



INDUSTRY
TRANSPARENCY CENTER

Microbiome: Mastering the Market – Understanding Where Consumers Are

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THE FOUR PILLARS OF INDUSTRY TRANSPARENCY CENTER

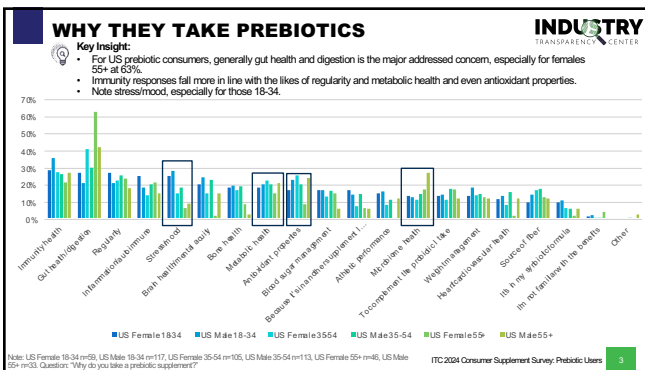


INSIGHTS STRATEGY STEWARDSHIP COMMUNITY

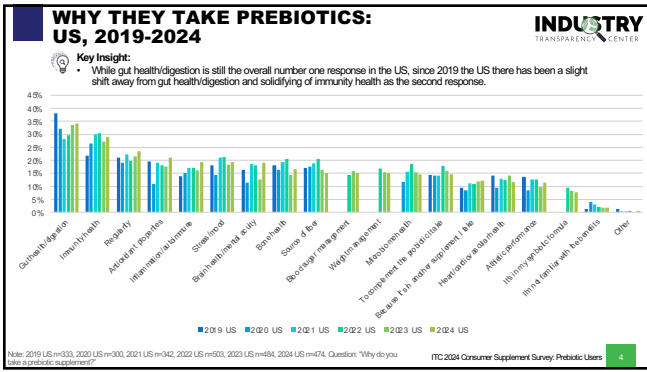
The Industry Transparency Center (ITC) is a strategy and insights firm driving transparency in the health ingredients and natural products industries through four key pillars: Insights, Stewardship, Strategy, and Community.

ITC provides guidance to organizations across the globe via strategic insights, category stewardship, world-class events and thought leadership. ITC also operates the Global Prebiotic Association.

