with mis-representations made in media has set a opportunity for industry to move ahead into self government.

The need for self-regulation in the dietary supplement industry in India is crucial for several reasons.

The dietary supplement market in India is rapidly growing, fueled by increasing health awareness, changing lifestyles, and the rising prevalence of chronic diseases. However, this growth has also raised concerns regarding the quality, safety, and efficacy of these products. Here are some key points highlighting the need for self-regulation in this industry:

- 1. Quality Assurance:** Ensuring that dietary supplements meet high-quality standards is essential. This involves standardizing manufacturing practices, verifying ingredient purity, and ensuring that products are free from contaminants.
- 2. Safety:** The safety of dietary supplements is paramount. Self-regulation can help in establishing rigorous testing procedures for potential side effects and interactions with other medications, thus safeguarding consumer health.
- 3. Efficacy:** Claims made by dietary supplements regarding their health benefits must be backed by scientific evidence. Self-regulation can enforce the substantiation of these claims, preventing misleading advertisements and false promises.
- 4. Consumer Trust:** By adhering to strict self-regulatory standards, companies can build consumer trust. This is vital for the long-term success of the industry, as consumers are becoming more informed and cautious about what they consume.




**AMIT SRIVASTAVA**

Chief Catalyst

**Nutrify Today**

Member-Nutra Task Force

Office of PSA To Government of India



5. Preventing Adulteration: The market is susceptible to the presence of adulterated and counterfeit products. Self-regulation can help in implementing traceability and transparency mechanisms to track the origin and handling of ingredients.

6. Harmonization with Global Standards: As the Indian dietary supplement market aims to expand globally, aligning with international regulatory standards becomes crucial. Self-regulation can facilitate compliance with global best practices, aiding in international trade and acceptance.

7. Innovation and Research: Self-regulation can encourage investment in research and development, leading to innovation in product formulation, delivery mechanisms, and health benefits. This can drive industry growth and competitiveness.

8. Addressing Regulatory Gaps: The existing regulatory framework in India may have gaps or may not fully address the nuances of the dietary supplement industry. Self-regulation can complement government regulations by filling in these gaps, ensuring more comprehensive oversight.

For effective self-regulation, industry stakeholders must collaborate to establish a set of voluntary guidelines and standards. This can involve forming industry associations or councils that oversee adherence to these standards, conduct audits, and provide certifications. Consumer education also plays a critical role in self-regulation, as informed consumers can drive demand for high-quality, safe, and effective products, further encouraging companies to adhere to self-regulatory practices.

I am happy to see that few steps in these directions have begun. Modular groups have been created based on subject matter and fundamental guidelines are being shaped. This is a very welcome development and I look forward to 2024 to be turning point for Indian dietary supplement industry and emergence of self regulations.



# We bring to you, our newly launched solution for kids health

Lutemax Kids, is OmniActive Health Technologies' latest macular carotenoid offering, and a line extension of our flagship lutein and zeaxanthin extract, Lutemax 2020. Naturally derived and sustainably sourced, Lutemax Kids (Lutemax 2020, 10 mg lutein and 2 mg zeaxanthin isomers) delivers an efficacious dose of all three macular carotenoids [lutein, RR-zeaxanthin, and RS (meso)-zeaxanthin] in a similar 5:1 ratio as naturally found in the diet.

In a recent, first-of-its-kind completed supplementation study, Lutemax Kids was shown to help support both eye health and aspects of cognitive performance in children 5-12 years of age (ref 1). These benefits are consistent with our clinical studies in adults wherein we measured improvements in aspects of vision performance and cognition as a result of Lutemax 2020 supplementation (ref 3-4). Both the children and adults studies also showed benefits of Lutemax in mitigating eye strain and fatigue as a result of blue light exposure from digital device use (ref 5).

The Lutemax range including Lutemax Kids is now even better suited to help support health and well-being over a lifetime and offers more options for manufacturers looking to cater to a younger demographic.

