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## MOLECULAR AUTHENTICATION OF COMPLEX DIETARY SUPPLEMENTS FOR SAFETY AND EFFICACY

### THE PHYTOAUTHENT PROJECT

PhytoAuthent project is funded by the EEA Financial Mechanism 2009-2014 under the Health and Food Safety theme and aims to address, investigate and evaluate the safety concerns posed to consumers by herbal food supplements and phyto-pharmaceutical products.

The project was launched on the 30 of June 2014 and will run for 34 months, until April 2017.



This project has received funding from the EEA Financial Mechanism 2009-2014  
Research within priority sectors RO14, grant agreement No 2SEE/2014,  
Total grant amount €981.000

# PHYTOAUTHENT

## THE CONSORTIUM

PhytoAuthent comprises 4 partners of which three are from Romania:

1) The National Institute of Research and Development for Biological Sciences (INCDSB) (promoter)



2) The University of Medicine & Pharmacy "Iuliu Hatieganu" of Cluj Napoca (UMFCJ)



3) The Commercial Society for Medicinal Plant Research and Processing Plantavorel (PLV)



and one from Norway:

4) The Natural History Museum (NHM), University of Oslo (UiO).



## OBJECTIVES

- **ensure** a constant monitoring of the aspects related to the safety of the herbal food supplements
- **address** public concerns about herbal food supplements
- **evaluate** the efficacy of some of the morpho-anatomical and biochemical plant fingerprinting methods
- **test** different methods and techniques of DNA barcoding for assessing plant authenticity
- **investigate** the integrity and authenticity of some herbal products available on the market
- **assess** the functionality and utility of different plant fingerprinting methods.



## ACTIVITIES

- **assess** the safety framework for herbal food supplements and ethno-pharmaceutical products
- **compare** the performance of different authentication methods
- **develop** new approaches to plant DNA barcoding using next generation sequencing (NGS) technologies
- **establish** some authentication methodologies for plant species according to the technological process they are subject to
- **study** the potential of implementing complex fingerprinting methods for processed plants to ensure their authenticity and safety
- **organize** training activities for the young researchers within the PhytoAuthent consortium
- **produce** content specific reports
- **participate** in relevant scientific meetings.

