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Nutraceuticals from bench to delivery**Santiago Ini**

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The demand for nutraceuticals is increasing everyday due to the greater market awareness and acceptance. Product taste, texture and packaging matter when it comes to consumer purchasing decisions, although taste is the most important driver of the nutraceutical product. Many ingredients have a bland taste or change the food's texture once they are added. This is a particular problem for omega-3s. Also, some nutrients are incompatible with base products. For example Astaxanthin or Vitamin E are not water-soluble and is difficult to mix into existing products. Stability and shelf life are important factors as well since many nutrients are unstable and sensitive to light and can react with other ingredients to degrade nutrients. The current Technion research provide methods for entrapment of hydrophobic nutraceuticals within re-assembled casein micelles, protecting the bioactive during processing, shelf life and digestion, providing high bio-availability. New technologies are suitable for excellent protection against EGCG deterioration (including neutral and higher pH) in any food. Novel technology for the use of sugar beet pectin nanoparticles, commercially sourced to entrap and protect poor water soluble bioactive in aqueous solutions.

Biography

Santiago Ini has received his PhD in Organic Chemistry from Faculty of Chemistry at the Technion. He has also worked as a Postdoctoral candidate in Organometallic Chemistry and Imprinting polymers at UC Berkeley followed by a MBA. Prior joining the Technion Technology Transfer Office as a Director of Business Development in Life Science, he played a role as a top Manager at the Chemistry Division of Teva Pharmaceutical industry, Enzymotec and Algatechnologies providing innovation and leadership in the life science sector. He is an author of several scientific articles and more than 40 patents. He is the Founder of Mental Heal, a company that develops a drug for the treatment of schizophrenia and GlaucoPharm, a company dealing with the treatment for glaucoma.

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