



SDA Bocconi 17/11/2009

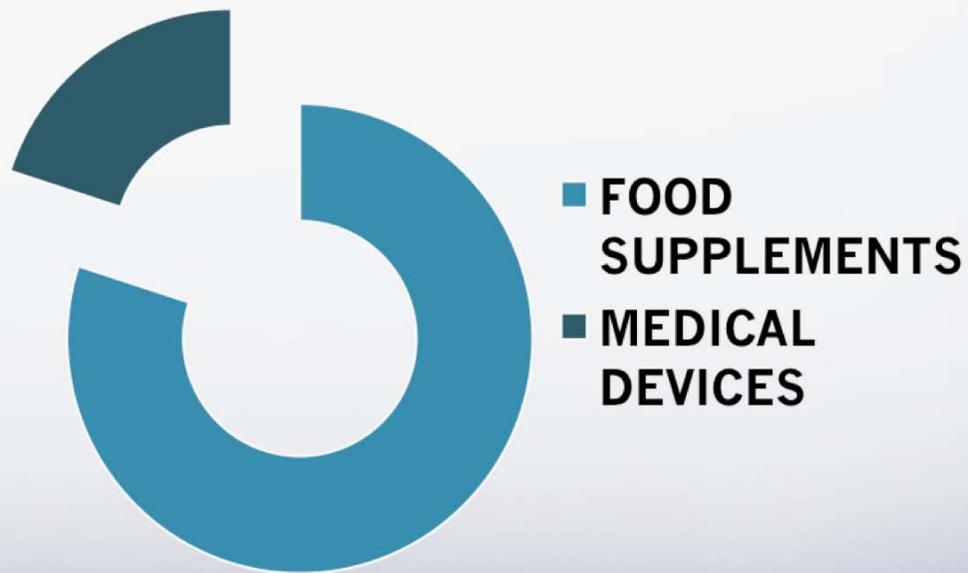
Focus

Health Vs Sickness



Company History

Truffini & Reggè Market





Health Vs Sickness

What's the difference?

What's your opinion?

- What Health does it means?
 - What is Sickness?



Health Vs Sickness

What's the difference?





Health Vs Sickness

The HUNZA's example

Can exist a race without sickness?

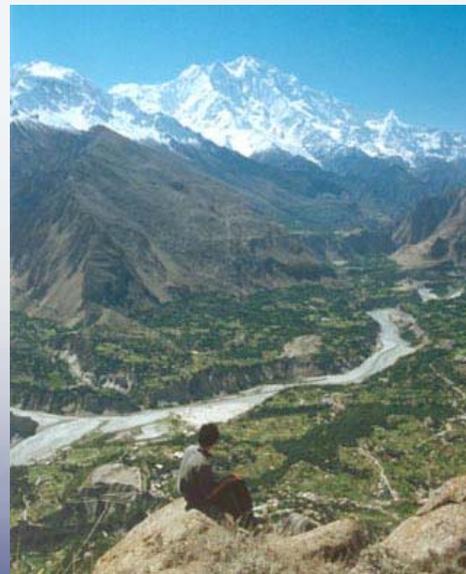
YES, the HUNZA tribe

- **HUNZA is a tribe from Himalaya setting in the North of Pakistan**
- **Tribe discovered from western physicians in 1910 by Dr. Mac Carrison**
- **They were immune from any chronic pathology**
- **Ready to reacting and defending from any infection and fever attacks short but violent and from rare inflammations at eyes.**
- **They can live in a good and healthy state till 120 or 140 years old.**



