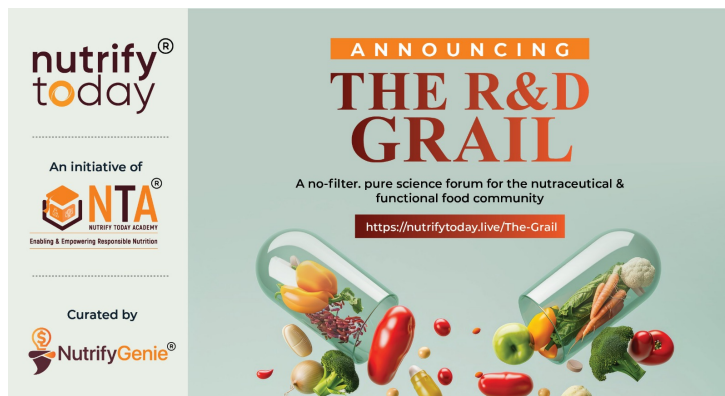


## Indian scientists making health supplements taste good

15 September 2025 | News

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Millions of health-conscious people who have had a hard time swallowing bitter turmeric shots, astringent green tea extracts, or strong-smelling herbal pills may soon be able to breathe easier. Indian scientists are starting a new global project that promises to make nutritional supplements not only bearable, but also something people want to eat.

Anyone who has attempted to stick to a supplement habit knows how bad it can be: the bitter flavour of ashwagandha, the sharp aftertaste of bitter gourd extract, or the chalky texture that makes you want to drink water right away. About 60 per cent of people stop taking their supplements within three months, even if they know they are good for their health.

NutrifyGenie AI is now starting "The R&D Grail," a global study series that starts in India. Its goal is to break down what scientists call the "organoleptic barrier," which is a fancy way of saying "this tastes terrible and I'm not taking it anymore."

The initiative's new way of doing things mixes old plant knowledge with new taste science and AI. Scientists are making supplements that people actually want to take instead of making people put up with bad flavours for health advantages.

One of their most famous inventions is the "fenugreek-vanilla tango." Fenugreek is recognised for helping with blood sugar, and scientists have learnt to mix its naturally sweet notes with vanilla to make a bitter medicine taste like dessert. They use cutting-edge microencapsulation technology to keep the health advantages while adding flavours that make your taste buds happy.

The research team said, "We're not just hiding bitterness anymore. We're making sensory experiences with several layers, from the first smell when you open the bottle to the nice aftertaste that stays with you. It's about making health feel like a treat."