

Innovative Research

by
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Through extensive scientific research, state-of-the-art manufacturing techniques and some of the finest natural products in existence, Nutraceutical Labs, Inc. ensures that every product we make is beneficial to improving the quality of life and has the maximum effectiveness possible.

Meet Nyanganya (Joe) Maniga, PH.D.

In April 2000, Dr. Maniga became Nutraceutical Labs organic and analytical chemist, VP of Development and Director of Manufacturing. His primary focus is natural medicine innovations and quality control. Before coming to Nutraceutical Labs, Dr. Maniga spent fifteen years as an academic and research specialist at Arizona State University and ten years before that as a professor of Chemistry at Egerton University in Kenya. He's also among the Who's Who of CTFA (Cosmetics, Toiletry and Fragrance Association) - an umbrella organization for specialists, academics and products.

Dr. Maniga started making products when he became an expert in formulations, but it was his desire to improve people's quality of life, merged with his academic expertise, that first drove him to commercialize his talents. "Many people are stressed or overweight or struggling with various health problems," says Dr. Maniga. "If you can improve their quality of life, you've done a lot."

Unparalleled product development

Nutraceutical Labs is unparalleled in its specialized development of therapeutic products. "Making a great product is not about copying what other people have done. It takes highly qualified people to separate fact from hearsay. This must happen long before the product is actually made. Our exceptional personnel do this by conducting their own scientific research.

We must determine precisely what the product is designed to do. We must be absolutely clear what the customer's needs are. This takes a good year." Will the science allow Nutraceutical Labs to create what the need requires? Only by writing the science and doing the literature can chemists like Dr. Joe Maniga answer this question.

Testing, testing

"We do research, we verify information, we verify ingredients. This also takes a lot of time. Most labs put the ingredients in water and heat it up, but we actually test the ingredients even before we use them. We send ingredients to a lab where they're heated to make sure they're pure and meet standards. When the report comes back, we assemble the product's type and send it to people to use, along with an extensive questionnaire. We then put their answers into a computer." All this takes a lot of....

Time and money

Other companies either don't manufacture the products themselves, or if they do, they don't have the data and/or research to back it up. Most companies don't want to reinvent the wheel. It's easier to copy it than improve upon it. "Oftentimes, a hormone comes with the other ingredients. Most companies just toss the ingredients in with their hormone (which may or may not be pure). It takes a lot of time and money to sort through things like this and most companies aren't willing to invest the time and money needed to create a truly exceptional product."

To this end

"To make high quality products and meet the needs of our consumers is our goal," says Dr. Maniga. "Our aspiration is to enhance and improve the quality of people's lives with our products." To do this, Nutraceutical Labs doesn't cut corners. We deal with what the truth is. Many companies that make supplements tend to be unethical, especially by making misleading statements about the product that imply it does more than what it really can. "To avoid this requires a very clear focus on the truth of improving someone's life, not just the wish to do so."

Cutting-Edge Technology is more than hardware

At Nutraceutical Labs, only highly qualified people make our products. This puts the human factor of "cutting-edge technology" at the top of our list. Additionally, our personnel have immediate access to newly discovered technologies right from the computer screens in their labs. Most companies have to rely on five-year-old information. "By scrutinizing and interacting with these research industry discoveries, we're able to draw out and apply cutting-edge discoveries to the making of our products," says Dr. Maniga. Which puts the personnel of Nutraceutical Labs in a position to be constantly on the lookout for new discoveries. "However," adds Dr. Maniga. "To do this, you have to be one of those who are making some of those same discoveries."

From Concept to Product

Dr. Maniga: "Developing the concept of the product comes first. Then we make the formula to fit that concept. There's more to formulation than just writing the formula, however."

The materials still have to be put together. The formula has to be optimized by looking at the product concept. The process for development still has to be worked out. "Say the concept is to make a product to remove acne," explains Dr. Maniga. "So, what is acne? We do all the background research, then we analyze what products are already on the market (through Competitive Intelligence), then we research the active ingredients that go into the product. Finally, we assemble all the components together. Only then do we decide on the formula. Even then, a decision about how to make the product still remains."

Questions need answers

Usually, Nutraceutical Labs makes the product in the water. This is not as simple as it sounds.

How are the ingredients to be mixed? What kind of container is going to put it in? Is it to be a gel or a liquid or a cream? How thick? How smooth? The kind of package and the method of dispensing the product should have already been decided, but more questions abound: What kind of texture? A thick lotion or a thick cream?

Like writing a paper

"After we've answered a plethora of questions, we actually make the product types. Sometimes, though, we have to make it twenty times to get it just right. The first time, it's not perfected. It's like writing a paper. After the rough draft, then you study some more, then you rewrite again. So, we study the color. We study how it behaves when it's left in a certain container, for example. Then we go back and enhance the formula. When we are sure it's near to what the customer wants - let's say the customer is

Life-flo - then we give it to them. They may bring it back with suggestions or comments and we'll tune it some more."

Then it's time for some final decisions. When Nutraceutical Labs is done with the product, they still have to devise a procedure of how to make it. Then it's done? Not quite. "There's several more tests for viscosity, PH, texture, color and such, but when it's finally ready to deliver, we get set for the quantity of the actual production. We can do produce quantities as low as 400 lbs or as high as 6,000 lbs at once."

Any products that use animals?

Dr. Maniga: "Most of the time, no. We use some animal materials, but it's a purified material from chicken and that product is for arthritis. That's the only one." Nutraceutical Labs does not use any animal materials in cosmetics. They prefer to use raw materials from vegetables.

Our Motivation

From the first glimmer of an idea to the product on the shelf, Nutraceutical Labs is motivated by the actuality of improving the end user's quality of life, using the finest ingredients available, through the expertise of only the highest qualified personnel.

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