



**FORZA
VITALE**
Preparazioni Spagyriche

SANA 2018

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ENG 

"Bioavailability and Bioequivalence in medicinal extracts and food supplements: in search of the lost active ingredient!"

The concepts of effectiveness and validity: from circulatory extraction to micro emulsions.

As known to professionals the beneficial activity of botanical extracts is linked to its active ingredients. The term "active ingredient" generically indicates the substance generated in the cells of plants which can have therapeutic, beneficial or toxic effects. Active ingredients can be classified into three macro groups: that of synthetic active ingredients (the case of most medicinal drugs), that of the semi-synthetic active ingredients (e.g.: aspirin) and that of natural active ingredients known as phytotherapeutics. With this brief but proper distinction, let's move on to the question of interests for producers, operators and consumers in the natural wellness sector: how much of the active ingredients and their benefits remains in the extracts and supplements we buy? In a highly competitive market like today, all herbal supplements and extracts are the same, safe and effective?

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To shed light on the issue Dr. Joseph Cannillo, FIB Board of Trustees - Italian Biology Foundation, professor of phytotherapy at the EUNAM Institute - School of Advanced Education in Science and Methodology Naturopathic and Natural Medicine affiliated with La Sapienza University, professor at ABAP Associazione Biologi Ambientalisti, Scientific Director of the Forza Vitale Laboratory, will intervene on September 9 at 11 Stand B57 - C58 of Forza Vitale.

Specifically, Dr. Cannillo will emphasize the importance of the criteria of *effectiveness* and *nutritional validity* in herbal products, by "exploring" the concepts of bioavailability (percentage of active ingredient that enters the body) and bioequivalence (in summary, comparison to establish the average equivalence of formulations that should have similar bioavailability).

An excursion on the techniques able to satisfy the above mentioned criteria will be carried out with a detailed focus on the "role" of the circulation extraction and the production processes of the micro emulsions in the "safeguarding" of the benefits of the active ingredients.

All this in order to give a clear contribution to both consumers and the "community" of operators and professionals in the sector.

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