

(Theme: Accelerating New Research in Nutraceuticals for Better, Healthier Future)

## Summary:

This OMICS Group International Conference desideratum is to render an intriguing forum and vibrant opportunity for researchers to share their original research results and practical experiences, at the same time absorb knowledge from works being done around the nooks of world. Apart from researchers, professors, pharma and healthcare industry practitioners, private and public investors, and students are also most welcome to get themselves inbuilt to the rays of novel happenings on Nutraceuticals-2015 around the globe. The whole concept of this advanced technology is to agendize from past, analyze the present and implement for the future the latest innovative evolving theories and technologies to surpass the hurdles and make modish frontiers.

The major objective of the conference is to emphasize the importance of Nutraceuticals, explore recent advancements, and research by making room to experts and researchers from around the globe. This event will be the best venue for academicians, researchers and interested parties to discuss proposals and most sound issues related to Nutraceuticals.

For more details please visit- <http://nutraceuticals.pharmaceuticalconferences.com/>

## Importance & Scope:

Nutraceuticals-2015 provides a unique forum for the publication of innovative research on the development of alternative sustainable technologies. With a wide general appeal, Nutraceuticals-2015 publishes urgent communications and high quality research papers as well as review articles. The scope of Nutraceuticals is based on, but not limited to, the definition proposed. The benefits of Nutraceuticals in medicine lies in the Increased Confidence in Effectiveness and Quality of products, Increased awareness among public, Improved market conditions for nutraceutical products and increased awareness in healthcare industry

The forum of Scientists, students and researchers from all corners of the globe, come together to discuss future science. Each session of the meeting will be included with expert lectures, poster and discussions, join us to design sustainable processes, innovations by which and how these strategies drive new policies, advances the business and human health protection. We are glad to invite you on behalf of organizing committee to join us, where you are the decision maker for future.

## Why Philadelphia?

Philadelphia is the largest city in the Commonwealth of Pennsylvania, the second largest city on the East Coast of the United States, and the fifth-most-populous city in the United States. It is located in the Northeastern United States along the Delaware and Schuylkill rivers, and it is the only consolidated city-county in Pennsylvania. Philadelphia is the economic and cultural center of the Delaware Valley, home to over 6 million people and the country's sixth-largest metropolitan area.

## Why to attend???

- To meet people and organizations addressing these same key issues.
- To meet people with whom you've established a relationship on social media.
- To learn about job, internship, project and other work-based possibilities.
- To learn about fellowship and grant opportunities relevant to your area(s) of interest.

- To gain insight into the experiences of others who face challenges similar to yours.
- To learn about publications and other resources relevant to your area(s) of interest.
- To generate ideas for articles, books, and/or other media that you might produce to address key issues in your field and in the process establish you as a valuable resource for others.
- To forge partnerships with colleagues who address key common issues/concerns.
- To identify opportunities for service within the profession as a whole, and possibly through the professional association (if any) that is sponsoring the conference.
- To demonstrate your commitment to the profession and organization sponsoring the conference.
- To become familiar with the city and/or culture where the conference is held.

A Unique Opportunity for Advertisers and Sponsors at this International event:

<http://nutraceuticals.pharmaceuticalconferences.com/sponsors.php>

## Major Marketing Associations and Societies for Nutraceuticals around the Globe

- The American Nutraceutical Association
- American Herbal Products Association
- International Probiotics Association
- International Scientific Association for Probiotics and Prebiotics
- Consumer Healthcare Products Association
- Council for Responsible Nutrition
- Institute for Nutraceutical Advancement
- Natural Products Association
- American Nutrition Association
- Academy of Nutrition and Dietetics
- Academic Society for Functional Foods and Bioactive Compounds

## Major Marketing Associations in USA

- Organic Consumers Association

- Consumer Specialty Products Association

Source: Reference

**Target Audience:**

Nutraceuticals-2015 would be a perfect platform for Academicians, Industrialists, Directors, Managers and CEOs, Professors and Deans, Agencies, Organizations, Entrepreneurs, Students, Pharmacologists, Medical professionals, Nutritionists, Dieticians, Physicians, Scientific researchers, Experts in food packaging and quality control, Technical and non-technical food quality personnel to share out their experiences and views with a broad range of International audience in Nutraceutical field. Nutraceuticals-2015 will also provide an opportunity for enthusiastic and talented young researchers and students to share their knowledge before eminent scientist gathering through Young Researcher’s forum and poster presentations.

