

2<sup>nd</sup> World Congress on  
**Malta Immunity Ingredients**

**Science, Market, Regulation & Industrial Applications**

How to boost General & Skin Immunity?

**Radisson SAS, Saint Julian, Malta**

**Programme**

**Thursday October 28<sup>th</sup>, 2010**

**8.30 Registration**

**9.00 Opening of the conference: Immunity & oxidative stress: The challenges for the next decade**

**Pr M. Edeas**, Chairman of the congress, President of ISANH

**Session 1: Market**

**9.05 The Immunity Health Market**

- *Presentation of the Market of Consumer Immunity*
- *Factors driving the Immunity Market*
- *Product Categories, Latest Trends and Evolutions of Sales*
- *NPD Strategies and Regional Diversities*
- *Communication Strategies to Stakeholders*
- *Opportunities and Barriers for Businesses*

**Mrs K. Nielsen**, CEO, Bio2com, Denmark

**Session 2: Regulation**

**Regulation & Immunity Health claim: An analysis of successes and failures: What makes a successful application?**

**9.35 Optimizing immune function: do we know what to measure and how to interpret?**

**Mr Ruud Albers**, Nutrition & Health Discover Platform Director, Unilever Research & Development Vlaardingen, The Netherlands

**10.05 Regulatory environment in the Europe Union**

- *Regulatory framework*
- *Issues addressed during evaluation of health claims*
- *Guidance on substantiating the evidence of the beneficial effects of immunity boosters: How to undertake a good clinical study?*
- *Guidance on submission of a dossier for health immunity claims evaluation*
- *Learning points from published opinions*
- *Examples of immunity health claims accepted by the EFSA*

**Dr Y. Sanz**, Microbial Eco-physiology Group Institute of Agrochemistry and Food Technology (IATA), Spanish Research Council (CSIC), Spain

*10.35 Coffee and Tea Break  
Business to Business- Networking Session*

**Session 3: Science**  
**How to boost general & skin immunity?**

**11.00 Oxidative stress and immunity: the potential role of antioxidants**

- *Relationship between oxidative stress and immunity*
- *Impact of antioxidants on the immune system*

**Pr M. Edeas**, Chairman of the congress, President of ISANH, France

**Immunity & Immunity system modulators: Application of natural ingredients:  
Probiotics, Prebiotics & Antioxidants**

**11.30 Antioxidants and antioxidants Cofactors as boosters of immunity: the powerful of polyphenols**

- *Immunomodulatory effects of polyphenols*
- *Effects of flavonoids in gastrointestinal disorders*

**Dr MP. Vinardell**, Department of Physiology, Faculty of Pharmacy, University of Barcelone, Spain

**12.00 Discussion and Short oral presentations upon abstract submission: effects of antioxidants on immune health system**

*12.30 Lunch and Network Session*

**14.00 Perspectives on prebiotics and synbiotics: Applications for human health improvement**

- *Synbiotics: Which prebiotic matches up best with probiotic strains to give the best health benefit? Which is the rate of bioavailability improvement that we can get using a symbiotic carrier?*

**Dr M. De Vrese**, Federal Research Centre for Nutrition and Food, Max Rubner Institute, Germany

**14.30 New frontiers and perspectives in probiotics research**

- *Probiotics and gastrointestinal disease: successes, problems and future prospects*
- *Mechanism of action: probiotics and gastric health*
- *The role of probiotics in allergic diseases*
- *The power of the synergy of probiotic strains*
- *Could probiosis offer a new generation of probiotics?*

**Dr C. Hill**, University College Cork, Ireland

**Discussion: To boost general and skin immunity: Myth or reality?**

**Immunity Ingredients Innovation:  
Strategies to target babies, seniors and obese**

**15.00 Early life nutrition and immune modulation: the role of oligosaccharides**

**Dr L. Knippels**, Danone Research – Centre for specialised Nutrition, The Netherlands

*15.30 Coffee and Tea Break  
Business to Business- Networking Session*

**16.00 Immunity, ageing and seniors: How to boost immunity of elderly people?**

**Dr E. Mengheri**, INRAN – National Institute of Research for Alimentation and Nutrition, Italy

**16.30 Obesity, immunity and gut microbes: is there a rationale for nutritional intervention?**

**Dr Y. Sanz**, Microbial Eco-physiology Group Institute of Agrochemistry and Food Technology (IATA), Spanish Research Council (CSIC), Spain

## **Session 4: Industrial Applications**

### **New sources of immunity ingredients**

#### **17.00 Short Oral presentations upon abstract submission: 6 minutes to convince**

ISANH will invite all specialist involved in Research and Development, Formulation, Marketing and Commercialization of immunity health ingredients or products who are oriented to this health care sector to present their expertise in this area.

#### **17.30 Discussion with the Scientific Committee and Speakers on:**

**Flu, influenza, common cold and immunity:  
Is there a place for better ways to prevent and treat this pathology?**

The aim of the discussion is to debate the relationship between a common cold, flu or influenza and the immune system deterioration. It will be the occasion to discuss the potential application of natural ingredients which can be used to modulate and enhance the immune system.

#### **17.45 Malta Immunity Ingredients Awards**

The Scientific Committee will select and award the **most innovative project** with new ingredients and/or products to enhance and boost immune system

**Step1:** All files (scientific data, publications...) will be submitted to the Scientific Committee.

**Step 2:** A short oral presentation will be proposed introducing the "Innovation" will take place during the conference.

**Step3:** At the end of the congress, the scientific committee will decide the Winners, and will award the best innovative ingredient.

Moreover, a special award will be awarded for **"Immunity Ingredients 2010"**

***Only ingredients with high quality clinical study will be admitted.***

For more information and file submission, please contact the scientific committee at [isanh-conferences@orange.fr](mailto:isanh-conferences@orange.fr)

#### **18.30 End of the conference**

***[www.immunity-site.com](http://www.immunity-site.com)***