

Aurou Speak

The Quarterly Newsletter from the Corporate of Aurous HealthCare - *CRO...*

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IS YOUR FOOD SAFE?



Exclusive Interview
with

Dr. VT. Sriraam

From the Desk of MD...

My dear friends,

How Safe is Your Food?

The incident with unsafe packaged noodles shook us. Something that has been on our kitchen shelves, enjoyed with friends and family without a second thought was under scrutiny and is now off the shelves.

Like with most news, it was hot, happening and the centre of Whatsapp jokes for a little while before fading out of our memory.

That was just one. One of the many million shiny, colorful and attractive plastic packages that continue to fill the supermarkets and also our kitchens.

What do we know what these foods? Aren't we worried about what we eat?

There continues to be hot headlines and continual debate regarding the safety and efficacy of medicines and the misunderstood methodology of clinical research. All this and more while we eat a bag of chips we know nothing about?

Food testing goes beyond just quality checks and neat packaging. Researchers like us urge food and nutrition companies to focus on in vitro testing of the products, on clinical studies that prove safety, efficacy and consumer satisfaction. Researchers like us urge the general public to demand more researched evidence of intended claims, demand more information from companies before choosing to buy a product off the shelf.

Aurous HealthCare completes 7 years this September!! We are proud, happy and humbled by your support! Thank you!!!

This year, lets commit to food safety! To the safety of nutrition, every packaged food, every "ready-to-eat", every nutritional supplement and every health drink!

With best regards,

Dr. VT.Sriraam MBBS MD (Pharmacology)

Managing Director | Medical Director



Dr. VT. Sriraam MBBS MD (Pharmacology) is the founder- director of Aurous HealthCare - CRO.

An alumni of Stanley Medical College, he was honored as "The Best Doctor" by the Ministry of Health, Maldives at the age of 23.

Gaining rich and varied experience at top CRO, Dr. VT. Sriraam founded Aurous HealthCare in 2008. An astute medical entrepreneur, his sharp business sense combined with his rich knowledge and experience in the field of clinical research has pushed Aurous HealthCare from strength to strength.

Dr. Sriraam has been recognized with NATIONAL AWARD - "Indian Leadership Award for Healthcare Excellence", for his contributions in the field of medical research

A man with strengths so varied and unique, Dr. VT. Sriraam is the epitome of the entrepreneurial combination of business brains and clinical-research creatives.

NO MORE NOODLES IN JUST 2 MINUTES!!



Nestle Maggi off the shelves!!!

The 2-minute ready-to-eat food dominated our world until recently. From our homes to college canteens to café that serve various indigenous recipe alternatives with the same. Maggi Noodles is now off the shelves and has been withdrawn from the market owing to presence of high levels of lead contents and MSG (Mono Sodium Glutamate).

10 out of 13 samples tested for lead content were found to have levels higher than permissible levels. Samples were also found to contain MSG (Mono Sodium Glutamate) without appropriate label declaration.

State Governments took to banning Nestle Maggi with immediate effect and the product was removed from the consumer market shortly.

FSSAI (Food Safety and Standards Authority of India) ordered several tests on samples drawn across India. 80% of the tested product was labelled unfit for human consumption.

FSSAI CEO Mr. Yudhir Singh Malik also has commented that eight facilities of Nestle also manufacture for export to countries like US, UK and Europe. Samples from these facility proved to be safe.

This brought under light the serious question of why Nestle was serving India sub-standard and harmful food with lead in it, while export quality products manufactured in India.

This double standard among failure of food safety norms has put Nestle Maggi out of business. The lift on the ban by the Mumbai High Court recently has not seen the return of the product in the supermarkets.

Source: Indian Express.



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FATTY JUNK FOOD UNDER FSSAI RADAR...

The central food safety regulator Food Safety and Standards Authority of India (FSSAI) will soon issue guidelines to regulate salt, sugar and fat in all Indian food products sold or served at eating joints and has also constituted an expert group to look into this matter.

The adverse effects of junk food - usually high in fat, sugar and salt content are a matter of serious concern," FSSAI officials said. The Delhi High Court has directed the FSSAI to issue directions or guidelines on the subject with respect to school going children. "While the said guidelines are being issued separately, it has been observed that the subject needs deeper examination. It has, therefore, been decided to constitute an expert group on salt, sugar and fat in food products in India." FSSAI said in its latest order.

The order was in light of the case by the Uday Foundation, an NGO that has been campaigning against junk food in India.

The Union health ministry has also come up with separate guidelines for junk food. According to doctors, the excess fat, carbohydrates, and processed sugar found in junk food contributes to an increased risk of cardiovascular disease, diabetes, weight gain, and many other chronic health conditions. A number of countries have adopted, or are considering, various forms of legislated action to curb junk food consumption.

Sources: India Today

AURO Ayur...

Champaka (Flower)...