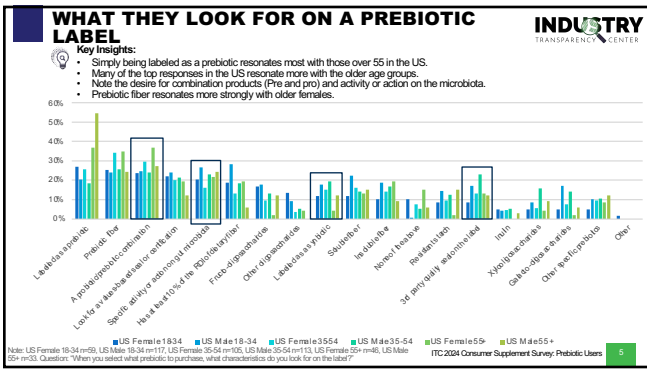
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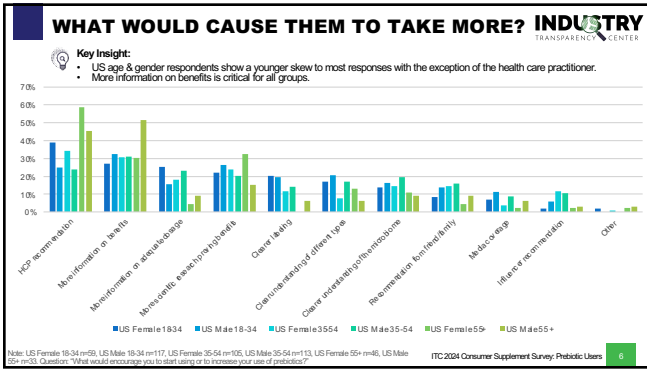
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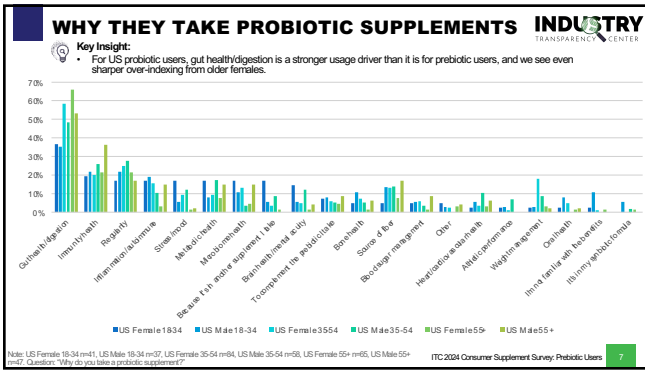
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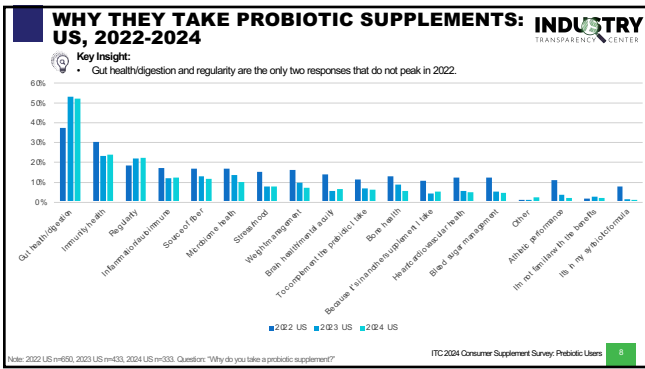
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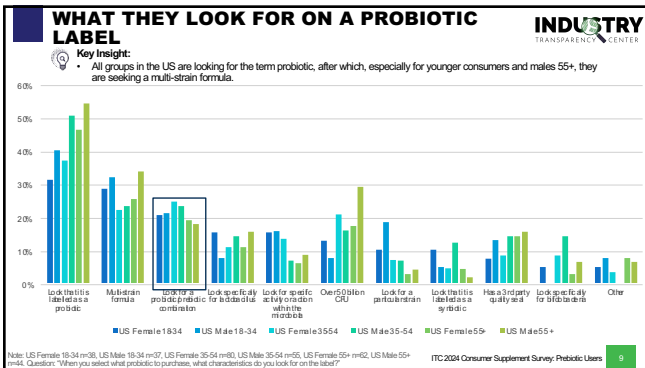
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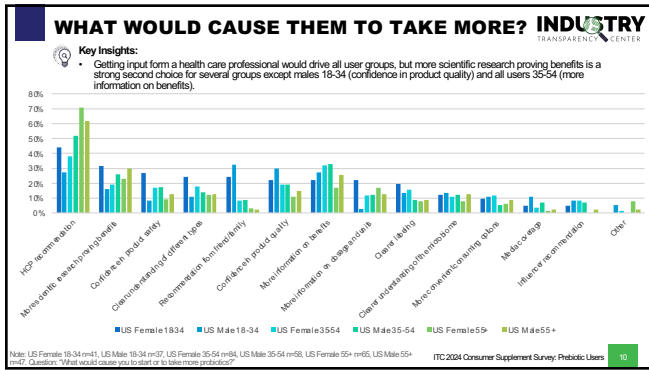
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AI and Microbiome and Microbiome Product Development

NutrifyGenie AI

Key to commercialization of differentiated Nutra Portfolio

We help companies:

- 200% speed to market
- 100% Increased depth and spectrum of differentiated responsible nutraceutical portfolio

3.5 million datapoints covering:

- Ingredients
- Clinical papers
- IP-Non-IP data
- Contract manufacturers
- Regulatory information

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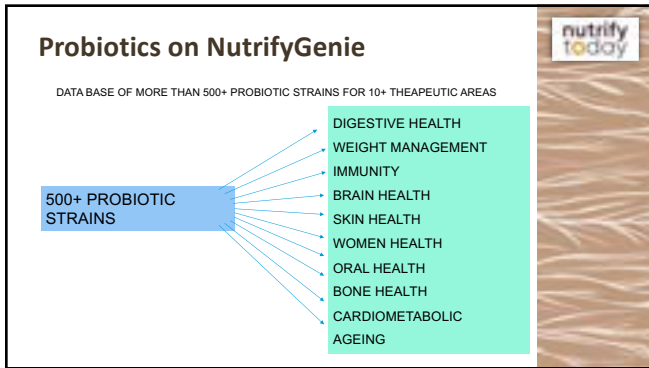
Prebiotics on NutrifyGenie

