

**“NUTRACEUTICAL PRODUCTS FOR ADOLESCENT GIRLS AND POST
MENOPAUSAL WOMEN”**

Dissertation submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

In

Pharmaceutical Management

By

Aditi Apoorva

Under the Supervision and Guidance of

Dr Saurabh Banerjee

DECLARATION BY STUDENT

I hereby declare that this dissertation titled ***NUTRACEUTICAL PRODUCTS FOR ADOLESCENT GIRLS AND POST MENOPAUSAL WOMEN*** “is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student: ADITI APOORVA

Date: 20th June 2021

CERTIFICATE



Shield Healthcare Pvt. Ltd.



Certificate of Completion

This is to certify that **Ms.Aditi Apoorva** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her internship at **Shield Healthcare Pvt. Ltd.** during April 10, 2021 to June 19, 2021.

Place: Chennai

Date: 30/06/2021



For Shield Healthcare Pvt Ltd

Sr.Manager HR & Systems

Certificate from Faculty Guide and School Dean

CERTIFICATE

This is to certify that dissertation titled” *NUTRACEUTICAL PRODUCTS FOR ADOLESCENT GIRLS AND POST MENOPAUSAL WOMEN* “is a record of the research work undertaken by ADITI APOORVA in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide: Dr Saurabh
Banerjee

School Dean: Dr Saurabh
Banerjee

IIHMR University, Jaipur

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Right now, to wrap things up, express my heartiest respects to **My Family** for their vivacious, good and efficient help that supported my spirits. It was the gift of them that gave me the fearlessness to confront the difficulties and made my way simpler. It is a result of them I have arrived at where I am today.

ADITI APOORVA

I. Company Profile

Shield Healthcare-Innovation with Science!!!

Vision

To become the most respected Pharmaceutical Company driven by Innovation, Science & Excellence.

Mission

To become the leader in chosen therapeutic segments of IVF, Gynaecology, Infertility, Urogenital, Menopause, post-partum care, multivitamins, immunomodulators and Paediatric Neurology.

Core Objective: 5G (Future is Calling)

1. Great Execution
2. Genuine Customers
3. Generous People Policy
4. Grand Incentives
5. Growth, Growth, Growth

About Shield Healthcare

Shield is founded in 1995, by R L Mahadevan Iyer, began the journey with a promise to introduce novel therapeutic options for better clinical outcomes. Shield is ranked as top 10 in represented market and top 100 companies in India under Gynaecology segment. Shield portfolio offers a wide range of brands supported by scientific findings from clinical trials and research studies. Over the years, shield have evolved to become the best through different collaborations and partnerships helping us to innovate in the field of Women's Healthcare. Shield strive to become the leaders in Obstetrics & Gynaecology

and have their strong presence in PCOD/Menopause domain along with the collaboration with International partners like Loli Pharma, Italy and Natural Endo, Korea. Shield recently merged with two companies like Nutri Synapzz and Brio Bliss Life Science. Shield have started evolving in Paediatric Neurology and soon plan to lead the domain with knowledge and expertise in this field.

Key Strengths

Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is paid to the frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort.

Footprints of Shield

Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is paid to the frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort.

Customer Oriented

Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is

paid to the frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort.

Research & Development

Shield has unique product range in the chosen segment of Gynaecology and Paediatric Neurology and supported by scientific evidences. Shield is poised for a phenomenal growth in the coming years with its 10 ongoing clinical trials to show the scientific evidence of the brands with strong medical team. There were 5 publication in reputed journals and 2 international publication (eSHRE) for Shield products.

Novel Brands

Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is paid to the frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort.

Therapy and Products

Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is paid to the frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort. Shield items are specialty and special in terms of its combinations and organization technique. The details are decided by logical inquire about discoveries in arrange to be successful and as claimed. Much consideration is paid to the

frame, measurement and mode of conveyance to upgrade productivity in component of activity as well as persistent comfort.

Awards and Achievements of Shield

Shield recently achieved the prestigious IHW award in Dec 2020 for its achievements in Reproductive and Sexual healthcare for providing substantial health benefits to patients in infertility segment. Shield always supports science and always stands with creating awareness on Women's health. Now Shield Focussed on Women's Health, providing solutions for New Age disease for Women of 21st Century. With the digital presence of Shield Connect, where the information related to Women's Health, Infertility & Paediatrics. For doctors, this platform is a unique academic opportunity to learn & share and to connect with the eminent faculty across the globe. For patients and public, it's an awareness forum to break the myths and build correct understanding related to diseases. We assure to provide the most credible & latest information with In-depth reference materials, experts opinions and discussions on challenging experiences and solutions.

II. Product Portfolio

Shield's Products

Brand Name	Ingredients	Indications
APCOD	Myoinositol- 2gm Vitamin D3- 1000 IU Folic acid- 1gm	In anovulatory PCOS and IVF treatment for oocyte quality.
APCOD MAX	Myoinositol- 2gm D-Chiro inositol- 50 mg Alpha-Lactalbumin- 50 mg Vitamin D3 -400 IU	PCOS with gut dysbiosis to patient with BMI>25 and age>25 years

