

**Dr. Palaniyamma Durairaj**, a Senior Manager of Clinical Affairs and Nutrition at Amway Global Services India Pvt Ltd., presented on "**Evidence-Based Nutraceuticals for Improved Outcomes**"



She highlighted the rising impact of food supplements, noting that their market is expanding rapidly and their nutritional effects and health benefits are gaining importance in healthcare. Dr. Durairaj defined nutraceuticals as food-derived components that provide health benefits beyond basic nutrition, including disease prevention and therapy support. She also shared a striking statistic, mentioning that more than 5 billion people worldwide do not consume enough essential nutrients like iodine, Vitamin E, and calcium. The discussion emphasized the critical importance of scientific evidence in nutraceutical development, stressing the need for rigorous clinical trial guidelines and validated methods to ensure efficacy and safety. Finally, she explored future trends in the field, such as personalized nutrition, the use of advanced delivery technologies, and a focus on sustainable innovation.