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Women's health: Meeting nutrient requirements through supplementation

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Among studies on supplement use in Europe, one common finding is that the major motives for supplement use are related to health (Fig. 1). It is a popular perception that most people who live in Western Europe enjoy a nutritionally sound diet and are not affected by hidden hunger. The reality is, however, different. Growing evidence from intake surveys in Western countries, including Germany, indicates that a sufficient intake is not being achieved in the case of some micronutrients. This is especially the case for folic acid, vitamin D, vitamin E, iron and iodine. This work describes the process followed for the development of a plant-based multiple micronutrient supplements targeted at women at different stages of their life cycle. A list of key nutrients for inclusion was prioritized, based on the existing literature on nutrient needs for women, as well as on their most pressing well-being needs. This was followed by the identification and selection of qualified raw ingredient providers. The final line of newly-developed multiple-micronutrient supplements meets the following criteria: vegetarian, gluten-free, lactose-free and without artificial conservatives. Each product contains specific nutrients targeting the various needs of women in their 20s, 30s and 40s; mainly hydration, skin care and hormonal dynamics, respectively. Microbiological control was carried out three-fold on the end-product multiple-micronutrient supplement. This was then tested for human factor contamination, pesticides, total aerobic microbial count, total yeast count and total mold count. Emphasis was placed on meeting product standards for the European Union and specific requirements for the German market in food and pharma. Best practices were observed during the process to achieve multiple quality standard accreditations. In addition, organoleptic properties were adjusted in accordance to the female market demands. The results presented here reach the point of introduction of the newly developed product to the market.

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