

## NUTRACEUTICALS AND VITAMINS REVIEW AND OUTLOOK 2011

### U.S. nutraceutical market paces annual global growth

Projected to generate a compound annual growth rate of 7-8% through 2015, the U.S. nutraceutical market is a fast-growing segment amongst the global nutraceutical arena. Nutraceutical market growth in the United States has been spurred mainly by consumers' desire to improve their health and lifestyle. The high prevalence of obesity as well as cardiovascular and chronic diseases in America has created significant business opportunities for the leading manufacturers.

U.S. healthcare expenditure during 2010 amounted to \$2.6 trillion and is expected to grow to \$3.4 trillion by 2015. Due to their preventive nature, nutraceuticals are being targeted by public and private companies as a potential way to contain some of these costs.

The global nutraceutical market is predicted to account for growth of about 5% during the next few years. Similar to the U.S. market, a worldwide aging population, a rising prevalence of serious diseases and an increasing trend for preventative medicine is spurring global growth. Industry experts anticipate that omega-3 fatty acids, probiotics, and soy products will help fuel growth in the marketplace.

The nutraceutical market must overcome challenges such as the strict regulatory environment and consumer skepticism of alternative treatments. To maintain growth in the nutraceutical sector, companies must focus on the scientific evidence backing the efficacy claims of their products. Industry experts expect that in some cases, pharmaceuticals can be replaced by naturally derived products to reduce side effects, eliminate unfavorable drug interactions, and improve patient outcomes.

necessary lifestyle changes can improve their health faster than by using a Mediterranean diet alone.

The results of the multicenter clinical trial were published in the May/June issue of the *Journal of Clinical Lipidology*, a publication of the **National Lipid Association**.

"Chronic illness is draining our health-care resources and keeping millions of people from enjoying healthy, vibrant lives," says Robert H. Lerman, M.D., Ph.D., director of medicine and extramural clinical research for Metagenics. "Many of these illnesses are the result of long-term lifestyle and behavior choices. This study is important because it shows how effective UltraMeal PLUS 360° is in resolving metabolic syndrome and cardiovascular risk factors in affected individuals, and identifies a powerful new approach to combating chronic illness."

Metabolic syndrome is a cluster of conditions that increase an individual's risk for developing heart disease, diabetes, and other chronic illnesses. As more countries adopt Western dietary habits and sedentary lifestyles, the number of chronic illnesses such as type II diabetes, obesity, heart disease, arthritis and autoimmune diseases has increased.

"Preventing chronic illness is far more effective from both a cost and treatment perspective than treating the illness once it develops," Dr. Lerman said. "Physicians have evidence-based research that now enables them to actually use lifestyle therapy in their patients to help them avoid chronic illness by treating the cause, not just the symptoms of these conditions."

**Inter-Continental Oils & Fats (ICOF) introduced its new product line Vitrenol to the nutraceuticals market on Sept. 6, 2011. Vitrenol is a complete Vitamin E that delivers all the natural benefits of Vitamin E Tocopherol plus the life-enhancing functions of palm Tocotrienols. The company's solvent-free manufacturing process gives the unique assurance of no trace residues of solvent in the ingredient.**

**Palm Vitamin E was acknowledged as GRAS (Generally Recognized As Safe) by FDA in 2010. ICOF uses sophisticated extraction technology to purify natural palm oil without the use of chemicals such as solvents. This preserves every natural property of palm oil Tocotrienols and ensures that there are no solvent residues in the final products.**

**Vitrenol is solvent-free, and there is**

**absolutely no trace residue as solvent is not used at all in ICOF's extraction process. Fully natural, safe and with the power to care for health and heart, a combination of Vitamin E Tocotrienols and Tocopherols has the potential to enhance quality of life by promoting healthy cholesterol levels, supporting cardiovascular health and even battling cancer cells. Improved immune responses and better skin and hair are other benefits of consuming Tocotrienols. Vitrenol contains other beneficial phytonutrients including phytosterols and squalene. Vitrenol is available as a liquid and powder, and there are concentrations for specific needs and applications.**

**ICOF is a Singapore-based, multinational company with subsidiaries in Asia, European Union and the United States. ICOF is a member of the Global Traders Program, a status granted by International Enterprise Singapore to international companies with a sterling track record in worldwide commodities trading, procurement, distribution and transportation.**

On Sept. 3, 2011, **BioSorb Nutraceuticals** announced immediate availability of **Bio D Supreme**. This product provides a quick and easy solution for people suffering the effects of low Vitamin D levels.

"In all my years of practice of medicine, I've never seen one vitamin, even vitamin C, have such profound effects on human health," says Dr. Soram Khalsa, board-certified internist and medical director for the **East-West Medical Research Institute**.

Experts contend that obtaining adequate levels of Vitamin D through traditional means has become increasingly difficult. Some foods are a good source, but extreme amounts must be consumed to reach the recommended 5,000 IU per day. Modern lifestyles have led to more time spent indoors, and heavy use of sun screen is another factor contributing to the Vitamin D Deficiency affecting more than 90% of America.

Bio D Supreme's Patented Spray Technology provides up to 10 times more absorption of Vitamin D when compared to a typical multivitamin pill. Using Bio D Supreme is a safe way to increase energy (without stimulants), elevate mood and self-confidence, boost alertness and mental energy, and experience fewer aches and pains.

Bio D Supreme is a non-prescription supplement formulated to provide the nu-

trition necessary to improve and maintain immune, heart, colon, prostate, bone, cardiovascular, breast, blood sugar, and joint health. The synergistic use of pure Vitamins A, B6, B12, D3, K2, Folic Acid, Zinc, and Boron, combined with maximum absorption technology, ensure the body can fully realize the positive effects of Vitamin D.

Biosorb Nutraceuticals is a growing force in the nutritional industry that continues to partner with leading scientists and researchers in the field. Biosorb specializes in developing clinically tested formulas and services focused on meeting the needs of the human brain. Biosorb is privately owned and has headquarters in Austin, Texas.

## **SIGNIFICANT ACQUISITIONS IN RECENT YEARS**

**Aventis Pharma** Ltd., an India-based unit of the \$44 billion French pharmaceutical giant **Sanofi SA**, announced its plans in August 2011 to acquire **Universal Medicare** Pvt Ltd.'s marketing and distribution business of branded nutraceutical formulations in India. Although the pact size was not disclosed, Aventis Pharma is reportedly paying Rs 450-500 crore for the business. The transaction is expected to close by fourth-quarter 2011.

This was the second major inbound deal in the Indian nutraceutical market during August 2011. French food products giant Danone announced plans to acquire the nutrition business of the **Wockhardt Group** for \$355 million to enter the Indian baby nutrition and medical nutrition market.

Of the global nutraceutical market of \$117 billion (Rs 514,800 crore), India has less than 1% share and is estimated to be around Rs 4,400 crore in size, according to a 2009 report by **Ernst & Young**.

Mumbai-based Universal Medicare manufactures, markets and distributes branded nutraceutical formulations. The business had a turnover of Rs 110 crore for fiscal year 2011. Universal Medicare's portfolio of more than 40 brands includes nutraceutical products in categories such as antioxidants, vitamins and mineral supplements, anti-arthritics, anti-osteoporotics, liver tonics and other nutrients. Around 750 employees of Universal Medicare will transition to Aventis Pharma as a part of this accord. Universal Medicare, which primarily markets formulations, will continue