

# **Functional Foods & Nutraceuticals Available in the Market**

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# Some Examples of Functional Foods

<b>Functional Food</b>	<b>Benefit to health &amp; well being</b>
Oats( $\beta$ -glucan)	Heart Health
Egg with increased $\omega$ -3 content achieved by altered chicken feed	Heart Health
Fermentation with specific bacteria to yield bioactive peptides	Improved cholesterol levels
Chewing gum sweetened with xylitol instead of sugar	Helps prevent dental caries
Golden rice	Pro-vitamin A
Orange –fleshed sweet potato	Pro-vitamin A

# Nutraceuticals Available in Market

Brand name	Components	Function
Betatene	Carotenoids	Immune function
Xangold	Lutein esters	Eye health
Lipoec	$\alpha$ -lipoic acid	Potent antioxidant
Generol	Phytosterol	CHD reduction
Premium probiotics	probiotics	Intestinal disorder
Soylife	Soyabean phytoestrogen	Bone health

# Nutraceuticals Available in Market

Brand name	Components	Function
Z-trim	Wheat	Zero calorie fat replacer
Linumlife	Lignan extract flax	Prostate health
Fenulife	Fenugreek galactomannon	Control blood sugar
Teamax	Green tea extract	Potent antioxidant
Marinol	$\omega$ 3 FA, DHA, EPA	Heart health protection
Clarinol	CLA	Weight loss ingredient
Cholestaid	Saponin	Reduce cholesterol

# Functional Food Constraints & Opportunities in Indian Market

- Low income of huge of the population
- Existence of unscrupulous manufacturers
- Lack of testing infrastructure to validate manufactures claim
- Lack of physical infrastructure
- Lack of regulatory framework for functional foods
- Some resistance to genetically modified foods