

# All Your Ingredients In One Magazine

# Ingredients

## SOUTH ASIA

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# Natural active nutrients - Advantages

**DR SANJAY AGRAWAL**

**T**HE phrase natural active nutrients refers to goods regulated as medications, food ingredients, and dietary supplements. While the term is not always defined the same way depending on the country, it is typically understood to refer to a product that has been separated from foods and is generally sold in medicinal forms unrelated to food. A natural active nutrient product may be defined as a substance that has physiological benefits or provides protection against chronic diseases.

Natural active nutrients can be used to boost well-being, slow down aging, stop chronic diseases from occurring, lengthen life expectancy, or support the body's structure or functions.

Contrary to pharmaceuticals, natural active nutrients are compounds that often do not have patent protection. Although both pharmaceutical substances may be used to treat or prevent disease, the government only approves pharmaceutical substances.

A product is deemed a dietary supplement if it



bears or contains one or more of the nutritional components listed below: a concentration, metabolite, constituent, extract, or mixture of these ingredients. Humans use a mineral, vitamin, amino acid, medicinal plant or other botanical, nutritional supplement to boost daily intake. The nutritional supplements known as active nutrients are utilised for medical conditions other than nutrition.

Natural active nutrients are essential to the pharmaceutical industry, providing patients various health benefits. These nutrients are derived from natural sources, such as plants, and can treat multiple health conditions, from minor ailments to chronic diseases.

One of the key benefits of natural active nutrients is that they are often more easily absorbed by the body than synthetic nutrients. This is because they are derived from natural sources that the body is more familiar with and are often packaged in an easily digestible form. This means patients can receive the full benefits of the nutrients more quickly and effectively.

Some of the most commonly used natural active nutrients in pharmaceuticals include:

## Omega-3 Fatty Acids

Omega-3 fatty acids are a type of fat found in fish and other sources such as flaxseed and walnuts. They are essential nutrients for brain and heart health and have been shown to help reduce inflammation in the body. Omega-3 fatty acids are commonly used in supplements and medications to help improve heart health and reduce the risk of heart disease.

## Vitamin C

Vitamin C is a powerful antioxidant found in citrus fruits, berries, and leafy green vegetables. It is essential for immune system function and can help protect against the development of chronic diseases such as cancer and heart disease. Vitamin C is often used in supplements and medications to help support immune system function and improve overall health.

## Vitamin D

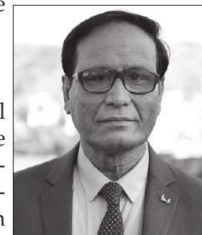
Vitamin D is a nutrient found in sunlight and certain foods, such as fatty fish and fortified dairy products. It is essential for bone health and can help prevent os-

teoporosis. Vitamin D is commonly used in supplements and medications to help improve bone health and reduce the risk of fractures.

## Zinc

Zinc is a mineral that is found in a variety of foods, including oysters, meat, and nuts. It is crucial for immune system function and can help reduce the duration and severity of colds and other infections. Zinc is often used in supplements and medications to help support immune sys-

tem function and improve overall health.



## Curcumin

Curcumin is a natural compound found in the spice turmeric. It has anti-inflammatory properties and has been shown to help reduce pain and inflammation. Curcumin is often used in supplements and medications to help reduce the symptoms of arthritis and other inflammatory conditions.

## Synergistic Effects

In many cases, natural active nutrients work synergistically with one another to provide more significant health benefits than they would if taken individually. For example, vitamin C and zinc work together to support immune system function, while omega-3 fatty acids and vitamin D work together to support bone health.

## Sustainable and Environmentally-Friendly

Using natural active nutrients in pharmaceuticals can be more sustainable and environmentally-friendly than relying solely on synthetic

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# Growth attributed to various factors

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herbal medicines manufacturers (Fig.1).

## Herbal Medicine Startups in India

**1. Kapiva Ayurveda:** Kapiva Ayurveda is a startup that sells herbal and natural products such as teas, juices, and supplements made from Ayurvedic herbs. The company is based in Mumbai, Maharashtra.

**2. Vedix:** Vedix is a personalised Ayurvedic hair care startup based in Hyderabad, Telangana. The company offers a unique hair analysis service and creates customised hair care products based on the customer's individual needs.

**3. HerbHeal:** HerbHeal is an online marketplace for Ayurvedic and herbal products. The company is based in Delhi and offers a wide range of products from various Ayurvedic and herbal brands.

**4. Just Herbs:** Just Herbs is a beauty and skin-care brand that uses Ayurvedic herbs and natural ingredients in their products. The company is based in New Delhi and offers a range of skin-care, hair care, and beauty products.

