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PLANT-BASED INGREDIENTS FOR FUNCTIONAL FOODS

Joerg Gruenwald
Thomas Brendler
Christof Jaenicke
Erica Smith

a world leader in
food information

Covering the botanical details of over 340 plants, and information on the medicinal and functional compounds they contain, with the potential to be used in foods, this book is a must for any company with an eye on the rapidly expanding industry of functional foods and nutraceuticals.

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Nature has been the source of healing compounds for thousands of years and new pharmaceutical agents are still emerging from compounds found in plants. Specific ingredients from plants have long been recognised for health-giving properties, other than healing ailments, and these have traditionally included components such as insoluble fibres, oestrogenic compounds and antioxidant vitamins. Such ingredients, added to foods either to boost their content, or to fortify foods lacking in the ingredient in question, kick started the trend for functional, or nutraceutical foods, which has developed into a multi-million pound market.

This book lists over **340 plants** giving their **botany** and **habitat**, the **compounds** they contain, and their **medicinal properties** and **uses in foods**, together with their use restrictions and references to published papers on their efficacy and safety. The book also contains a chapter on the **market for functional foods**, which highlights the functional ingredients currently in use, and the food sectors that have been most successful in incorporating functional ingredients, together with marketing strategies, the key functional food producing companies worldwide and real life successes and failures of branded functional foods. The chapter on **legislation** explains the law behind the use of functional ingredients around the world.

In the quest for the next life-enhancing ingredient to satisfy consumer demand for functional foods with tangible health benefits, Plant-based Ingredients for Functional Foods is a must for the product developer and food technologist.

The book is written by Joerg Gruenwald, PhD, a leading international expert in the field of botanicals and natural ingredients. He is the author of the PDR (Physician Desk Reference) for Herbal Medicines, the leading international text book for professionals. He is a member of the US Pharmacopoeia Panel on Botanicals and of the Ad Hoc Advisory Committee of the Office of Dietary Supplements of the NIH. He is currently chairman of the International Committee of the American Herbal Products Association. He serves on several editorial boards such as the Nutrition Business Journal, Advances in Therapy, Medical Foods, NutrasCos, NUTRAfoods etc. Dr Gruenwald is president of Phytopharm Consulting in Berlin, whose activities range from market analysis, product development to regulatory affairs for the natural and functional food industry.

Thomas Brendler, is a consultant, author, translator and media designer primarily for the pharmaceutical sector. Projects he has undertaken include strategic presentations on the use of plants in food and medicine as well as information systems and marketing tools on herbal medicines for various German manufacturers. He has been editor and co-author of Herb-CD®, a digital encyclopaedia of medicinal plants since 1996. He contributed to the translation of the German Commission E monographs on medicinal plants into English, and is co-author of the "Physician's Desk Reference for Herbal Medicines". In 1997 he founded PlantaPhile®, an image archive of medicinal plants and has since made various field trips to ethnopharmacologically relevant regions of the world. He is currently preparing a publication on medicinal and aromatic plants of Indian Ocean Islands. Furthermore he co-produces and maintains PhytoDok®, a reference database for publications on medicinal plants.

Christof Jaenicke, M.D., is a physician and businessman, and chief executive officer and medical director at Phytopharm since its was founded in 1996. He has been director of Analyze & Realize

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Inc. since 2001. In 1992 he founded Background Consultancy, a consulting firm specializing in the health industry. Christof Jaenicke gained wide-ranging experience in research and management during his 15 years with such leading companies as Ciba Geigy, Fresenius, Sterling and Lichtwer. He has become a guiding force in the movement to control disease through nutrition, based on the far-reaching concept of "Nutrition & Therapy". His extensive experience ranges from medicinal plants through enteral and parenteral nutrition to "traditional" medicine. Christof Jaenicke is coauthor of the "PDR Physician's Desk Reference for Herbal Medicines" and the "PDR Family Guide to Natural Medicines & Healing Therapies."

The chapter on legislation was written by Erica Smith who holds the position of Principal Regulatory Adviser at Leatherhead Food Research Association, where she specialises in food supplements and functional foods legislation. She studied biology at Nottingham Trent University and then joined a small biotechnology company, where she worked in product development, and later in product support for 5 years. In 1993 she joined the Proprietary Association of Great Britain, the UK trade association representing manufacturers of over-the-counter medicines and food supplements, where she worked in regulatory affairs.

CONTENTS:

Introduction, containing sections on: Carbohydrates, and plant saccharides with special properties; Proteins and amino acids, special plant proteins, and amino acids and oligopeptides found in plants; Fat and lipids found in plants; Major vitamins found in plants; Minerals and essential trace elements found in plants; Plant compounds with hormonal activities; Other plant compounds with health-giving properties

Monographs listing plants A-Z, each including: Latin name; synonyms; vernacular name; botany; habitat; compounds contained; modes of action and use in medicine; use in foods; use restriction; references.

Markets Strategies and Players

Categories of functional food ingredients; Challenges of product development; Nutritional marketing; The market for functional foods and beverages; The players in the functional foods industry; Outlook

The Legal Framework for Plant-derived Ingredients Explained

Introduction; Key regulatory agencies; Key legal definitions; Herbal medicines and existing legal framework for plant-derived ingredients with medicinal properties in different countries; Key developments in legislation; The use of plant-derived ingredients in food – as flavourings and novel ingredients, in Europe and in the US; Claims relating to a potential health benefit; Practical application of legislation to plant-derived ingredients

Containing over 470 pages, this book is priced at £125. Member discount price £100

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JOERG GRUENWALD, THOMAS BRENDLER, CHRISTOF JAENICKE AND ERICA SMITH

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