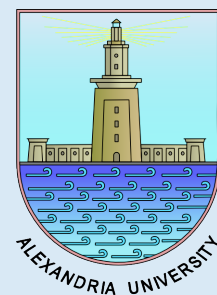


*National Workshop on
 Nutraceuticals, Cosmeceuticals and Pharmaceuticals Adulteration
 in the Middle and Far East: A Global Threat
 January 22, 2015 at Alexandria University, Egypt*



Organizer

Dr. Mohamed Ismail Nounou
 Alexandria University, Egypt



Introduction

Unfortunately, there are a massive amounts of adulterated and counterfeit products not only in Egyptian market but also many different Arabian countries such as (United Arab Emirates (UAE) & Kingdom of Saudi Arabia (KSA)) which are imported illegally under the claim of being 100% natural with no side effects. These products currently represent a problem in the Middle East region and globally. These products are being smuggled worldwide or sold directly online without any regulation or control. !

In 2003, the market sales for herbal medicine which include herbal slimming products, male enhancement products were 3.7 billions €. This shows the world-wide spread of the claimed to be natural herbal products globally. Furthermore, due to absence of regulations and laws to assess guidelines for safety and efficacy of these products the claimed to be natural are usually adulterated to increase sales. Usually, people prefer such products to chemical slimming pills because of the unconfirmed claim of being natural and safe. Surprisingly, none of these products are officially imported nor inspected by the national health authorities such as the Ministry of Health, the drug control authority, or even the customs authorities. Furthermore, there is no well-established pharmaceutical crime unit in the Ministry of Health to overcome such illegal influx of these products through the Egyptian borders. Additionally, the general state of chaos in the economic, political and legal systems in Egypt fostered strange illegal and misbranded advertisement practices in the available cable and satellite television channels and printed media without the proper control and supervision of health authorities. Such practices could lead to serious health outcomes. Unfortunately, several products falling under this category were found to be adulterated with chemical ingredients to enhance their potency. Many factors contributed to the wide spread of those products such as TV commercial advertisements, subagents, different websites on Internet such as (Facebook). Unfortunately there are no laws that regulate the sales of those products. Furthermore, the psychological factor plays an important role in the wide spread of those products. Additionally, there are many ways for the influx of those illegal products to Egypt from different countries such as (USA, china, Gaza, UAE, Syria....etc). Many cases of smuggling of those products were reported by the Egyptian government legal authorities and other countries. Unfortunately smuggling rate has been elevated in Egypt after the uprising of the 25th of January 2011 revolution and generally after Arab spring revolutions due to absence of security and law enforcement. The illegal tunnels, with their increasing numbers, between Egypt and Gaza strip, contributed to increasing the rate of smuggling of illegal products including weight loss pills and male enhancement products, cosmeceuticals and even counterfeit formulations.

In this workshop, we aim to shed light on to these products, side effects, identification, analysis and problems.

Workshop Speakers

Title: Nutraceuticals and pharmaceuticals adulteration in the Middle and Far East: A global threat

Mohamed Ismail Nounou, M.PSc., Ph.D., Alexandria University, Egypt

Title: Applications of near infra-red in assessment of pharmaceutical quality of various dosage forms

Kaml Tolba, Ph.D., Alexandria University, Egypt

Title: Counting the problem of falsified and adulterated male enhancement nutraceuticals: A Middle East Perspective

Ghada El-Haddad, Alexandria University, Egypt

Title: The role of the pharmacist in combating counterfeit medicines in the Middle East

Amira Bashir, M.PSc., Alexandria University, Egypt

Title: Weight loss nutraceuticals adulteration: A worldwide concern

Nada Ahmed, Alexandria University, Egypt

Title: Evaluation of the pharmaceutical and pharmacological quality of inventor products manufactured and marketed in the middle east markets in comparison to the same products manufactured in Europe or the United States

Bassant Abotaleb, M.PSc., Alexandria University, Egypt

Title: TBA

Samar Mansour, M.PSc., Ph.D., Alexandria University, Egypt

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