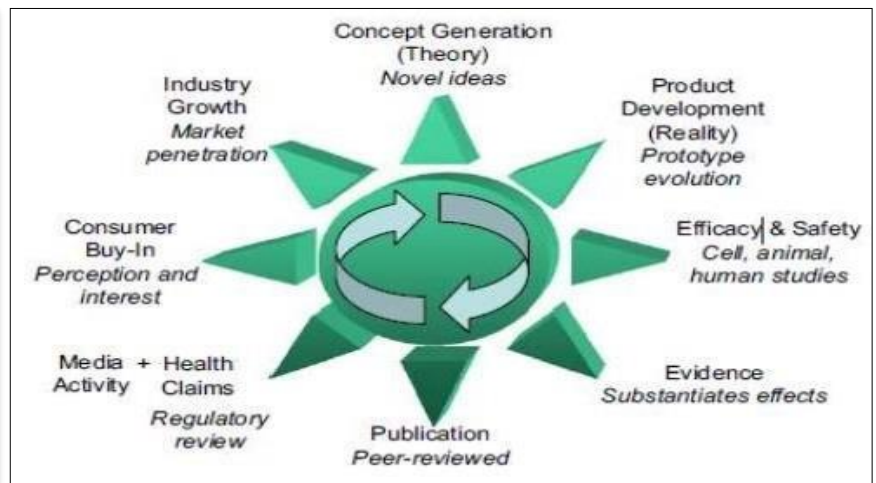


# Functional Foods and Nutraceuticals Research Group



**Research Group Name:** Functional Foods and Nutraceuticals Research Group

**Group Leader:** Dr. Madiha Ilyas

**Team Members:** Nadia Afzal, Sehrish Ayub, Humaira Nawaz, Iqra Yaseen

**Research Description:** Functional foods and nutraceuticals are foods/food components having physiological benefits along with basic nutritional functions. The Functional Foods and Nutraceutical Research Group aims at development based on bioactive and functional food ingredients and their formulation for new product development for targeted nutrition across the lifespan. Additionally, the key research themes of this group are firstly to positively manipulate food products to enhance and investigate the bioavailability of micro-nutrients and other components of foods, secondly to elucidate the role of these foods/components in the prevention and treatment of chronic illness. Finally, the focus is also put on maintain a dynamic scientific environment and aims to develop techniques necessary to evaluate new ingredients, functional and bioactive compounds and improve understanding of the relationship between food, health and consumer understanding and acceptance.

**Strategic Directions:**

- To formulate, analyze and characterize the functional food products through innovations in the development, processing, and product efficacy.
- To engage individuals from various disciplines in collaborative research in the area of functional foods and nutraceuticals.
- To integrate research, professional development, and technology to motivate innovation and discovery.