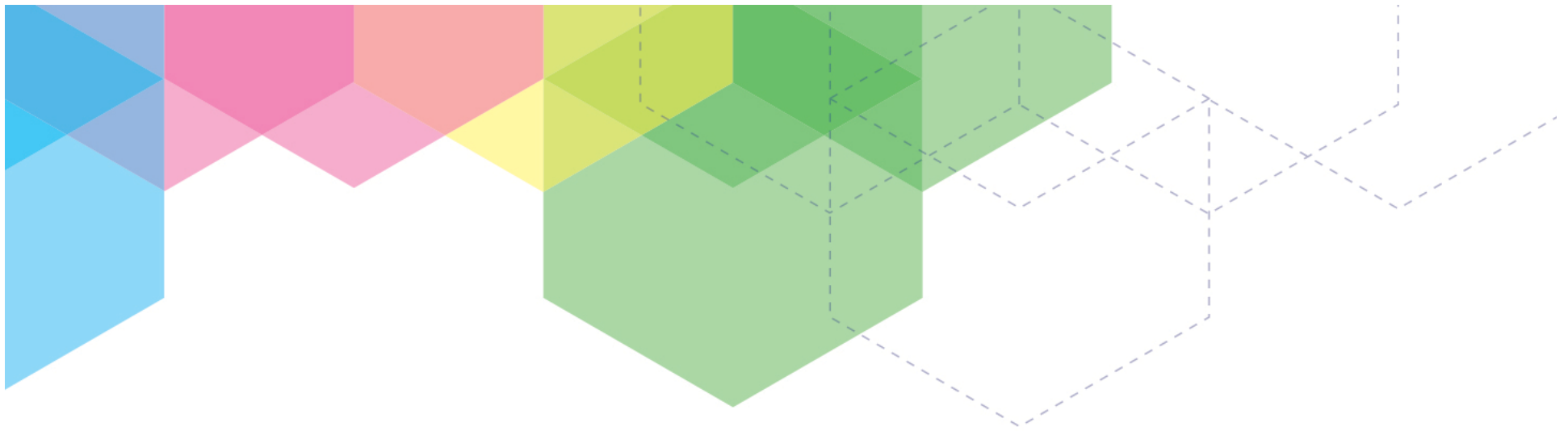




**FROM SCIENCE
TO ECONOMICS**
THE POTENTIAL
VALUE OF
SUPPLEMENTATION

IADSA

International Alliance of Dietary/
Food Supplement Associations



Introductory remarks

Andrew Shao, PhD

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Nutrition has evolved from the turn of the 20th century

Public health challenges

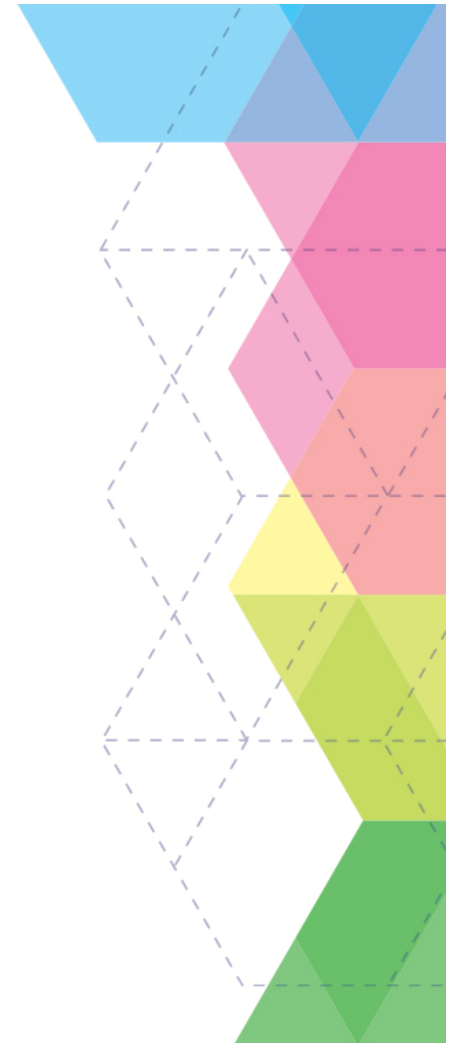
- Communicable disease
- Overt nutrient deficiency
- Short life span

