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**NUTRIFYTODAY  
C-SUITE SUMFLEX  
2025**

Networthing the Networks

**5 - 6 JUNE, 2025**

MUMBAI, INDIA

<https://nutrifysuite.com/>

## EMBRACING AYURVEDIC PRINCIPLES IN MODERN NUTRACEUTICALS: THE LEGACY OF ELDERCRAFT® EUROPEAN BLACK ELDERBERRY EXTRACT



### BRITTA BUSCH

Global Sales Manager Health  
& Nutrition Ingredients  
Iprona Lana SpA

## ENZYMES : CATALYSTS DRIVING BIOPHARMACEUTICAL INNOVATION



### GAURAV KAUSHIK

Managing Director & CEO,  
Meteoric Biopharmaceuticals

## Ideation to Commercialization AI Engine



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# FROM THE DESK OF CHIEF CATALYST NUTRIFYTODAY

Dear Dietary Supplement Industry Stakeholders,

On a recent trip to the USA, an industry leader mentioned that India is entering its own gold rush in the dietary supplement market—similar to what the US experienced in the early 2000s. While this sounds commercially exciting, it brings up a critical question: Can India learn from the US journey and carve out a more responsible path forward for nutrition? It's a topic worth debating.

One hot subject dominating conversations in the US was the rising opportunity for high-dense nutrition support for GLP-1 drug users managing their weight. This led me to wonder: Could the dietary supplement industry evolve into a high-science, evidence-driven sector that not only complements drug efficacy, but also minimizes adverse effects or fill in the gaps for pre- and post- drug usage?

As GLP-1 receptor agonists like semaglutide and liraglutide revolutionize weight loss and diabetes care, they're clearly game-changers. However, a key question lingers: What about those looking for natural alternatives before starting these drugs as a last option or after completing their treatment?

Enter Polyherbs—natural plant-based compounds used for centuries to regulate metabolism, control appetite, and promote fat burning. Polyherbal supplements might offer a compelling alternative for those on the cusp of GLP-1 drug use or as a way to maintain results post-treatment.



**AMIT SRIVASTAVA**

**Chief Catalyst  
Nutrifly Today**

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

### **Pre-GLP-1 Users: A Preventive Opportunity?**

For those nearing the need for pharmaceutical intervention, polyherbs present a preventive solution. Could a carefully formulated polyherbal supplement delay or even prevent the need for GLP-1 drugs? Ingredients like berberine, bitter melon, and green tea extract show potential in enhancing insulin sensitivity and regulating blood sugar—functions aligned with the GLP-1 pathway.

Polyherbs may provide a gentler, natural option for individuals seeking to manage their health proactively, without immediately turning to pharmaceuticals.

### **Post-GLP-1 Users: Sustaining Results Naturally**

After weight loss with GLP-1 drugs, the real challenge becomes maintenance. Could polyherbs support continued weight management and prevent weight regain? With their ability to influence multiple metabolic pathways, polyherbs could help maintain balance without the side effects of long-term drug use.

The opportunity is exciting, but it's rooted in a single question: Is the science there? Are we, as an industry, ready to invest in the research necessary to validate polyherbs as legitimate partners in this weight management journey?

As healthcare becomes more personalized, integrating polyherbs into the weight management equation—whether before or after pharmaceutical intervention—opens new possibilities. Could polyherbs be the key to balancing natural wellness with modern medicine, and providing sustainable solutions for millions?

Let's chart a responsible, research-driven path forward and take advantage of this unique moment in the dietary supplement industry.

## Embracing Ayurvedic Principles in Modern Nutraceuticals:

# THE LEGACY OF ELDERCRAFT® EUROPEAN BLACK ELDERBERRY EXTRACT



by Britta Busch, Global Sales Manager, iprona

India's Ayurvedic tradition emphasizes harmony between nature and health. For over 100 years, approximately 7,000 km away in the heart of Europe, our family-run company has remained true to these time-honored principles, cultivating our ingredients in harmony with nature and adhering to the strictest production standards. This is not just our legacy; it's our commitment to health, reflected in the polyphenol-standardized dark berry extracts of the Craft product line.



ElderCraft® European black elderberry extract (*Sambucus nigra* L.) exemplifies how trusted cooperation over generations and modern science can work together. In the 1980s, we began working with the first cooperative in Austria to jointly select and cultivate only the best fruits. These cooperations and their traceable European supply chains remain at the heart of our Craft products today.

