

NUTRACEUTICAL PRODUCTS FOR ADOLESCENT GIRLS AND POST MENOPAUSAL WOMEN”

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MBA PM-11

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Introduction

Gestational diabetes is a condition in which your blood sugar levels become high during pregnancy. It affects pregnant women who haven't ever been diagnosed with diabetes.

Polycystic ovary syndrome (PCOS) is a condition that affects a woman's hormone levels. Women with PCOS produce higher-than-normal amounts of male hormones. This hormone imbalance causes their body to skip menstrual periods and makes it harder for them to get pregnant.

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.

About the New product

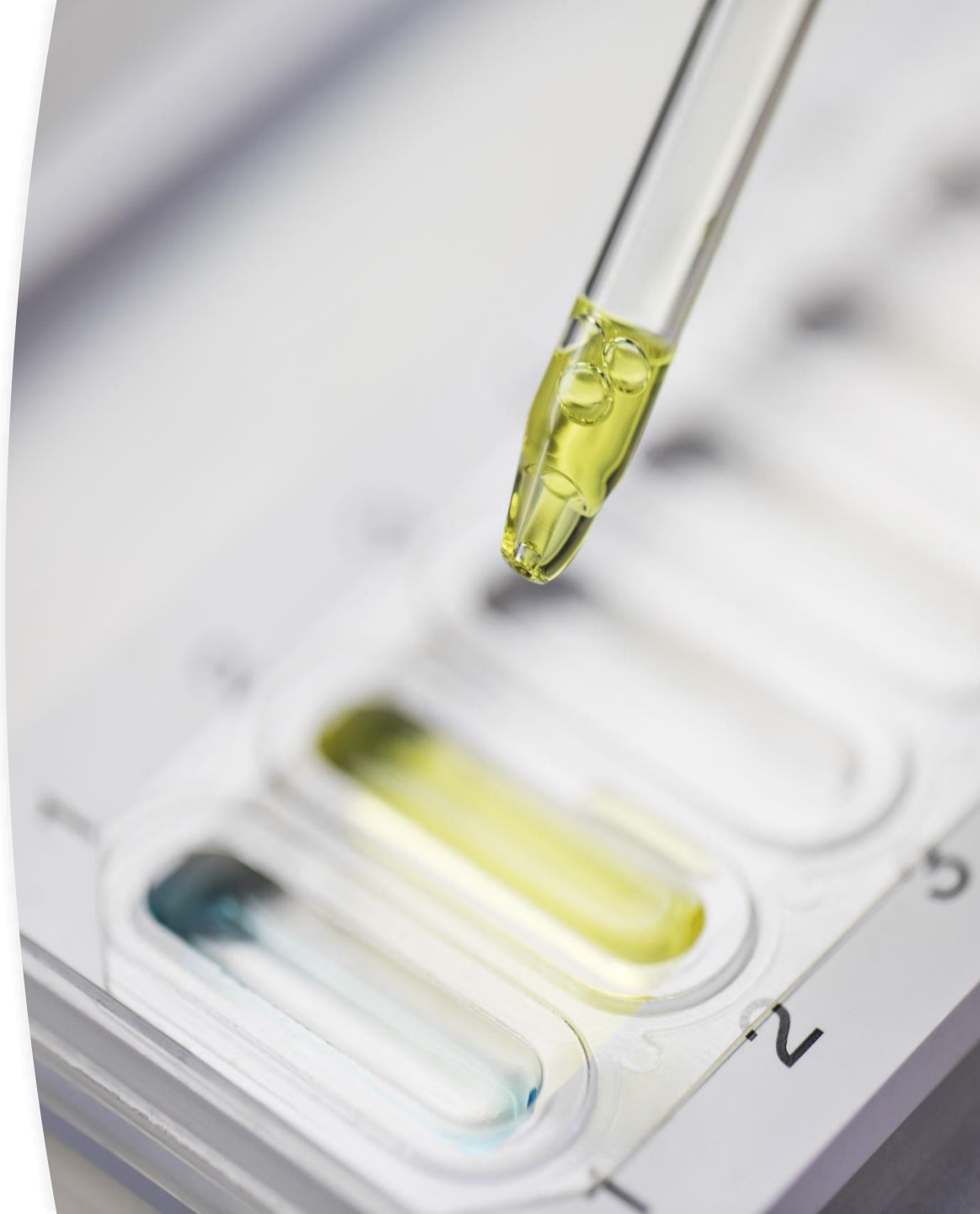
- 2.EPA plus DHA
- Ingredients
 - docosahexaenoic acid (DHA)
 - eicosapentaenoic acid (EPA)
- Mechanism of action
- EPA/DHA Plus conveys concentrated omega-3 unsaturated fats got from fish oil. Omega-3 unsaturated fats offer dietary help for the support of sound cerebrums and psychological capacity in 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.