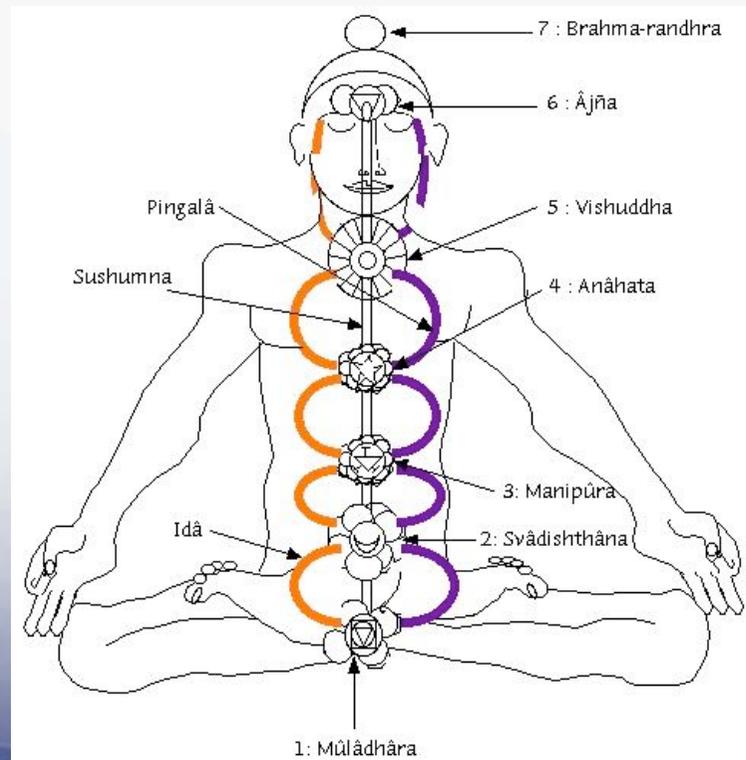
Health Vs Sickness

The HUNZA's example



Health Vs Sickness

Comparison point: AYURVEDIC MEDICINE





Health Vs Sickness

*...So, HEALTH,
What does it means ?...*



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Focus

