

Nutrify genie to global leadership in responsible nutrition

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Over the past five years, Nutrify Today has emerged as a trailblazer in the global nutraceutical industry, transforming the way responsible nutrition products are designed, developed, and brought to market. Under the leadership of Amit Srivastava, Founder and Chief Catalyst, the company has built a strong foundation of innovation and collaboration. In a conversation with NuFFoodSpectrum, Srivastava shared insights on the groundbreaking AI-powered platform Nutrify Genie and the influential C-Suite Sumflex initiative—two key drivers behind Nutrify Today’s role in shaping policy discussions, industry accountability, and global expansion. As the company continues its journey with a new office in Somerset, New Jersey, it remains focused on shaping the future of responsible nutraceutical innovation worldwide.

What are the key achievements that define this journey?

Nutrify Today’s five-year journey has been nothing short of transformative. We have built a thriving ecosystem that bridges innovation, regulatory compliance, and market access, helping companies bring responsible nutraceutical products to consumers faster and more efficiently. A major highlight has been the development of Nutrify Genie, our AI-powered nutraceutical design engine, which has set new benchmarks in precision product development. Additionally, our C-Suite Sumflex initiative has influenced key policy discussions, while our expansion into the US has positioned us as a truly global force in responsible nutrition.

How has Nutrify Today transformed the global nutraceutical industry over the past five years?

We have tackled some of the industry's biggest bottlenecks—lack of transparency, slow product development cycles, and regulatory complexities. Through Nutrify Genie, we have enabled companies to accelerate time-to-market by up to 200% while ensuring every formulation is backed by scientific validation and regulatory compliance. Our platform has democratised access to audited supply chains, levelling the playing field for businesses of all sizes. By emphasising responsible nutrition,

we have steered the industry towards ethical, scientifically sound, and commercially viable innovations.

Nutrify Genie is a core part of your innovation. How does this AI-powered platform set Nutrify Today apart from competitors?

Nutrify Genie is a precision AI engine trained on over 3.6 million structured data points spanning biochemistry, pharmacology, toxicology, and regulatory frameworks across 12 countries. Unlike many industry players who rely on public data, our AI is built on a secured, curated dataset that ensures accuracy, security, and reliability. The platform doesn't just provide recommendations; it maps entire supply chains, forecasts ingredient interactions at the cellular level, and ensures every formulation meets global regulatory standards. This end-to-end capability makes it a game-changer for the industry.

Can you share an example of a breakthrough product developed using Nutrify Genie?

One of the most exciting developments powered by Nutrify Genie was the creation of an advanced botanical formulation that optimised bioavailability using quantum tunnelling principles. Traditionally, bioavailability has been a significant challenge in nutraceuticals, but our AI-driven approach allowed for precise molecular structuring, ensuring superior absorption and efficacy. This breakthrough product, which we named 'BioMax ', made it to the market much faster than traditional R&D processes and met stringent regulatory requirements across multiple regions, demonstrating the power and potential of Nutrify Genie.

How do you ensure that AI-driven product development remains ethical and scientifically validated?

For us, AI is also about integrity. Every formulation developed through Nutrify Genie undergoes rigorous toxicology forecasting, pharmacological assessment, and compliance checks. Our AI applies computer-aided drug design principles to generate predictive models if existing research doesn't provide clear answers. Moreover, all data points are audited and continuously updated to align with evolving scientific and regulatory standards. This ensures that AI serves as a force for responsible innovation rather than just a shortcut to market.

The C-Suite Sumflex initiative has been a key industry driver. What major policy or industry shifts have resulted from it?

C-Suite Sumflex has been instrumental in shaping responsible nutrition policies by bringing together key stakeholders—industry leaders, policymakers, and regulatory bodies. One of its biggest impacts has been driving conversations around responsible nutraceutical claims, pushing for stronger regulatory frameworks that ensure consumer safety without stifling innovation. Additionally, it has played a role in advocating for supply chain transparency and ethical sourcing, setting new industry accountability benchmarks.

What prompted Nutrify Today's expansion into the U.S. market at this time?

The US is one of the most advanced and competitive nutraceutical markets, but it also faces challenges bridging the gap between innovation and regulatory compliance. With our expertise in AI-driven nutraceutical design and our vast network of audited supply chain partners, this was the perfect time to introduce Nutrify Genie to the North American market. This strategic move aligns with our long-term vision of becoming the global leader in responsible nutraceutical innovation, as it allows us to expand our influence and impact on a global scale. Our platform allows companies—big and small—to develop scientifically validated products efficiently, reducing time to market and ensuring compliance with the FDA and other regulatory bodies.

How will the Somerset, New Jersey, office enhance Nutrify Today's global reach and impact?

Our Somerset office is a strategic hub for innovation and collaboration. Being in the heart of the US nutraceutical ecosystem allows us to work closely with formulation companies, ingredient suppliers, and regulatory bodies, ensuring that our AI-driven solutions are tailored to the market's needs. This presence also strengthens our ability to support North American brands in creating differentiated products while giving international companies easier access to this lucrative market.

What is your long-term vision for Nutrify Today in the global health and nutrition landscape?

We envision Nutrify Today as the global leader in responsible nutraceutical innovation—a platform where companies can seamlessly design, develop, and commercialise products backed by science and ethics. We aim to build the world's most trusted nutraceutical supply chain ecosystem, where every formulation is validated, compliant, and consumer-centric. We are also focusing on integrating advanced AI capabilities to further refine product design, improve regulatory navigation, and enhance market predictability.

How do you see AI further revolutionising the nutraceutical industry in the next five years?

AI is set to redefine every aspect of nutraceutical innovation. We expect AI-driven platforms like Nutrify Genie to take over much of the documentary research, allowing human scientists to focus on fundamental research in areas like quantum biochemistry and precision nutrition. Personalised nutraceuticals—designed based on individual genetic and metabolic profiles—will become mainstream, and AI will play a crucial role in ensuring their safety and efficacy. Additionally, AI-powered supply chain solutions will make sourcing more transparent, reducing reliance on intermediaries and enhancing ingredient traceability. In essence, the next five years will see AI transition from a supporting tool to the backbone of responsible, scalable, and consumer-focused nutraceutical development.

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