

Who's Who of Manufacturers and Suppliers

Profiles of Inspiring Industry Members.

By **WholeFoods Magazine Staff** - October 13, 2016

Muhammed Majeed, Ph.D.: Innovating "Science First" Supplements



If every company in the supplements industry cared as much about science and quality as Sabinsa Corporation, concern about product integrity would be few and far between. The decision for these qualities to be a main driver at Sabinsa was a move clearly executed by its founder, Muhammed Majeed, Ph.D. His dedication to science and quality has not only made Sabinsa a standout business, but has also helped supplements companies build superstar products in the marketplace.

The Science Niche

With a pharmaceutical background, Majeed founded Sabinsa nearly 30 years ago, but his original intent still drives the company. "My background in science is the basis for the Sabinsa approach: using modern science to validate and expand upon the traditional knowledge of Ayurveda," he states.

How this pursuit played out in tangible ways has been huge. The firm's large portfolio of innovative branded ingredients backed by a solid collection of published scientific studies. In addition, Sabinsa owns well over 100 U.S. patents, earned generally recognized as safe status for several brands, and has several health claims approved in Canada.

For Majeed, these spokes all rotate around the central wheel of science, in which the firm has invested heavily. "We have over 100 scientists on staff doing solid research," states Majeed. "It's gratifying to see what Sabinsa and Sami Labs have become from that basic aspiration to validate my country of origin's historic medical system."

He states, “Research on even our most established products is ongoing because I truly believe that science is dynamic and therefore we take it as our responsibility to gather new evidence and new findings on our products.”

Patents and Research

As of late September, Sabinsa had 123 U.S. patents to its name and the company continues to add to its impressive roster. The firm is also not afraid to defend its hard work and intellectual property through litigation when necessary. Doing so, says Majeed, is important, especially to safeguard future research projects.

“For a company to continue to invest in research and innovation, which is costly, you must have a way to protect your discoveries so that income can fund additional research,” he says, noting this research is, of course, connected to future discoveries and even more innovation later on. “Innovation is what drives our industry, and, more importantly, it benefits mankind,” he states.

Therefore, he believes that research is worth investing in, both for Sabinsa and for the companies that buy its products. “I always tell our customers, the extra amount we ask per kg goes directly to funding more research, and any intellectual property we can develop from that work. This then goes directly back to defending the patents and other intellectual property that research makes possible,” he states.

He uses Sabinsa’s Curcumin C3 Complex as an example, saying its patent has allowed the firm to invest in human clinical trials that both confirmed and uncovered specific health benefits.

“We’ve had to defend our curcumin intellectual property from infringers, but the patent protection is strong and we always prevail because we well understand how important it is,” he states.

As a show of how serious Sabinsa is about science, Majeed gives readers insight into its investment: “Millions of dollars have been spent and will continue to be spent, because to us, it’s the right thing to do. Each year, we invest 6–8% of our net income back into research.”

And, the Sabinsa team of scientists seems to have no trouble thinking of new areas for exploration. Sabinsa’s LactoSpore is the centerpiece of “some really exciting studies yet to come out,” while new research on DigeZyme delves into its possibilities in the sports area—that is previously uncharted territory. Sabinsa is also planning to release a new sports-centric study on Sabeet, its standardized beet root extract, as well as new research on ForsLean and “the true workings of coleus in our system for better weight management,” says Majeed.

“Ft00 clggf a'Rlem

WholeFoods recently asked Sabinsa’s founder Muhammed Majeed, Ph.D., which of his branded ingredients holds a special place in his heart. Here’s what he had to say:

For me, it’s Curcumin C3 Complex. When I look at the humble beginnings of bringing out the powder, then standardizing it and helping it grow through world-renowned studies, it has matured into one of the greatest ingredients for our marketplace and for our time. If I had to do anything over again for Curcumin, I wouldn’t change a thing, simply because our ingredient delivers a multitude of health benefits with quality that is unsurpassed.

Through some of my philanthropic concerns, I have given millions of doses of Curcumin C3 Complex out to the public. When I see and hear from parents of children with health conditions who are improving and recovering, it holds a very special place in my heart.

This is just a snapshot of the research happenings at Sabinsa, with Majeed adding, “research even takes us beyond the lab itself.” By that, he means that the company is heavily invested in research at the farm level, “alongside farmers, educating them on agricultural practices such as those that minimize the use of pesticides, adding irrigation lines for the farms and bringing accessible water to the villagers.”

He explains that these investments have returns that are many-fold, with farmers better able to grow high-quality raw materials for Sabinsa. WF