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**Popular Article**

**Positioning of dairy products' as functional foods, nutraceuticals, and medicinal agents**

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***Abstract***

Due to their purported safety and potential nutritional and therapeutic effects, nutraceuticals have gained significant significance. Pharmaceutical and dietary industries are aware that financial success benefits healthier consumers and the shifting trends that lead to the proliferation of these heart-oriented value-added products. Many dietary supplements claim to have several therapeutic advantages. Despite benefits the unfavorable effects include a lack of convincing data. Glucosamine, omega-3 fatty acids, Echinacea, cod liver oil, folic acid, ginseng, calcium-fortified orange juice, and green tea are a few popular nutraceuticals. According to a report, functional foods have elements that are physiologically active and offer a range of health advantages. Studies have demonstrated that some foods and dietary habits have a significant impact on the primary prevention of various disease states that result in the identification of foods with potential functional properties. To support the potential health advantages of various functional foods that have not yet received clinical validation for the associations between diet and health, research and studies are required. The word "functional foods" may also refer to foods that are healthy or functionally healthy, foods that have been improved nutritionally, or even traditional medicines.