APCOD OBIS	Myoinositol- 2gm Vitamin D3- 1000 IU D-Chiro inositol- 50 mg	Obese PCOS with BMI >25.
GDM SAFE	Myoinositol- 2gm Vitamin D3- 1000 IU D-Chiro inositol- 50 mg	Prevents gestational diabetes in high-risk patient and in GDM case
OVAA SHIELD	Clomiphene Citrate- 50 mg N-acetylcysteine- 600 mg Astaxanthin- 4 mg	Ovulation induction in ART/IVF treatment
OVAA SHIELD DS	Clomiphene Citrate- 100 mg N-acetylcysteine- 600 mg Astaxanthin- 4 mg	Ovulation induction in ART/IVF treatment
ZOAMATES	Myoinositol- 4000 mg L-Carnitine- 250 mg Lycopene- 2.5 mg Astaxanthin- 4 mg L-Arginine- 100 mg Taurine- 100 mg Zinc- 55 mg Selenium- 70 mcg ATP-20 mg Vitamin D- 1000 IU	Formation of good quality spermatozoa
TOTALIS	Lactobacillus acidophilus- 2 billion cfu Lactobacillus rhamnosus- 2 billion cfu Lactobacillus reuteri- 2 billion cfu Lactobacillus plantarum- 1 billion cfu Lactobacillus casei- 1 billion cfu Lactobacillus fermentum- 1 billion cfu Lactobacillus bifidum- 1 billion cfu	Itching, white discharge and odour associated with vaginal infections
ESTRO G	Cynanchum Wilfordii- 2.57 mg Phlomis Umbrosa- 0.129 mg Angelica Gigas- 1.0023 mg	Perimenopause, menopause and postmenopausal symptoms

PRIWASH	Lactoserum (Whey)- 1.016% w/v Lactic acid- 1.20% w/v Tea tree oil- 0.05% w/v Sea buckthorn oil- 0.25% w/v Aloe vera extract- 1.0% w/v	For Perineal hygiene
UTI FLUSH	Potassium Magnesium Citrate- 978 mg D-Mannose- 140 mg Rosemary Extract- 100 mg Cranberry Extract- 72 mg	For Urinary tract infection associated with burning, micturition, pain and recurrence
ENDOVAS	L-Arginine- Magnesium citrate-	For implantation
RUDIMIN	Vitamin A Palmitate- 2000 IU Vitamin E Acetate- 2.5 IU Vitamin D3- 400 IU Thiamine Hydrochloride- 1 mg Pyridoxin Hydrochloride- 0.5 mg Riboflavin- 1 mg Niacinamide- 10 mg L- Lysine Mono Hydrochloride- 25 mg Zinc Sulphate- 13.3 mg	For Pediatric vitamin deficiency and stimulant for growth
RUDIMIN MU	Tinospora Cordifolia extract- 500 mg Curcuminoid extract-150 mg Aloe Vera extract- 100 mg Ocimum Sanctum extract- 100 mg Vitamin C- 50 mg Zinc bisglycinate- 6 mg Betacarotene 20%- 4.8 mg Sodium selenate- 65.70 mcg Vitamin D3- 400 IU	Vitamin supplement, Immunity enhancer including respiratory immunity
DFRAG	Co-Enzyme Q10- 100 mg Astaxanthin 1%- 8 mg Vitamin D3- 1000 IU Selenomethionine- 40 mcg	In sperm DNA fragmentation for ART therapy

PROGENIX	L-Cartinine L-Tartarate- 300 mg Co-Enzyme Q10- 100 mg Lycopene 10% powder- 25 mg Zinc Sulphate Monohydrate- 12.5 mg Protodioscin- 80 mg	In oligoasthenoteratozoospermia
EGRICH	Co-Enzyme Q10- 150 mg DHEA- 40 mg Gamma-Tocotrienol- 12.5 mg Zinc Sulphate Monohydrate- 12.5 mg Policosanol- 10 mg L-Tryptophan- 1.5 mg Cholecalciferol- 1000 IU	For oocyte developmental competency in POR patient.
Mbyo Safe	L- Arginine- 3 gm Leucin- 400 mg	High blood pressure during pregnancy, boosts immune system by necessary dietary elements and promote vasodilation for healthy pregnancy.
M-Torr 800	L-Leucine- 800 mg	in poor ovarian reserve

III. Abstract

The point of the investigation is that organisation want to launch new products/nutraceuticals in women's health. Products will have a scientific indication.

I have done this study in 3 phases:

1. I have identified the available nutraceuticals in women's gynaecological condition especially for PCOS, Gestational Diabetes and for post-menopausal women.
2. Then I have done secondary research regarding the ingredients of the nutraceutical product.
3. The study was conducted by utilising a structured questionnaire for data collection from respondent. Data was analysed & the findings were obtained for the comprehensive review of market situation.

I have done both primary and secondary research including all the important information which is required for this project. By this overview, I attempted to know the different inclinations of respondents concerning the nutraceutical items for pre-adult young ladies and ladies. I have done my overview through visit/telephonic/online medium and questions to respondents are inquired through the survey. The comes about gotten from the overview is supportive and enlightening.

Introduction

A nutraceutical or 'bioceutical' will be a drug non-obligatory which claims physiological benefits. Within the US, "nutraceuticals" are to an exceptional diploma unregulated, as they exist withinside the similar lesson as nutritional enhancements and nourishment blanketed materials with the aid of using the FDA, below the professional of the Government Nourishment, Sedate, and Corrective Act. The round the arena lady's prosperity and brilliance dietary supplements put it on the market estimate changed into seemed at USD 49.eight billion out of 2019 and is predicted to extend at an amassed yearly development rate (CAGR) of 4.75% from 2020 to 2026. Rising fees of hormonal unpredictable traits due to defenseless nutritional affinities, extending sentiments of uneasiness, and alcohol usage is riding the exhibit advancement. Growing mindfulness in appreciate to preventive prosperity practices and the nearness of an big lady's loads encountering woman problems is furthermore boosting the element intrigued. Moreover, growing geriatric loads, enthusiastic health problems, and lengthening incidence of regular illnesses like damage and cardiovascular afflictions will provide help development.