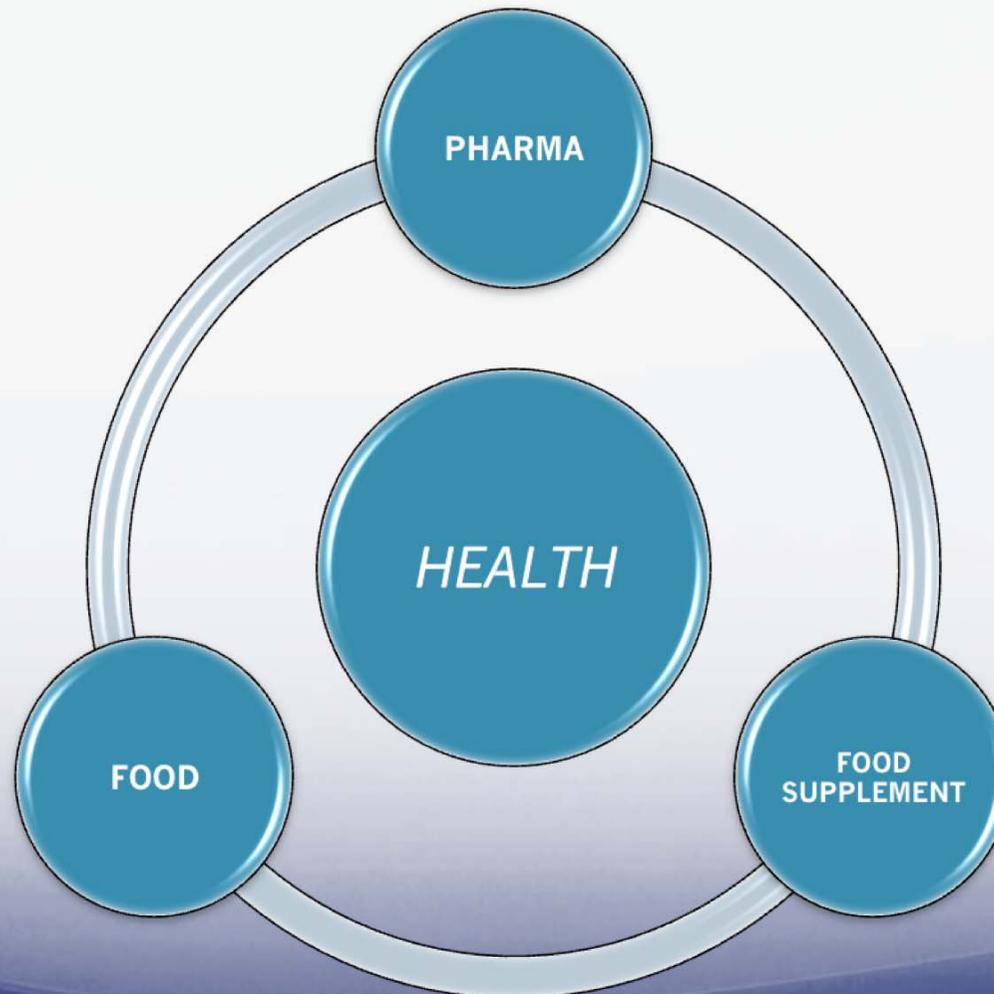
Health: Legislation and market



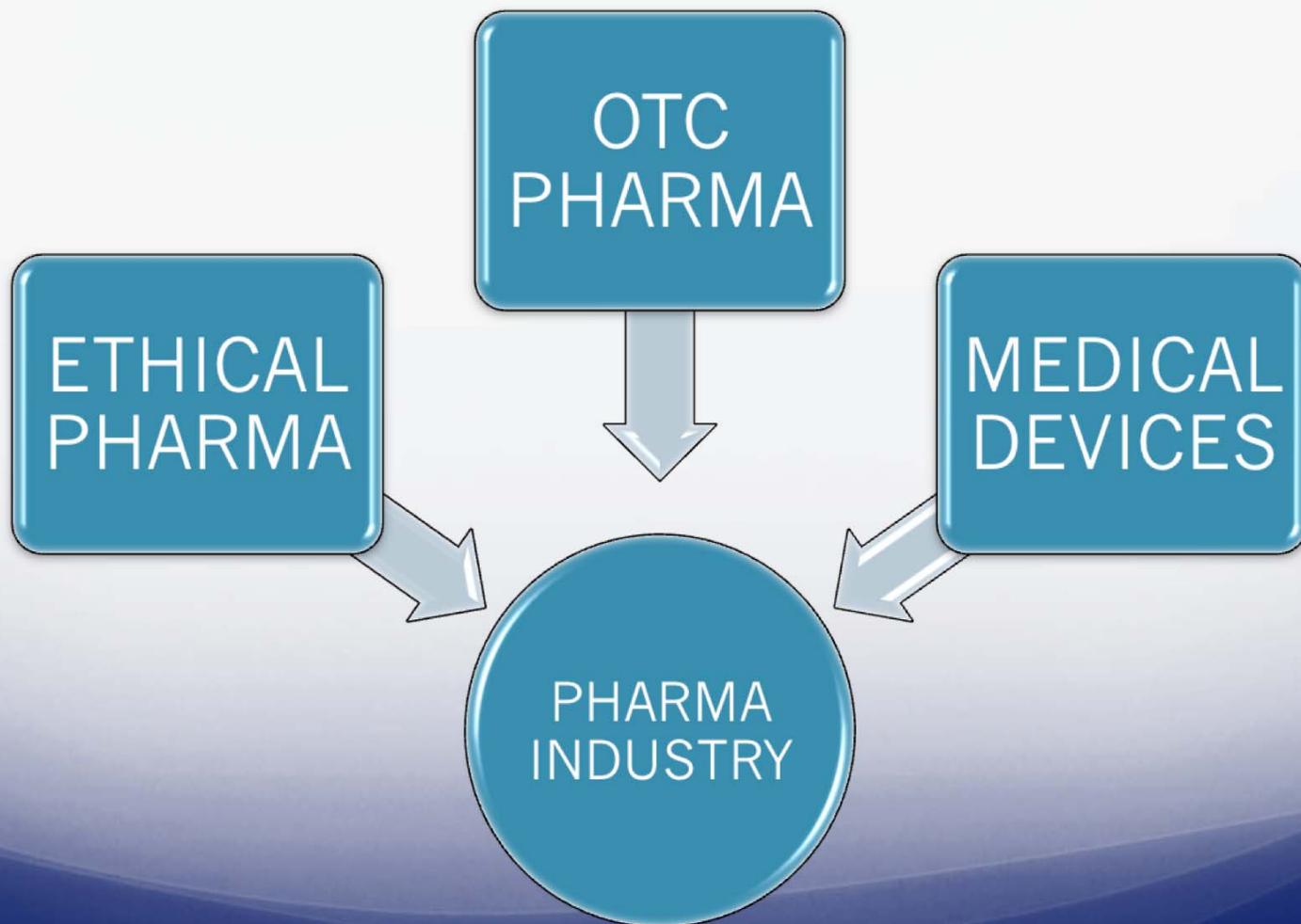
Health: legislation and market

*... Health,
One word, many
Products...*

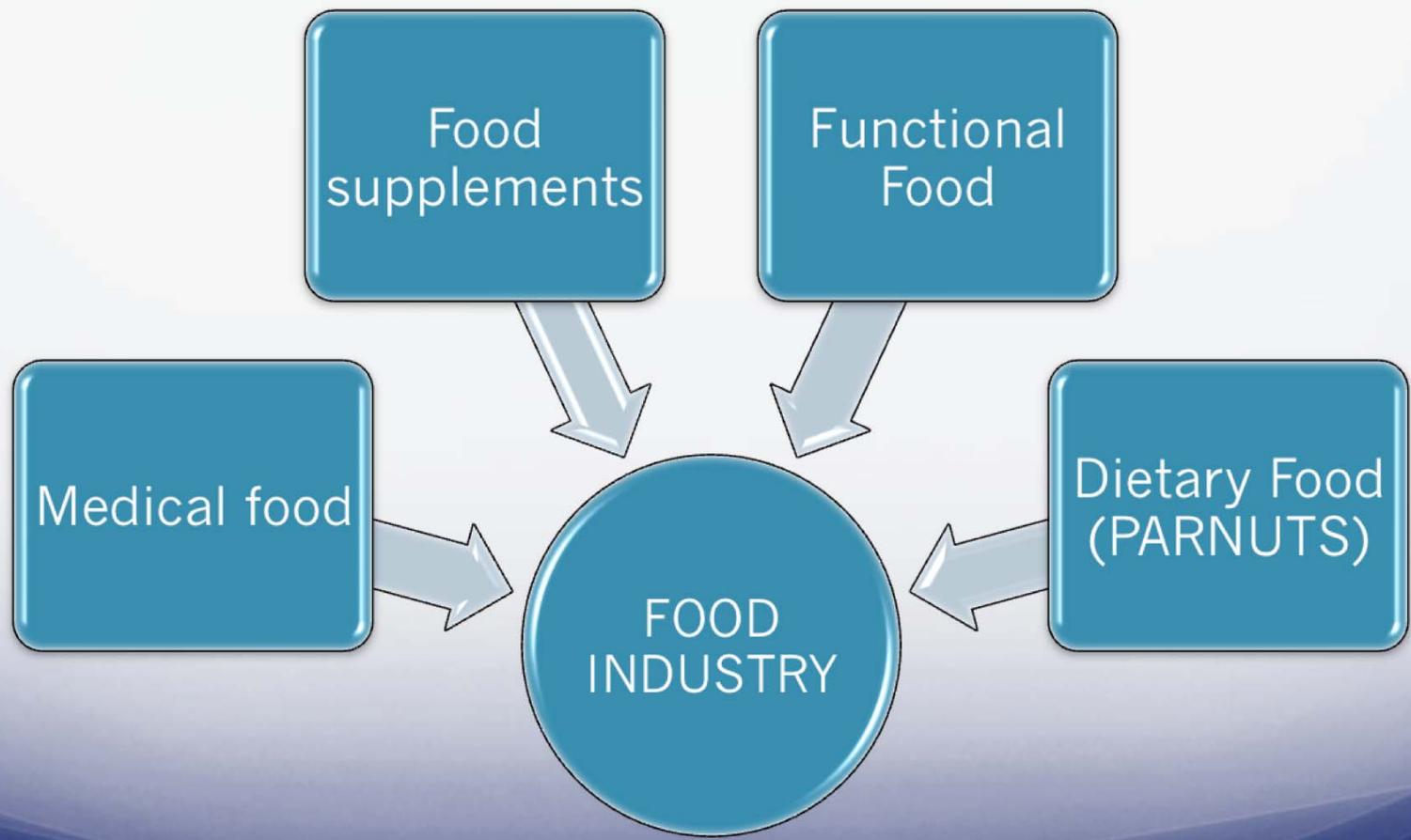
Health: legislation and market