## References:

1. Parekh R, Hammond BR Jr, Chandradhara D. Lutein and Zeaxanthin Supplementation Improves Dynamic Visual and Cognitive Performance in Children: A Randomized, Double-Blind, Parallel, Placebo-Controlled Study. *Adv Ther.* 2024.
2. Stringham NT, Holmes PV, Stringham JM. Effects of macular xanthophyll supplementation on brain-derived neurotrophic factor, pro-inflammatory cytokines, and cognitive performance. *Physiol Behav.* 2019 Nov 1;211:112650.
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4. Stringham JM, O'Brien KJ, Stringham NT. Contrast Sensitivity and Lateral Inhibition Are Enhanced With Macular Carotenoid Supplementation. *Invest Ophthalmol Vis Sci.* 2017 Apr 1;58(4):2291-2295)
5. Stringham JM, Stringham NT, O'Brien KJ. Macular Carotenoid Supplementation Improves Visual Performance, Sleep Quality, and Adverse Physical Symptoms in Those with High Screen Time Exposure. *Foods.* 2017 Jun 29;6(7):47).

Lutemax is a trademark of OmniActive Health Technologies.

**Know more: [m.agrawal@omniactives.com](mailto:m.agrawal@omniactives.com)**





# Nurturing health: Indian women and diabetes

International women's day, celebrated on March 8th every year is a poignant reminder of the remarkable achievements of women across the globe. Women have demonstrated resilience, determination, and excellence, leaving a mark on society.




**SHRILAKSHMI DESIRAJU**

The diabetic consumer

But as we approach the women day this month one of the main concern is women health. The escalating prevalence of diabetes in India is a pressing concern, especially among Women who bear the disproportionate burden of this chronic illness. The intricate interplay between Indian women and diabetes is underscored by multifaceted challenges rooted in the socio- culture norms , genetic susceptibilities and life style practices. Recognizing and addressing these challenges are pivotal in devising effective management and preventive strategies.


The primary hurdle encountered by Indian women with diabetes is the limited access of health care, awarness and educational resources , cultural expectations often priotise well being of the family over the individual health , leading to delayed diagnosis , suboptimal disease management and thereby leading to high chances of complications.



Addressing the diabetes - health nexus among Indian women necessitates a multifaceted strategy , Empowering women through education on diabetes prevention, management , and self care is imperative . Community – driven initiatives coupled with digital health platforms, offer promising avenues for knowledge and fostering proactive health care engagement.

Additionally , enhancing access to affordable health care services - including regular screenings , medications and stress management. Promoting healthy lifestyles practises , encompassing regular physical activity , balanced nutrition and stress mitigation , assumes importance in diabetes prevention and management among Indian women . Culturally sensitive interventions , attuned to social dynamics, and community support.

In conclusion comforting the complex interplay of Indian women and diabetes a holistic approach addressing socio- culture economic and health care system intricacies. By Empowering women, enhancing healthcare accessibility and fostering gut-healthy lifestyles , we can mitigate the diabetes burden and enhance the well -being of Indian women nationwide.



# The Brazilian Dietary Supplement Market: Trends, Regulatory Challenges, and Future Outlook

The Brazilian dietary supplement market has been on an upward trajectory, fueled by a confluence of factors that signal a robust future. This burgeoning sector is being shaped by evolving consumer health consciousness, demographic shifts, and an increasingly favorable regulatory landscape, albeit with challenges that



**NELSON APRÍCIO**

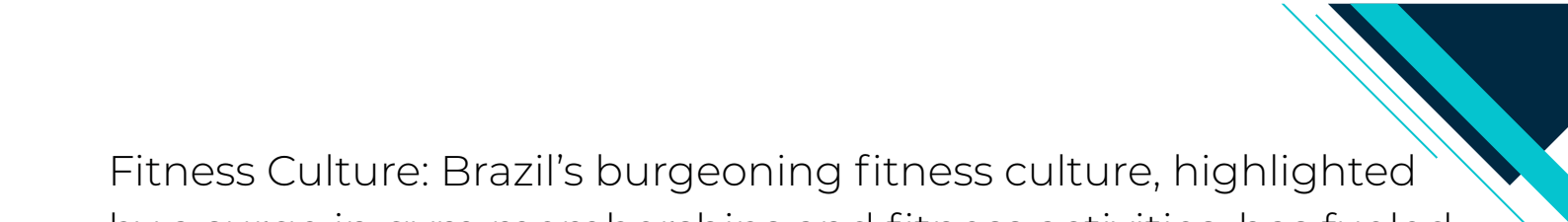
Procurement Executive for Food Products and Consumables in Brazil Delly's Food Service

still need to be navigated. In this article, we delve into the current trends shaping this market, the regulatory framework governing it, the challenges faced by industry players, and what the future may hold for dietary supplements in Brazil.

