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“The future lies in establishing a dedicated regulatory framework for nutraceuticals”

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By **Mansi Jamsudkar** | June 24, 2025



WordPress post #36417

What's in the supplements? That's the question on the minds of most consumers, who are keen to ascertain the validity of the claims made by nutra manufacturers and the R&D behind them. Naturally, companies are inspired to invest in robust clinical research, in a bid to enhance accountability and consumer confidence. In an interaction with NUFFOODS Spectrum India, Dr Deepika Krishna, Founder - Immunosciences & Medical Director - Longevity & Beyond Clinic, elaborates on the regulatory challenges and how the focus on Immunosciences has been on a niche. These science-backed formulations address specific health needs rather than broad, generic offerings. Dr Deepika is hopeful about the future of the nutraceutical industry in India and shares her insights. Edited excerpts:

How do you see the evolution of the supplement industry in India?

In the last five years, I have witnessed a clear and sharp shift in the consumer mindset. Earlier, it was seen as an optional add-on for customers, something you take when you're unwell or trying to lose weight. Now it has become a daily health essential for us.

People are far more aware today of their health needs and clear about their choices. They're reading labels, asking about clinical research, and prioritising long-term wellness over quick fixes. The nutraceutical industry is entering the mainstream of nutrition.

This shift is largely driven by our urban lifestyles, stressful jobs, poor sleep, processed food, digital overload and sedentary habits. According to recent data, over 50 per cent of urban Indians have deficiencies in key nutrients like Vitamin D, B12, and iron, but not because of deficiency, but because our lifestyles are not designed for proper nourishment.

That's where nutraceuticals are stepping into our lives. It is not coming to replace food, but to fill the nutritional gaps modern lifestyle creates in biological systems.

The exciting part is that consumers are no longer passive, but they're informed, intentional, and value science over marketing gimmicks. That's pushing the industry in the right direction. I am hopeful for the nutraceutical industry's future in India.

What are the current regulatory challenges being faced by the supplement industry in India?

The government is coming up with new regulations and statutory practices, but there are still enormous challenges in front of us. Nutraceuticals often sit in a grey zone between food and drugs, which creates confusion for consumers, not just for the companies. To overcome this challenge and misconceptions, we urgently require clearer, unified guidelines to operate better.

Another critical issue is quality control. Unfortunately, not all the supplements available in the market meet the standards they claim on their labels. This undermines consumer trust and ultimately hurts and questions the industry's credibility.

Transparency and rigorous third-party testing need to become the norm, not the exception. On the brighter side, increased scrutiny has pushed brands toward better labelling and honest claims, which is a win for consumers who deserve to make informed choices. I strongly believe the future lies in establishing a dedicated regulatory framework for nutraceuticals—one that balances innovation with safety, and education with enforcement.

How has consumer sentiment changed over the years towards health supplements?

In my experience, consumer sentiment around health supplements has transformed dramatically over the past few years. Earlier, supplements were often viewed with scepticism, often seen as 'optional extras' or even unnecessary, sometimes only opted for during some illness or deficiency.

Today, the narrative has completely evolved. People are far more proactive and educated about the nutritional requirements of their bodies. People are not just looking to 'fix' a problem; they want to optimise their health and well-being. This shift is driven by greater access to information, rising awareness about nutrition gaps, and a cultural move towards preventive healthcare.

How has the journey of Immunosciences been since its inception?

The journey of Immunosciences since we started in 2019 has been both exciting and deeply fulfilling. From day one, our goal was simple yet ambitious. We want to create supplements that aren't just about ticking boxes but genuinely support people's health in a meaningful way.

Our flagship product, Health Reset, took almost 18 months to perfect. It was a true team effort, with researchers, biochemists, and biotechnologists from around the world collaborating to make sure every ingredient was chosen carefully for its quality, bioavailability, and real impact. We wanted something that worked, not just on paper but in people's lives. It turned out to be the best product among our consumers. It's still in high demand.