Scientific focus

- Discovery/identification of “factors” in the diet
- Isolation of nutrients

Basis of recommendations

- Based on serendipitous findings
- Developed mainly for military
- Aimed at eradicating or preventing deficiency



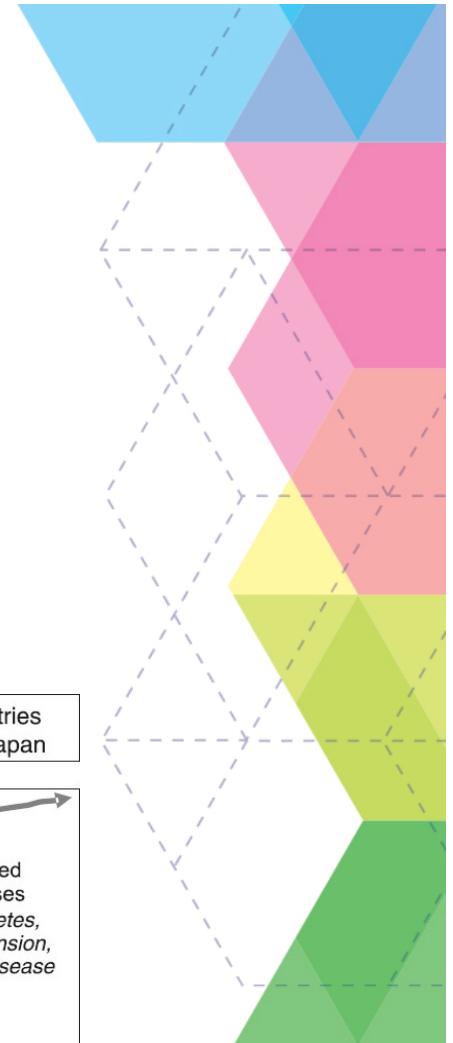
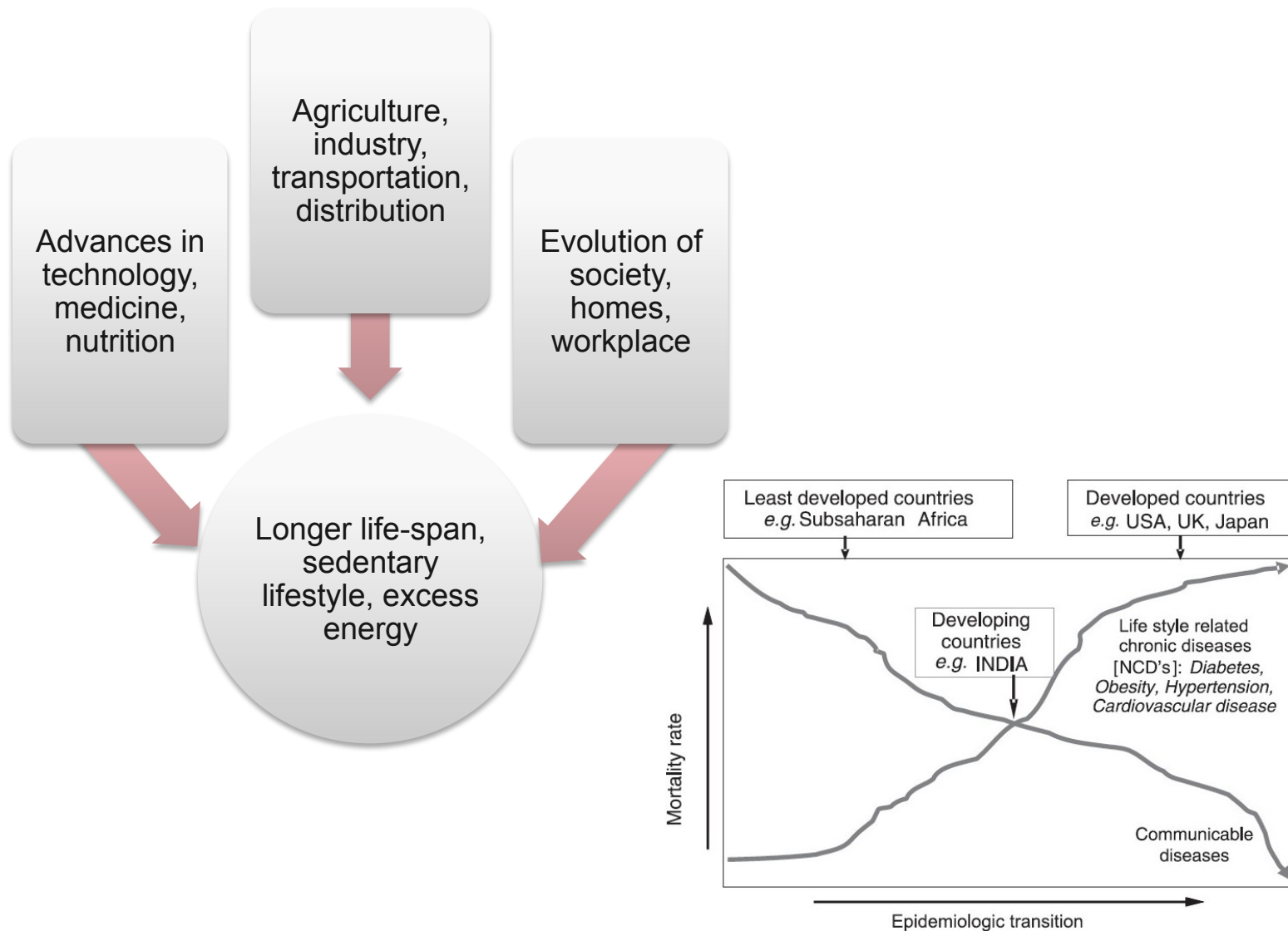
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Communicable vs. Non-communicable: A transition



