Guangzhou 6th December 2020

# The first special medical food and Muscle Nutrition Conference

The first China Italy joint clinical nutrition analysis and intervention academic conference

was held by China clinical nutrition industry innovation alliance and co-organized by Guangzhou EnterNutrtion biological Co., Ltd on December 6, 2020.

The conference was presented by Ms Sun Yu, member of Guangdong Youth Federation.

The event was intended to put forward practical opportunities and feasible directions to improve clinical and public awareness of special medical food, and to provide medical institutions with the world's leading nutrition analysis and intervention technology and products. Many clinical nutrition experts and scholars, clinicians and pharmaceutical dealers from all over the country were invited to gather in Guangzhou to discuss the nutritional assessment and nutritional intervention of muscle loss with well-known experts at home and abroad.

**Leader's speech**

***Professor Ma Fang, China Clinical Nutrition Industry Innovation Alliance***

The purpose of China clinical nutrition industry innovation alliance is to promote the in-depth cooperation of clinical nutrition industry, teaching and research, and promote the national nutrition and health level. As the vice president unit of the alliance, EnterNutrtion has been deeply engaged in the special medical industry for 20 years and is a model of the industry. On behalf of the alliance, I would like to extend my warmest congratulations to EnterNutrition on obtaining the special medical food registration certificate and filling the gap in the field of special medical food with protein component formula in China.

***Geng Qingshan, Secretary of the Party committee of the people's Hospital of Guangdong***

Health is an inevitable requirement to promote the all-round development of human beings and an important symbol of national prosperity and national prosperity. We should learn from the wisdom of ancient sages and rationally use medicine and food from the same source. Strengthen the nutrition program and promote the implementation of healthy China Guangdong strategy. Nutrition is not only the work of clinical nutritionists, but also the place that all specialists should pay attention to and improve themselves. Malnutrition diagnosis, precise intervention. Special medical food can reduce hospitalization time, re-hospitalization rate and hospitalization expenses, which is an important part of healthy Guangdong construction. At the same time, we call on clinical workers to pay attention to clinical nutrition and special medical food to benefit the majority of patients. Geng Shuji also brought three prescriptions: nutrition prescription, sleep prescription and behavior prescription. The speech, which has a high degree of depth and temperature, has won applause.

***Yang Huan, director of special food supervision and Administration***

***Department of Guangdong provincial market supervision and Administration Bureau***

Special medical food is a relatively new field in China, and various supervision systems are also in the process of improvement. The use of special medical food in medical institutions needs to be strongly promoted by the hospital. The hospital should pay more attention to the nutrition department, strengthen the construction of nutrition department and talent team, and

promote the rapid development of special medical industry. Director Yang's speech deeply saw the deep heart of our clinical nutritionists.

**TOPICs**

**Puruoding – New special medical food gets Cina registration**

Puruoding is the first special medical food with registration certificate (Registration No. ty20200012) and the only special medical food with animal and plant dual protein 1:1 formula in China. The daily supplement of Puruoding in cancer patients for 3 months can significantly increase the strength of lean tissue and muscle, and reduce 30% of blood and

gastrointestinal grade 3-4 side effects. Puruoding will become the backbone of special medical food, with advanced formula, scientific and convenient, with evidence-based medical evidence from the world's top medical journals, covering orthopedic patients, rapid rehabilitation patients, cancer patients and sarcopenia. Puruoding is bound to shoulder the mission to help healthy China and achieve a stable future.

**Nutritional management of sarcopenia**

***Professor Yu Kang, chairman of Nutrition Specialist Committee of Chinese Medical Doctor Association***

When we are 30-35 years old, the muscle content reaches the peak in our life.

With the increase of age, the muscle gradually decreases. Muscle loss can increase the risk of infection, affect daily life, increase the risk of death. Sarcopenia is not "incurable"! Through early effective intervention, some hormone + Exercise + protein supplement can prevent, delay, treat and even reverse the possibility of sarcopenia. Professor Yu Kang emphasized that supplementing high quality protein is the key to nutritional management of sarcopenia. More nutrition experts are called on to pay attention to the nutritional management of sarcopenia, so as to achieve effective disease improvement. Professor Yu Kang congratulated Puruoding on its listing, providing more accurate choices for domestic myopenia intervention, and hoped to have indepth cooperation and make more data belonging to our Chinese people.