## Market Trends

The Brazilian dietary supplement market is witnessing significant growth, driven by a populace increasingly inclined towards health and wellness. This shift is not just a fad but a lifestyle change, with consumers seeking products that offer health benefits, enhance physical performance, and contribute to overall well-being. Key trends include:

**Health Awareness:** The rise in chronic diseases, coupled with a growing awareness of preventive healthcare, has led many Brazilians to turn to dietary supplements as a means to bolster their health.



**Fitness Culture:** Brazil's burgeoning fitness culture, highlighted by a surge in gym memberships and fitness activities, has fueled the demand for supplements that enhance physical performance and aid in recovery.

**Aging Population:** As the population ages, there's an increasing demand for supplements that support healthy aging, including those that promote joint health, cognitive function, and general vitality.

**Plant-based and Natural Products:** There's a noticeable shift towards natural, organic, and plant-based supplements, reflecting a broader global trend towards sustainability and 'clean' living.

## **Regulatory Landscape**

The regulatory environment in Brazil, overseen by the Brazilian Health Regulatory Agency (ANVISA), plays a pivotal role in shaping the dietary supplement market. Recent years have seen ANVISA undertake efforts to streamline and clarify regulations surrounding dietary supplements, with notable milestones being:

**Clearer Definitions:** ANVISA has worked towards providing clearer definitions and categorizations for dietary supplements, helping both consumers and manufacturers navigate the market more effectively.

**Labeling and Claims:** New regulations have been introduced to govern the labeling of dietary supplements and the health claims that can be made, ensuring consumers receive accurate and useful information.

Despite these improvements, regulatory challenges remain, including navigating the approval process for new products and ensuring compliance with evolving standards.



## Challenges

While the market is ripe with opportunity, it is not without its challenges:

**Regulatory Hurdles:** Navigating the regulatory environment can be complex and time-consuming, particularly for new entrants and international brands looking to establish a foothold in the Brazilian market.

**Market Saturation:** As the market grows, so does the competition, with a multitude of products vying for consumer attention. Standing out in a crowded market requires innovation and a clear value proposition.

**Counterfeit Products:** The prevalence of counterfeit and low-quality supplements poses a risk to consumer health and undermines trust in legitimate products.

## Future Outlook

The future of the Brazilian dietary supplement market looks promising, with several factors poised to drive continued growth:

**Educated Consumers:** As Brazilian consumers become more knowledgeable about health and nutrition, demand for high-quality, scientifically backed supplements is expected to rise.

**E-commerce Growth:** The expansion of online retail will make dietary supplements more accessible to a broader audience, fueling market growth.

**Innovation:** Ongoing product innovation, driven by consumer demand for personalized and convenient health solutions, will likely bring new and exciting products to the market.

In conclusion, the Brazilian dietary supplement market is at a dynamic juncture, with health trends, regulatory developments, and consumer preferences converging to shape its future. Despite the challenges, the market holds substantial promise for those able to navigate its complexities, offering significant opportunities for growth and innovation in the years to come.



## **FSSAI focusing on new regulations and benchmarks for upscaling Nutraceuticals: Shri G. Kamala Vardhana Rao CEO FSSAI**

29th Feb, New Delhi: With a staggering 14.2% CAGR and a market standing at USD 4 billion, the nutraceutical industry is not just growing—it's flourishing at a rapid rate, surpassing all expectations. As demand and supply surge, our focus on nutritional security and food security intensifies. Moreover, we've tinkered with the genetic aspect of rice and wheat to meet the needs of a growing population. Amidst this exponential growth, regulatory compliance remains paramount, ensuring the safety and efficacy of our products said Chief Guest Shri G. Kamala Vardhana Rao IAS, Secretary to Government of India and Chief Executive Officer Food Safety and Standards Authority of India, Ministry of Health and Family Welfare gave his address at the 9th Nutraceuticals Summit and Awards organized by ASSOCHAM.