About the New product

- 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.

RESEARCH METHODOLOGY

- **Sampling Method-** Non -probability (purposive) sampling
- **Sample Population-**Adolescent girls
 - College girls
 - Housewife
 - post-menopausal women.
- **Sample Size- 107**
- **Tool Used-** Telephonic and online survey using a questionnaire
- 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



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.



RESEARCH QUESTION

- What are the concerned Factors which influence the consumers' willingness to pay for nutraceutical products and to analyze the trends of consumers buying behavior for health and wellness products.

Results & Discussions

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

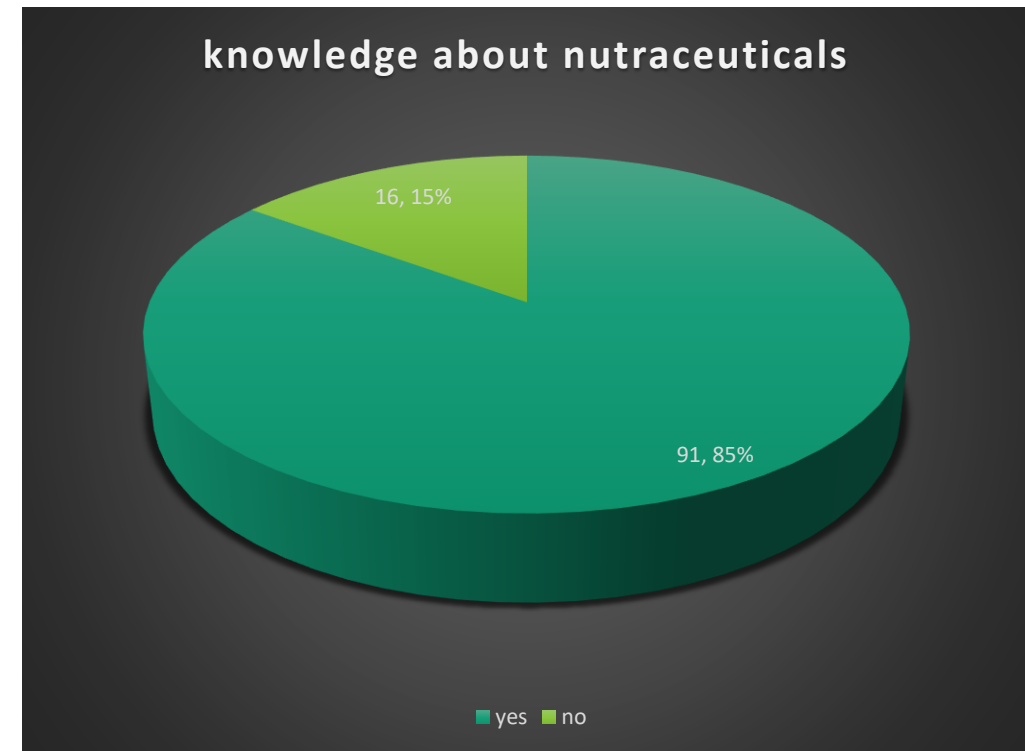


Fig. Depiction of knowledge about nutraceuticals

Results & Discussions

- **2.Do you consult a physician or any healthcare professional before taking *nutraceuticals products*?**
- **Interpretation** – From fig.2 it was observed that 61% respondents seeks for doctor consultation before taking nutraceuticals whereas 42% does not.

