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Targeted delivery of nutritional supplements and functional food to improve brain and cognitive health – a novel approach to an old problem.

Targeted delivery of nutritional ingredients could revolutionize the food supplement market. By using precision food-grade targeted delivery systems, we can enhance the efficacy of nutritional supplements and ensure that their benefits are directed to the specific tissues or organs that need them most. This approach is particularly relevant in anti-aging and brain health, where targeted delivery can improve cognitive function and support healthy aging. Traditional dietary supplements suffer from low absorption, rapid systemic clearance, and low bioavailability. The latest advances in nanoencapsulation food technologies place these challenges within reach. In this meeting, we will explore the benefits of targeted delivery in the food supplement market, emphasizing nootropics and cognitive performance, and discuss the latest developments in this exciting field.