In his special address **Dr. Manoj Nesari**, Advisor, Ministry of Ayush, Govt. of India shared his insights on how the nutraceuticals and Ayurveda sectors are experiencing a transformative surge, marked by rapid growth, heightened regulatory focus, innovative breakthroughs in Ayurveda, and a symbiotic relationship between the two fields. Utilizing the medicinal plants that are available in India is crucial. Work on HS code for exports to be smaller in digits is being implemented, he added.

In addition to discussing the need to boost exports,

**Dr. Meenakshi Singh**, Chief Scientist, Member Secretary, Task Force on Nutraceuticals Sector, and Chief Scientist, Technology Management Directorate Council of Scientific and Industrial Research, Ministry of Science and Technology, Government of India, spoke about the policy challenges facing the nutraceuticals industry. Applications for DTIT methods have been developed. The R&D strategy, which she discussed, is crucial for compliance and innovative developments. The primary concern to be mindful of is product standardization, and devising an approach to address it is imperative.

**Dr. Blossom Kochhar**, Co-Chairperson, ASSOCHAM National Wellness Council and Chairperson, Aroma Magic Pvt. Ltd. gave her welcome address by adding the growing trend of nutraceuticals among people and how they are health conscious these days. She added that the right intake of nutrients and vitamins is crucial for bodily functions and boosting immunity.

**Mr Sandeep Verma** Country Head India Consumer Health Division, Bayer said As we aim to become the 3rd largest economy in the world by 2030 addressing nutritional challenges will be crucial not only for the country's future growth and prosperity but also to improve the general quality of life for all of us. In this context It is important for us to note that while a good balanced diet has to be the foundation for good nutrition, just on its own it may not give us 100% nutrition. The role of micronutrient supplements is essential to acknowledge as being critical to take us to that milestone... We seek to be one nation with 100% nutrition for all

A Knowledge report by TechSci Research and ASSOCHAM Knowledge was unveiled titled- Unlocking the potential of Nutraceuticals "A case study of India's Market'. Awards were presented to the winners for various categories like best nutraceutical company, best nutraceutical startups etc.

## DR. ANAND SWAROOP

President Cepham Inc  
Member - Nutra Task  
Force - India



## SANJAYA MARIWALA

Executive chairman  
and Managing director  
OmniActive Health  
Member  
Nutra Task  
Force - India



## SAIF MEHKRI

Founder & Director  
Bio-gen Extracts



## MALLIKA REDDY

Director Zenfold  
ventures



## YONI GLICKMAN

Chairman of Board  
Qualitas Health



## SAILESH SIGATAPU

Partner  
AnthillVentures





# Esperer Nutrition's FORTITUDE: A Case Study in Cancer Nutrition Innovation

## Context:

Esperer Nutrition's journey from ideation to commercialization in developing the ES Invigour brand, a clinical nutrition solution for cancer patients.

1



## 2 NutrifyGenie AI Solution:

1. Ingredient Analysis: Conducted a comprehensive review of ingredients and bioactives used in chemotherapy support, focusing on maintaining nutritional balance.
2. Optimization: Identified and combined the most effective nutrients and bioactives to enhance therapy support.



## Operation Execution:

1. Bioactive Analysis: Examined the pathways of various bioactives, assessing their combination efficacy.
2. Innovative Formulation: Developed a unique matrix combining MCT oils with selected bioactives to optimize nutritional support during chemotherapy.
3. Supply Chain Development: Established a robust supply chain network and secured necessary investment resources for production and distribution.

3



- ## 4 Outcome:
1. Product Launch: Successfully introduced FORTITUDE, a specialized clinical nutrition brand for cancer patients.
  2. Business Impact: Achieved seamless integration from conceptualization to market, backed by a solid investor base and an efficient supply chain.