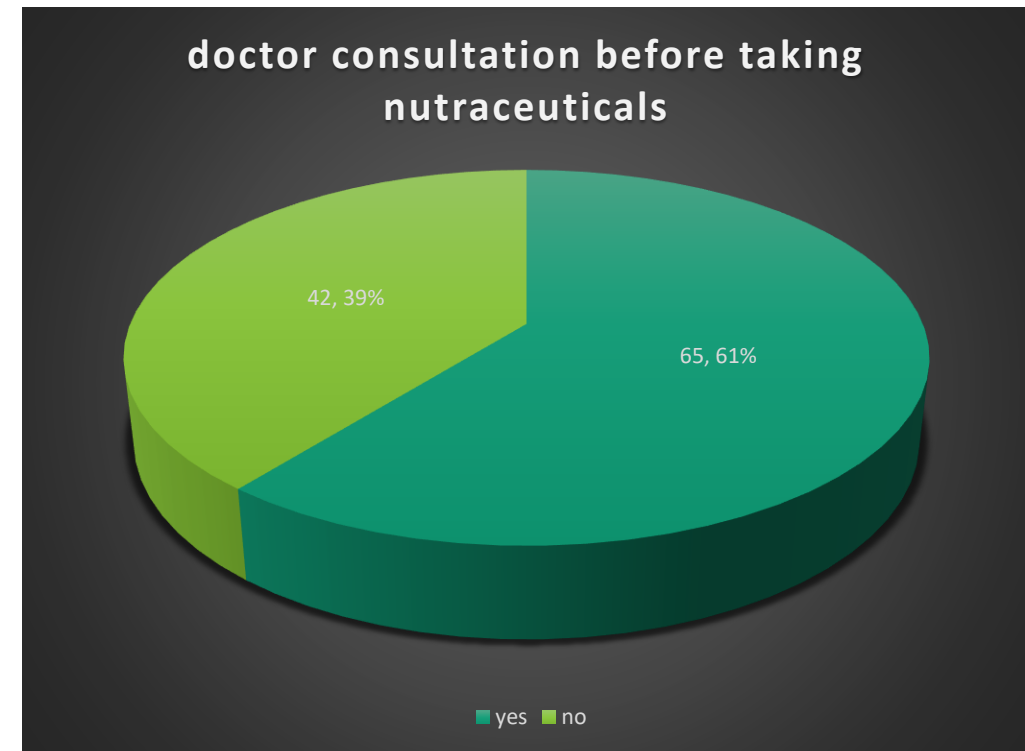
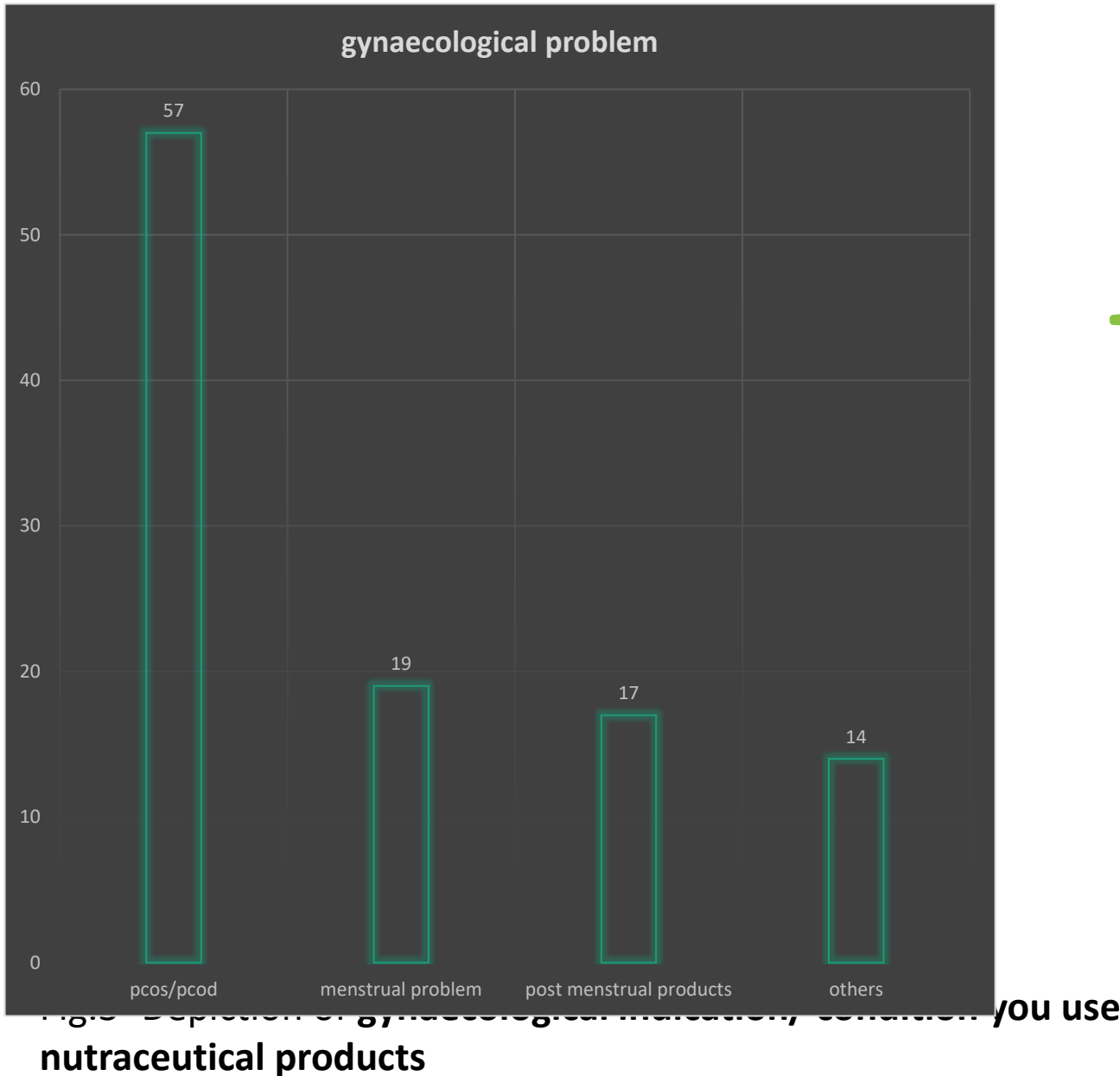


