

Nutraceutical and medicinal foods

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When human beings were living in jungles, they used to hunt for food from place to place. This habit has developed, inquisitiveness towards the testing of new foods from the nature. After the knowledge about the use of fire, things have changed drastically, and many recipes were developed by him/her which were not only simple foods but were medicinal foods. India is a land of many cultures and hence it is also the land of many medicinal foods. These foods are mostly nothing but unprocessed nutraceuticals. Nutraceuticals are any whole food-not an isolated nutrient or vitamin-that is concentrated and repackaged in non-food format like a capsule. A good example is garlic capsules, spinach or beets. When ingested, each of these are concentrated, whole botanicals have shown promise in promoting health and preventing disease. The term nutraceutical is being commonly used in marketing but very few countries have regulatory definition. Dr Stephen, De Felice coined the term Nutraceutical from Nutrition and Pharmaceutical in 1989. Functional foods are defined as products that resemble traditional foods but possess demonstrated physiological benefits. However, nutraceuticals are commodities derived from foods but are used in the medicinal form of pills, capsules or liquids and again render demonstrated physiological benefits. Global nutraceuticals market is expected to grow at a Compound Annual Growth Rate (CAGR) of 6.5%. The Digital Media and Marketing Association estimate that the Indian nutraceuticals market is likely to grow by 16% CAGR over the next five years.

Medical's foods and nutraceuticals are specially formulated and used in functional and regenerative medicine specifically as a form of dietary management of a disease or condition that has distinctive nutritional needs that cannot be met by normal diet alone. Medical foods combined with nutraceuticals are much more than just a "shake" or an OTC supplement routinely purchased from Amazon or a health food store. A medical food is formulated to deliver targeted nutrition for the nutritional management of a single, specific condition diagnosed by a trained functional medicine physician.

Dietary supplements can be purchased over the counter by just about anyone. However, the law stipulates that medical foods and nutraceuticals must be used under the ongoing supervision of a healthcare practitioner. This is because patients who use medical foods have health conditions that require medical management to ensure that the right amount.

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of medical food / nutraceuticals are administered and adjusted as needed by a trained medical professional. Additionally, ingredients found within a medical food must be GRAS (Generally Recognized as Safe) while ingredients for dietary supplements are often not tested and have a very different set of standards. Dietary supplements over the counter (OTC) are not well regulated and most are not tested for purity of ingredients, contaminants, absorption/bioavailability, and stability of product.

All Functional Health brand medical foods and nutraceuticals offered at our practice are PHARMACEUTICAL GRADE and cGMP (Good Manufacturing Practice) certified, which means that the ingredients are tested for purity prior to production; the products are tested after production to ensure that what is on the label is indeed in the product; the products go through an additional step of quality assurance where the nutraceutical is exposed to high heat and highly pressurized environment to simulate a 2 year shelf life to ensure that the product is 100% stable on the shelf through its expiration date printed on the bottle.

Only pharmaceutical grade products undergo these stringent quality control measures to ensure that there are no contaminants, fillers, counterfeit materials in these GMP certified medical foods and nutraceutical products manufactured using pharmaceutical grade equipment and stringent guidelines.