## Conclusion:

Esperer Nutrition's FORTITUDE represents a landmark in clinical nutrition, offering tangible support to cancer patients during chemotherapy. This case study demonstrates the power of AI-driven solutions, strategic operational execution, and the importance of targeted nutritional supplementation in healthcare.

5

## Innovative PCOS Management Solution for ASEAN Countries

### Context:

An exploration into developing a safe and effective PCOS management product tailored for ASEAN countries.

1



2

### NutrifyGenie AI Solution:

1. Ingredient Analysis: Extensive search of over 800 ingredients, evaluating combinations through a toxicology lens.
2. Product Innovation: Disregarded commonly used PCOS ingredients due to toxicological concerns, creating a distinct and safe product backed by new science, appealing to medical professionals.



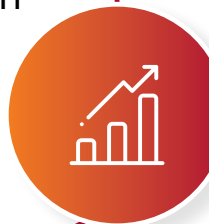
### Operation Execution:

1. Bioactive Analysis: NutrifyGenie AI investigated bioactives, scrutinizing clinical and research studies. Found that popular ingredients posed teratogenic risks during the early, often unknown stages of pregnancy.

3

2. Pathway Innovation: Identified alternative pathways through the botanical kingdom, focusing on bitter melon peptides and pumpkin seed extracts. This combination effectively mimics the AMP activation pathway, with no known risks, as these ingredients have been safe food components for centuries.

3. Strategic Manufacturing: Shifted manufacturing to Malaysia for better ASEAN market access, leveraging the AI's logistical and supply chain insights.



4

### Outcome:

1. Product Launch: Successfully launched a well-optimized PCOS product, featuring excellent margins and supply chain efficiency.
2. Market Impact: The product is now a key part of the PCOS portfolio in select ASEAN countries, offering a unique and safe solution for managing PCOS.



### Conclusion:

This case study demonstrates innovative use of AI in identifying safe and effective ingredients for PCOS management, leading to the development of a unique product for the ASEAN market. The strategic approach in manufacturing and supply chain optimization further underscores the potential of AI-driven solutions in addressing complex health issues.

5

## Euro Alliance Switzerland's NANOVEDA - Pioneering Ayurvedic Solutions in Innovative Formats

### Context:

Euro Alliance Switzerland's venture to expand its portfolio with Ayurvedic ingredients in novel delivery formats.

1



2

### NutrifyGenie AI Solution:

1. Ingredient Selection: Scanned 2,700 Ayurvedic medicinal plants, selecting the best based on standardization data.

2. Innovative Formats: Recommended the use of nanoparticles to explore unique delivery methods like rapid-dissolving thin films or sprays.



### Operation Execution:

1. Delivery Format Selection: Chose rapid-dissolving strips as the primary delivery format, utilizing standardized Ayurvedic nanoparticles.

2. Biochemical Pathway Development: Created a suggested biochemical pathway for products to ensure faster outcomes.

3. Supply Chain and Distribution: Identified a Contract Manufacturing Organization (CMO) specialized in rapid-dissolving strips and distributors in the USA, the initial launch market.

4. Regulatory Compliance: Assessed U.S. regulatory requirements to finalize ingredients, leading to the development of a comprehensive portfolio at the selected CMO.

3



4

### Outcome:

1. Brand Launch: Successfully launched the NANOVEDA brand in the USA, followed by expansion into the Indian market.

2. Market Impact: Euro Alliance's NANOVEDA brand, enabled by NutrifyGenie AI, has effectively merged traditional Ayurvedic wisdom with modern technology, offering innovative and effective wellness solutions.



### Conclusion:

Euro Alliance Switzerland's NANOVEDA is a testament to the power of combining AI-driven insights with traditional knowledge. This case study highlights the successful integration of ancient Ayurvedic practices into modern, consumer-friendly formats, creating a unique presence in the wellness market, both in the USA and India.

