

WEBINAR ON NUTRACEUTICALS & DIETARY SUPPLEMENTS: RESEARCH & DEVELOPMENT

AUTHOR

Dr Shashank Bhalkar,
Asst Director,
PFNDAI



With increased incidences of life style ailments, there is greater awareness about treating these with change of life styles, which includes treatment with specialised foods rather than medicine. Regulators have proactively formed regulations for this category of foods. This in turn has triggered innovation in product formats and types in this category. With this in mind, Protein Food & Nutrition Development Association of India (PFNDAI) conducted a webinar on 23rd August 2022 in association with Amway on the topic “Webinar on Nutraceuticals & Dietary Supplements: Research and Development”. The event was sponsored by Amway.

Ms Dolly Soni, Manager Marketing and Projects PFNDAI welcomed all the speakers and participants on this occasion. She

introduced all the speakers.

Dr J. S. Pai, Executive Director PFNDAI, appreciated the great response received for this

Webinar on important topic. He thanked the sponsors “Amway India” for their nice gesture. He informed that Dr. B. Sesikeran, Chairman Scientific



Dr Jagadish Pai

Advisory Committee PFNDAI who is Panel moderator will join little later. The first speaker was called upon for the presentation.



Ms Dolly Soni

First presentation on “Ayurceuticals: Potential for R&D in Global Healthcare” was jointly prepared by Dr Ashok Vaidya Prof. Emeritus & Dr Rama Vaidya

Director, Division of Endocrine and Metabolic Disorders, Medical Research Centre- Kasturba Health Society and Dr Shobha Udipti, Research Director of Kasturba Health Society-Medical Research Centre.

Then Dr Rama Vaidya presented the subject. She opened her presentation by showing photograph of Faculty and Staff of Medical Research Centre- Kasturba Health Society.



Dr Rama Vaidya



Ms Dolly Soni



Dr Jagadish Pai



Mr Arjun Dasoondi



Dr Vidya Sridhar

Lycopene. Efficacy of Nutraceuticals is done by human intervention trials which are must.

Dr Vidya Sridhar Senior Manager, Food Designer, I&S - Amway & Mr Vikram MA, Associate Manager, Process Development, I & S- Amway presented on "Formulations& Processes for Food & Supplements" Dr vidya started her presentation on the overview of "Global R&D Footprint of Amway and how their 75 laboratories worldwide are responsible to develop world class

Stephen De Felice Founder and chairman of the Foundation for Innovation in Medicine coined the term Nutraceuticals in 1989. She talked about the definition of Ayurceuticals as mentioned in FSSAI and said the current focus is on rapid product development rather than basic R&D. The same botanical substance can be used as Ahara, Ahara-Aushadha, Aushadha-Ahara and Aushadha. She also explained how phytochemicals in Pomegranate peels are useful in treating many non-Communicable diseases. A study on three generations on how traditional food (In Gujarat) KATLU laddu is useful in new mothers was presented.

Dr Sudershan Rao Former Deputy Director, National Inst. of Nutrition spoke on "Safety & Efficacy of Nutraceuticals". In his talk he elaborated



Dr Sudershan Rao

safety and efficacy of Nutraceuticals with special reference to Indian regulations. FAO/ WHO has defined Food safety and is applicable to Indian products as well. It is very important to maintain safe level of nutrients/ ingredients while formulating the products. He explained the concept of Hazard identification and safety evaluation. It is important to maintain Tolerable Upper intake level. Different health claims like ingredient function claims, immunity claims, anti-ageing claims can be made on formulations. However, disease reduction claims are not permitted in India. He further explained the benefits various vitamins/ ingredients which include Vitamin D,



Dr Vidya Sridhar

products. Her talk was an excellent review on how formulation development occurs. While developing the product from concept to launch, R&D scientist has to interact and work with multidiscipline which includes marketing, supply

chain, laboratory, Regulatory and procurement. Ingredient selection is key in developing Nutraceutical products. Mr Vikram spoke about the formulation developed by Formulation team through various steps is ultimately taken to the consumer. This is a complex process involving scale up, testing and equipment.



Mr Vivek Parashar, Manager Analytical & Stability, Amway spoke on “Quality Standards in Dietary Supplements”. He briefly touched upon FSSAI

Regulations and the ingredients approved in four schedules for this category. These are approved because of their safety and efficacy.

To ensure the quality, Amway has different attributes like use of ingredients approved by local regulations, use of internal quality standards. Amway also uses global standards, Indian and international compendia and ICH guidelines for the quality. Quality plays a role at every stage of development, scale up and actual manufacturing. Amway has advanced analytical instruments also they collaborate with external labs when necessary.



Mr Vivek Parashar

Mr. Vijendra Kumar, Senior Manager, Botanical Scientist, I&S- Amway talked on “Ingredients and Botanical Traceability and Sustainability.”

Traceability is important at every stage of development, right from ingredients to final product. In the 6000 farms worldwide which are sustainable, they grow botanicals which are used in Nutrilite products.

Sustainability and traceability are maintained through “Nutricert” program. Through this program, they certify the farms with gold, silver and bronze standards.

Panel for discussion consisted of Mr Ajay Khanna, Chief



Mr Vijendra Kumar

Marketing Officer, Amway India Enterprises Pvt. Ltd, Mr Arjun Dasoondi, Associate Vice President- Process and Packaging Engineering, I&S Amway, Ms Zamurrud Patel, HOD, Chief Dietitian, Global Hospital & Dr Subhadra Mandalika, Asso. Prof. of Nutrition, College of Home Sci, Nirmala Niketan. This was moderated by Dr Sesikeran.

It was an excellent session in which wide range of topics including Bioactive compounds and their roles, role of nutraceuticals in human health, need of nutraceuticals, innovations were discussed by the eminent panellists. Dr Sesikeran conducted the session very efficiently by adding his special observations and comments.

Panel for Discussion



Dr Sesikeran B



Mr Ajay Khanna



Dr Subhadra Mandalika



Dr Jagadish Pai



Ms Zamurrud Patel



Mr Arjun Dasoondi

PFNDAI in collaboration with **Amway** presents webinar on
Nutraceuticals & Dietary Supplements: Research and Development

SPEAKERS

Dr. Ashok Vaidya
Prof. Emeritus
Kasturba Health Society-
Medical Research Centre

Dr. Rama Vaidya
Director, Division of
Endocrine and Metabolic
Disorders, Medical Research
Centre- Kasturba Health
Society

Dr. Sudershan Rao
Former Deputy Director,
National Inst. of Nutrition,
Hyderabad

Dr. Vidya Sridhar
Senior Manager, Food
Designer, I&S- Amway

Mr. Vijendra Kumar
Senior Manager, Botanical Sciences, I&S-
Amway

Mr. Vivek Parashar
Manager Analytical & Stability,
Amway

Mr. Vikram M A
Process Development Engineer,
I & S- Amway

Dr Sesikera B

Mr Ajay Khanna

Dr Subhadra Mandalika

Mr Arjun Dasoondi

Dr Jagadish Pai

Ms Preeti Yadav

Dr Sesikera B