Scientific name: Buds/Flower of *Michelia champaca*

Sanskrit: Campeya; Hamapuapa; Bengali: Champaka, Champa;

Hindi : Champa; Gujarati : Raichampo, Pilo Champo;

Kannada: Sampige; Malayalam: Campakappuv;

Tamil: Sampagi; Telugu: Chattu Sampangi

Ayurvedic Properties and Action:

Rasa: Katu, Tikta, Kasaya

Guna: Laghu, Ruksha

Virya: Sita

Vipaka: Katu

Karma: Hradya, Pittajit, Kaphapittasra Nasaka, Visaghna

Dose: Puspa churna 1-3g.

Medicinal Uses: Champak flowers are used to produce essential oil for perfume. The flowers are used as a tonic stomachic, carminative, used in dyspepsia, nausea, fever and also used as a diuretic in renal diseases. Flower Oil is also used in cephalgia. Dried bark and root bark is used as a purgative and emmenagogue.

Ref : Ayurvedic Pharmacopeia of India - Part I - Volume 4 :



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FSSAI ALERT ON MILK, OIL & EDIBLE OIL...

Sounding a countrywide alert on adulteration of food commodities, FSSAI has asked all states to keep a strict watch on milk, packaged drinking water and edible oils. The Food Safety and Standards Authority of India (FSSAI) has asked all food safety commissioners to "increase surveillance activities" with a special focus on these packaged products, an official source said.

"State food departments have been asked to be more vigilant and to increase surveillance activities, especially on milk, water and edible oil. Serious violations of labeling requirements have been observed," the official said. Recently, the UP food safety regulator had raised an alarm on allegedly finding detergent in samples of milk produced by Mother Dairy. However, the company denied the charges saying the it conducts "stringent quality tests", and the substandard milk was wrongly attributed to it.

According to sources, in its recent meeting the FSSAI has raised concerns that companies are not following the standards and labeling requirements as per law and consumers are being misled about these products through their packaging and endorsement. Asking states to create "consumer awareness" on food adulteration, FSSAI has directed food inspectors to keep a close watch on products that are consumed in "large quantities" by large segments of the population. Though the official said instructions were not given for specific brands and samples will be collected by food inspectors on a random basis, of late the regulator has cracked the whip on various leading brands while rejecting approvals to number of products from leading brands.

Source: Times of India.

AURO Byte..

Genome Space

www.genomespace.org

GenomeSpace is a cloud-based interoperability framework to support integrative genomics analysis through an easy-to-use Web interface. GenomeSpace provides access to a diverse range of bioinformatics tools, and bridges the gaps between the tools, making it easy to leverage the available analyses and visualizations in each of them. The tools retain their native look and feel, with GenomeSpace providing frictionless conduits between them through a lightweight interoperability layer. GenomeSpace does not perform any analyses itself; these are done within the member tools wherever they live – desktop, Web service, cloud, in-house server, etc. Rather, GenomeSpace provides tool selection and launch capabilities, and acts as a data highway automatically reformatting data as required when results move from the output of one tool to input for the next.



THESE FOUR INGREDIENTS COULD BE KILLING YOU...



Take a pack of nachos, chips, burgers, white bread, buns, the instant rice, noodles, soups, hot dogs, khakras, biscuits, cookies, sauce etc. which are packaged and readymade or have to be heated, and have a look at the ingredient list. You are likely to find one of these dangerous 4 in them.

Trans Fats : Trans fats are man-made fats seen in bakery products, microwave popcorn, fast-food French fries, burgers, chips,

and other condiments. Trans fats are twice as dangerous for your heart as saturated fat, and cause many premature heart disease deaths each year. They are worse for your heart than saturated fats because they boost your levels of "bad" LDL cholesterol and decrease "good" HDL cholesterol. They also raise your levels of artery-clogging lipoprotein and triglycerides.

Salt : Three-quarters of the sodium in our diets is from the processed foods, such as canned vegetables and soups, condiments like soy sauce, fast-food burgers (and fries, of course), and cured or preserved meats, not from added salt. When you eat more salt than your body needs, the body retains fluid to dilute the extra sodium in your bloodstream. This raises blood volume, forcing the heart to work harder; at the same time, it makes blood vessels constrict, which raises blood pressure.

Refined Grains : Having refined grains such as white bread, maida roti or chapati rolls, white rice or white pasta instead of whole grains, may be yummy to taste, but can boost your heart attack risk by up to 30 percent. Labels such as "made with wheat flour" or "seven grain." may be made by white flour breads topped with a sprinkling of oats, or coloured brown with molasses. Often, they're just the same old refined stuff that raises risk for high cholesterol, high BP heart disease, insulin resistance, diabetes, and tummy fat, obesity.

High-fructose Corn Syrup : This is cheaper to make, sweeter to taste and mixes more easily with other ingredients, than the conventional sweeteners. Today, we consume it daily in soft drinks and sweets, as well as in other products. It is used in many frozen foods. It gives bread an inviting, brown color and soft texture, so it is also in whole wheat bread, hamburger buns, muffins, cookies and whatnot. It's also in beer, bacon, spaghetti sauce and ketchup. Research suggests that this liquid sweetener may disturb the human metabolism, raising the risk of heart disease and diabetes. Researchers say that high-fructose corn syrup's chemical structure encourages overeating. It also encourages the liver to pump more heart-threatening triglycerides.

Source: www.idiva.com

AURO Quiz...Sleep & Insomnia...