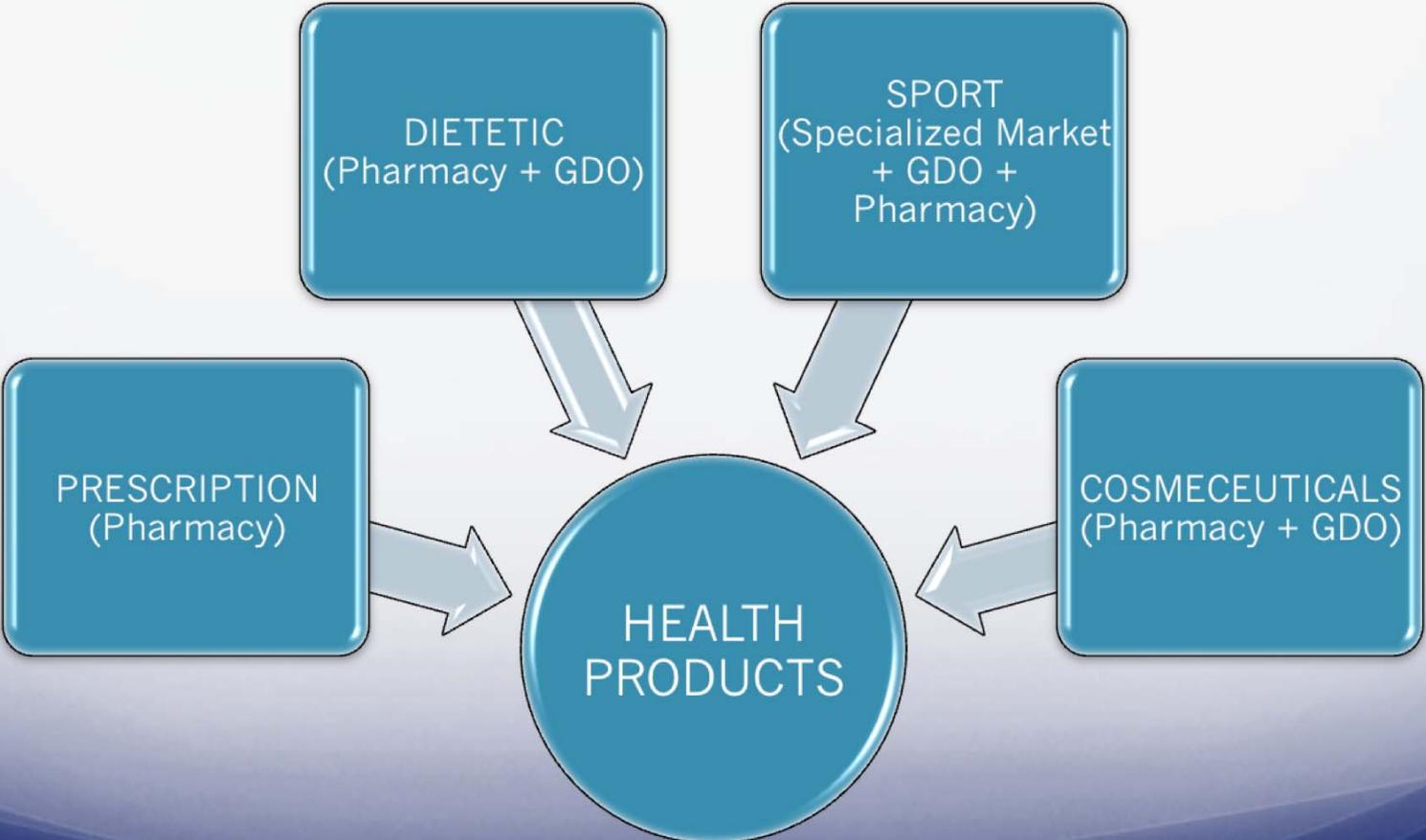
Health: legislation and market



Health: legislation and market



Health: legislation and market





CASE HISTORY

IL "FRENO"[®]

(the brake)



From Calorie to Functional nutrient

- The diet and its components are able to influence the **STATE OF HEALTH**
- **PAST:** attention was oriented on caloric content of food, their composition in terms of **CARBOHYDRATES, FATS AND PROTEINS** and the absence of toxic substance or bacterial contamination
- **NOW:** interest on the effects of the **FUNCTIONAL** types of the nutrients

