

# CAPABILITIES STATEMENT

**2009**

**NutrIQ LLC**

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**Offering focused expertise in the science  
and business of nutrition.**

## COMPANY OVERVIEW

Established June 2005, NutrIQ<sup>®\*</sup> LLC is a small, woman-owned and managed business based in greater Washington, DC. NutrIQ LLC 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.

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\* Is a registered service mark; registration number 3326380. Service marks: IC 035. US 100 101 102. G & S: Business management consultation in the field of dietary supplements, nutrition, foods, prescription, and non-prescription drugs. IC 042. US 100 101. G & S: Scientific and technical consulting and research services relating to foods, dietary supplements, prescription, and non-prescription drugs. IC 044. US 100 101. G & S: Food nutrition consultation and providing information about food, dietary supplements, and nutrition.

**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, has over 10 years experience with the food industry, 5 years with the dietary supplements industry, 6 years government in Washington DC, 10 years international, and 3 years in academia.

- ▶ 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)*
- ▶ Vice-President, Consumer Healthcare Products Association. *Founded in 1881, CHPA is a trade organization representing manufacturers and distributors of non-prescription (OTC) medicines and dietary supplements in Washington DC. (1999 – 2003)*
- ▶ 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)
  - Director Nutrition Affairs, Science & Technology. (1995 - 1996)
  - Manager Nutrition Programs, Science & Technology. (1992 - 1995)
  - Research Nutritionist, Science & Technology. (1990 - 1992)
  - Manager Nutrition Communications, Public Affairs. (1988 - 1990)
- ▶ 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)

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**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/Moderator/Program Planner:** *Putting Science to Work in Shaping Product Quality for Dietary Supplements and Functional Foods*. Institute of Food Technology annual meeting, July 29, 2007, Chicago, Illinois.
- ▶ **Guest lecturer:** *The Dietary Supplement Industry: Consumers & Marketplace*. Current Issues in Nutrition and Nutrition Policy, Nutrition III Course. FDA/CFSAN staff college, May 8, 2007, College Park, Maryland.
- ▶ **Guest speaker:** *Importance of Human Data for Claims on Foods*. National Institutes of Nutrition, December 29, 2006, Hyderabad, India.
- ▶ **Presiding Officer/Program Planner.** *What You Need to Know about Multivitamin and Mineral Supplements*. Scientific session, Food & Nutrition Conference & Expo (FNCE), September 17, 2006, Honolulu, Hawaii.
- ▶ **Speaker:** *Importance of Human Data for Claims on Foods*, BIO Korea 2006, September 8, 2006, Seoul, Korea.
- ▶ **Speaker:** *Dietary Supplements: Regulatory Developments in the United States*. Health Foods and Dietary Supplements Association (HADSA) meeting, January 6, 2006, Mumbai, India.
- ▶ **Session planner/Chair:** *Why, When, What, and How of Clinical Trials*, educational sessions at SupplySide West International Trade Show and Conference, November 9, 2005, Las Vegas, Nevada.
- ▶ **Speaker:** International Nutra Summit 2005. November 1-2, 2005, Tokyo, Japan.
- ▶ **Presiding Officer/Program Planner:** *Dietary Supplements Use in the USA: Who's Using What and Why*. Scientific session, Food & Nutrition Conference & Expo (FNCE), October 24, 2005, St Louis, Missouri.
- ▶ **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.
- ▶ **Symposium chair:** *Nutrient Disease Relationships: Closing the Scientific Knowledge Gap*. April 19, 2004, Experimental Biology, Washington, DC
- ▶ **Speaker:** *Qualified Health Claims: The "New" Standard?* FDLI's Conference on Qualified Health Claims, January 14, 2004, Washington, DC.
- ▶ **Presiding Officer/Symposium Speaker:** *Is There Science to Support Claims Made in Dietary Supplements? Existing Regulations and Industry Practices*. October 27, 2003, American Dietetic Association Annual Meeting, San Antonio, Texas.

