

## Avesthagen launches 7 plant-based bioactives

Bangalore-based Avesthagen has launched seven new botanical bioactives under the Avesta brand aimed to promote wellness through prevention of specific degenerative conditions like diabetes, bone loss and cardiovascular diseases. The bioactives will be available as dietary supplements as well as in cereal bars and cracker categories.

Avesthagen uses two of its patented technologies to develop the bioactives; Adept, a comprehensive database that brings together traditional medicine with modern systems biology and MetaGrid, a unique algorithm that enables comprehensive constituent profiling. The metabolic fingerprints generated not only help characterize the bioactives but also help in quality control and assurance. The MetaGrid also helps maintain batch-to-batch reproducibility of the bioactive, which is an issue in conventional systems. Avesthagen uses cell-based assays and GLP-compliant preclinical studies to ensure safety and efficacy of the bioactives. Organoleptic optimization is done to improve the taste and other properties. The bioactives are manufactured in an ISO 9001:2000, ISO22000:2005 facility.



**Dr Villoo Morawala Patell**

The bioactives launched include Aspand (controls blood sugar), Teestar (moderates blood sugar levels), Cincata (maintains blood glucose levels), Bonapure (promotes bone growth), Phytossea (assists in inhibiting cartilage degradation), Smartchol (moderates cholesterol levels) and Xanomax (has antioxidant properties).

Dr Villoo Morawala Patell, founder, CMD of chairperson and managing director of Avesthagen, during the launch, said, "We strongly believe that science and technology is the way to bring to the people the immense knowledge base of traditional medicine resulting in quality ingredients that add to taste and health needs. Avesthagen's goal is to incorporate great-tasting, life-enhancing natural ingredients into the world's lifestyle. We have extensively studied the market and our bionutrition development team has created bioactives with variants that hold tremendous uses for the consumer. These seven bioactives will be followed by many more that are in the pipeline.

Chronic diseases contributed approximately 60 percent of the 56.5 million total reported deaths in the world and approximately 46 percent of the global burden of disease in 2001. The proportion of the burden of these diseases is expected to increase to 57 percent by 2020. This increase in the number of chronic diseases and degenerative conditions across the globe has spurred interest in these health-promoting ingredients.