CARBOHYDRATES

- Two types of classifications: **SIMPLE** or **COMPLEX**
- The indication to prefer foods with complex carbohydrates was based on the assumption that consuming starch would keep down glycemia, therefore, those foods would be less harmful to our health

THIS IS NOT TRUE



The Glycemic index

- **GLYCEMIA** respond in a rather variable way to the contribution of complex carbohydrates.
- **BREAD** induces a higher GI increase than **PASTA**
- **BREAD** and **PASTA** induce an increase of glycemia less than **POTATO**
- The simple sugars also have a variable effect: the consumption of fructose, for example, does not induce an important increase of glycemia

Recent classification dispense the distinction of carbohydrate in “simple” or “complex”, it is preferred to rank carbohydrate foods based on their effects on blood glucose levels: the measure effects is known as “**GLYCAEMIC INDEX**”



The Glycemic index

The Glycemic index (GI) of a food, defined as the area under the curve (AUC) of blood glucose consequently after consuming 50 or 75 g of carbohydrates available of same food

The Glycemic index

- **Several studies have demonstrated that low Glycemic loads diets can improve, at least for a short period of time, weight loss and fatty mass compared to high Glycemic load diets**
- **The reduction of the total Glycemic load helps keep hunger under control, maintain low ponderal level and control overweight.**
- **Other beneficial effects by the consumption of low Glycemic load and index food:**
 - **Low Cardiovascular risks (Triglyceride and HDL Cholesterol)**
 - **Indicator of inflammatory state (antioxidant factor)**



The Glycemic index

Glycemic index (GI) based on glucose



FOODS	GI
Tomatoes	9
Beans	30/45
Pasta	38
Pizza	55/75
Mashed Potatoes	68/77
White bread	70/75
Glucose	100



Glycemic and Fibers

WATER-SOLUBLE FIBERS

- **Increases intestinal evacuation**
- **Reduce the speed of absorption of fat and sugars**
- **Consequently reduce GLYCEMIA and CHOLESTEROL level**

INSOLUBLE FIBERS

- **Activate intestinal motility**
- **Increase bulk and soften stool**
- **Are water attracting**

The recommended intake of fiber, for a healthy person, is 30-35 g/die



Glycemic and the “FRENO[®]”

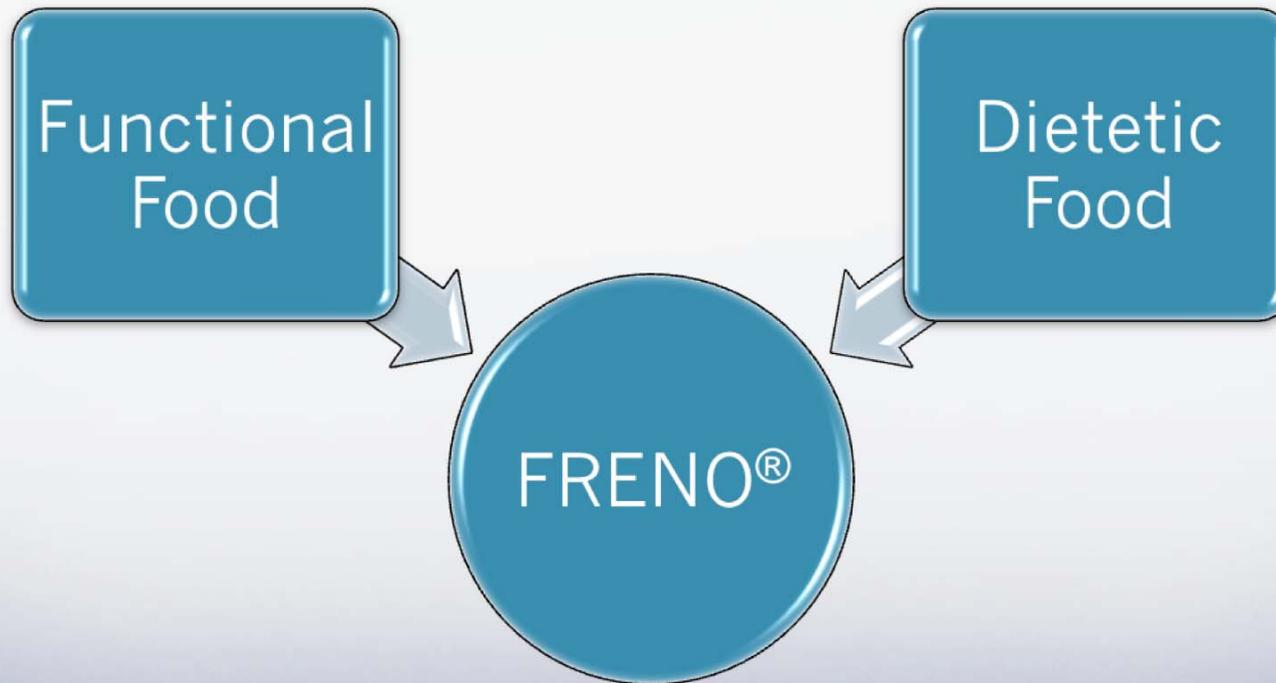
FRENO[®] a patent solutions to reduce Glycemic and insulinemic peak