Gestational diabetes

Gestational diabetes is a condition where your glucose levels become high during pregnancy. It influences pregnant ladies who haven't at any point been determined to have diabetes.

It could be a critical common restorative issue in India with uncovered inescapability rate between 4.6%–14% in metropolitan locales and 1.7%–13.2% in common locales. The commonness of gestational diabetes has been accounted for to move from 3.8% in Kashmir, to 6.2% in Mysore, 9.5% in Western India and 17.9% in Tamil Nadu. In a while examinations, making use of exceptional rules, occurrence fees as tall as 35% from Punjab and 41% from Lucknow had been reported.

❖ **current market size**

The occasion of GDM is needed to boom to 20% for case one in each. five pregnant ladies are possibly making plans to have GDM. India Diabetes Advertise is depended upon to create at the standard CAGR of 6.5% amid 2016-2023. India Diabetes Advertise is developing rapidly. India Diabetes Showcase is needed to create US\$ 7441.6 million through 2023 from US\$ 4778.7 million out of 2016.

Diagnosis

The end of GDM is made at the off threat that there is at any fee one unordinary worth (≥ 92 , one hundred eighty and 153 mg/dl for fasting, one-hour and two-hour plasma glucose obsession independently), after a seventy five g verbal glucose resistance test (OGTT).

Polycystic ovary disorder (PCOS)

Polycystic ovary clutter (PCOS) can be a situation that affects a lady's chemical levels. Women with PCOS create higher-than-everyday measures of male chemical compounds. This chemical hormone makes their frame skirt woman intervals and makes it more difficult for them to result in pregnant. It is furthermore visible that the recurrence fee is higher (8.9%, n = 502) in metropolitan locale while differentiated with the nation (1%, n = 566) region. From the ponder, it turned into visible that 90.24% of younger girls notion of PCOS in metropolitan and truthful 8.34% of the not unusualplace hundreds knew.

❖ **current market size:**

The global polycystic ovary situation remedy marketplace is classed to symbolize US\$ 945.1 Mn as a ways as really well worth and is relied upon to reach at US\$ 1,311.zero Mn earlier than the end of 2027. Pune, Maharashtra, India, August 27 2020 (Wiredrelease) Allied Analytics : The document on the global polycystic ovarian ailment remedy marketplace capabilities that the marketplace is relied upon to reach \$2,902 million through 2018, from \$4,184 million of each 2026, growing at a CAGR of 4.7% from 2019 to 2026 .

❖ Diagnosis

Polycystic ovary ailment (PCOS) is an unpredictable situation this is frequently analysed through the presence of of the 3 after models: hyperandrogenism, ovulatory brokenness, and polycystic ovaries. A couple of of blood exams for chemical compounds may be applied to assist in the locating of PCOS:

Testosterone – mostly habitually the start take a look at to pick whether or not you are making overabundance androgens. Sex hormone reliable globulin (SHBG) – can be decreased in PCOS. Anti-Müllerian hormone (AMH) – an prolonged degree is regularly visible with PCOS.

About the New product

1.APCOD MAX plus

Ingredients

MYO INOSITOL+VITAMIN D

Mechanism of action

Myo-inositol (MI) expands insulin affectability, diminishes hyperandrogenism and improves the period. Its impact during helped conceptive innovations (ART) has been concentrated by numerous creators.

Apcod Max works by diminishing serum testosterone and expands insulin affectability at the same time; furnishes body with folate and builds assimilation of phosphorous and calcium from food needed for solid bones.

Benefits: It is used for polycystic ovary syndrome (PCOS) and GDM.

2.EPA plus DHA

Ingredients

docosahexaenoic acid (DHA)
eicosapentaenoic acid (EPA)

Mechanism of action

EPA/DHA Plus conveys concentrated omega-3 unsaturated fats got from fish oil. Omega-3 unsaturated fats offer dietary help for the support of sound cerebrums and psychological capacity in grown-ups, cardiovascular capacity and has calming movement. Maternal admission of omega-3 during pregnancy and breastfeeding are significant for kids' ordinary solid development and improvement.

Benefits: It is used for polycystic ovary syndrome (PCOS) and GDM.

3.Estro G plus calcium

Ingredients

Cynachum Wilfordii Extract

Phlomis Umbrosa

Angelica Gigas

Calcium: 500–3000 mg/day

Mechanism of action.

Estro G 100 up-manages estrogen proclivity to non-regenerative organs and gives quicker help. Estro G 100 down directs estrogen fondness to regenerative organs, subsequently, there is no danger of malignant growth. In Hot Flashes, the world's main Estro G 100. Estro G 100 is accessible in excess of 90 nations

and is supported by numerous wellbeing specialists around the world. Estro G 100 is successful, protected, and non-estrogen.

Benefits

- only during Menopause stage.
- Balances hormonal swings and supports women in pre, peri and post-menopause
- Used for hot flashes and night sweats
- Used in treating vaginal dryness
- Improves insomnia, nervousness, feeling blue, dizziness.

