CAPABILITIES STATEMENT

2012

NutriQ

Offering focused expertise in the science and business of nutrition.
COMPANY OVERVIEW

NutrIQ®* is a small, woman-owned and managed business based in greater Washington, DC. NutrIQ is a consulting firm that provides nutrition-marketing, communications, scientific, technical, and regulatory consultation services related to nutrition, foods, and dietary supplements. The Company principal has extensive experience with industry, trade organizations, government and academia, is well-networked, and the expertise to assemble highly specialized teams to meet your requirements.

CORE CAPABILITIES

- Advice and strategies on marketing nutritional products in the United States, India, and Asia Pacific Region.
- Professional advice and strategies on managing nutrition issues.
- Formulation of nutritional products.
- Reviewing labels for compliance with regulations.
- Evaluating structure/function claims for dietary supplements and preparing 30-day notifications for submission to FDA.
- Reviewing scientific literature and developing scientific packages to substantiate nutrition and health claims.
- Designing research studies to substantiate nutrition and health claims.
- Analysis of U.S. nationwide survey’s to substantiate nutrition and health claims and support nutrition campaigns.
- Development of nutrition education materials targeting consumers, health care practitioners, health and wellness industry, and researchers.
- Development of partnership programs with professional, governmental, and non-governmental groups.
- Development and management of scientific symposia and workshops.
- Technical and science writing.


**PAST PERFORMANCE**

- Coordinated the Federal *Bioactive Food Components* initiative. Working group included over 30 individuals representing Health and Human Services (HHS), National Institutes of Health (NIH), Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), Department of Defense (DoD), and United States Department of Agriculture (USDA). Drafted Federal Register notice and managed public comments on defining bioactive food components.

- Coordinated two scientific meetings to discuss approaches to assessing health effects of bioactive food components. (URL: [http://ods.od.nih.gov/Research/Bioactive_Food_Components_Initiatives.aspx](http://ods.od.nih.gov/Research/Bioactive_Food_Components_Initiatives.aspx)).

- Co-edited nine issues of the *Annual Bibliography of Significant Advances in Dietary Supplement Research* with the Office of Dietary Supplements at the National Institutes of Health (URL: [http://ods.od.nih.gov/Research/Annual_Bibliographies.aspx](http://ods.od.nih.gov/Research/Annual_Bibliographies.aspx)).

- Successfully led the creation of the AOAC International dietary supplement task force charged with developing validated analytical methods for dietary supplements. The program has received over $5 million in Federal funding.

- Led formation of teams to implement a strategic plan that integrated nutrition into corporate and brand marketing strategies.

- Planned and organized workshops and scientific sessions, which resulted in publications in peer-reviewed science journals.

- Drafted and filed comments to regulatory agencies on labeling issues, and nutrition and health claims.

- Developed Codex strategy for involvement in Codex (United Nations Food Law) and served as a member of the US delegation to numerous Codex meetings. Involvement resulted in changes to the definition of fortification related to the discretionary fortification of foods and conditions for nutrient content claims per 100 kcal.

- Developed sustaining partnerships with health and professional organizations to support corporate and brand campaigns.

- Led development of the *Age+5* formula for calculating fiber requirements for children.

- Designed and managed research programs to substantiate advertising claims and create new products opportunities.

- Assisted in compiling and drafting government petitions to support new business ventures in India, China and Russia.

- Managed and administered a prestigious scientific advisory panel composed of prominent scientists from ten different countries in the AsiaPacific region.

- Created award winning professional and consumer publications.
WORK EXPERIENCE COMPANY PRINCIPAL

The Company principal, Leila Saldanha, is an executive-level scientific and technical regulatory affairs professional with over 10-years cumulative experience in Washington DC, 10-years in the AsiaPacific region, 5-years with the dietary supplements industry, 10-years with the food industry, 5-years international, 3-years academia, and 10-years government.

- Scientific Consultant with the Office of Dietary Supplements, National Institutes of Health. Mandated by Congress under DSHEA in 1994, the Office of Dietary Supplements supports and disseminates research results, and provides advice to other Federal agencies regarding research in dietary supplements. (2003-Current)


- Kellogg Company, Battle Creek, Michigan, USA. Is the world’s leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles and veggie foods. (1988 – 1999)
  - Director Nutrition & Scientific Affairs, AsiaPacific Region. (1995 - 1999)

- Adjunct Associate Professor, National Center for Natural Product Research, Research Institute of Pharmaceutical Sciences, The University of Mississippi School of Pharmacy. (current)

- Assistant Professor, Department of Animal Science, Food and Nutrition, Southern Illinois University, Carbondale, Illinois. (1985 - 1988)
SCIENTIFIC PRESENTATIONS


- Speaker: *Communicating Health Benefits of Food Products to Consumers Through Food Labels: Case Study DHA.* In: Food Label on Nutrition and Health Claim (Global Nutrition and Food labeling) session. 15th International Congress of Dietetics (ICD 2008), August 14, 2008, Yokohama City, Japan.


- Speaker: *Dietary Supplements: Regulatory Developments in the United States.* Health Foods and Dietary Supplements Association (HADSA) meeting, January 6, 2006, Mumbai, India.


- Speaker: Indo-US Symposium on Scientific Approaches to Quality, Safety, and Efficacy Assessment of Ayurvedic & Botanical Products. Organized by Council of Scientific & Industrial Research (CSIR), India, and The University of Mississippi, October 3-6, 2005, New Delhi, India.

- Speaker: *Considerations and Approaches to Organizing a Database of Bioactive Foods and Food Components.* April 1, 2005, 29th National Nutrient Databank Conference, San Diego, California.


PROFESSIONAL PUBLICATIONS

CONTACT POINT

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