



## Adulteration and Fraud of Botanical and Natural Health Ingredients: Issues, Challenges and Prevention Tools for the Industry

Marriott Hotel, Frankfurt, Germany - November 29-30, 2018,  
Easy to combine with Health & Nutrition Week and HI Europe

### Workshop Overview

Adulteration and fraud of natural ingredients added to foods are global concerns for stakeholders, for industry, for risk assessors and risk managers, and for EU consumers. What is the EU industry doing about it? What are the plans of regulators? What lessons can be learnt and tools used from leading experts. How can adulteration and fraud be prevented? And what happens when it is discovered?

### Workshop Objectives:

Obtain insights into the problem and what is being done globally to prevent adulteration; Hear the views and plans of regulators and risk assessors; Identify tools and practices for prevention; Learn through case studies about health risks, and impacts of natural ingredient fraud; Participate to panel discussion with experts; Work with experts on real case-studies in the practice lab.



### SPEAKERS

**Mr. Mark Blumenthal**, *Founder and Executive Director of the American Botanical Council (ABC) and ABC-AHP-NCNPR, Botanical Adulterants Prevention Program (BAPP), U.S.A.*

**Prof. Dr. Anna-Rita Bilia**, *President, Society of Medicinal Plant and Natural Product Research (GA), Italy*

**Dr. Luca Bucchini**, *Managing Director, Hylobates Consulting, Italy*

**Mr. Patrick Coppens**, *Director Regulatory and Scientific Affairs, Food Supplements Europe, Belgium*

**Mr. Julien Diaz**, *Quality Control Manager, BotaniCert, France*

**Mr. Stefan Gafner**, *Chief Science Officer of American Botanical Council, USA.*

**Mr. Joris Geelen**, *Partner, Food Compliance International, Belgium*

**Ms. Heather Granato**, *Vice President, Content, Health & Nutrition Network, USA*

**Mr. Michel Horn**, *Chairman, European Federation of Health Products Manufacturers Associations (EHPM), Belgium*

**Mr. Len Monheit**, *Managing Partner, Trust Transparency Center (TTC), U.S.A.*

**Mrs. Anna Mulá**, *Head of Quality Unit & Qualified Person, Euromed, Spain*

**Prof. Dr. Johannes Novak**, *Professor, Prof. Dr. Johannes Novak, Institute for Animal Nutrition and Functional Plant Compounds, University of Veterinary Medicine Vienna, Austria*

**Mr. David Trosin**, *Global Director of Business Development - Health Sciences at NSF International, U.S.A.*

**Mr. Bauke van der Veen**, *President, EUROPAM - European Herbs Growers Association, the Netherlands*

**Dr. René de Vaumas**, *President & CSO, Extrasynthese, France*

**Mr. Agustín Villar**, *R&D Director, Euromed, Spain*

### DRAFT PROGRAM (AS CONFIRMED/INVITED)

#### Day 1: Thursday, November 29, 2018

8:50 Welcome - Opening remarks - Mr. Andrea Zangara, EUROMED, Spain

#### The Nature and Magnitude of the Adulteration Problem

9:00 **Efforts to Prevent Adulteration and Fraud in Botanical Materials in the Global Market: An Update on the ABC-AHP-NCNPR Botanical Adulterants Prevention Program**, Mr. Mark Blumenthal, ABC-AHP-NCNPR Botanical Adulterants Prevention Program, U.S.A

9:45 **Issues, Challenges and Instruments to Prevent Adulteration in Herbal Medicines - Introduction to Combined HPLC-DAD-MS, HPLC-MSn and NMR Spectroscopy for Quality Control of Medicinal Plant Extracts**, Prof. Dr. Anna-Rita Bilia, University of Florence, Italy

10:15 Coffee/Tea Break and Networking

#### The Response from Industry at the Global and EU Level: What Can We Learn?

10:45 **How the EU Botanicals Industry Views Adulteration and Works to Prevent Food Adulteration**, Mr. Patrick Coppens, Food Supplements Europe, Belgium

11:15 **Consumers and Regulators Require Quality Health Products: Preventing Adulterations with the EHPM Quality Model**, Mr. Michel Horn, European Federation of Associations of Health Products Manufacturers, Belgium

11:45 **Transparency as a Potential Solution to Adulteration Issues**, Mr. Bauke van der Veen, EUROPAM - European Herbs Growers Association, the Netherlands