DATA BASE OF MORE THAN 100+ PREBIOTICS

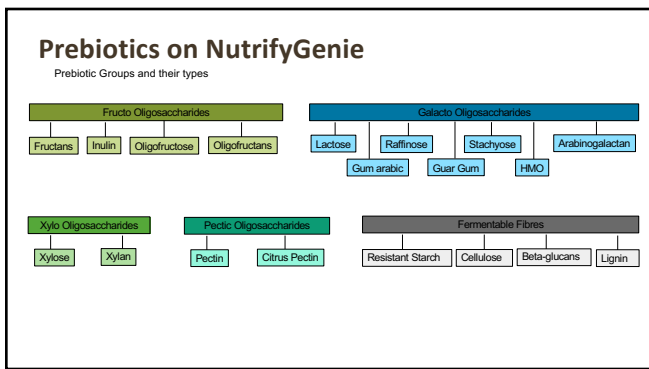
GENIE PREBIOTIC CLASSIFICATION

- Fructo Oligosaccharides (FOS)
- Galacto Oligosaccharides (GOS)
- Mannan Oligosaccharides (MOS)
- Xylo Oligosaccharides (XOS)
- Pectic Oligosaccharides (POS)
- Fermentable Fibres

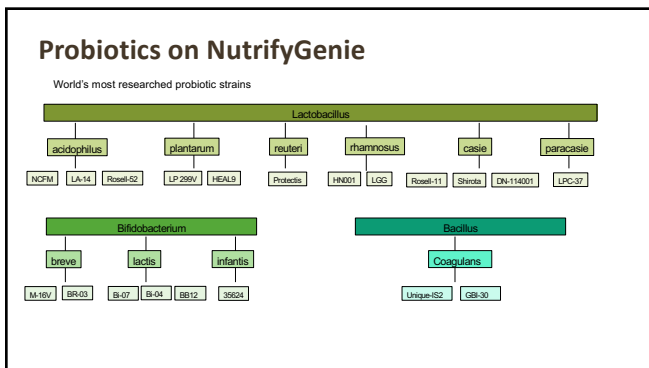
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
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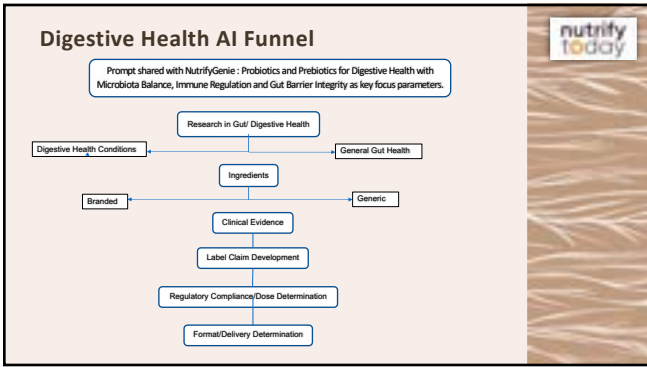
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NutrifyGenie Case Study:
The Frontiers of Digestive Health: Harnessing Probiotics and Prebiotics

Nutrify Genie AI's research into digestive well-being.



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


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Digestive Health Probiotics

The AI-driven analyses in digestive health, identified synergizing the most potent probiotic strains and prebiotics that support gastrointestinal harmony and resilience. Backed by extensive datasets on nutritional biomarkers, our insights pave the way for innovative supplements that not only promote gut health but also contribute to overall vitality which aim to enhance gastrointestinal functionality.

As we delve into the specifics of this complex, each component's role will be elaborated, illustrating how they act collectively to deliver a holistic solution for gut health maintenance.



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Comprehensive Gut Health Support

Microbiota Balance
By leveraging the synergistic effect of probiotics, prebiotics, and fiber, the blend promotes a balanced gut microbiota ecosystem.

Gut Barrier Integrity
Gut barrier function is bolstered by the production of mucin and antimicrobial peptides, offering defense against gut pathogens.

