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**PHARMACOGNOSY, PHYTOCHEMISTRY  
& NATURAL PRODUCTS**  
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### **Weight management naturally: Evidence-based approach**

The use of natural products and plant based dietary supplements has potential to keep the increasing prevalence of metabolic syndrome in check. According to a recent survey, over 42 percent of adults in the United States reported using one or more forms of alternative medicines or dietary supplements for obesity and the metabolic syndrome continue to plague the world at an alarming rate. In recent years, it has been reported that obesity and its metabolic complications will cause both substantial socio-economic and physical burden on society. Furthermore if untreated, diabetes, hypertension, dyslipidemia and others more severe conditions will increase. Because weight perturbations are so prevalent and harmful, many different pro-pharmacological approaches have been developed to treat the overweight state and obesity. The use of pharmacological drugs has become a popular means to overcome excess weight. While these drugs generally are effective, severe adverse toxicities may limit their overall usefulness. A nutritional based intervention is being hailed as an inexpensive alternative to the aid for weight loss and weight management. This presentation will cover: Market and product trends, marketing and branding hype, consumer's attitude and how it is pulling new product developments, recognize the key growth areas in the functional food and beverage markets and how to capitalize most effectively in weight management, evidence-based dietary supplements and nutraceuticals, regulatory threats and moving forward to obesity research.

### **Biography**

Dilip Ghosh has received his PhD in Biomedical Science from University of Calcutta, India. Presently, he is a Fellow of American College of Nutrition, Professional Member of AIFST and also Editorial Board Member of several journals. He has published more than 70 papers in peer reviewed journals, numerous articles in food and nutrition magazines and 4 books under CRC Press, USA. Previously, he had been the part of renowned companies like- Organon Ltd., India, Hort Research, New Zealand, HN-RCA at Tufts University, USA, The Smart Foods Centre and Neptune Bio-Innovation Pty. Ltd., Australia.

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