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< Role of clinical pharmacist in Nutraceutical market >

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- Concept of Nutraceutical or nutrition -

<Intro>

“Health”, “Wellness”, “Well-being”, “disease free”, “Longevity” and many more words are

popular in last decades. But, how much understanding do we have about a complex organism, “Body?”

The body is a balanced and complex that has the ability to heal itself-if only you listen to it and respond with proper nourishment and care.

In spite of all the abuse our bodies endure-whether through exposure to environmental toxins, poor nutrition, cigarette smoking, alcohol consumption or inactivity-they still usually serve us well for many years before signs of illness may start to appear. Even then, with a little help, they respond and continue to function.

The body is like one big tree that all parts of the tree have its dependent and independent functions and requirements to have proper growth and protection. Sun, Water, minerals, nutrients, proper temperature, toxin control and many factors that govern its fate of longevity.

Essential nutrients to humans are protein, carbohydrates, Lipid, vitamins, minerals and water. Individual nutrients differ in form and function, and in the amount needed by the body; however, they are all vital to our health. The actions that involve nutrients take place on microscopic levels, and the specific processes differ greatly. Nutrients are

involved in all body process, from combating infection to repairing tissue to thinking, Although nutrients have different specific functions, their common function is to keep us going. Another words, by restoring the delicate balance of essential nutrients in the body,

We can allow its natural homeostatic mechanisms to bring the body to health.

Research has shown that each part of the body contains high concentrations of certain nutrients.

A deficiency of those nutrients will cause the body parts to malfunction and eventually break down and, like dominos, our body parts will follow, to keep this from happening, we need a proper diet and appropriate nutritional supplements. Brain function, memory, skin elasticity, eyesight, energy, the ratio of lean to fat tissue in the body, and over all health are all indications of how well the body is functioning. With the help of proper nutrients, exercise, and a balanced diet, we can slow the aging process and greatly improve our chance for a healthier and pain-free — and possibly Longer — life.

Studies have shown that many diseases that we see today are relative It new and are, most probably, a direct result of the way we live.

We are exposed to incredible amounts of environmental toxins.

There are no places left on earth that have been spared from the effects of our polluting hands.

Cars, factories, mercury amalgams, radon, herbicide, pesticides, tobacco smoke, drugs(including prescription drugs such as birth control pills, anti-cancer agents, and antibiotics), ultra violet radiation, and many more insults on our health have increased our requirements for certain nutrients far beyond what we previously needed to provide us with optimal health.

Antioxidant, nutrients, in particular, have been associated with the prevention of many diseases including cancer, atherosclerosis, auto immune diseases, birth defects, psoriasis, asthma, allergies, again and many more. We have overburdened our bodies, and in

particular, our livers with numerous endo and exotoxins. It has reached the point where most people are not receiving adequate antioxidant nutrients to optimally protect their cells. We have much work to do to bring our toxic exposure down.

If we do not give ourselves the proper nutrients, we can impair the body's normal functions and cause ourselves great harm. Even if we show no signs of illness, we may not necessarily be healthy.

It simply may be that we are not yet exhibiting any overt symptoms of illness. One problem most of us have is that we do not get the nutrients we need from our diets because most of the foods we consume are cooked and / processed.

The past decade has brought to light much new knowledge about nutrition and its effects on

The Body, and the role it plays in disease. Phytochemicals, as known as phytonutrients, are one example of the results of this research. These are compounds present in plants that make the plants biologically active. They are not nutrients in the classic sense, but they are what determines a plant's color, flavor, and ability to resist disease. Researchers have identified literally thousands of phytochemicals and also have developed good technology to extract these chemical compounds and concentrate them into pills, powder capsules. These are called nutraceuticals. Medical nutrition and nutraceuticals are a relatively new science.

Your body's nutritional needs are as unique to you as your appearance is. The first essential step toward wellness, therefore, is to be sure you are getting the correct amounts of the proper nutrients.

By understanding the principles of holistic nutrition and knowing what nutrients you need you can improve the state of your health, ward off disease, and maintain a harmonious balance in the way nature intended.

As a healthcare provider, pharmacists are urgent to have clear understanding and interactions of functional medical nutrients such as vitamins, minerals, amino acids,

enzymes, phytochemicals, and other nutrients as well as important information on natural food supplements, herbs, and products that enhance nutrient activity and bring balance to optimum health.

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Homeostatic mechanisms to bring the body to health.