



Introducing Nutraceuticals

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What are Nutraceuticals?

**Healthy
eating**

**Prevents deficiency
Diet balance**



**Functional
products**

**Supports optimal
health**



**Nutraceutical
products**

**Disease prevention
Lowers risk**



Why bother?

- Consumer interest and demand
- Making sure we take a view on the differences between functional and nutraceutical
- Evidence >> products >> claims
- Are we exploiting the science enough?



**Examples of foods or nutrients
with functional/nutraceutical
properties**



Familiar?

- Folate (mood, heart)
- Zinc (immune function, performance)
- Vitamin C (immune, antioxidant)
- Magnesium (performance, bones)
- Potassium (heart)
- Selenium (antioxidant)
- Vitamin B6 (mood)



Less familiar?

- Isoflavones (soya – heart, cancer)
- Beta-glucan (oats - heart)
- Stanols or sterols – cholesterol lowering
- Long-chain omega 3 (heart, brain, immune)
- Polyphenols (wine, grapes, cocoa – heart)
- Probiotics/prebiotics (gut, immune, bones)
- Caffeine (weight control, performance)
- Herbal extracts e.g. guarana, St John's Wort



What we have in store today

Claims &
Regulation

Market overview

Consumers &
Evidence

4 case studies:
Prebiotics, Vits/minerals
Sterols, Soya