Using IPT - Iprona Polyphenol Technology - our alcohol free extraction process is environmentally friendly and maintains the purity and potency of the elderberries. This method aligns perfectly with Ayurvedic principles, preserving the natural qualities of the ingredients.

## **Scientific Validation and Immune Support**

While deeply rooted in tradition, our approach is firmly guided by science. Studies have demonstrated that ElderCraft® can boost immune response, particularly during cold and flu seasons. Its potent antiviral and antibacterial properties help the body against harmful upper respiratory tract infections. Moreover, ElderCraft® shows promise as a prebiotic, supporting gut health—an area increasingly recognized as central to immune function.

## **Beyond ElderCraft®: A Craft Product Line You Can Trust**

Our commitment to quality and innovation doesn't stop with ElderCraft®. We have developed a range of Craft products, each with unique health benefits. Choosing ElderCraft® and other Craft products means choosing a century-old legacy, deeply rooted in nature and supported by modern science.

**[www.craft-ingredients.info](http://www.craft-ingredients.info)**

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Extract Standardised  
with 10% AKBA



Ensure a Healthy Gut  
for **Overall Wellbeing**



# ENZYMES : CATALYSTS DRIVING BIOPHARMACEUTICAL INNOVATION

Enzymes, play a pivotal role in driving innovation and efficiency in drug manufacturing processes. With around 75,000 enzymes residing within the human body, these biological catalysts facilitate biochemical reactions essential for life. In the realm of pharmaceuticals, enzymes serve as bio-catalysts, enabling the cost-effective and sustainable mass production of small-molecule drugs.

The distinct characteristics of enzymes, including their high effectiveness, selectivity, and ability to operate under mild reaction conditions, make them invaluable in drug manufacturing. Unlike chemical/synthetic drugs, enzymes exhibit superior binding affinity and act with greater specificity, enhancing therapeutic outcomes while minimizing adverse effects.

Specialty enzymes, distinguished by their enhanced catalytic properties and yield optimization capabilities, are particularly vital in the production of cell and gene therapy drugs. These enzymes ensure consistency, quality, and specificity, enabling the manufacturing of novel therapeutic products with precision and efficiency.

Moreover, enzymes play a crucial role in the development of plant-based alternatives to animal-originated biologics. Through molecular farming, plants are engineered to produce therapeutic proteins on a large scale, offering a cost-effective and sustainable approach to drug manufacturing.



**GAURAV KAUSHIK**

**Managing Director & CEO,  
Meteoric Biopharmaceuticals**

As the biopharmaceutical industry continues to evolve, enzymes remain at the forefront of innovation, driving advancements in drug development, production, and delivery. With ongoing research and technological advancements, the potential of enzymes in shaping the future of biopharmaceuticals is boundless.



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## ACCREDITATIONS



**ZEON LIFESCIENCES LTD.**  
Paonta Sahib, H.P-(Plant)  
Noida, UP - (Head Office)



Zeon Lifesciences Ltd.  
marketing@zeon.co.in  
info@zeon.co.in

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# INGREDIENTS OF THE MONTH

Galanthamine, a potent alkaloid extracted from the early spring flowering Galanthus plant (Amaryllidaceae), is a selective, reversible inhibitor of acetylcholinesterase (AChE). Widely used in treating Alzheimer's disease, it increases acetylcholine concentrations at cholinergic synapses by preventing its breakdown, thereby enhancing cognitive function. Notably, galanthamine also acts as an allosteric modulator of neuronal nicotinic receptors, offering a dual mechanism of action that makes it a unique and effective agent in managing Alzheimer's symptoms.



Wondering how? Ask NutrifyGenie now




Iris Pallida Extract (IPE) is a powerful botanical ally against cortisol-induced skin damage. Known for its antioxidant and anti-inflammatory properties, IPE effectively combats stress-related decreases in type 1 collagen and hyaluronic acid (HA) synthesis. By inhibiting cortisol's effects on the skin and blocking glucocorticoid receptor (GR) translocation, IPE helps restore skin's firmness and hydration. This makes it a promising ingredient for cosmetics aimed at rejuvenating and protecting stressed skin.

