

World Congress on

# Nutraceuticals and Natural Medicine

October 22-23, 2018 | Amsterdam, Netherlands

## European perspective on nutraceuticals



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The perception of being healthy is changing in European consumer. It is evident that consumers are taking conscious steps not only to become healthy but also age healthy, prevent illness and look radiant. In Europe, the health trend and societal changes are leading to a growing demand for natural ingredients for health products. Use of alternative medicine and in particular food supplements continue to increase. Sustainability is still a strong trend, demanded by European companies as well as consumers. Such focus on healthy lifestyle is a boon for natural ingredients, alternative medicines and food supplements manufacturers around the world. However, stringent European regulation and consumers demand for best quality products makes it challenging for manufacturers. The talk will mainly focus on current and future trends on European policies, consumer mindset, important health sectors, growth opportunity and manufacturer's roles and responsibility

### Biography

Girish H Kedar is a Pharmacist and he holds his PhD degree in Neuroscience from Vrije University, Amsterdam. He is the Founder and CEO of GLOVERK Consultancy that provide services to Cosmeceutical, Nutraceutical and Pharmaceutical industry. The service ranges from raw material supply, private label manufacturing, formulation development, clinical studies etc. Along with Europe, GLOVERK also provide similar services to its pan India client base. The mission is to be the one-stop solution provider to small and medium sized companies around the globe. He is also Student Ambassador in Vrije University and an independent Career Coach for PhD and Post-doctorate candidates.

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