Fig.2- Depiction of doctor consultation before taking nutraceuticals

Results & Discussions

3.If you use then, for which 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.



Results & Discussions

- **4.which 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

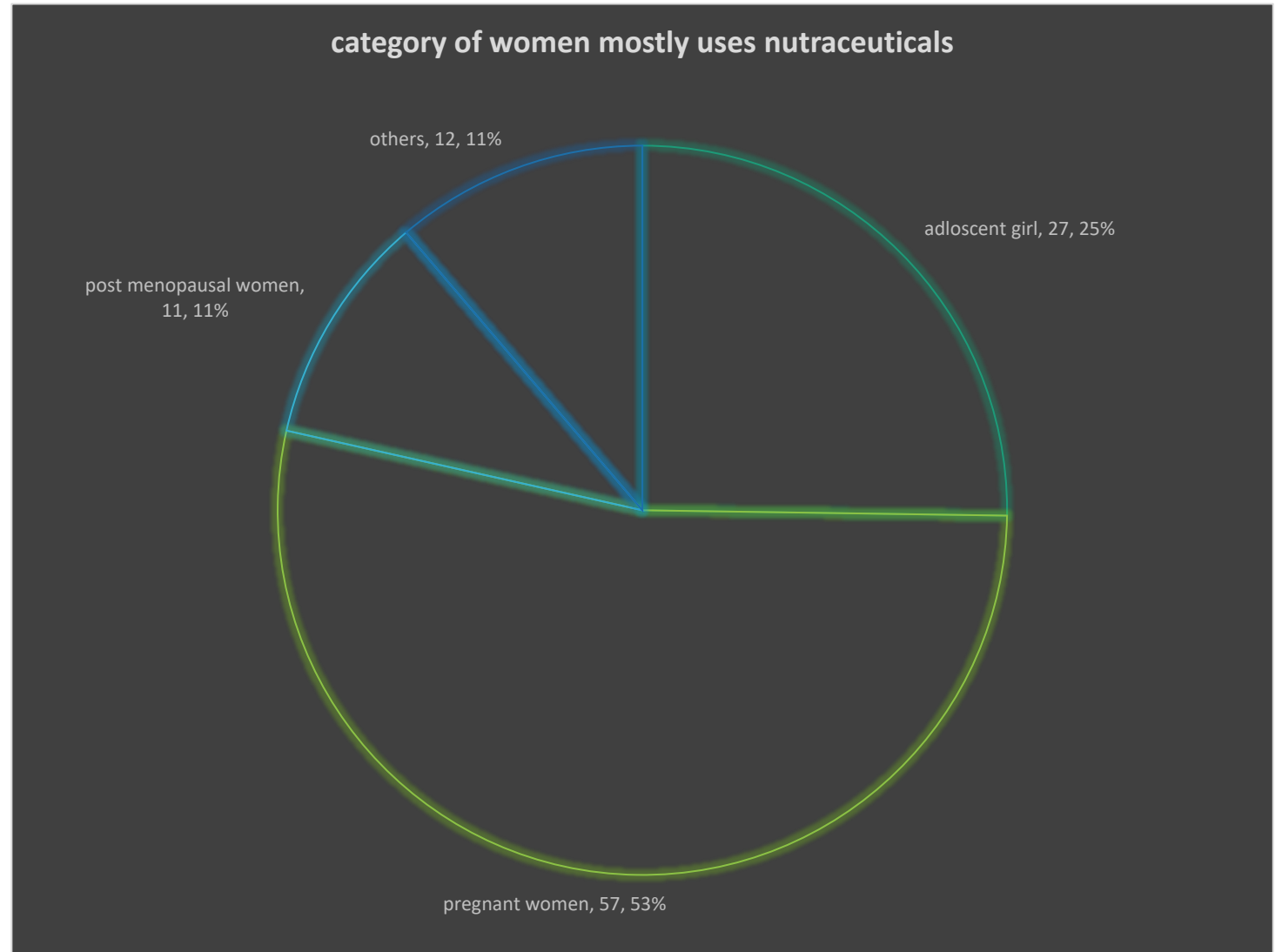


Fig.4- Depiction of **category of women mostly uses nutraceuticals.**

Results & Discussions

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

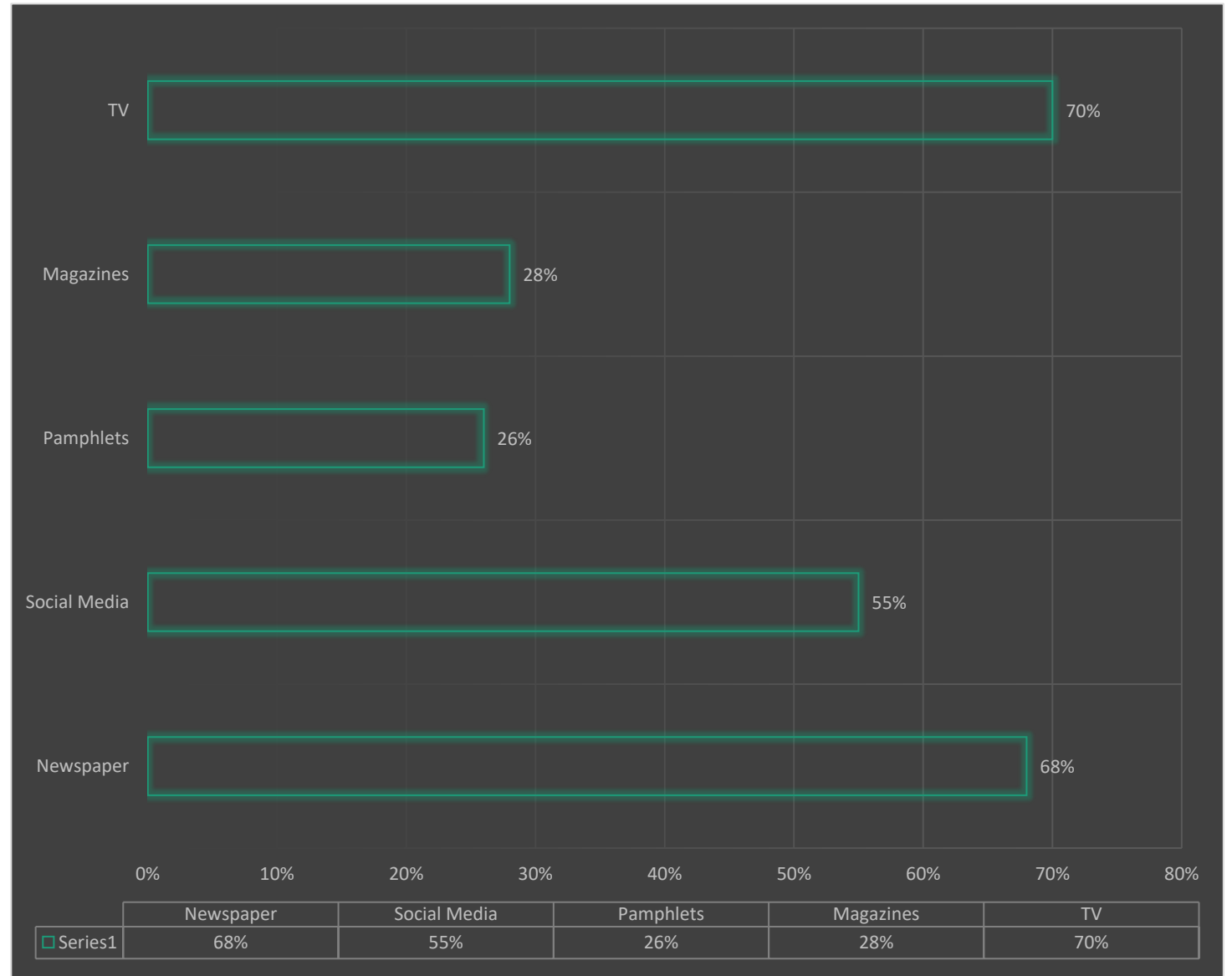
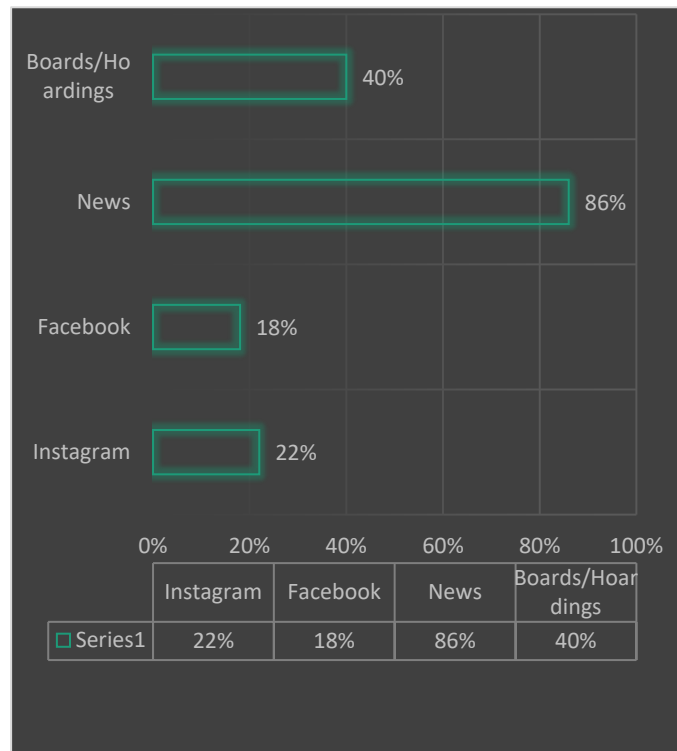