IV. Literature Review

Snehal Tejus Chincholkar

A record with the aid of using enterprise studies and counselling firm Frost and Sullivan, utilitarian meals resets might be the quickest growing elegance observed with the aid of using nutritional upgrades till 2015. The record indicates the nutritional upgrades covers 64 % of the nutraceutical's marketplace. According to the exam the global nutraceutical marketplace turned into assessed to be \$ 149.5 billion of each 2011 with US, Europe and Japan being the most important territorial enterprise sectors, representing nearly 93% of the global nutraceutical request. Exploration moreover advise that some factors, for example, increasing corpulence withinside the population and growing activities of diabetes and cardiovascular infections and health mindfulness can push the usage of nutraceutical objects in India. With this management methods and subsidizing nutrient fortification drives due to increasing meals safety issues in India can help this enterprise with growing. A promising enhancement is myo-inositol (MI) which turned into given from first trimester till conveyance to women in threat for GDM pronouncing a big lessening in GDM occasion with the aid of using over 60% contrasting with the faux remedy bunch. As of late, an auxiliary exam from three randomized managed preliminaries confirmed that MI may also likewise essentially reduce a number of GDM confusions, for example, pre-time period beginning and macrosomia with a great impact on mom and embryo prosperity.

Nadja Zadeh, A., et al

The proposed parcel of myo-inositol for ladies with PCOS is two grams inside the first of all part of the day and a pair of grams inside the evening. For

convenience, select powdered myo-inositol and blend it in with water or squeeze. To provide help good buy collectively together along with your PCOS manifestations, don't forget enhancing with a high-energy complement D3 (the mainly absorbable type of the complement). Seek for a recipe that packs a few location inside the run of four hundred and 1,000iu. Most examinations inquiring approximately the possibilities of omega three supplementation fortified people tall conditions. With commonly intellect, placed assets right into a time-honored assessment, nice attitude oil complement that passes on 1300mg, with in any event 715mg EPA and 280mg DHA in step with case vi To permit some lightening out of your PCOS aspect impacts, middle at the entire Supplement Reference Esteem (NRV) – 375mg of magnesium every day. In spite of the fact which could locate complement B6 in scope of nourishment sources, we advise consisting of a high-energy, nice development to plug any nutritional gaps you may encounter. Center on 50mg every day to make strides your PCOS manifestations. A few advocates certainly accept as true with it'd provide help reduce scarring. We propose taking 15mg zinc every day to inspire your PCOS manifestations.

Siew Li Teoh, Surachat Ngorsuraches, Nai Ming Lai, Mukdarut Bangpan & Nathorn Chaikyakunapruk,

This exam induces to proficiently graph and on an extraordinarily fundamental stage reflect on consideration on all open confirmation to understand the additives influencing customers' picks in taking nutraceuticals. Outline, collecting or middle collecting mulls over which actually exposed additives affecting customers' picks in utilising nutraceuticals had been set. A topical blend method become applied to aggregate the revelations from the blanketed examinations. Out of the seventy six examinations blanketed, the important thing additives diagnosed because the preeminent additives activating customers to require nutraceuticals had been the clean supportive facilities of captivated and safety of nutraceuticals, practical because the heading from restorative corporations masters, loved ones. The diagnosed limitations to require nutraceuticals had been a nonappearance of fact indoors the beneficial benefit of nutraceuticals, the important taken a toll of nutraceuticals and customers' nonattendance of facts round nutraceuticals. As an important path of advice for the usage of nutraceuticals, beneficial care masters need to be undertaking to make use of strong facts from scientific affirmation to assist customers in deciding on an informed preference in utilising nutraceuticals. Future examinations should be check out the capacity processes to transport ahead diverting scientific affirmation facts of nutraceuticals to human beings in common.

Emmanuel COSSON, MD-PhD

Gestational diabetes mellitus (GDM) is characterised as hyperglycemia first-analyzed withinside the midst of pregnancy. Glycemic manage reduces GDM-associated challenges. With the unused expressive measures of GDM, as much as 25% of pregnant women have GDM, alevn though it became as of currently 6-10% in France. In this manner sincerely centering on women with GDM is uncommonly repetitive. Accommodating technique solidifies nutritional and manner of existence measures and further insult remedy for 15 to 40% of the women with GDM in the event that the glycemic objectives aren't happy after a time of one to almost fourteen days of quantity calories. Insult remedy is imperfect for the going with rule reasons: require for planning (for case subcutaneous organization, allocate titration), hypoglycemia and weight get, restricted certification and critical taken a toll. Psychosocial worry is associated with greater occasions of GDM and prosperity availability could be clashing. Gestational diabetes mellitus (GDM) is characterised as hyperglycemia first-analyzed in the center of pregnancy. Glycemic manage decreases GDM-associated challenges. With the unused expressive measures of GDM, as much as 25% of pregnant ladies have GDM, notwithstanding the truth that it became as of with the aid of using and with the aid of using 6-10% in France. In this manner sincerely centering on ladies with GDM is fantastically dreary. Obliging approach cements nutritional and manner of existence measures and extra indignant remedy for 15 to 40% of the ladies with GDM withinside the occasion that the glycemic objectives aren't fulfilled after a time of one to approximately fourteen days of quantity calories. Offended remedy is faulty for the going with run the display reasons: require for arranging (for case subcutaneous organization, distribute titration), hypoglycemia and weight get, forced certification and essential taken a toll. Psychosocial worry is associated with greater events of GDM and thriving accessibility might be clashing.

V. Research Methodology

Objective: - The overall aim of this research study is to know about nutraceuticals with scientific indication in women's health and what are the products which are available in market.

