



All-Natural, Sweet And Low Calorie Sweetener From Curculigo Latifolia

TECHNOLOGY DESCRIPTION

This technology is a low calorie sweetener with anti-diabetic and anti-oxidative properties designed to replace sugar, caloric or nutritive sweetener or sugar alcohol.

TECHNOLOGY FEATURES

The curculin is a high intensity sweetener (~2000X sweeter than sucrose on a weight basis) and contains taste-modifying activity. It may be used as alternatives for treatment/ management of diabetes and other metabolic diseases. The curculigoside extracts that were obtained is soluble in both water and alcohol.

ADVANTAGES

- Able to become alternative for diabetes treatment
- High intensity sweetener
- Contains anti-oxidative properties

INDUSTRY OVERVIEW

Prospect: Healthcare Industry, Food and Beverage Industry

The global sugar substitutes market was estimated at \$11,538.6 million in 2014 and is expected to reach \$14,355.0 million by 2019, growing at a Compound Annual Growth Rate (CAGR) of 4.5% for the same period. In terms of volume, the market is estimated to reach 16,870.0 kilo tons by 2019, growing at a CAGR of 1.0 %. The global low intensity sweetener market is expected to grow at a CAGR of 6.2% from 2014 to 2019. The diabetes situation in Malaysia is worrying as about 3.5 million or 17.5% of its citizens aged 18 years and above are diagnosed with diabetes. This invention called Innovative Nutraceutical provides low calorie sweetener with anti-diabetic and anti-oxidative properties that serves as an alternative for sugar, caloric/nutritive sweeteners, and sugar alcohol. Leading players such as Tate & Lyle PLC (U.K.), Cargill, Incorporated (U.S.), Purecircle Ltd.(Malaysia), and E. I. du Pont de Nemours and Company (U.S.) are the key suppliers for non-sugar sweeteners in the market. The intended market for this product is the worldwide population focusing on those affected by obesity, diabetes, and health-concerning people. Ministry of Health indicates that there are 132 Government Hospitals and 9 Special Medical Institutions with 1039 Health Clinics, 1821 Community Clinics, and 254 1Malaysia Clinics in Malaysia with an additional 214 Private Facilities. In addition, there are 637 SMEs that operates in the Healthcare industry and another 342 in the Pharmaceutical industry. These organizations are seen to serve as the link connecting the producers to consumers. Another indirect service providers are 278 organizations in Tourism industry, and 124 Hospitality Services industries respectively.



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