**Treating muscle loss**

**Professor Li Hanxi, director of the Institute of medicine and food, EnterNutrtion**

The diagnosis and treatment of malnutrition in Europe and the United States has been quite popular, and the diagnosis and treatment of malnutrition in China has also embarked on the road of rapid development in line with international standards. In recent years, relevant national policies have been issued intensively to boost the development of special medical industry. Recently, some provinces and cities have successively issued normative documents for clinical application of special medical foods (Jiangsu Province, Hubei Province and Jinan City), gradually improving the policy guidance documents for clinical application of special medicine. Special medical industry will enter a period of explosive growth. In the clinical field, there are few kinds of special medical food, focusing on total nutrition and infant formula food. Nutritional diagnosis and assessment are also lack of corresponding detection means and tools. As a leader in the clinical nutrition industry, in addition to its own special medical food advantages, EnterNutrtion also introduces advanced technology and products in the field of nutrition from abroad to help improve the domestic nutrition diagnosis and treatment system.“Protein supplement for cancer patients receiving chemotherapy”

**Professor Riccardo Caccialanza, associate editor of clinical nutrition, Italy**

Professor Caccialanza is the director of Clinical Nutrition Department of Italian

IRCCS San Mateo general hospital. He introduced one of the most standardized management methods of malnutrition in cancer patients in Europe.

Nutritional counseling is the first line of treatment for malnutrition cancer patients. Continuous interaction between patients and dietitians can effectively reduce the side effects of cancer, improve diet habits and improve the quality of life by using the information in nutritional assessment to give priority to improving or maintaining nutritional status.

Increasing protein and calorie intake can improve body weight and body composition. Oral nutritional supplements, especially protein intake, should be considered when detecting protein calorie deficiency in chemotherapy patients through nutritional monitoring.

**Diagnosis of muscle loss**

**Chief engineer, CSO Jacopp Talluri, Akern, Italy**

Akern, a global leader in bioelectrical impedance analysis, was founded in 1980 in the United States and Italy. In 1983, the world's first bioelectrical impedance analyzer was invented. Nutrigram™ nutrient analysis scale and Hydragram™ hydration analysis scale were first proposed in 2014. In 2017, the Lancet magazine commented that BIVA is another progress in precision medicine. Nutrigram clinical validation papers on nutrition analysis were published in three major

academic journals - Journal of clinical oncology in 2019 and clinical nutrition and nutrition in 2020. Mr. Talluri, who is far away from the other side of the ocean, is very excited

and very happy to attend the conference held by EnterNutrition, Akern's sole partner in China, and exchange views with Chinese clinical nutrition experts. It also fully demonstrates the characteristics of Nutrilab malnutrition analyzer. It is expected that this world's leading nutritional diagnosis equipment and EnterNutrtion's products will form a strong matrix, and together they will bring a more perfect solution to the muscle loss of clinical patients.

**How pharmaceutical enterprises view special medical food**

**Cheng Zhen, vice president of Guangzhou Pharmaceutical Co., Ltd**

Recalling the experience with EnterNutrition, Mr. Cheng congratulated Puruoding on its listing on behalf of the Guangzhou Pharmaceutical Group. General manager Cheng stated that director Li Hanxi has been in charge of the special medical industry for 20 years, and has made excellent products with thousands of hammers, which is particularly valuable. Director Li has great foresight to invite famous foreign experts and professors to participate in clinical projects a few years ago, and has made proud achievements. His courage and courage are worth learning from medical people.

Chen Yousha, general manager of Guangdong Yuexing Co., Ltd It is hoped that more practitioners will come together to cultivate the market, expand the special medical industry in China, and bring more professional and accurate products to patients, so as to benefit clinical medicine. Now is the best era of special medicine. We have a long way to go. We should cooperate with the national policy, the circulation channel, and hand in hand with EnterNutrtion to make the products bigger and stronger. Evaluation and intervention of muscle loss to promote the development of clinical nutrition. Sarcopenia is a progressive and extensive disease of skeletal muscle mass, muscle strength and function. High incidence rate, can reduce the quality of

life, increase disability and mortality. In order to solve the clinical pain points, EnterNutrition and Akern company of Italy have jointly brought the world's leading assessment and intervention

program for muscle loss. Four heavyweight products appeared together and experienced on the conference site, which were highly praised by experts. Keep pace with the times and leverage the 100 billion market Founded in 2008, EnterNutrtion (Guangzhou NUOJIAN Biotechnology Co., Ltd.) is a global leading supplier of nutrition analysis and intervention technology and products. It is engaged in the R & D and production of medical nutrition products, including nutritional diagnosis medical equipment and special medical food. With perfect system and strong market

competitiveness, EnterNutrtion series products are used in many hospitals and have strong professional endorsement. Special medical food has been very mature in developed countries and

regions, but it has just started in China. At present, the market scale of special medicine in China only accounts for 1% of the world, and at least 70% of the demand for special medical food has not been met. As a product with certain medical functions, the market potential of special medical food is as high as 100 billion yuan. The country has also been making efforts to promote the development of clinical nutrition and special medical food, setting up special clinical nutrition

quality control center, bringing special medical food into hospital his system, and bringing special medical food into the scope of medical insurance in some provinces and cities.