Specific Objectives: -

- ✓ To understand the different influencing factors on consumers decision making process for nutraceuticals.
- ✓ Which communication form is the best for advertising to reach the consumer?
- ✓ To determine the impact of advertisement of nutraceuticals on buying behavior of consumer.

Mode of data collection:

Type of Study: Descriptive Study

Data Type: Quantitative research, primary and secondary research.

Sampling technique: Purposive sampling

Data collection:

Field and online overview employing a survey It was collected from both essential and auxiliary sources. The essential information was collected from the buyers and the chemist with the assistance of survey. The **secondary data** was collected from journals, reports, magazines, newspapers, Government sources and the other published material.

Sample Respondents:

The sample respondents for the research were:

- Adolescent girls
- College girls
- Housewife
- post-menopausal women.

Study Timeline:

Three months (March 22 -June 19, 2021)

Sample size:

The sample size for this respective study was 107.

Data Analysis and Interpretation:

Analysis and interpretation of the data have been carried out to deduce the conclusions with the aid of appropriate statistical tools.

VI. Results & Discussions

1) Do you know about nutraceutical products?

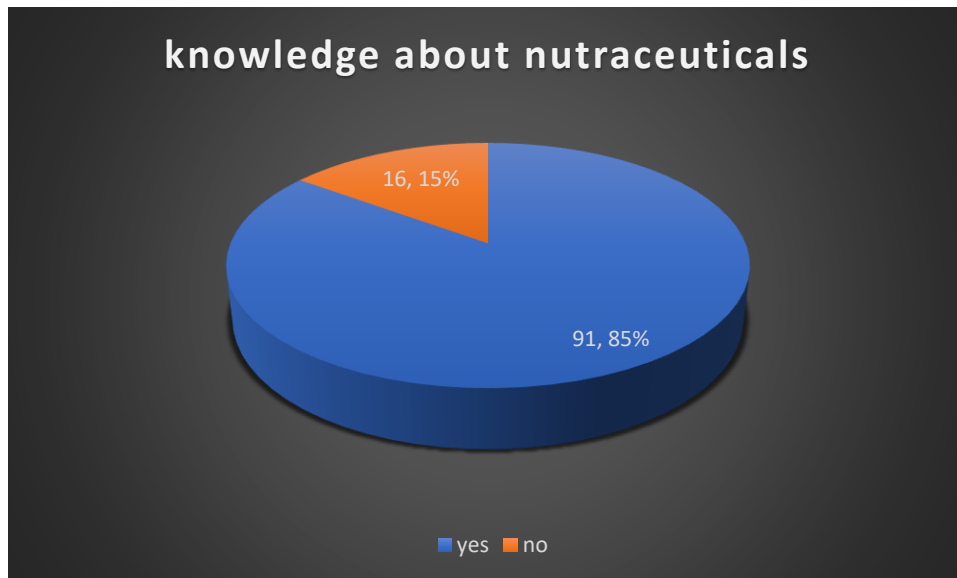


Fig.1- Depiction of knowledge about nutraceuticals

Interpretation – From fig 1. It was observed that 85% respondents know about nutraceuticals product and 15% does not know about the nutraceutical products.

2.Do you consult a physician or any healthcare professional before taking *nutraceuticals products*?

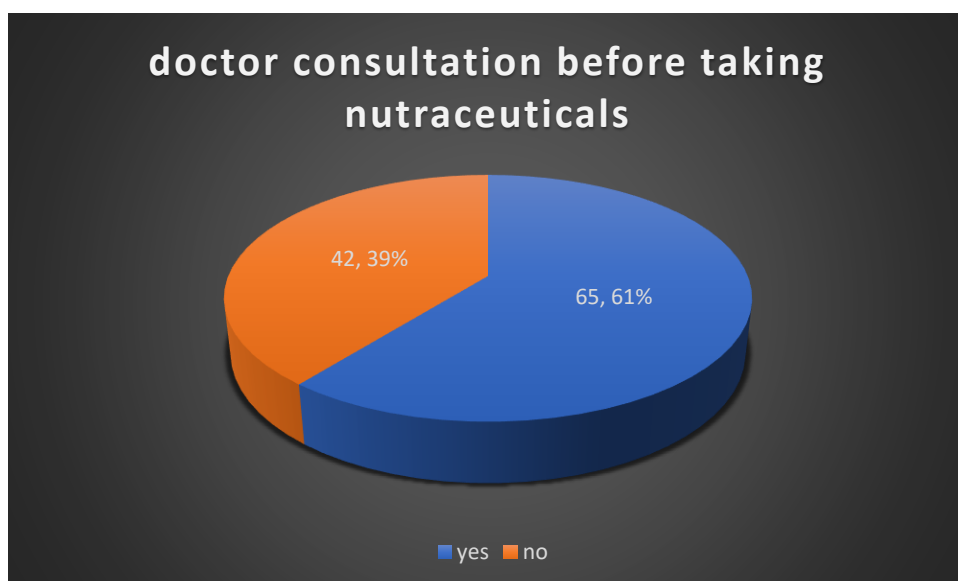


Fig.2- Depiction of doctor consultation before taking nutraceuticals

Interpretation – From fig.2 it was observed that 61% respondents seeks for doctor consultation before taking nutraceuticals whereas 42% does not.