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**PROFESSIONAL PUBLICATIONS**

- Saldanha LG, Salem N, Jr., and Brenna JT. *Workshop on DHA as a Required Nutrient: Overview. Prostaglandins, Leukotrienes and Essential Fatty Acids* 2009 81:233-236.
- Reviewer. *Position of the American Dietetic Association: Functional foods.* Journal of the American Dietetic Association 2009 109:735-746.
- Saldanha LG. *US Food and Drug Administration Regulations Governing Label Claims for Food Products, Including Probiotics.* Clinical Infectious Diseases 2008 46(2):S119-121.
- Betz JM, Fisher KD, Saldanha LG, and Coates PM. *The NIH analytical methods and reference materials program for dietary supplements.* Analytical and Bioanalytical Chemistry 2007 389(1):19-25.
- Thomson CA and Saldanha LG. *Research Methods for Dietary Supplements and Complementary and Alternative Medicine.* In: Research: Successful Approaches. Monsen ER and Van Horn L, editors. American Dietetic Association 2007, 3rd edition, chapter 23 pages 323-336.
- Dwyer JT, Holden J, Andrews K, Roseland J, Zhao C, Schweitzer A, Perry CR, Harnly J, Wolf WR, Picciano MF, Fisher KD, Saldanha LG, Yetley EA, Betz JM, Coates PM, Milner JA, Whitted J, Burt V, Radimer K, Wilger J, Sharpless KE, and Hardy CJ. *Measuring vitamins and minerals in dietary supplements for nutrition studies in the USA.* Analytical and Bioanalytical Chemistry 2007 389(1):37-46.
- Saldanha L. *The Dietary Supplement Marketplace: Constantly Evolving* (editorial). Nutrition Today 2007 42:52-54.
- Saldanha LG. *Government Regulation of Dietary Supplements.* In Health Professional's Guide to Popular Dietary Supplements. Fragakis A S and Thomson C A, editors. American Dietetic Association, 2006, 3rd edition, (appendix A) pages: 639-648.
- Saldanha L. *The Qualified Health Claims Quandary* (editorial). Nutrition Today 2006 41:54-55.
- Costello R and Saldanha L. Co-editor, *Annual Bibliography of Significant Advances in Dietary Supplements Research.* 2007, 2006, 2005, 2004, 2003, 2001, 2000, and 1999. (URL: [http://ods.od.nih.gov/Research/Annual\\_Bibliographies.aspx](http://ods.od.nih.gov/Research/Annual_Bibliographies.aspx)).
- Saldanha LG and Johnson MA. *Introduction to and Perspectives from The Symposium on Nutrient Disease Relationships: Closing The Scientific Knowledge Gap.* Proceedings from the nutrient disease relationships: Closing the scientific knowledge gap symposium, Experimental Biology 2004. Journal of Nutrition 2005 135:338-339.
- Thomson CA, Cotugna N, Kalman DS, and Saldanha LG. *Practice paper of the American Dietetic Association: Dietary supplements.* Journal of the American Dietetic Association 2005 105:460-470.
- Costello R, Finkelstein J, Saldanha L, and Dell'Orto M. *Executive Summary: Conference on Dietary Supplement Use in the Elderly -* Proceedings of the conference held January 14-15, 2003, Natcher Auditorium, National Institutes of Health, Bethesda, MD. Nutrition Reviews, 2004 62(4):160-175.
- Saldanha LG, Betz JM, and Coates PM. *Development of the Analytical Methods and Reference Materials Program for Dietary Supplements at the National Institutes of Health.* Journal of AOAC INTERNATIONAL, 2004 87:162-65.
- MH Davidson, KC Maki, JC Kong, LD Dugan, SA Torri, HA Hall, KB Drennan, SM Anderson, VL Fulgoni, LG Saldanha, and BH Olson. *Long-Term Effects of Consuming Foods Containing Psyllium Seed Husk on Serum Lipids in Subjects with Hypercholesterolemia.* American Journal of Clinical Nutrition. 1998 67:367-76.
- RD Humbert, L G Saldanha, and J Kepplinger. *Ready-To-Eat Cereal Product Fortified with Ferric EDTA and Process of Making.* United States Patent: 5,667,825 September 16, 1997. *Foodstuffs Containing a Cereal Ingredient and Ferric EDTA.* United States Patent: 5,534,275 July 9, 1996.
- LG Saldanha. *Fiber in the Diet of US Children: Results of National Surveys.* Pediatrics 1995 96(5): 994-97 (suppl).

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