FRENO[®]: is a patented mix of fiber which guarantes the preservation of the organoleptical quality of flour based foods, however reducing the rapidity in which glucose is released in the body



FRENO[®] the applications in the Health product





FRENO[®] as Functional Food

- **SIGI[®] and Truffini & Reggè applied the fibers mix FRENO[®] to a series of bakery products as Cookie, Bread and much more**
- **SIGI[®], in association with the Department of Pharmacologica Sciences, University of Milan, had made the following study:**

“The glycemic index of bread and biscuits is markedly reduced by the addiction of proprietary fiber mixture to the ingredients”

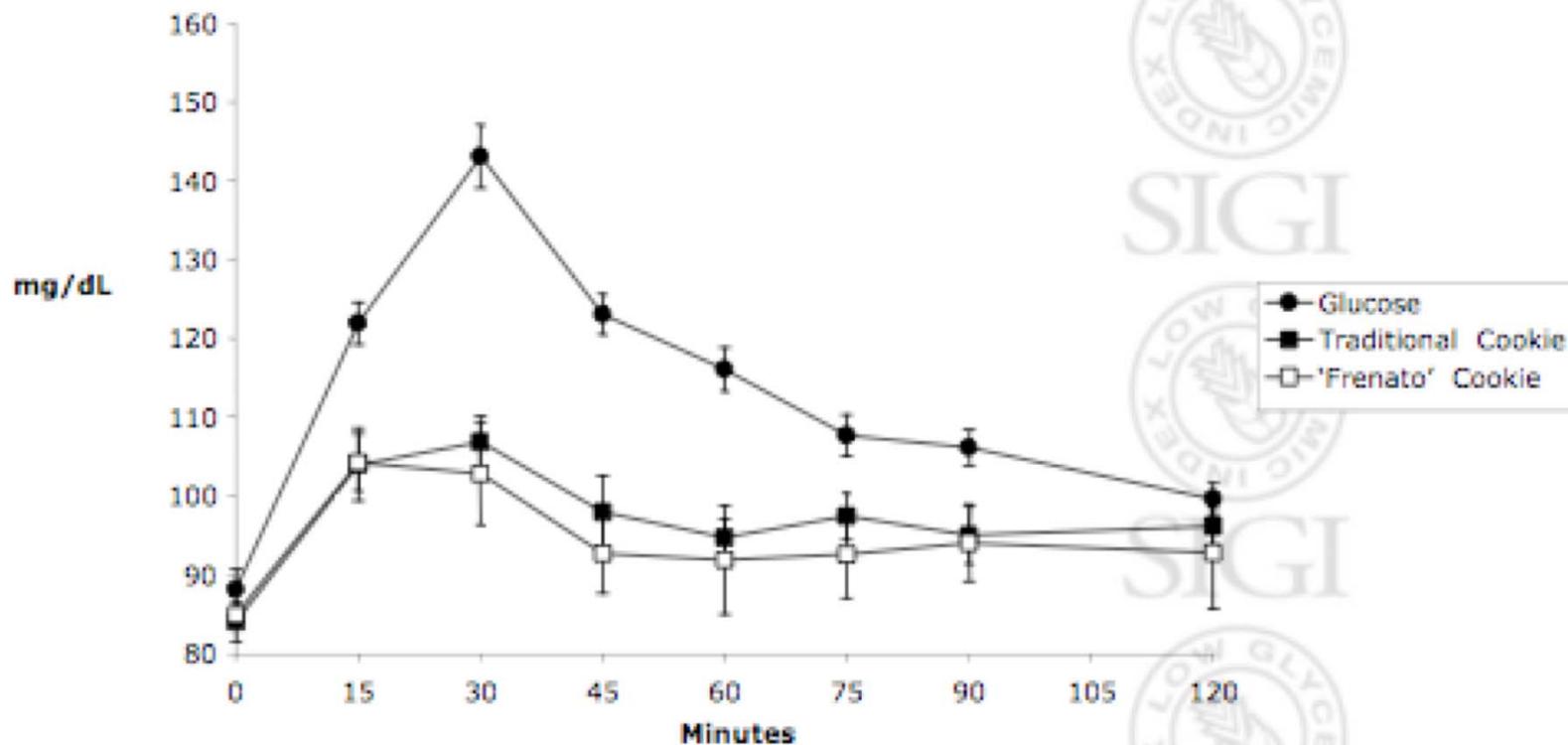
- **The level of blood glucose after a portion of carbohydrates, such as a fiber added cookie, are always less than those reported after eating a traditional cookie, from 30 min to the end of the experiment**