5

## Navigating Nutraceutical Markets: Nutrify Genie's Success Story Episode 1

NutrifyGenie, an AI driven Engine has emerged as a pivotal player in revolutionizing the ideation to commercialization process in the nutraceutical industry. As an AI-driven engine, it has redefined the entire trajectory from ideation to commercialization, offering a comprehensive solution that addresses the multifaceted challenges faced by companies in this dynamic sector. This revolutionary platform leverages advanced algorithms, to guide businesses through the intricate process of developing, refining, and launching nutraceutical products on a global scale. By amalgamating scientific research, and technological advancements, NutrifyGenie not only accelerates the pace of product development but also ensures a nuanced understanding of regulatory landscapes, and emerging trends.

Let's unveil one of the Success Stories of NutrifyGenie.

NutrifyGenie played a crucial role in the transformation of a Switzerland-based health-tech company's vision into reality.

### SWITZERLAND-BASED HEALTH-TECH COMPANY EXPANDS INTO INDIA AND BEYOND

#### NUTRIFYGENIE'S IMPACT: RESULTS?

- ▷ The company established a foothold in the Indian market
- ▷ Successfully signed up with major international retailers like Walmart, expanding its presence across three countries.
- ▷ Brings Ayurveda in combination with Nanotechnology



#### 3 PORTFOLIO BUILDING & SCIENTIFIC COMMUNITY ENGAGEMENT

Nutrify Genie contributes to the development of nutraceutical product portfolio and establishes connections and collaborations with the scientific community to ensure the incorporation of validated & efficacious ayurvedic ingredients



#### NUTRIFYGENIE'S APPROACH TO THE SOLUTION

Nutrify Genie conducts an in-depth analysis of the company's vision and goals for entering the nutraceutical market and leverages its extensive research capabilities to identify market opportunities, trends, and potential challenges.



#### 1 CHALLENGE IN TRANSLATING VISION INTO A NUTRACEUTICAL BUSINESS

Primary challenges involved sourcing and integrating clinically proven ayurvedic ingredients, navigating the intricacies of the diverse Indian market, and establishing partnerships with major international retailers.



## Shield Healthcare & NutrifyGenie AI: Revolutionizing Cognitive Care Product Launch

### Challenge:

Shield Healthcare aimed for a swift market entry with a novel single-strain probiotic cognitive care product. Their goal was to capitalize on market opportunities by introducing innovative concepts.

**1**

### 2 NutrifyGenie AI Solution:

Utilizing NutrifyGenie's advanced AI, we conducted a comprehensive scan of global probiotic strains. Our AI system identified both proven and untested promising strains. With an innovative approach, Shield Healthcare was equipped to select a probiotic strain tailored for cognitive care, backed by robust AI-generated insights.



### Operation Strategy:

NutrifyGenie AI delved into strain characteristics and gut-brain interaction mechanisms, uncovering a Taiwanese strain with extensive research, yet pending FSSAI approval. Despite logistical and regulatory challenges in India, this strain's strong clinical trial background provided a unique competitive advantage.

**3**

Subsequently, our AI identified an under-the-radar strain approved by FSSAI, predicting its high potential in cognitive care. This predictive analysis positioned the strain as a frontrunner in the cognitive care segment.

**4**

### Research Support:

NutrifyGenie AI aggregated global clinical research, bolstering the likelihood of the product's success.



### Outcome:

Leveraging NutrifyGenie AI's data, Shield Healthcare successfully launched 'Cognibiotic'. The product's test launch showed promising results, paving the way for a national rollout. Inspired by this success, Shield Healthcare initiated a post-marketing study to generate proprietary clinical data, further solidifying its market position.