Wondering how? Ask NutrifyGenie now

Ask NutrifyGenie

 <https://nutrifygenie.com/>

 [wow@nutrifytoday.com](mailto:wow@nutrifytoday.com)

 +91 - 9538011662

# INGREDIENTS OF THE MONTH

Ganoderma lucidum, known as Reishi or Lingzhi, is a revered medicinal mushroom with a history of use in Asian traditional medicine. This powerhouse is celebrated for its hepatoprotective properties, offering a broad spectrum of benefits for liver health. Rich in polysaccharides and triterpenoids, G. lucidum supports liver function by modulating enzyme activities, suppressing harmful  $\beta$ -glucuronidase, exhibiting antifibrotic and antiviral effects, and maintaining nitric oxide levels and calcium homeostasis. Its antioxidant and immunomodulatory actions make it an invaluable component in managing chronic liver disorders and a promising candidate for both nutraceutical and functional food applications.

Wondering how? Ask NutrifyGenie now




Agastache Rugosa Kuntze, a traditional herbal remedy, shows remarkable promise for skin health. Rich in phenolic compounds, its hot water extract (ARE) delivers powerful antioxidant, anti-inflammatory, and antiwrinkle benefits. ARE effectively scavenges free radicals, suppresses nitric oxide and reactive oxygen species (ROS), and boosts the skin's barrier function by enhancing filaggrin and caspase-14 levels. Additionally, it inhibits enzymes that contribute to skin aging, like elastase and hyaluronidase. These properties position Agastache Rugosa as a potent natural ingredient for cosmetic formulations aimed at skin protection and rejuvenation.

Wondering how? Ask NutrifyGenie now

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**8**  
HOURS

**50**  
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**40**  
MATURED

**REMAINING CALLED FOR FURTHER EVALUATION**



**NutrifyToday is proud to contribute to the mission of building a \$100 billion nutraceutical industry in India by signing an MoU with National Institute of Food Technology Entrepreneurship and Management, Kundli (NIFTEM-K) , an institute of national importance, in the presence of Sri Ranveet Singh Bittu, Minister of State, MOFPI Government of India**



- **This partnership shall establish a Center of Excellence in Nutraceuticals, where NutriflyGenie AI will be deployed to accelerate PhD students' research and help commercialize it through NutriflyToday's network spanning 11 countries.**
- **Postgraduates and PhD students will be trained to operate NutriflyGenie AI, preparing them for future roles in the nutraceutical industry.**
- **A Think Tank and industry connect body will be formed to foster responsible nutrition and influence policies to support the \$100 billion nutraceutical mission.**
- **NutrifyToday Academy will extend its courses for NIFTEM students under the institute's guidance.**

**Special thanks to  
visionary leader Dr. Harinder Singh Oberoi,  
and his key team members:  
Dr. Komal Chauhan & Shri Arun Om Lal**



**ANNOUNCING  
NUTRIFY TODAY  
DEALSPHERE: THE  
ELITE BUSINESS  
EXCHANGE**





The ultimate VVIP gathering for decision-makers, deal-makers, and industry pioneers is here. As we unveil NUTRIFY C-SUITE SUMFLEX, everything has levelled up—more focus, direct deals, and serious networking. It's the end of an era with the iconic BD Party, which sailed from yacht gatherings in 2022 to skyscraper rooftop soirées. Now, we're thrilled to present a game-changer:

NutrifyToday DealSphere: The Elite Business Exchange—a private, high-stakes event where industry leaders in pharma, nutraceuticals, OTC, and investors come together for in-depth discussions, deal-making, and investment opportunities in a luxury setting.

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But there's more – tell us your ideal contacts and our AI (Nutrify Genie) platform will find and facilitate networking opportunities for you. Join NutrifyToday C-Suite Sumflex 2025 membership for consistent, meaningful meetings that drive business success. Say goodbye to waiting and hello to "Networthing the Networks" with us!

To be continued....

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For any business enquiries, please write to us: [hello@nutrifytoday.com](mailto:hello@nutrifytoday.com)

## Contact our team

**Speaking/ Partnership/Delegate Opportunity**

**Akansha Kuriyal**

✉ [akansha@nutrifytoday.com](mailto:akansha@nutrifytoday.com)

☎ +91 98331 96127

**Khasim M**

✉ [khasim@nutrifytoday.com](mailto:khasim@nutrifytoday.com)

☎ +91 99715 72969

**Sandeep Mahobia**

✉ [sandeep@nutrifytoday.com](mailto:sandeep@nutrifytoday.com)

☎ +91 77381 59617

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