**Top Universities in USA:**

- Yale University
- Harvard University
- Stanford University
- University of Pennsylvania
- Drexel University
- Florida State University
- University of Florida
- Rice University

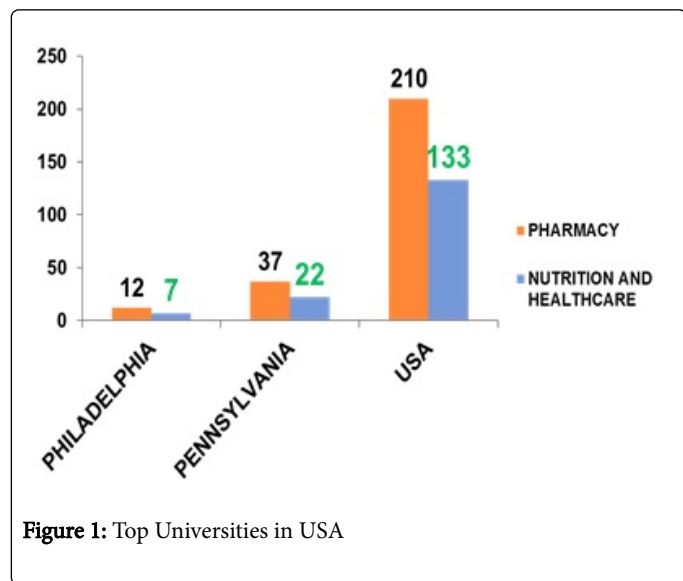


Figure 1: Top Universities in USA

**Glance at Market of Green Chemistry:**

More than 40% of Americans use alternative medical therapies, Nutraceuticals (herbals/botanicals) account for a significant proportion.

**Market Growth of Nutraceuticals**

**Green Chemical Market by Region, World Markets: 2011-2017**

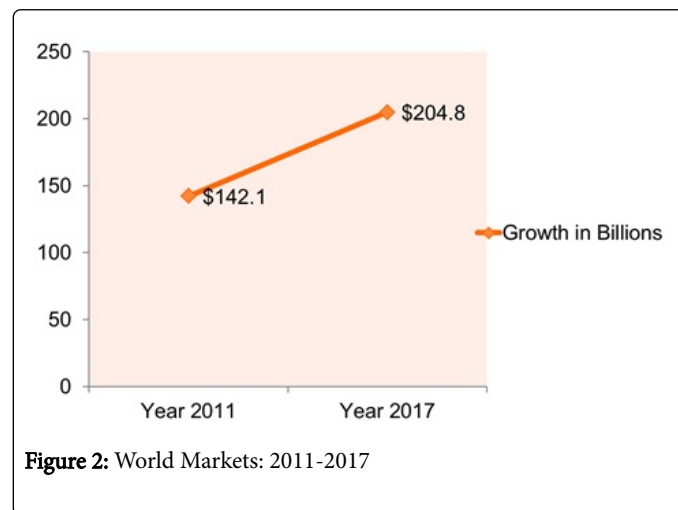


Figure 2: World Markets: 2011-2017

Source: Reference

**References:**

1. <http://education-portal.com/articles>
2. <http://www.nutraceuticalsworld.com/buyersguide/trade-association/trade-associations/>
3. [www.transparencymarketresearch.com](http://www.transparencymarketresearch.com)