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## Nutraceuticals: Exploring present scenario and challenges

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Let Food be the medicine and medicine be food said the great Greek physician Hippocrates. This is the era of organic foods and health conscious end users, who constantly seeking minimally processed foods. This is where the idea of Nutraceutical comes into picture. Nutraceuticals encompasses a wide range of products including dietary supplements, isolated nutrients, designer foods and herbal products. Food or food products provide health and medical benefits including prevention and treatment of disease. In the current scenario the end users will be more receptive for natural food as medicine than drugs. Many pharmaceutical companies are interested in the vast potential market value of nutraceuticals. The global market for nutraceuticals is projected to reach \$241.1 billion by 2019, growing at 7% CAGR. The exponential growth in ever expanding nutraceutical market is an evidence of this trend. This can be a double edged sword as rules and regulations for nutraceuticals fall under the grey zone i.e., the rules and regulations that apply to drugs or food do not apply for it. This can be exploited by the pharmaceutical companies to their advantage as there is minimal investment in releasing a nutraceutical into the market than a new drug development. So this review aims to highlight the current trends and challenges the policy makers should be concerned about as nutraceuticals is a phenomenon and it is trending now.

### Biography

Pallavi M Kamath has completed her MBBS from AJ Institute of Medical Sciences, Mangalore and she is currently pursuing Post graduate course in MD Pharmacology at JJM Medical College Davangere, Karnataka.

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