**5**

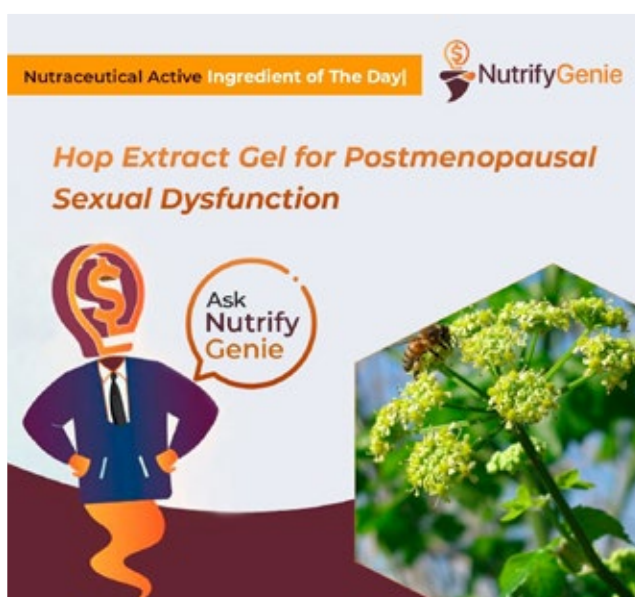
## INGREDIENTS OF THE MONTH

A recent systematic review of seven randomized controlled trials suggests that ginger significantly reduces pain intensity in primary dysmenorrhea. The meta-analysis showed a notable impact on the pain visual analogue score, with a risk ratio of -1.85 (95% CI -2.87 to -0.84,  $P = 0.0003$ ). Daily intake of 750-2000 mg of ginger powder during the first 3-4 days of the



menstrual cycle demonstrated effectiveness. These findings provide promising insights into a natural remedy for menstrual pain relief

Wondering how? Ask NutrifyGenie now



A recent study with 63 postmenopausal women revealed that a vaginal gel containing hop extract was as effective as estradiol in improving sexual dysfunction.

Wondering how? Ask NutrifyGenie now

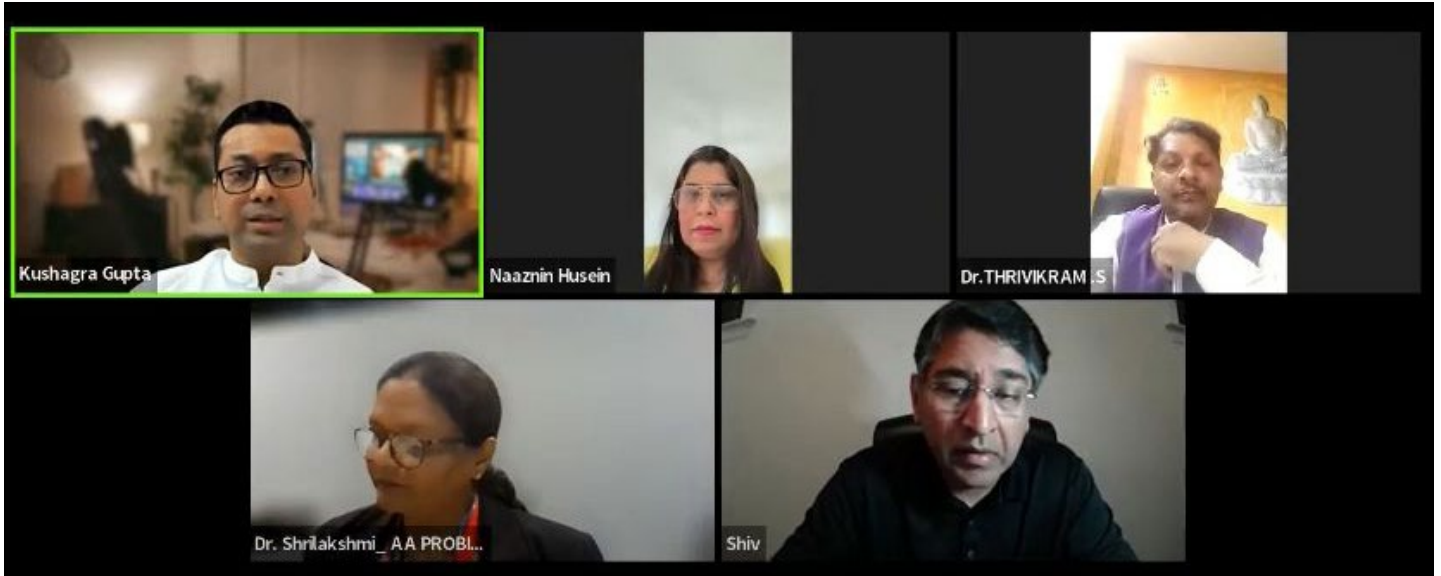
Ask NutrifyGenie

# EVENTS OF THE MONTH



24 February 2024

## The Plate of Future Dynamic live Talk Show with Kushagra Gupta



Can Diabetes be solved with mass awareness campaigns? Experts agree on this. Just like Polio, TB and many other mass health problems have been. Would multi-variable data based personalization, psychotherapeutics, food engineering, gut microbiome, holistic lifestyle management along with digital, influencer and mass consumer level marketing help 150 million diabetics and prediabetics?

