

SUPLEMENTI U ISHRANI, UTICAJ NA ZDRAVLJE I MOGUĆE PREVARE

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Sažetak. Zbog globalno lošijeg kvaliteta namirnica, ali i ubrzanog tempa života u savremenom svijetu, sve je teže odolijevati izazovima u održavanju uravnotežene ishrane. Često se događa da u ishrani nedostaju određeni hranljivi sastojci, što može dovesti do niza različitih zdravstvenih problema kao što su npr. umor, oslabljena funkcija imunog sistema, slabe kosti i mišići, poremećaj nervne funkcije i drugo. Zbog toga, dijetetski suplementi, iako nisu lijek i kao takvi ne mogu imati definisano farmakološko, imunološko ili metaboličko djelovanje, često, uz pravilno korištenje, mogu predstavljati ključni faktor za podršku, kako fizičkom tako i mentalnom zdravlju čovjeka. Kod nas su, slično kao u Evropskoj Uniji (EU), dijetetski suplementi (dodaci ishrani) definisani kao prehrambeni proizvodi čija je svrha dopuna uobičajenoj ishrani, a predstavljaju koncentrovani izvor hranljivih materija ili drugih materija prehrambenog ili fiziološkog dejstva, pojedinačno ili u kombinaciji, koji se stavljaju na tržište u doziranom obliku kao što su kapsule, pastile, tablete, pilule, vrećice praha, ampule tečnosti, bočice na kapaljku i u drugim sličnim oblicima za korištenje u odmjerenim malim količinama. Postojeća regulativa EU se uglavnom fokusirala na vitamine i minerale, kao i materije koje se koriste kao njihovi izvori. Za sastojke koji nisu vitamini i minerali, Evropska komisija je uspostavila usklađena pravila kako bi se osiguralo da su dodaci ishrani sigurno i propisno označeni, te da se potrošači zaštite od mogućih zdravstvenih rizika. Uspostavljenim pravilima zabranjuje se da se deklaracijom, prezentacijom i reklamiranjem, dijetetskim proizvodima pripisuju svojstva liječenja, dijagnostikovanja, ublažavanja, sprečavanja ili izliječenja bolesti. Širok raspon hranljivih materija i drugih sastojaka može biti prisutan u suplementima, gdje pored vitamina (B-kompleks, vitamini A, D i K, folna kiselina, biotin) i minerala (magnezijum, kalijum, natrijum, cink, željezo, bakar), mogu biti uključene masne kiseline (linolna, linolenska, EPA, DHA, arahidonska, alfa-lipoiniska), proteinski koncentрати (mliječni, sojini, od jaja, aminokiseline), biljni ekstrakti i žive kulture mikroorganizama. Osim toga, suplementi podrazumijevaju i jestive gljive, alge, pčelinje proizvode i druge materije sa hranljivim ili fiziološkim učinkom. Govoreći o suplementima obično se tu podrazumijevaju njegove potencijalne prednosti, a rijetko se obraća pažnja na ono što je u vezi s rizicima, odnosno njihovim neželjenim efektima. Neki literaturni podaci govore da se suplementi sve više neosnovano koriste, najčešće bez preporuke ljekara i uz oskudno znanje o njihovim eventualnim štetnim efektima. Naime, nerijetki su slučajevi da korisnici ignorišu preporuke i suplemente uzimaju po vlastitoj procjeni, najčešće u povećanoj količini što može izazvati odgovarajuće rizike po zdravlje. Suplementi su sve popularniji na tržištu, obično imaju visoku prodajnu vrijednost i stoga su idealna meta za prevare. Najčešće prevare su: kod deklarisanja proizvoda

