



## Pharmafood Breakthrough Forum June 27<sup>th</sup> 2008

### Nutraceuticals

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Blackmores Ltd

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## What's working?

- Fish oils
- Convenient
- Cost-effective
- Multiple uses



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## Product Line



**More to come!**

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## Niche Markets

- Macu-Vision™
  - Approach by leading ophthalmologist
  - Link to education body (MFD)
  - Contribution to MDF
- Lutein-Vision™




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## Drivers of change

- Demographics & Consumer Attitudes
- Regulatory
- Science
- Externalities
- IP

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## Demographics

- Baby boomers
  - Large
  - Wealthy
  - Living longer
  - Quality of life interest even in 'non-essential' areas
- Consumer Attitudes
  - What's good for *me*?
  - Personalised nutrition

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## Regulation

- Increased scrutiny for claims
- Proposed pre-emptive claims validation
- Collapse of Trans-Tasman harmonisation has slowed things down

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## Weight Loss - TGA

- Person with BMI  $\geq 30$  is classified as 'diseased'
- Product would require an Aust R application
- Does this apply to meal replacements?

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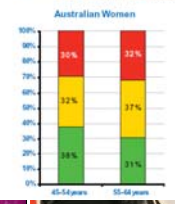
## Science

**Baker IDI**  
HEART & DIABETES INSTITUTE

Figure 3. Impact of obesity on the risk of developing Type 2 Diabetes and CVD.


Figure 4. Weight profile of middle-aged men and women who participated in the NBPDS: A representative snapshot of modern-day Australia.

**Australian Women**



Age Group	Optimal Weight (BMI < 25 kg/m <sup>2</sup> )	Overweight (BMI 25-30 kg/m <sup>2</sup> )	Obese (BMI > 30 kg/m <sup>2</sup> )
45-54 years	38%	32%	30%
55-64 years	31%	37%	32%

**Australian Men**



Age Group	Optimal Weight (BMI < 25 kg/m <sup>2</sup> )	Overweight (BMI 25-30 kg/m <sup>2</sup> )	Obese (BMI > 30 kg/m <sup>2</sup> )
45-54 years	21%	49%	31%
55-64 years	18%	51%	31%

Body Mass Index is calculated on the basis of an individual's height and weight and is a key indicator of overall fitness and health.

■ Heart attack  
■ Stroke  
■ Heart failure  
■ Hypertension/diabetes

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## What is a healthy weight?

- BMI  $\geq 30$  really diseased?
  - Obese-weight, metabolically normal
- BMI  $\leq 30$  not diseased?
  - Normal-weight, metabolically obese
- The lower end of the so-called 'overweight' range may be the ideal weight



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## Wrong target?

- Where is muscle in all of this?
- Frailty – looming problem



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## Externalities

- Issues
  - Climate change
  - Competition for resources including water
  - Diminishing energy supplies
  - Diversion of food for fuel
- Outcomes
  - Food insecurity
  - Economic insecurity
  - Increasing cost of raw materials

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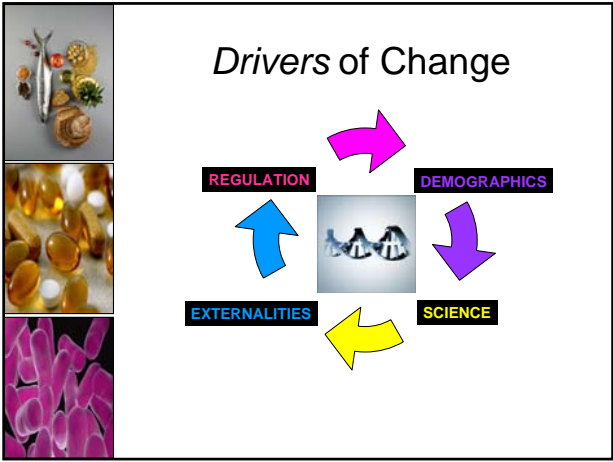
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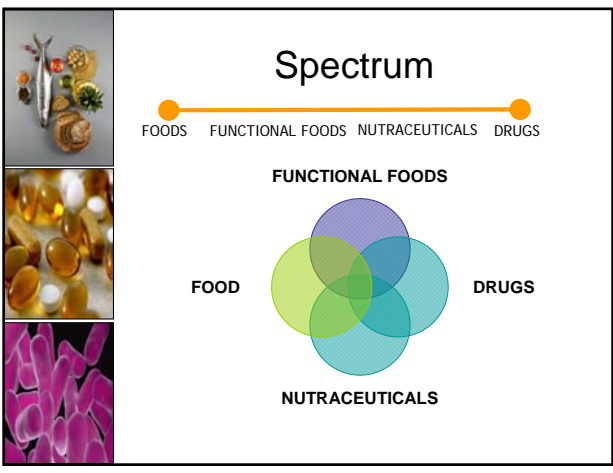
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**THANK YOU!**  
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