

2nd International Conference on

FOOD CHEMISTRY & NUTRITION

July 24-26, 2017 Vancouver, Canada



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The future of food: Evidence-based science for the natural products industry

A major concern in the natural products industry is that there is a lack of evidence-based data to demonstrate that products are safe, efficacious and work for a particular claim, compared to the scientific data that the pharmaceutical industry is able to produce, organize and market. What has been desperately missing for the industry is a solution or technology to demonstrate how, at the molecular systems level, using evidence-based science; the products are efficacious, safe and properly dosed. For the industry's growth and survival, there is a desperate need to move beyond "brand marketing" and anecdotal information. The revolutionary development of CytoSolve, by MIT-trained systems biologist, Dr. Shiva Ayyadurai, the man who invented email, provides the solution. CytoSolve's ability to discover not only multi-combination therapeutics but also understand the effects of foods and supplements at the molecular systems level, enables the development of both pharmaceuticals and new food/supplement products faster, safer and more cost effectively. CytoSolve is a true game-changer for the natural products industry, providing a gateway to bring innovation and undiscovered efficacy for nutritional products to countless consumers globally.

Biography

V A Shiva Ayyadurai, the inventor of email and polymath, holds four degrees from MIT and is a world-renowned Systems Scientist. He is a Fulbright Scholar, Lemelson-MIT Awards Finalist, First Outstanding Scientist and Technologist of Indian Origin (STIO), Westinghouse Science Talent Honors Award recipient, and was nominated for the US National Medal of Technology and Innovation. In 1982, the US government recognized him as the inventor of email by awarding him the first Copyright for "Email" at a time when copyright was the only way to protect software inventions. His interest in human health also began early, when as a child, he observed his grandmother, a village farmer and healer, practice Siddha, India's oldest system of traditional medicine. This motivated his future study and research in Systems Biology at MIT, leading to his discovery of Systems Health®, a major breakthrough that provides an integrative framework linking eastern and western medicine. His latest invention CytoSolve®, emerging from his doctoral research at MIT, provides a revolutionary platform for modelling complex biological phenomena, to support the development multi-combination medicines without animal testing.

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