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Nutraceuticals Supplements as a Preventive and Cure

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Introduction:

Nutraceuticals may be considered as food, food supplement or drug like agent which may apply for health promotion, disease prevention and adjunctive supplement with the drug treatment. Nutraceuticals, a super food today are expected to play an important role in preventative healthcare. The ageing population is giving rise to lifestyle-related diseases, like obesity which can impact the quality of life and physical health of the individuals. This can be decreased by making healthier choices and that should be earlier in life. This again brings us to focus on measures, such as a healthy diet, earlier in life to prevent people from getting ill in the future. Healthcare research, has always emphasized on the concept of PREVENTION IS BETTER THAN CURE Nutraceuticals even today are being advised as a curative measure is believed to be rather more beneficial as preventive food source than a curative source of food. Nutraceuticals are just new 'superfoods', to consider one example, which persuade people to make better choices about their diet and this plays an important role today in everyone's life. There is always a need to remind

and incentivize people to make better dietary choices and promote exercise. These pill-replacing foods could invigorate demand for further new nutraceutical products designed to promote wellness. The main purpose of this article is to provide a summary of the current scientific impression of nutraceuticals in comparison with today's medicinal world to the practitioners.

Exploration of the new dietary products with various medicinal properties has created a renaissance in the world of health and nutritional research. These are the emerging natural foods popularly known as super foods which are making the line between foods and drugs. It not only provides physiological health benefits but also different medicinal implications.

Nutraceuticals are to be taken normally as a part of our daily diet to accomplish lucrative effect. Nutraceuticals have created a new era of research to promote the quality of life of people. They can reduce the risk of disease or onset of disease by retaining and restoring normal health condition and by improving immunity. The treatment approaches followed today in modern medicine for treatment of disease are seeking complementary or alternative beneficial products to the drugs which the people today are now expecting. These products, the nutraceuticals have fulfilled this gap.

Nutraceuticals play an important role based on their

health promoting and diseases modifying indications. There are a variety of herbal nutraceuticals that have been efficient to cure stress due to free radicals, including allergies, Alzheimer's disease, cardiovascular diseases, diabetes, cancer and inflammatory diseases as well as obesity.

The main aim of this nutritional therapy is based on the complimentary therapy with nutraceuticals as food is not only to serve as the source of energy and nutrients but also to provide medicinal benefits. Nutraceuticals help in detoxification of our body along with restoring the healthy digestion and also emphasizing the healthy dietary habits.

Nutraceuticals can be classified based on the source of foods, mechanism of action and their chemical properties. The food sources used as nutraceuticals are all natural and they are dietary fiber, probiotics, prebiotics, PUFA, antioxidant, vitamins, polyphenols and so on.

Nutraceuticals have various bioactivities on the human body and are widely being examined for their ability to provide health benefits. Nutraceuticals play an important role in preventing different disease conditions their onset and minimize complications of the disease. They provide protection against various non communicable diseases, help in delaying the ageing process, increase the life expectancy and improve function and immunity of the body.

The scope of nutraceutical field

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is huge both in terms of type and the varieties of the nutraceutical products. Nutraceutical industry now in India is one of the rapidly growing markets. Both higher and upper middle class people perceive nutraceuticals as important alternatives to prescribed drugs and exclusively for their beneficial properties without any side effects. Consumers are now showing sharp interest in nutraceuticals for boosting energy and also for improving their physical endurance and also mental alertness. Nutraceutical industries are also focusing to develop new products with innovative formulations for choosing the right products to the consumers and improve the quality of life.

Nutraceuticals therefore have significant role in the promotion of human health and prevention of diseases in all age groups. They are widely accepted by all age groups mainly due to their safety, higher quality, purity, efficacy, health promoting and disease curing abilities and activities. This is going to be the newest trend towards nutraceuticals leading to new era in Medicine and Health. It is still in the stage of infancy in India. In this era of medicines we must say “let the food be your medicine of choice” and “daily usage of nutraceuticals can keep the medicines away”.

Nutraceuticals have always received considerable zest for their safety profile, high nutritive and therapeutic effects. These are being used as alternatives to modern medicines that would promote quality of health, increase the nutritive value of the diet and would prolong the life expectancy. Major constituents of the nutraceuticals are herbal extracts, different nutrients and dietary supplements. These are involved in preventing different diseases and also minimizing

pathophysiology of the diseases too. They also act on the immune system boosting the immunity, as a natural antioxidant, anticancer, anti-inflammatory, antidiabetic, cardio protective, organ protective agent and also with different health promoting effects. Ultimately, the main reason why they are used is because they ensure better quality of life.

Therefore nutraceuticals should always be considered as a preventive approach than a curative approach which might be helpful to reduce the use of drugs and increase the quality of life of people and also to formulate further innovative research plan in new domain on nutraceuticals.

Nutraceuticals market today has become one of the booming markets with fast moving health goods, over the counter and fast moving consumer goods, domestically as well as globally. Nutraceuticals play a vital role in curbing the health issues and provide medicinal and health benefits for the treatment of diseases. The potential of this market is increasing particularly in Asia-Pacific region due to the challenging lifestyle of the people who are looking for a modern and quick approach to fight against diseases or to prevent them.

The rise in life expectancy and subsequent increase in lifestyle diseases, nutraceuticals have emerged as a necessity for consumers. Nutraceuticals are often defined as any food or part thereof which provides health benefits including prevention or treatment of disease. The idea behind the concept of nutraceuticals is to safeguard sickness, in accordance with the famous words of the Greek physician, Hippocrates - the Father of Medicine - Which are often: “let food be your medicine.” It is worth noting that

the Hippocratic Oath that doctors take at the time of graduation is based on his philosophy of medicine.

A nutraceutical is basically a product isolated or purified from foods that is generally sold in medicinal forms not usually associated with food and demonstrated to have a physiological benefit or provide protection against chronic diseases. Such products may range from isolated nutrients, dietary supplements and specific diets to genetically engineered foods, herbal products, and processed foods such as cereals, soups, and beverages. Nutraceuticals are natural or bioactive chemical compounds that are promoted and marketed globally, claiming to be health promoting and disease preventing products with medicinal properties and they are available in the form of isolated nutrients and dietary supplements.

Conclusion:

Nutraceuticals in the recent years have witnessed a tremendous increase in interest among consumers due to their potential of providing health benefits, and the market for nutraceuticals has witnessed increasing penetration of the major global companies in various geographic areas, attracted by their wide potential. Nutraceuticals is a rapidly emerging concept in the Asia-Pacific region, which has been the largest consumer of the nutraceutical products over the past six years. The market has been inspired from the tradition of preventative health practices which were followed in some of the major countries in Asia. The emerging nutraceutical market seem to occupy the landscape in the new millennium. Its tremendous growth shows implications for the food, pharmaceuticals, healthcare, and agricultural sectors. ❖