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## Intellectual Property

# A key for innovation

Generation Y was born into a great transitional phase of everyday life, technology has become an important aspect in nearly everything we do. Generation Y is known as the tech savvy generation, however, with the use of technology comes negative side effects such as negative views from previous generations and a decline in this generation's health. Apart from technology, food and changing lifestyle too has a major role in increased obesity and other illnesses and diseases as compared to the preceding decade. Fast food chains are fueling the food industry and eating unhealthy every day is affecting the younger generation largely.

While this persists, people are exploring alternate solutions to stay fit and healthy, in particular the emerging segment of nutraceuticals. Nutraceuticals are products that provide nutrients through various formats including dietary supplements and functional beverages and fortified foods. The world is moving to condition based nutrition where nutraceuticals play a large role and are moving away from traditional formats to much more focused products addressing specific conditions. These nutritional supplements are generally generic and hence, can, most often, be consumed by people of all ages to help improve various health conditions thereby empowering people to manage their health in better ways.

Still there is a huge gap in consumption of nutritional foods in the

country as compared to other developed countries, which has led to the prevalence of malnutrition thereby increasing lifestyle diseases. The human body needs proper amount of vitamins, minerals, proteins and nutrients to stay fit. Sami Labs has been relentlessly working for over two and half decades in offering research backed nutraceutical ingredients that can benefit our health.

Since research and formulation is the crucial aspect of innovation of nutraceuticals, Sami Labs spends over 5% of its annual turnover every year for its research and development, which helps in focusing on new product innovation. It has successfully experimented a series of innovation to encourage 'nutraceuticals' in different verticals for different diseases and for all age types with a claim of 'no-side effects'. At the same time it cares for nature and brought in the idea of developing and cultivating products with a sole motto of bringing purely health benefit products with no side effects to the mass.

Recognised with the Department of Scientific and Industrial Research, the company's R&D is a multi-disciplinary division pursuing diverse fields of research. The R&D department works closely with the Government of India and the Indian Pharmacopoeia Committee on preparation of Standard Operating Procedures for Ayurvedic herbs and monographs for Indian herbs.

The company has been focusing on

areas like health and wellness, adjuvants to the management of health conditions like diabetes, cardiovascular diseases, obesity, bone and joint health, memory health, prostate health, post-menopausal health conditions, personal care which includes skin and hair care, nutritional supplements and last but not the least a novel drug, which is natural in origin to treat complex health conditions like glaucoma and psoriasis.

Scientists in the formulation R&D take up the challenges involved in formulating the active ingredients to finished formulations. The team is spearheading the development of finished dosage forms to be launched by Sami Direct.

Sami has its own multi-level marketing arm with the help of which Sami Lab sells its innovation in terms of its ingredient portfolio. Ever since its establishment in 2010, Sami Direct has launched 25 products included in its folio. Since then Sami Direct has been one of the fastest growing direct selling companies and is the first to introduce various nutraceuticals and cosmeceuticals products with patented formulations. The company offers exceptional and life changing products, in the categories of nutraceutical product range.

One of the key concerns which is coming in the way of investing on R&D is Intellectual Property (IP). IP infringement continues to be a problem, but the company is seeing more manufacturers address it directly.