Natural Actives: nutraceuticals, cosmeceuticals and beyond!
Cark Maunsell

Cark Maunsell of Oat Services Ltd will review the natural activity of oats in non-food applications and trace the commercial development of products within these markets.

Although principally known for their cholesterol lowering activity, oat actives also show excellent remedial properties over a wide range in cosmetic and pharmaceutical activity.

In assessing the future development of the food, cosmetic and pharmaceutical markets, oats have recently become well-placed as a nutraceutical ingredient but have the opportunity to be in the vanguard of the new hybrid sectors of cosmeceuticals and nutricosmetics:

   A nutraceutical is a product isolated or purified from foods that is generally sold in medicinal forms not usually associated with food. A nutraceutical is demonstrated to have a physiological benefit or provide protection against chronic disease.

   Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits

   When ingested, nutricosmetics support the function and the structure of the skin, nails, and hair, having a preventive or reactive effect.

Notes