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YEARS

 CPhI worldwide®

    

5 - 7 November 2019 | Frankfurt, Germany

## Speaker Spotlight

David Foreman

Exploring the Mental Health & Wellness Trend in Natural Extracts

Wed 06/11/19 ~ 14:00-15:00

Natural Extracts Podium 41k01



We catch up with David Foreman, The Herbal Pharmacist to discuss Natural Extracts & their uses with mental health & wellness.

### Q: Tell us about your role as The Herbal Pharmacist?

My interest in natural medicine started when I owned and operated an apothecary style pharmacy. My background in pharmacy has helped me understand the biochemistry and physiology of the supplements and foods that I now recommend. My current role is divided among consulting for B2B companies with patented and clinically proven natural ingredients in the role of breaking down their science and making it digestible for their sales, marketing and consumers. I also educate consumers through TV, radio, writing, podcasts and speaking engagements. Lastly, I work in R&D for companies helping them create unique and patentable combinations of ingredients to form a finished product that is proven to work.

### Q: You'll be joining the panel on Mental Health & Wellness in Natural Extracts at CPhI Worldwide, what are the key trends in this space?

Cognitive health and stress, the aging population wants to stay sharp and not develop dementia, while the younger population wants to focus in school and at work. Stress is a global issue and a major risk factor for a multitude of diseases including those that are life-threatening such as cardiovascular disease, cancer, obesity and diabetes. Regretfully modern medicine's answer involves medications that cause drowsiness and lead to problems being able to focus and in some cases are addictive.

### Q: Which are the most innovative products you've seen on the market in the past year?

This is a challenging question because I feel that in most cases there is a lack of innovation. We need to look into better combinations of ingredients that are



proven to work that can be “experienced” and in unique delivery forms i.e. moving away from tablets and capsules and more to stick packs, shots, etc

**Q: What are the other challenges facing the sector?**

The challenges may be with companies who are trying to meet a price point and not the most effective finished product. This often decreases the effectiveness of the finished product because people use only one ingredient at therapeutic dose and then below therapeutic values on other ingredients and call it “synergy”. This synergy is usually in theory and not proven.

**Q: How do you see this market evolving in the mid to long term? What’s your future outlook?**

The future in mental health and wellbeing space should be BIG and BRIGHT. There are some amazing ingredients coming to the forefront which have been used for thousands of years by indigenous tribes/people, and we are not only finding them but using science to substantiate their efficacy and safety. I am most excited about this area of all the health areas we can address. We can make a huge impact on other health challenges by helping people with their mental health and wellbeing.



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David Foreman is a pharmacist, author and media personality known internationally as, “The Herbal Pharmacist.” His background in both pharmacy and natural medicine put Foreman in an elite class of health experts who can teach integrative medicine practices. Foreman’s focus is to help all to achieve the health and vitality they seek by teaching his 4-Pillars of Health: Diet, Exercise, Spirituality and Supplements. He is also highly sought for his abilities as a science engineer by helping companies connect their science to their sales and marketing teams. Foreman currently serves on Organic & Natural Health Association’s Scientific Advisory Board and is author of, “4 Pillars of Health: Heart Disease.

**Hear David speak at CPhI Worldwide on the panel session **Exploring the Mental Health & Wellness Trend in Natural Extracts** on **Wednesday 6th November at 14:00** in the **NEW Natural Extracts Podium.****