Since then, we've grown to offer over 28+ thoughtfully developed products. As a boutique company, quality always comes first. Each product is designed with a purpose—whether it's to support everyday wellness, tackle ageing, or address specific health concerns.

We want Immunosciences to be a name people associate with honesty, science, and real results.

What will be your new launches in the pipeline?

Each new product we work on comes from a real need we observe, either in our clinical practice, research or from what people are experiencing in everyday life.

One of our pipeline products, Zen Mode, is formulated for concerns like sleep disorders, which is quite common amongst adults. Studies suggest nearly one in three adults in urban India suffers from some form of sleep disturbance. But most over-the-counter options are either habit-forming or leave people groggy. We wanted to create something gentle, non-addictive, and effective—something that truly helps people wind down naturally.

Another formulation, Vision 360 a supplement for eye support. Our Pure Plant Protein was another response to a clear gap in the market. Here in the market, Immunosciences never chase trends; we listen, research and formulate new products based on consumer needs.

What are the safety measures to consider before you launch supplements in the market?

We have a dedicated team of experts to ensure the safety and viability of our products. Before any product reaches the shelves, it undergoes a multi-layered system of checks and balances.

We work closely with a multidisciplinary committee composed of nutritionists, clinical practitioners, biochemists, and biotechnologists, who evaluate every ingredient from both a

therapeutic and a safety standpoint. Formulations are developed in carefully planned phases, and one of the earliest steps is assessing tolerability, interactions, and bioavailability.

From there, we conduct complete audits of the manufacturing facility. We ensure that all our manufacturing partners hold valid licenses, comply with the FSSAI and GMP standards, and pass stringent hygiene, quality, and process audits. Post-production, every batch goes through third-party lab testing to verify purity, potency, and absence of contaminants like heavy metals, pesticides, or microbes.

We take a cautious, clinically responsible approach because we know people are trusting us with their health. That trust deserves rigour, not shortcuts.

What are the regulatory approvals being considered before launching these products?

Before we bring any product to the market, we make sure it meets every regulatory guideline laid out by FSSAI. We also ensure our manufacturers follow GMP and ISO-certified practices, and every batch goes through independent third-party testing for safety, quality, and consistency. It’s not just a checkbox process for us. We see this as a deep responsibility, because someone out there will take that supplement, hoping it will support their health. So, it has to be safe, clean, and exactly what the label promises.

What are your plans to venture into new markets?

We’re already active across various segments of the nutraceutical market, including dietary supplements, digestive foods, sports nutrition, therapeutic clinical products, and cancer recovery support. Our focus has been on niche, science-backed formulations that truly address specific health needs rather than broad, generic offerings.

Global expansion is definitely on our roadmap. While India remains our foundation, we recognise the growing demand worldwide for high-quality, transparent nutraceuticals. Moving forward, we plan to carefully explore markets where our expertise and products can fill meaningful gaps, always prioritising regulatory compliance and cultural relevance.

Any new research/innovations on the anvil?

Yes, we’re deeply invested in research and innovation (working on some very interesting formulations that might not even be available in India), particularly in the field of longevity supplements. Longevity supplements are in high demand; people are looking for anti-ageing solutions, but believe me, longevity supplements do not turn around time; they offer you graceful ageing. Our multidisciplinary team, comprising nutritionists, biochemists, clinical experts, and biotechnologists, is actively working on formulations aimed at supporting healthy ageing and enhancing quality of life.

Longevity is a complex, multidimensional sector, and we’re focused on creating supplements that are not just effective but backed by solid scientific evidence. It is an exciting space, and we believe there’s enormous potential to make a meaningful impact on how people age and how people can redefine wellness and age like fine wine.

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Read online: https://nuffoodsspectrum.in/interviews/23/22495/the-future-lies-in-establishing-a-dedicated-regulatory-framework-for-nutraceuticals.html

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