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Anjana, RM et al. *Indian J Med Res* 133, April 2011, pp 369-380

Present Day Nutrition

Public health challenges

- Non-communicable disease, longer life-span
- Sub-optimal nutrient intake/status and issues of “excess”
- Limited implementation of dietary guidance

Scientific focus

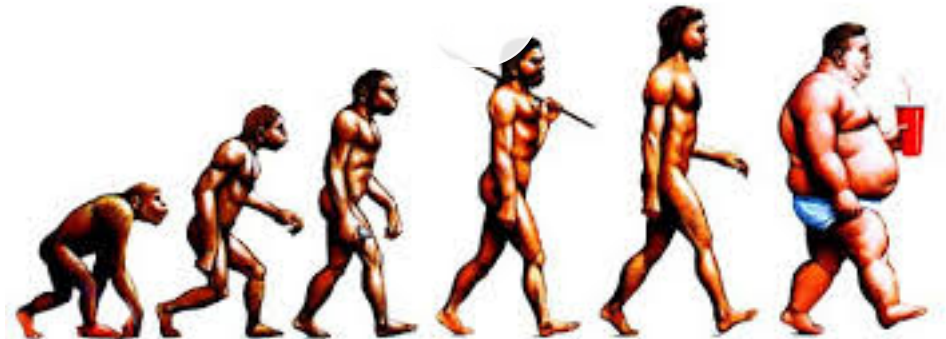
- Substantial advances in the etiology of chronic disease, role of diet, lifestyle, genetic background
- Beneficial effects of non-essential bioactive food components

Basis of recommendations

- Dietary gaps identified through food intake surveys
- Evidence-based, systematic reviews, chronic disease endpoints

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Aim of today's discussion

- What is the role of dietary/food supplements in today's nutrition/diet landscape?
- Where do supplements fit in the broader healthcare context?



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- ## Micronutrients

Phytonutrients