(neadekvatno predstavljanje proizvodnog procesa, neistinito geografsko porijeklo, nepotpuna lista sastojaka); zamjena kvalitetnijeg (skupljeg) sastojka manje kvalitetnim; dodavanje neprijavljenih sastojaka radi poboljšanja njihovog kvaliteta; kopiranje brenda; siva zona (npr. prodaja viška neprijavljenog proizvoda); zabranjene zdravstvene tvrdnje o liječenju bolesti; internet prevare (lažni oglasi sa izmišljenim studijima i web sajtovi puni lažnih recenzija, krađe identiteta i drugo). Kao i kod svake druge prehrambene robe, upravljanje prevarama u vezi sa suplementima zahtijeva sistematski pristup kako bi se osigurala sigurnost i ispunili utvrđeni standardi kvaliteta proizvoda. Cilj rada je da se predstave najznačajniji dijetetski suplementi u ishrani, njihov uticaj na zdravlje i moguće prevare u vezi s tim.

Ključne riječi: suplementi, vitamini, minerali, zdravlje, rizici, prevare

FOOD SUPPLEMENTS, IMPACT ON HEALTH AND POSSIBLE FRAUDS

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Abstract. Due to the global poor quality of food, as well as the accelerated pace of life in the modern world, it is increasingly difficult to resist the challenges of maintaining a balanced diet. It often happens that certain nutrients are lacking in the diet, which can lead to a number of different health problems such as fatigue, weakened immune system function, weak bones and muscles, nerve dysfunction, and more. Therefore, dietary supplements, although not a medicine and as such cannot have a defined pharmacological, immunological or metabolic effect, can often, with proper use, represent a key factor in supporting both physical and mental health. In our country, similar to the European Union (EU), dietary supplements (nutritional supplements) are defined as food products whose purpose is to supplement the usual diet, and which represent a concentrated source of nutrients or other substances with nutritional or physiological effects, individually or in combination, which are placed on the market in dosage form such as capsules, lozenges, tablets, pills, sachets of powder, ampoules of liquid, dropper bottles and in other similar forms for use in measured small quantities. Existing EU regulations have mainly focused on vitamins and minerals, as well as substances used as their sources. For ingredients other than vitamins and minerals, the European Commission has established harmonised rules to ensure that food supplements are safe and properly labelled, and to protect consumers from possible health risks. The established rules prohibit attributing properties of treatment, diagnosis, alleviation, prevention, or cure of diseases to dietary products through declarations, presentations, or advertising. A wide range of nutrients and other ingredients may be present in supplements, where in addition to vitamins (B-complex, vitamins A, D and K, folic acid, biotin) and minerals (magnesium, potassium, sodium, zinc, iron, copper), fatty acids (linoleic, linolenic, EPA, DHA, arachidonic, alpha-lipoic), protein concentrates (milk, soy, egg, amino acids), plant extracts and live cultures of microorganisms may be included. In addition, supplements include edible mushrooms, algae, bee products, and other substances with nutritional or physiological effects. When talking about supplements, their potential benefits are usually emphasized, and attention is rarely paid to what is related to the risks, namely, their side effects. Some literature data suggests that supplements are increasingly being used inappropriately, most often without a doctor's recommendation and with little knowledge about their possible harmful effects. Namely, it is not uncommon for users to ignore recommendations and take supplements at their own discretion, most often in increased quantities, which can cause corresponding health risks. Supplements are increasingly popular on the market, usually have a high resale value and because of that they are an ideal target for fraud. The most common frauds are: in product declaration (inadequate representation of the production process, false geographical origin, incomplete list of

ingredients); replacing a higher quality (more expensive) ingredient with a lower quality one; adding undeclared ingredients to improve their quality; copying a brand; the gray area (e.g. selling excess unreported product); prohibited health claims about treating diseases; internet fraud (fake ads with fictional studies and websites full of fake reviews, identity theft, etc.). As with any other food commodity, managing supplement fraud requires a systematic approach to ensure safety and meet established product quality standards. The aim of the paper is to present the most important dietary supplements in the diet, their impact on health and possible fraud related to them.

Key words: supplements, vitamins, minerals, health, risks, frauds