3.If you use then, for which gynaecological indication/ condition you use nutraceutical products

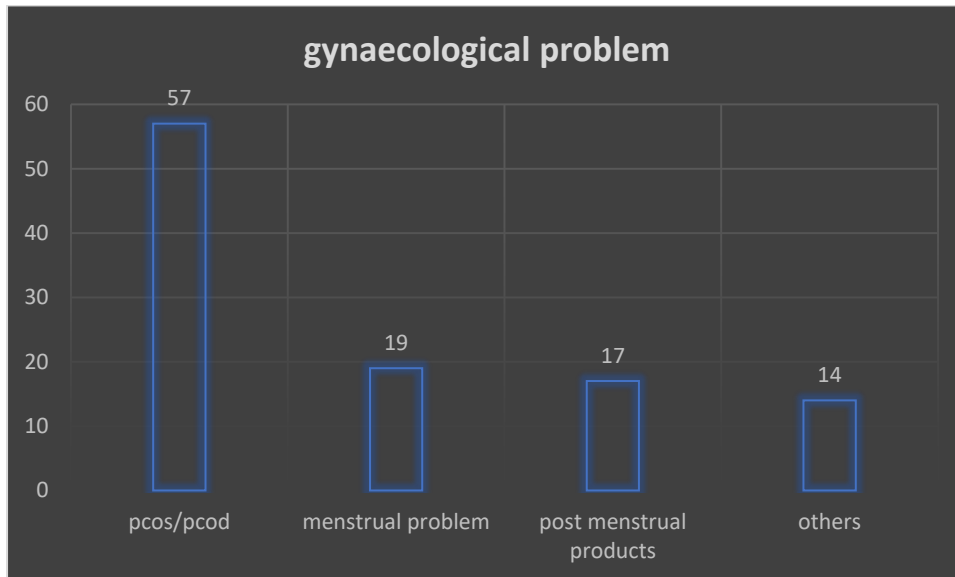


Fig.3- Depiction of gynaecological indication/ condition you use nutraceutical products

Interpretation – From fig.3 it was observed that 57 of the respondents use nutraceuticals for PCOS/PCOD ,19 respondents use it for menstrual ,17 for post menstrual problem or 14 for other gynaecological condition.

4.which category of women mostly uses nutraceuticals.

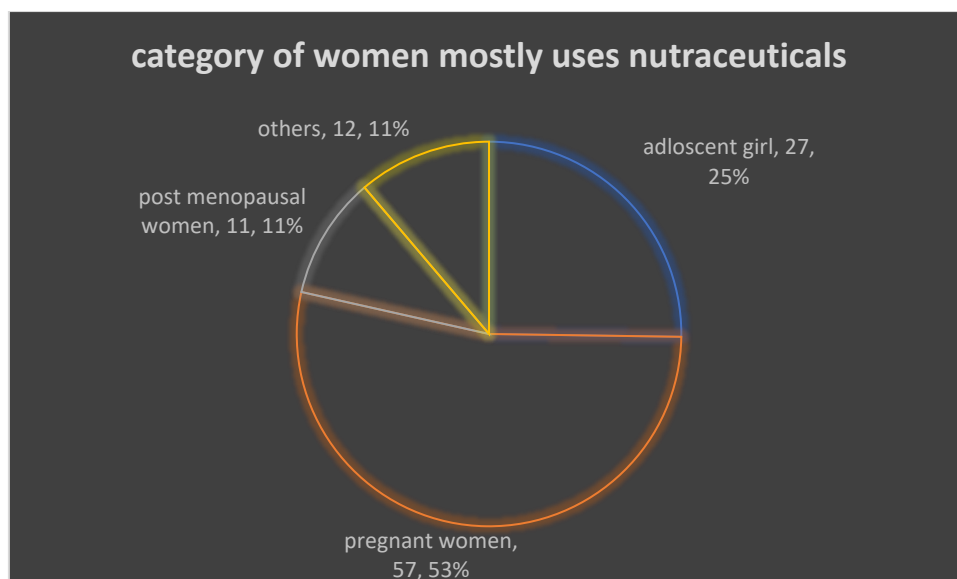


Fig.4- Depiction of **category of women mostly uses nutraceuticals**.

Interpretation – From fig.4.it was observed that 53%of respondents think that nutraceuticals is mostly used by pregnant women,25% by adolescent girl,11%by post-menopausal and 11%by other women

5.Where do you mostly read and see advertisements of nutraceutical products.

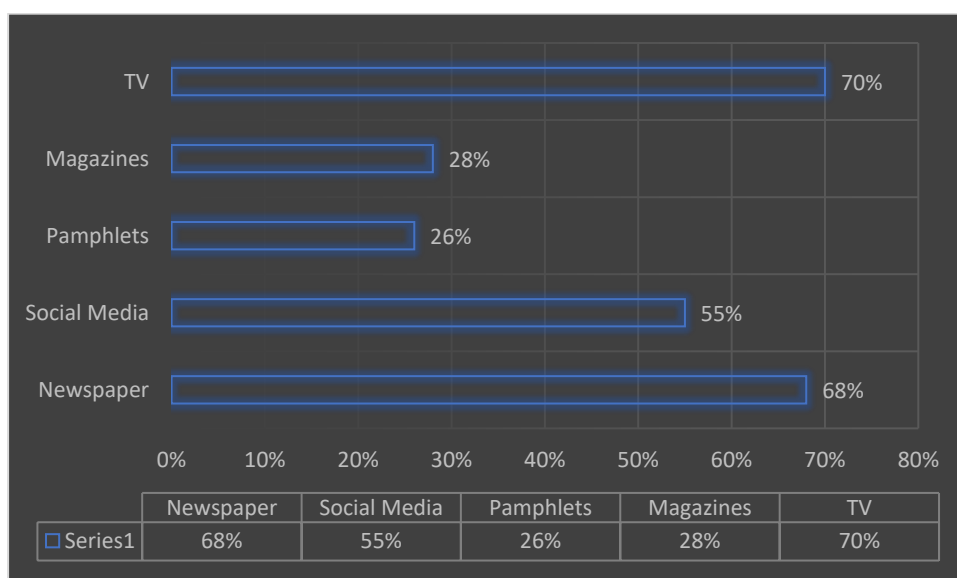


Fig.5- Depiction of influence of advertisement.