FRENO[®] as Functional Food

**Glicemia Level (mg/dl) after consumption of 75 g
Of carbohydrate in the form of glucose or cookies (n=14)**





FRENO® as Functional Food

- **By the end of December will be discussed a graduation thesis at DISTAM (Dipartimento di Scienze e Tecnologie Alimentari e Microbiologiche)**
- **Graduate: Pessina Giada**
- **Relator: Prof. Dr.ssa Pagani Ambrogina**

“Caratteristiche di pane prodotto su linee industriali a partire da farina arricchita in fibra”



FRENO[®] as Functional Food


COMUNE DI
SAN DONATO MILANESE


I.R.C.C.S. POLICLINICO SAN DONATO

MERCOLEDI' 18 NOVEMBRE ORE 21.00

AULA MAGNA
I.R.C.C.S. POLICLINICO SAN DONATO
PIAZZA E. MALAN 2
SAN DONATO MILANESE

**PRESENTAZIONE DEL PROGETTO
E.A.T. - EDUCAZIONE ALIMENTARE TEENAGERS**



interverranno:

PROF. GABRIELE PELISSERO
Direttore Scientifico I.R.C.C.S. Policlinico San Donato

DOTT. ALEXIS ELIAS MALVAZOS
Responsabile di E.A.T. e del Servizio di Dietetica
e Nutrizione Clinica dell'I.R.C.C.S. Policlinico San Donato

ON. RICCARDO GAROSCI
Presidente Comitato Tecnico Scientifico "Scuola e Cibo" del
Ministero dell'Istruzione, dell'Università e della Ricerca

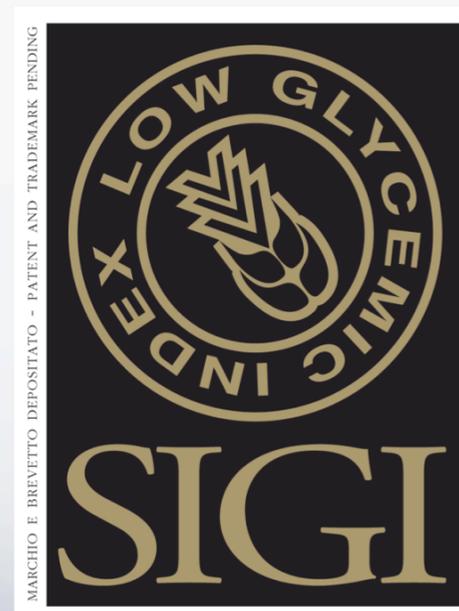
DOTT. MARCO ZAMPIERI
Assessore Servizi Sociali e Sanità del Comune di San Donato Milanese

**LA CITTADINANZA E'
INVITATA A INTERVENIRE**

Il Sindaco
Dott. Mario Dompè

Il Presidente
Prof. Avv. Giuseppe Rotelli







TRUFFINI & REGGE'

Thank You!