**5. Jiva Ayurveda:** Jiva Ayurveda is a chain of Ayurvedic clinics and a herbal medicine brand based in Faridabad, Haryana. The company offers a range of Ayurvedic treatments and products for various health conditions.






According to a report by ResearchAndMarkets, the herbal medicine market in India was valued at US\$2.5 billion in 2018 and is projected to reach US\$5 billion by 2024, growing at a CAGR of 14.5% during the forecast period. This growth is attributed to various factors such as increasing awareness about the benefits of

herbal medicines, a shift towards natural and organic products, and rising healthcare costs. The market is expected to continue to grow at a rapid pace, with increasing demand for natural and plant-based products, rising awareness of the benefits of herbal medicines, and a growing middle class with disposable income.

Overall, the herbal medicine market in India is expected to continue to grow in the coming years, driven by increasing demand for natural and plant-based products, a growing middle class with disposable income, and government initiatives to promote traditional medicine systems. Moreover, the Covid-19 pandemic has further increased the demand for herbal medicines in India as people are looking for natural ways to boost their immunity and stay healthy. The herbal medicine industry in India is a significant contributor to the country's economy and plays an important role in providing healthcare solutions to people. ○

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Alok et al. in the year 2008 published a list of medicinal plants whose market potential is very high (Table 1).

S.N	Name of the plant	Figures	Medicinal uses
1	Aconitum ferox (Ranunculaceae), Common name: Vatsnabh		<ul style="list-style-type: none"> <li>• Cardiac stimulant</li> <li>• Anti-rheumatic</li> <li>• Anti-inflammatory</li> </ul>
2	Aconitum heterophyllum (Ranunculaceae), Common name: Atis		<ul style="list-style-type: none"> <li>• For curing stomach ache and fever</li> <li>• Tonic</li> <li>• Febrifuge</li> <li>• Anti-cough</li> </ul>
3	Allium sativum (Liliaceae), Common name: garlic		<ul style="list-style-type: none"> <li>• Anti-hypertensive</li> <li>• Anti-hyperlipidemic</li> <li>• Platelet aggregation</li> <li>• Suppressant</li> </ul>
4	Azadirachtaindica (Meliaceae), Common name: Neem		<ul style="list-style-type: none"> <li>• Anthelmintic</li> <li>• Astringent</li> <li>• Anti-septic</li> <li>• Purgative</li> <li>• Emollient</li> <li>• Anti-plaque</li> </ul>
5	Andrographispaniculata (Acanthaceae), Common name: Kalmegh		<ul style="list-style-type: none"> <li>• Stomachic</li> <li>• Hepatoprotective</li> <li>• Dyspepsia</li> <li>• Anthelmintic</li> <li>• Bitter tonic</li> <li>• Febrifuge</li> </ul>

# Use of naturals has become more popular

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chemicals. Many natural sources of active nutrients are renewable and can be grown in a way that minimises environmental impact.

## Cultural Significance

Many natural active nutrients have cultural significance and have been used for medicinal purposes for centuries in traditional medicine practices. By incorporating these nutrients into modern pharmaceuticals, we can build on the knowledge and experience of our ancestors and honour their traditions.

## Access to Natural Remedies

Using natural active nutrients in pharmaceuticals can help increase access to natural remedies for patients who may not have access to fresh fruits, vegetables, and other natural sources of nutrients. This can be especially important for people living where fresh produce is not readily available.

The use of natural active nutrients in pharmaceuticals has become increasingly popular in recent years as more and more patients seek natural and alternative treatments for their health conditions. Concerns over the side effects of synthetic medications and a growing awareness of the health benefits of natural foods and supplements have partly driven this trend.

One of the challenges of using natural active nutrients in pharmaceuticals is ensuring that the nutrients are of consistent quality and potency. This cannot be easy when working with natural sources, as there can be variations in the nutrient content depending on factors such as growing conditions and harvest time. To address this issue, pharmaceutical companies often work with suppliers with strict quality control measures to ensure that the natural active nutrients they are sourcing meet their specifications.

Another challenge of using natural active nutrients in pharmaceuticals is ensuring that the nutrients are safe and effective for patient use.

This requires extensive testing and research to determine the appropriate dosages, potential interactions with other medications, and any potential side effects. Pharmaceutical companies must also adhere to strict regulatory standards to ensure that their products are safe and effective for patient use.

Despite these challenges, using natural active nutrients in pharmaceuticals is likely to continue to grow in the coming years as more patients seek natural and alternative treatments for their health conditions.

Overall, natural active nutrients are an essential component of the pharmaceutical industry and offer patients a range of health benefits. As our understanding of the benefits of natural active nutrients continues to grow, we can expect to see more pharmaceuticals incorporating these nutrients into their products in the future. ○

(The author is a leading pharmaceutical consultant)