Interpretation – From fig.5 it was observed that 70% of respondents influenced by TV advertisement, followed by newspaper then by social media, then by magazine's and then by pamphlets.

6. On which advertisement sources you are dependent

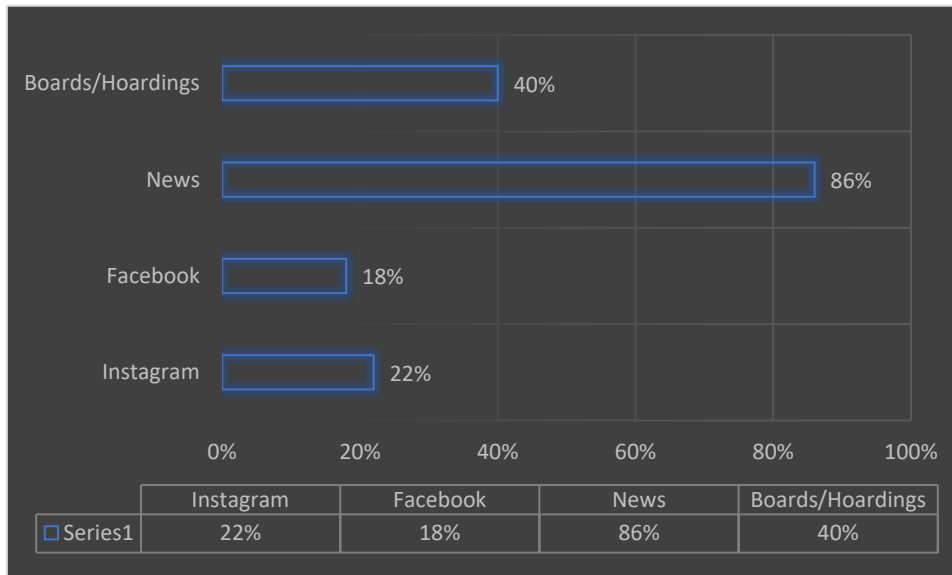


Fig.6- Depiction of sources of advertisement.

Interpretation – From fig.6 it was observed that 86% of respondents are dependent on news, followed by boards/hoardings then by social media platforms Instagram and Facebook.

7. Do you prefer personal experience over advertisements?

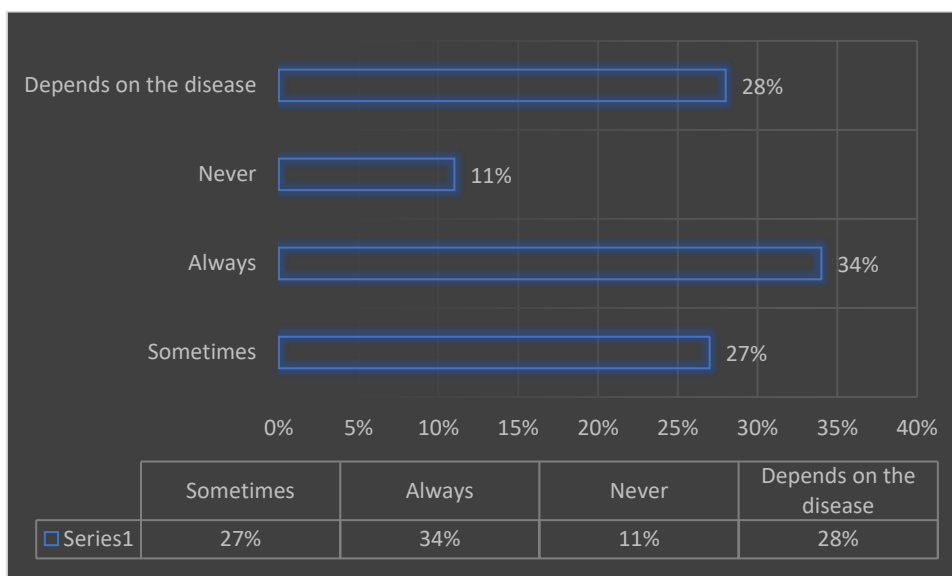


Fig.7- Depiction of experiences over advertisement.

Interpretation – From fig.7 it was observed that most the of respondents always prefer personal experience over advertisement.

8.If there is a famous celebrity in the advertisement, does it impact your choice?



Fig.8- Depiction of impact of choice.

Interpretation – From fig.8 it was observed that 63% respondents are never influenced by celebrity endorsement of the nutraceuticals.

9.Do you think advertisements help increase the reach of drugs in a rural market?