Fig.5- Depiction of influence of advertisement.

Results & Discussions



6. On which advertisement sources you are dependent

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.

Fig.6- Depiction of sources of advertisement.

Results & Discussions

- **7. Do you prefer personal experience over advertisements?**
- **Interpretation** – From fig.7 it was observed that most the of respondents always prefer personal experience over advertisement.

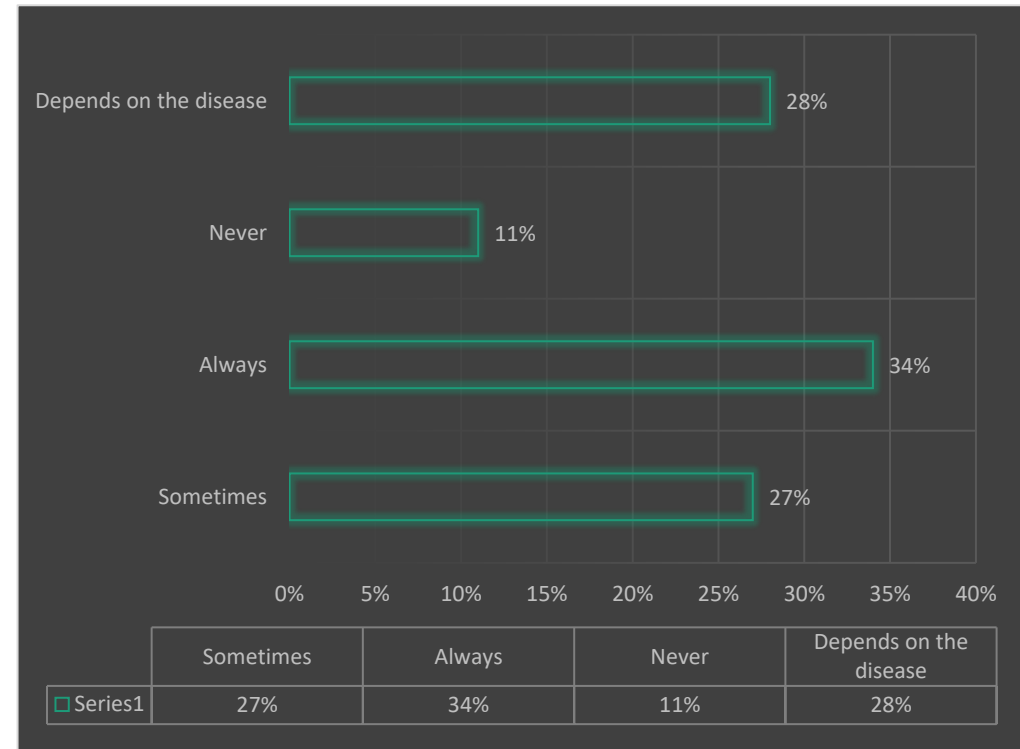


Fig.7- Depiction of experiences over advertisement.

Results & Discussions

- **8.If there is a famous celebrity in the advertisement, does it impact your choice?**
- **Interpretation** – From fig.8 it was observed that 63% respondents are never influenced by celebrity endorsement of the nutraceuticals.

