

Nutrify Today launches NutriGPT

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NutriGPT is a game-changing DIY tool that lets small and medium-sized businesses make validated, regulatory-compliant formulations on demand without having to hire big research and development teams. Nutrify Today made it. Nutrify Today is the world's largest AI-driven, curated, and audited data platform for nutraceuticals and phytopharma.

NutriGPT is a game-changer for how nutraceutical and pharmaceutical companies develop products. It is built on Nutrify Today's proprietary retrieval-augmented generation (RAG) architecture and has more than 12 million audited data points. The platform brings together ingredients, clinical science, intellectual property opportunities, manufacturing capabilities, and regulatory knowledge into one safe, AI-powered environment.

NutriGPT is an intelligent interface that functions as a science-based co-pilot for responsible nutrition innovation. Unlike conventional AI tools, NutriGPT is built on an audited knowledge layer curated and verified by approximately 40 Master's- and PhD-level scientists specialising in ingredients, clinical research, regulatory frameworks, toxicology, intellectual property, and supply chain management.

The main job of the platform is to change the way nutraceutical products are made by giving small businesses access to validated formulation capabilities that were only available to big companies with big R&D budgets before. Instead of relying on marketing-led ingredient combinations, NutriGPT lets users design products based on specific biochemical pathways, mechanisms of action, and defined health outcomes.

'The nutraceutical sector must evolve from 'anyone can make a supplement' to 'only science can prove that a nutraceutical is safe,' said Amit Srivastava, Founder and Chief Catalyst of Nutrify Today. 'NutriGPT embodies this transformation. We are not just providing another AI tool—we are establishing a new standard for responsible innovation in nutraceuticals and phytopharma. We are making sure that biochemical interventions are treated with the care they deserve by making validated, pathway-based formulation design available to everyone in the industry, no matter how big or small they are. NutriGPT shows how committed we are to making innovation that is based on science and ethics the norm instead of the exception.'