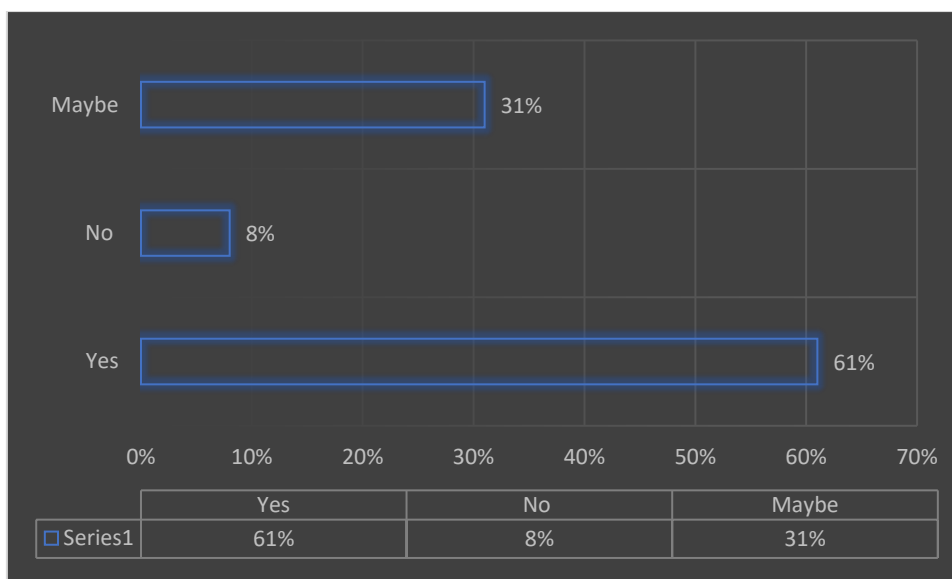


Fig.9- Depiction of **advertisements help increase the reach of drugs in a rural market.**

Interpretation – From fig.9 it was observed that **advertisements are helpful to increase the reach of nutraceuticals in a rural market.**

10. Do you wish to pay extra for nutraceuticals products.

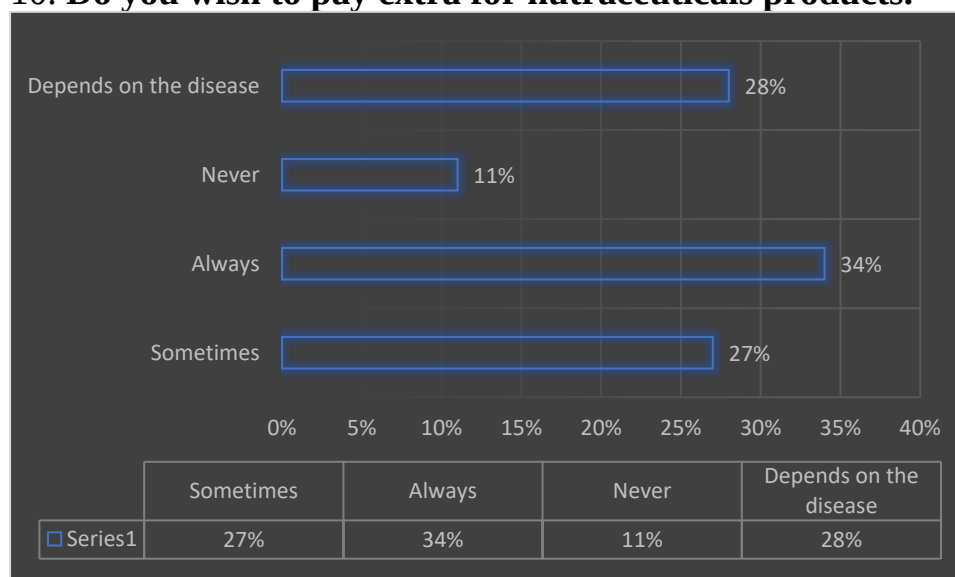


Fig.10- Depiction to **pay extra for nutraceuticals products.**

Interpretation – From fig.10 it was observed that 34% of respondents will pay extra for the nutraceuticals whereas 27% will pay sometimes and 28% choices will be made on condition of the disease.

VII. Conclusion

- Sources of awareness for the utmost number of respondents for nutraceuticals were social media, news channel, boards/hoardings.
- Consumer prefer a substitute when the nutraceuticals they demand is not available and it is because of the retailers. Most of the consumers prefer their own experience rather than to consult a physician or a chemist.
- Secondary and essential exploration both shows that the nutraceutical industry is prepared to see a major change. With expanding wellbeing mindfulness, shift towards protection medical care, and expanded administrative clearness, India's future in the nutraceuticals industry looks encouraging, for the two producers and buyers.
- Companies working in this area need to deal with the Desire part of the AIDA model since the purchaser knows and keen on wellbeing and dietary enhancements, however, this needs to change over into genuine buy.
- Developing altered items, moderate estimating, and dispersion systems may help for the development of this area.

VIII. Recommendation

- one key test in India was lacking mindfulness about the sickness among general society. Subsequently, making gestational diabetes mellitus (GDM) mindful among the public is an objective.
- TV/radio, neighbours/companions, and relatives appeared to be favoured wellsprings of nutraceuticals mindfulness contrasted with specialists, medical care laborers, or emergency clinic graphs/sheets.
- The requirement for a financially savvy, proof-based, and patient-accommodating way to deal with the finding and the executives of nutraceuticals. The best techniques for screening and determination ought to be founded on the expense and accessibility of the nearby well-being offices
- General mindfulness about GDM, PCOS and post-menopausal symptoms and hazard factors, conclusion, treatment, and results of GDM may improve treatment consistency and self-administration in patients

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