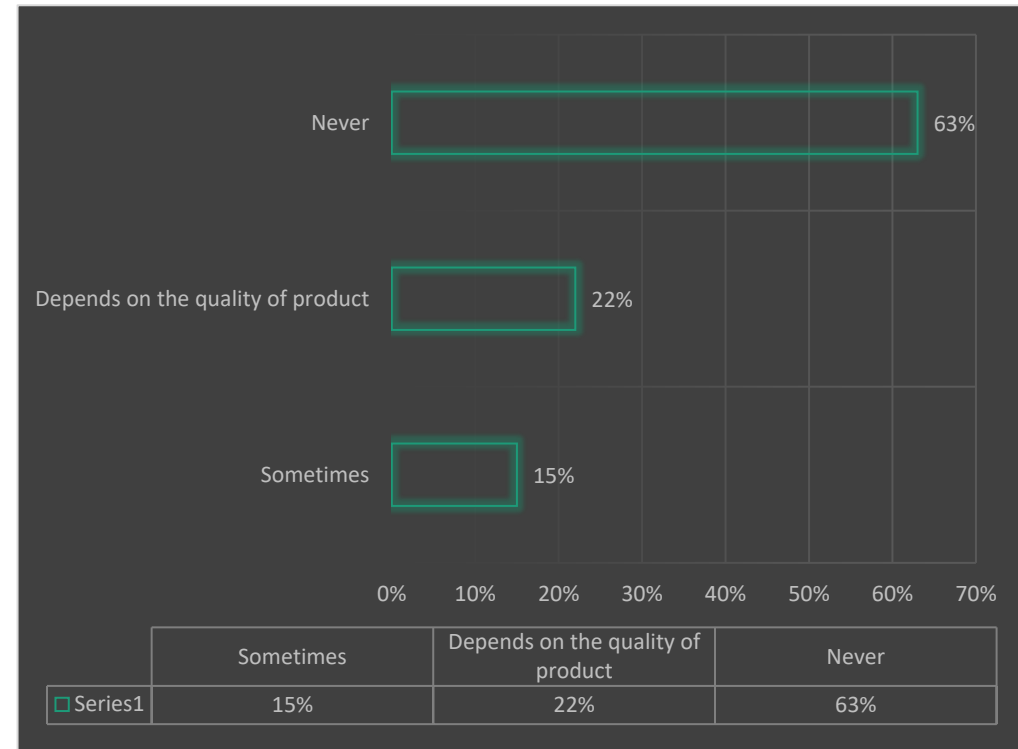


Fig.8- Depiction of impact of choice.