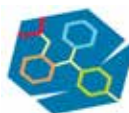
12:15 **Roundtable: How Can We Tackle Effectively Adulteration of Natural Substances in Food and Supplements in the EU?**

12:45 Lunch and Networking

### FURTHER INFORMATION CONTACT



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## Tools for prevention and the Health implications of Adulteration of Botanicals

- 13:45 **The Botanical Adulterants Prevention Program: Applications**, Dr. Stefan Gafner, American Botanical Council, U.S.A  
14:15 **Finding the Weakest Link in Your Supply Chain - A Holistic Plan to Protect your Brand**, Mr. David Trosin, NSF Dietary Supplements, U.S.A.  
14:45 **Trust in the Marketplace – A Trust Transparency Scorecard**, Mr. Len Monheit, Trust Transparency Center, U.S.A.  
15:15 **How the Belgian Experience with Botanicals Can Help Tackle Adulteration**, Mr. Joris Geelen, Food Compliance International, Belgium  
15:45 *Coffee/Tea Break and Networking*  
16:15 **Health Implications: When Adulteration Becomes a Food Safety Issue**, Dr. Luca Bucchini, Hylobates Consulting, Italy  
16:45 **Laboratory Tools to Prevent and Assess Adulteration of Botanicals**, Mr. Julien Diaz, BotaniCert, France  
17:15 *Closing remarks - Mr. Mark Blumenthal, American Botanical Council (ABC) and ABC-AHP-NCNPR Botanical Adulterants Prevention Program (BAPP)*

## Day 2: Friday, November 30, 2018

- 8:50 *Welcome - Opening remarks - Ms. Heather Granato, VP Content, Health & Nutrition Network, Informa Global Exhibitions*

## Full Traceability, Analytical Control, DNA Testing and other Key Tools to Avoid and Prevent Adulteration and Fraud of Botanical Ingredients

- 9:00 **Herbal Product Analysis: Are Analytical Standards Your Achilles Heel?** Dr. René de Vaumas, Extrasynthese, France  
9:30 **DNA Testing as a Preventive Tool**, Prof. Dr. Johannes Novak, University of Veterinary Medicine Vienna, Austria  
10:00 *Coffee/Tea Break and Networking*  
10:30 **Full Traceability, High Quality Production and Exhaustive Analytical Control - Industry's Key Tools to Avoid and Prevent Adulteration and Fraud of Botanical Ingredients**, Mr. Agustin Villar & Ms. Anna Mulá, EUROMED, Spain  
11:15 *Practice session: case studies: This session will walk participant through case-studies and hypothetical scenarios to discuss technical challenges, reputational issues and legal implications at various stages of adulteration incidents*
- **Possible Risks for Patients' Health Resulting from Undeclared Plants in Herbal Supplements**, Prof. Dr. Anna-Rita Billia, University of Florence, Italy
  - **Adulteration of Essential Oils: Cases, Issues, Challenges, Solutions**, Mr. Julien Diaz, BotaniCert, France
  - **The Sudan Red Scandal in Spices: What it can Teach to Botanicals**, Dr. Luca Bucchini, Hylobates, Italy
- 12:20 *Closing remarks - Ms. Heather Granato, VP Content, Health & Nutrition Network, Informa Global Exhibitions*  
12:30 *End of program*

## REGISTRATION

First Name for Badge			
First Name			
Last Name/Family Name			
Job Title		Company	
Address			
City/State/Province			
Postal Code		Country	
Business Phone		Fax Number	
E-mail		VAT**	

## REGISTRATION INFORMATION

Full Registration includes access to all presentations, short course manuals, lunch and coffee breaks

EARLY BIRD Registration ON or BEFORE November 4, 2018	795 EUR
STANDARD Registration rate AFTER November 4, 2018	945 EUR
ACADEMIC Registration	495 EUR

Group registration rates: 10 % off for three or more; 20% off for five or more; student rate on demand

## PAYMENT INFORMATION

**Payment by Bank Transfers:** Please request bank details  
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**On-line Registration and credit card payment.**  
See link: <http://www.bioactivesworld.com/botanicalsregistration.html>  
E-mail: sefa.koseoglu@gmail.com

**Register using registration form by email (sefa.koseoglu@gmail.com) or fax (979)-694-7031**  
<http://www.smartshortcourses.com/docs/flipidsform.doc>

## Short Course Venue



Marriott Hotel  
Hamburger Allee 2,  
60486 Frankfurt am Main,  
Germany  
Reservation Code: Bioactives 1  
Rates: 185 EUR per night