It was amazing to hear two diabetics cum entrepreneur's Shrilakshmi Desiraju Shiv Vallabhaneni decade long success story of keeping their HbA1c under 6.5 (>6.5 is diabetes) with simple lifestyle changes. And Diabetology and Nutrition Leaders Dr. THRIVIKRAM. S NAAZNIN HUSEIN agree with it. It was lovely to hear that changes in food habits are a strong variable in management of diabetes. The only obstacle is to solve for affordability and convenience. A wonderful candid and engaging conversation on how innovation in food, nutrition and nutraceuticals going to shape Diabetes management.





In the recent pitch facilitated by Nurify, the synergy was appreciable. Swapnil and you seamlessly orchestrated an environment conducive to engagement and collaboration. Networking opportunities were strategically integrated, fostering connections with potential partners and clients.

NurifyToday's involvement added an impartial sheen, lending credibility to our offering. The event not only elevated our brand but also emphasized the invaluable role of intermediaries in amplifying business opportunities. It was an enlightening experience, affirming the impact of collaborative efforts in the competitive landscape.



**Yash Pawar**

Executive - Sales and Marketing  
Gangwal



Today it matters a lot on how and where you spend your marketing budget to generate returns for your business. Everyone around us questions on returns you got from particular spent..... We are happy to see returns on our spending on Nurify C Suite Sumflex. This is not one time event for us, it is a chain of events throughout the year followed by many events. They give us the opportunity to meet customers of our choice throughout the year. We really appreciate team Nurify Today's efforts in facilitating multiple rounds of one one-on-one customer meetings. Akansha and Swapnil deserve special mention here as both of them have put a lot of effort into helping us by arranging online and offline meetings. Great work by team Nurify Today thank you so much!



**Yogesh Pawar**

Sales Manager, Health Business- South  
Asiaat International Flavors & Fragrances,  
IFF



As a nutraceutical ingredient manufacturer, I found Nurify to be an excellent platform for expanding my network and generating interest in my products. It provides a unique space to connect with potential business partners, share scientific insights, and effectively communicate product value propositions concisely and engagingly. If you're looking to make your mark in the nutraceutical industry, Nurify is definitely worth exploring!



**Megha Marwah**

Designation- Manager, Technical Services  
AstaReal India Pvt Ltd



# EXCLUSIVE YEAR LONG BENEFITS

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Unlock year-round business connections in the nutraceutical industry with Nurify Today's innovative approach. Our virtual platform connects you directly with decision-makers like BD heads, procurement leaders, R&D experts, and medical professionals, starting in India and expanding globally, including the US.

But there's more – tell us your ideal contacts and our AI (Nurify Genie) platform will find and facilitate networking opportunities for you. Join Nurify Today's C-Suite Sumflex 2024 membership for consistent, meaningful meetings that drive business success. Say goodbye to waiting and hello to "Networthing the Networks" with us!

Networthing of Network in action....

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1 Networking meet in October with decision-makers and much more business opportunities....

To be continued....

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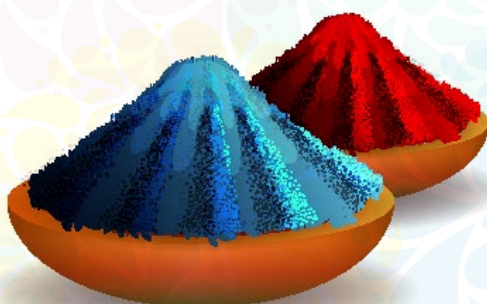
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