Results & Discussions

- **9.Do you think 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.**

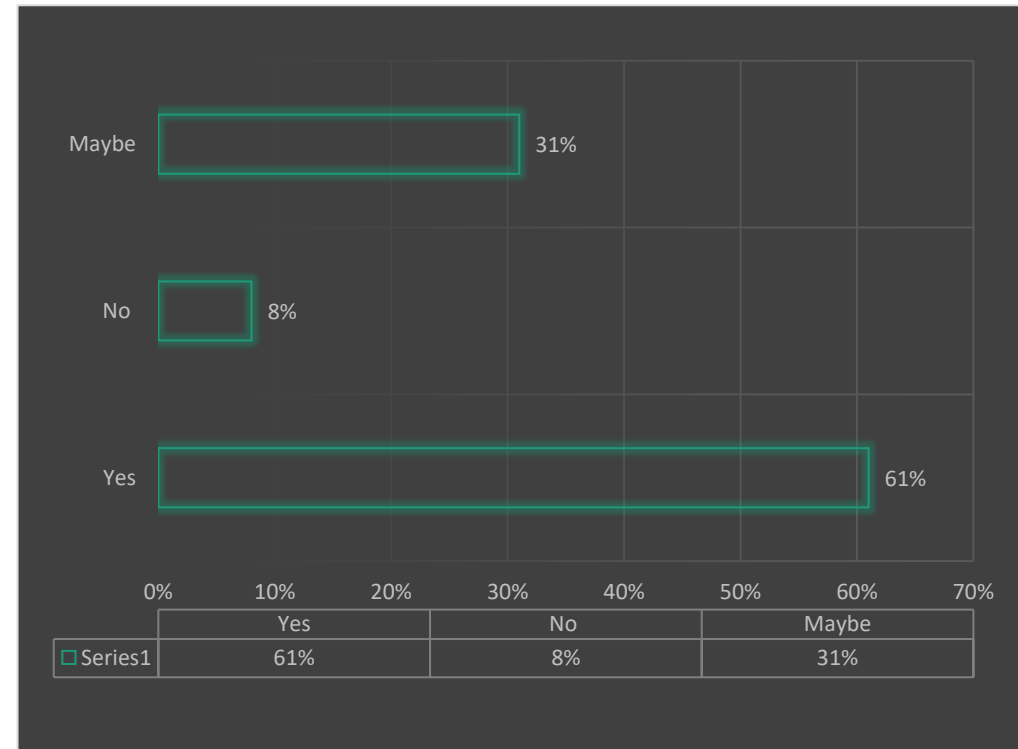


Fig.10 Depiction of preferred treatment for mild/moderate hypoglycaemia.

Results & Discussions

- **10. Do you wish 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.

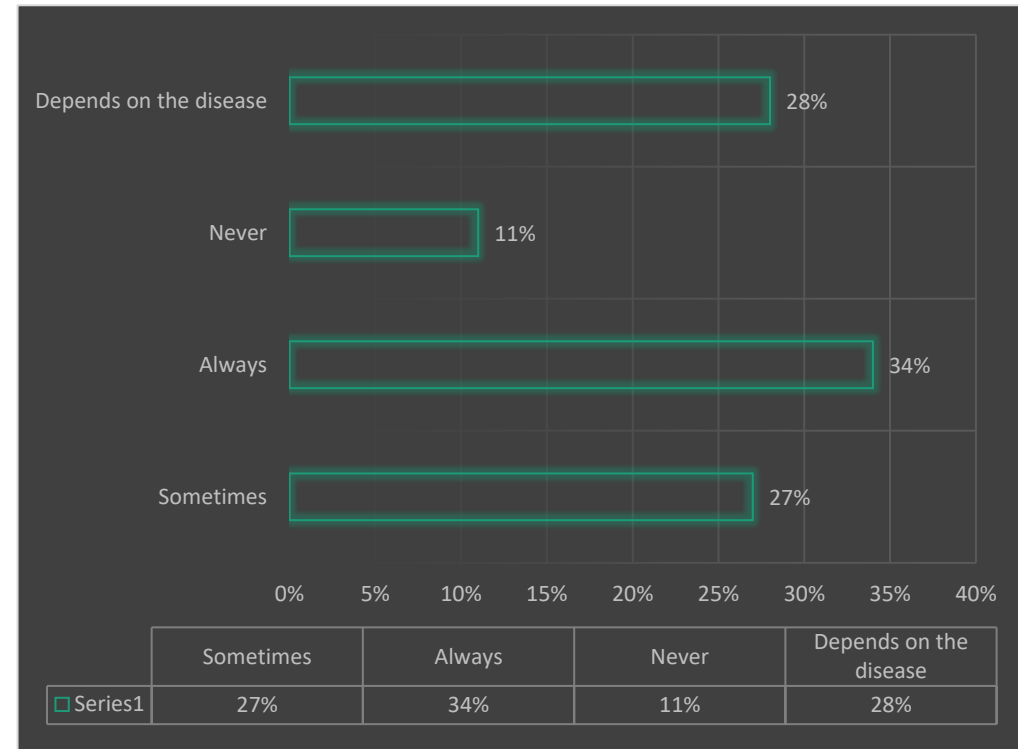


Fig.8- Depiction of impact of choice.

CONCLUSION

Secondary and primary research both indicates that nutraceutical industry is ready to see a big change. With increasing health awareness, shift towards preventative health care and increased regulatory clarity, India's future in nutraceuticals industry looks promising, for both manufacturers and consumers.

Companies working in this sector need to work on Desire component of AIDA model because consumer are aware and interested in health and dietary supplements, but this need to convert into actual purchase.

Developing customized products, affordable pricing and distribution strategy may help for the growth of this sector.

Sources of awareness for the utmost number of respondents for nutraceuticals were social media, news channel, boards/hoardings.

Developing altered items, moderate estimating, and dispersion systems may help for the development of this area.

Recommendation

one key challenge in India was inadequate awareness about the disease among the public. Hence, creating gestational diabetes mellitus (GDM) awareness among public is an imperative.

Television/radio, neighbors/friends, and family members seemed to be preferred sources of GDM awareness compared to doctors, health-care workers, or hospital charts/boards.

the need for a cost-effective, evidence-based and patient-friendly approach to the diagnosis and management of GDM .The best strategies for screening and diagnosis should be based on the cost and availability of the local health facilities

general awareness about GDM and risk factors, diagnosis, treatment, and consequences of GDM may improve treatment compliance and self-management in patients



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Thank You

