

# Studies but no health claim?

*Reliable information for your target groups*

*„Effective Nutraceuticals“ – A new Service on our Homepage*



## „Effective Nutraceuticals“

The European Nutraceutical Association ENA is committed to contribute to the *scientific assessment* of and *information* on nutraceuticals.

Unfortunately the EU Nutrition and Health Claims Regulation has restricted the opportunity to communicate health related information to the consumer, even in cases where it is backed by sound research. Therefore **today's situation** is still characterized by:

- an information overflow that spams the valuable benefits of nutraceuticals
- negative information via the media
- critical outcome of (meta) research
- confusion of lay audience and doctors

The result is that all target groups rely on wrongly fed intuition rather than scientific facts.

Not only the literature says that people are looking for **reliable information**. The high number of users of our own website as well as individual feedback tell the same story. We count for about 1.200 unique visitors per month.

It is known that people rely on the opinion of the **family physician**. Therefore a dual strategy is meaningful: scientifically based

communication to the doctor as well as a condensed, easy to understand information to the public.

On our homepage we have therefore started the new service **„Effective Nutraceuticals“**. The target is to distill scientifically valuable information to target specific and digestible health benefits of specific nutrients.

**Target groups** of this communication are MDs, health care professionals as well as lay persons looking for independent information about nutraceuticals. Also the media can use this section as an independent source for their coverage.

Important **benefits** of the new section *„Effective Nutraceuticals“* are:

- information is easy readable for doctors and lay persons
- information is based on scientific criteria only
- information is not bound to regulatory and political restraints


Please have a look at our homepage!

## The list of topics:

- Amino Acids
- Antioxidants
- Dietary Supplements (general)
- Fibers
- Glucosamin and Chondroitin
- Meal Replacement
- Melatonin
- Minerals and Trace Elements
- Phytonutrients/Botanicals
- Plant sterols and stanols
- Pre-/Probiotics
- PUFAs (Omega-3-fatty acids, etc.)
- Red Rice (Monacolin K)
- Vitamins (Vit. D, Folate, etc.)

## Educational grant to promote health related information on nutrition

We invite you to sponsor our efforts by an educational grant of € 3.500 per topic (details are subject to agreement). This supports our literature research backed by our experts and helps us to keep it updated. Sponsors are allowed to comment on the information before publication on our homepage. To warrant independency the final decision on what will be published lies solely by the ENA.



EUROPEAN NUTRACEUTICAL ASSOCIATION

DEUTSCH - ENGLISH

- NEWS
- ABOUT ENA
- SCIENCE
- EFFECTIVE NUTRACEUTICALS**
- DIETARY SUPPLEMENTS
- FATTY ACIDS
- ADHD
- EVENTS
- PRICES
- NEWSLETTER
- MEMBERSHIP
- LINKS
- PARTNERS
- GOVERNANCE
- MEMBER LOGIN


### ADHD

#### In a nutshell

- For children with ADHD specific fatty acid products may be recommended as supportive treatment.
- In particular, the omega-3 fatty acid EPA and the omega-6 fatty acid GLA seem to play an important role which should be considered when choosing a suitable product.
- In addition, one should take care of an appropriate dosage (not less than 1g fish oil) and the general dietary recommendations.

#### What is ADHD?

ADHD is short for attention deficit hyperactivity disorder. This entails a mental disorder that manifests itself by problems with attention, impulsivity and hyperactivity starting in childhood. The best known and most common measure for the treatment of ADHD is through treatment with stimulant medication.



Additional therapeutic options also exist which should be applied within the framework of a multimodal approach. Unfortunately, these are often not as effective as medication. On the other hand, many reservations have been expressed by the affected families concerning drug therapy. Alternatives or supportive measures are therefore welcomed.

This is where administering nutraceuticals in the form of fatty acid mixtures has proven to be significantly effective for the treatment of ADHD, as the literature supports. However, the effects are not as strong as with drugs, so these products should especially be used as a complementary measure in order to, for example, reduce the dose of stimulants.

#### Science results

##### Summary of research results

- In two important meta-analyses (Details...), a significant treatment effect of polyunsaturated fatty acids (PUFAs) in children with ADHD has been demonstrated. The results of one of the meta-analyses, which used a very strict method, indicate a smaller effect size than the Yale University meta-analysis. The effect size, which was between 0.10 and 0.21, depending on the method, is relatively low in comparison to the effect size of established pharmacotherapies (effect size about 0.5). Therefore nutraceutical intervention is not recommended as a substitute for pharmacotherapy, but as a support for other measures.
- In particular, the omega-3 fatty acid eicosapentaenoic acid (EPA), and not docosahexaenoic acid (DHA) seems to be responsible for the positive effect. In addition, the omega-6 fatty acid gamma-linolenic acid (GLA) seems to play a role.

##### Practical relevance

- **Recommendation:** based on good scientific data, the use of PUFAs in ADHD in children is recommended. This is especially due also to the fact that these fatty acids have practically no side effects, and in addition provide other positive effects.
- **Application:** fatty acid products are not a substitute for pharmacotherapies. However, they are very useful as supportive treatment and may be able to contribute to the dose reduction of medication (such an attempt should be made no earlier than three months after initiation of fatty acid administering and under medical supervision).
- **Product composition:** The fatty acid composition should be considered when choosing a suitable product; the proportion of EPA should be higher than that of DHA, and should also contain GLA. In addition, attention should be paid to good

## Special offer

As a special offer we invite you to become a corporate member of ENA for 1 year and a sponsor of an educational grant for a total of € 3.900. For further Information on the corporate membership see our corporate membership brochure:

[www.enaonline.org](http://www.enaonline.org) > membership

# Order form



Please fill in the order form or contact us directly at [office@enaonline.org](mailto:office@enaonline.org).

We hereby confirm that we would like to contribute to the promotion of health related information on nutraceuticals by sponsoring an educational grant to the ENA:

- Educational grant only (€ 3.500)
- Educational grant combined with corporate membership for 1 year (€ 3.900)

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