

# World Nutraceutical Conference and Expo

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## Technology driven translation of traditional medicines as a source of innovation, discovery and novel therapeutics: The amazon rainforest examples

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As we develop more sophisticated tools to measure and monitor health and tissue function we tend to discard traditional medicines as a source of innovation. We discount experience and because they are discussed in simple language it is common to discount their value. However, the rich history of experience can be a poignant and directed teacher. Using examples of personal research on South American traditional botanicals when evaluated with modern sophisticated techniques (epigenetics, metabolomics, disease models) one can not only decipher how the traditional medicines offer benefit and the molecular basis for the traditional use, but insight can be drawn for new applications and synergism with other natural products or nutritionals. Examples to be discussed include, fertility, fish farming, inflammation, arthritis, cartilage repair, nausea and GI disorders and itch/skin disorders.

### Biography

Mark JS Miller is a unique, innovative and entrepreneurial scientist with a heady track record of success in business. With three decades of experience as a Professor and elite researcher, Dr. Miller currently approaches unmet consumer needs using the opportunities offered by natural products and nutrition. His product innovations, marketing skills and ground-breaking research has crossed numerous disciplines offering a unique scientific and global perspective.

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