- Which among the following is NOT one of the stages of sleep?
 - MEM
 - REM
 - NREM
 - All of the above.
- How many hours of continuous sleep is advised for an average adult per day?
 - 7-9 hours
 - 4-5 hours
 - 10-12 hours
 - 5-6 hours
- Which of the following is NOT caused by sleep deprivation/insomnia?
 - Increased Stress
 - Elevated Blood Pressure
 - Increased Optimism
 - Increased Cardiac Issues
- Continuous sleep deprivation can cause stroke and induce coma.
 - True
 - False

Next Edition: How well do you understand Clinical Research

Answers on Page 4

Universal Ethics Committee: The Ethics Committee Division of Aurous HealthCare - CRO...

Universal Ethics Committee (UEC), is a unit of Aurous HealthCare (CRO) that is registered with CDSCO-DCGI holding registration number [ECR/125/Indt/TN/2013](#) & OHRP (Office of Human Rights Protection, Unites States) - IRB00008683. UEC has been serving the Clinical Research fraternity since 2012 by providing guidance for conduct and ethical clearance for clinical trial projects. Equipped with a GCP and Schedule Y compliant Expert member team, UEC contributes to the conduct of justified human (clinical) trials. We also review and approve Post Marketing Surveillance studies...

Contact : universalethicscommittee@gmail.com or via +91-9840909155



EXCLUSIVE INTERVIEW WITH DR. VT.SRIRAAM MBBS MD (PHARMACOLOGY)**- FOUNDER & MANAGING DIRECTOR - AUROUS HEALTHCARE CRO**

AurouSpeak : Doctor, firstly hearty congratulations and wishes on 7 years of AHC! We are extremely proud!

Dr.Sriraam : Thank you! Its been 7 years of hard work fueled by passion and the blessings of my father Prof. Subbiah and the Almighty.

AS : *Doctor, tell us about "Food Safety" and the importance you place on the same.*

Dr.VTS : I have always been a firm believer in research. Any form of test, study, analysis that proves a particular product is safe for human use or shows the intended effect, is a must for any and all products. This also applies to food. Just think, **An average adult lives for about 65 years.** In his life-time he will have occasional medicines for cold Cough, a fever, probably diabetes, blood pressure.



Cumulatively he might eat medications for 1-2 years in his life span. Such medicines undergo strict regulations, toxicity studies using animals, efficacy and safety clinical studies before being approved by the Government for marketing.

But food is consumed **3-4 times a day for 65 years!! That's incomparable!** Yet there are no strict regulations regarding the same. This is of **major concern.** *My father always used to say "Unave Marunthu" (food is medicine) meaning if we eat healthy food, we would not need medicines.* But how can we be sure about the safety of the food produced these days?

AS : Makes perfect sense, Doctor. What research do you suggest on food? How can we be sure about the same?

Dr.VTS : Food should be researched just as much as medicines if not more. In vitro testing, even toxicity testing on animals could be done *on select food products. Foods, nutritional supplements that have "claims" should be properly authenticated and evidentially* proved before being approved for marketing.

AS : *Please explain further regarding evidential proof for food and nutritional supplement "claims".*

Dr.VTS : Companies come out with niche innovative food. Low glycemic index rice for diabetics. Health drinks to make you tall, strong, help you lose/gain weight. Oils that help lower cholesterol, boost heart health or supplements for children to add to milk which boosts their immunity. We see many such advertisements everyday. **But where is the proof for all such claims?**

Any food product that has a claim attached to it must undergo **stringent clinical trials that are performed by Independent Third Party Assessments.** The food product must be assessed for safety, efficacy - whether the intended claim is true by way of properly designed clinical studies, before the product is marketed .

AS : Has Aurous HealthCare CRO done clinical studies on such food products?

Dr.VTS : Yes we have. We have successfully completed 6 clinical studies for nutritional supplements for indications inclusive of Osteoporosis. We are currently working on a clinical study for a nutritional supplement for diabetes mellitus which seems promising.

AS : Wonderful! When there are avenues and scope for such research, why aren't more companies following the same?

Dr.VTS : *Some companies think of research as "Expense" rather than "Investment". They would rather do an in-house study with 6-10 people and market the product to make profits.* Companies must think of R&D as evidentially proved investments rather than failing random tests by the FSSAI /FDA and being banned from the market. The Government also needs to be more stringent in this regard!

AS : *We hope food products are taken more seriously and that we see more "research-ed products" in the market. As a last note, what more can be done for food safety, Doctor?*

Dr.VTS : Companies need to be transparent and honest about what is in the pack. Make the information consumer friendly. They should use names of actual chemicals instead of codes for preservatives and color additives. Government should strictly enforce this. As always stringent quality checks need to be enforced. FSSAI and FDA also need to conduct random spot checks on products every quarter. Such large scale activities could be chartered to research organisations like Aurous HealthCare CRO, across India for third party independent assessments. **Research is basis of safe and healthy living for us.** Its wiser to research on any product used by us humans. From medicines, medical devices, band-aids and surgical dressings to cosmetic products. Food is no exception!!



Auro Speak

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