

Bangladesh

An initiative by RED

Celebrating 45 years of Independence

Marrying age-old wisdom with modern technology

A combination of Indian Ayurveda and Modern Medicine creates a global benchmark in the nutraceutical and cosmeceutical industry

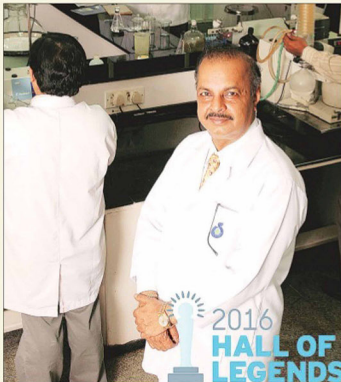
Dr. Muhammed Majeed

WITH THE alarming growth of Non Communicable Diseases (NCD) in India and South Asia, it is very important that a preventive healthcare approach is strongly followed across society, creating an awareness of healthy living.

Backed with three decades of research and innovation, the Sami group has introduced its Direct to Consumer division (Sami Direct) to promote preventive healthcare nutraceuticals among consumers.

Sami Direct, established with the objective of offering various nutraceutical and cosmeceutical products, has captured an eminent place in the Indian healthcare industry with its wide range of products that not only resolve and prevent some unnerving ailments but also support the health and wellness of people.

The use of the cutting-edge technology of Industrial Pharmacy to convert Indian herbs into modern drug form has been termed as Alternative Medicine. Using modern medicine to harness the curative properties of Ayurveda has paved the way for health supplements like Bioprotectant™, Calci D Max™, Cran DM Plus™, CoQ Energizer™, Curcumin C3 Power™, GlycaCare®, IgG Plus, Leangard®, Leangard® Protein Drink Mix, Livstrong®, Lycopene B™, MACUMAX, Moisturising Cream, Omega Bioplus, Or-



A STOREHOUSE OF WEALTH: Dr. Muhammed Majeed, Chairman, Sami-Sabinsa Group, who was recently honoured as an **Industry Legend** by the US based **New Hope Network's Hall of Legends** lays stress on what Mother Nature has given and will continue to give us, believing that nothing can be thought of as waste. The world of herbs holds a huge amount of knowledge and it is no secret that the medicinal qualities of nature's creations have nurtured mankind for centuries



ganic Spirulina, Osteostrom®, R3 Power™, ToxiFlush™, Vita Essentials and the cosmeceutical range of products.

Sami has also developed the strength and infrastructure to offer services in the areas of Customised Product Development; Formulation Development; Con-

tract research; Clinical research; Non animal in-vitro efficacy and toxicity studies; and Analytical Services.

Common health concerns are addressed by nutraceuticals with a view to facilitating healthy ageing. The concerns addressed include joint health, digestive problems, cholesterol levels, skeletal strength, hormonal imbalances, body fat, vision, cardiovascular problems, memory and cognition, etc.

This is backed with state-of-the-art R&D facility which has over 100 scientists doing research to create safe healthcare products and a benchmark for nutraceutical products globally. Having built Asia's super critical fluid extraction facility in India, Sami Labs truly enjoys a competitive advantage. It has also built six manufacturing units, each of which is certified by National Sanitary Foundation of USA and the Orthodox Union (Kosher) of USA. Under R&D, there are 9 divisions: Natural Drug Division; Phytochemistry; Synthetic Chemistry; Tissue culture; Biotechnology; Analytical R&D; Microbiological; Bio-research; Formulation and R&D. The product ranges of SAMI Direct are approved by FSSAI (Food Standards and Security Act of India). Today, the Group holds a strong intellectual property portfolio with 113 US and International Patents and more in the coming.

— The author is Founder & Managing Director, SAMI/Sabinsa Group