Immune Regulation
The formulation also targets the regulation of the immune system, reducing inflammation and promoting immune responses beneficial to gut integrity.


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Labels

The probiotic blend is designed for gut dysbiosis and associated gut issues.

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Label Claim

Digestive Health Probiotic and GOS complex

Ingredient	Dose	Primary Effect
Lactobacillus acidophilus NCFM (L-NCFM)	10B CFU	Production of mucin and antimicrobial peptides, reinforcing the gut barrier against pathogens and promoting immune tolerance.
Bifidobacterium lactis BI-07 (B-LBI07)		
Lactobacillus paracasei Lpc-37		
Bifidobacterium lactis BI-04		
GOS	100 mg	Enhances gut barrier, modulates immune response.

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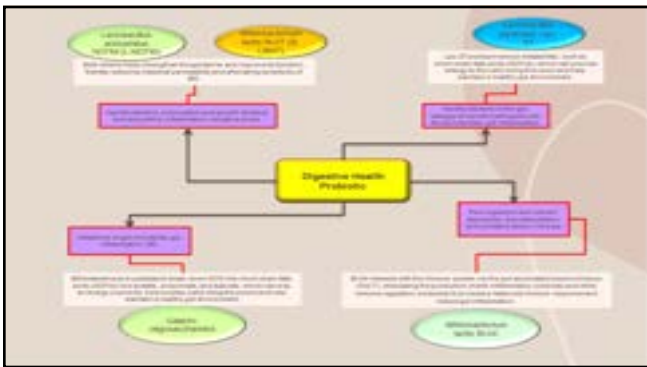
nutrify today

Probiotic Strains and Their Digestive Roles

<p>Targeted Intestinal Support</p> <p>The probiotic quartet, Lactobacillus acidophilus NCFM (L-NCFM), Bifidobacterium lactis Bi-07 (B-LBi07), Lactobacillus paracasei Lpc-37, and Bifidobacterium lactis Bi-04 are selected to offer comprehensive support across different regions of the digestive system.</p>	<p>Immune Response</p> <p>Interactions with gut epithelial and immune cells, via pattern recognition receptors (PRRs), lead to the production of mucin and antimicrobial peptides. This strengthens the gut barrier and fosters immune tolerance.</p>	<p>Combating Pathogens</p> <p>These probiotics compete with harmful bacteria for nutrients and adhesion sites, thereby reducing the potential for pathogen colonization and associated health risks.</p>
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Rationale

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Advanced Delivery: Delayed Release Capsules

<p>Stability in Acidity</p> <p>Delayed release technology ensures the survival of microorganisms through the harsh acidic environment of the stomach.</p>	<p>Targeted Release</p> <p>The caplet design permits release at specific locations in the digestive tract, optimizing the colonization and efficacy of probiotics.</p>	<p>Enhanced Therapeutic Potential</p> <p>This technology not only maximizes the live organisms' interaction with gut cells but also bolsters their therapeutic impact on gut health.</p>
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BOM Cost of the Label Claim (Tentative in INR)

Label Claim	Overages	Raw Materials	UOM	Qty	Rate	GST	Freight/Kg	Net Rate	Total	GST@MT
3.5 CFU	100%	Lactobacillus acidophilus NCFM (L-NCFM)	kg	0.0017	51900.00	3342.00	15.00	61257.00	104.14	15.88
100 mg	10%	GOS	Kg	1.10	850.00	117.00	15.00	782.00	860.20	128.71
10 CFU	100%	Bifidobacterium lactis Bb-07 (B-LB07)	Kg	0.0019	49000.00	7200.00	15.00	47215.00	89.71	13.68
10 CFU	100%	Lactobacillus paracasei Lpc-37	Kg	0.0019	30000.00	5400.00	15.00	35415.00	67.29	10.25
10 CFU	100%	Bifidobacterium lactis Bb-04	Kg	0.0019	45000.00	8100.00	15.00	53115.00	100.92	15.34
		EXCIPIENTS	No	1.00	24500.00	4410.00	500.00	29410.00	29410.00	4410.00
									30832.29	4593.91
		Process loss 3%								918.97
								Sub Total	31551.22	
								RM-Cost per 30's	9.47	1.38
								RM-Cost per 60's	18.93	2.76
