

## ***Standardization and harmonization of nutraceuticals and application of HRMs analysis in food industry***

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### ***Abstract***

Food plays an influential role in every person's life. It provides nutrition to not only the body but also to the mind and makes you what you are. In this era of globalization terms like - 'Nutraceuticals', 'Functional Foods', 'Wellness Foods', 'Medicinal Foods', 'Pharma Foods' etc are claiming a lot of attention today which has been very well described and highly appreciated. Among them 'Ayur-Nutraceuticals' are the major contributors of the products. Unfortunately the lack of standardization program and the bad habit of adulteration and purity of raw materials make the production side a little weaker. With the spread of Ayurveda in the West also countless Ayurvedic products have come onto the market: massage oils, teas, cosmetics, food supplements and herbal preparations. Since the question of the quality of products is absolutely justified, partly because the media already have been reported about several occasions over quality defects (eg heavy metal pollution, pesticide residues etc). In such a situation the quality and uniformity of nutraceuticals can be achieved only through good standardization procedures. Along with standardization sensible use of instruments and technology like HRMS helps to reduce the time consumption for detecting pesticides and other toxic contaminants in raw materials. Product standardization across national and international markets ensures that the same product, consistent in all its aspects, is available to consumers, with no need to consider their actual location.



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