



General Assembly 2024



ALANUR

Alianza Latinoamericana de Nutrición Responsable

The Latin American Alliance for Responsible Nutrition (**ALANUR**) is the **main regional association of food supplements in Latin America**

Founded in **November 2011** with the purpose of contributing to the development of a regulatory framework that **ensures the responsible access of food supplements and ingredients in Latin America**

ALANUR

Alianza Latinoamericana de Nutrición Responsable



MISSION STATEMENT

Assist in the creation of a favorable regulatory framework to ensure responsible access to dietary supplements in the Latin American market.

VISION

Being recognized by regulatory agencies as a responsible, science-based association representing the dietary supplement industry in Latin America.

STRATEGY

Accomplish ALANUR's mission, vision and objectives by promoting the development of responsible and ethical regulations and practices, promoting and supporting science, quality and safety before regulatory agencies.

OUR MEMBERS



Asociación Nacional de la Industria de Suplementos Alimenticios



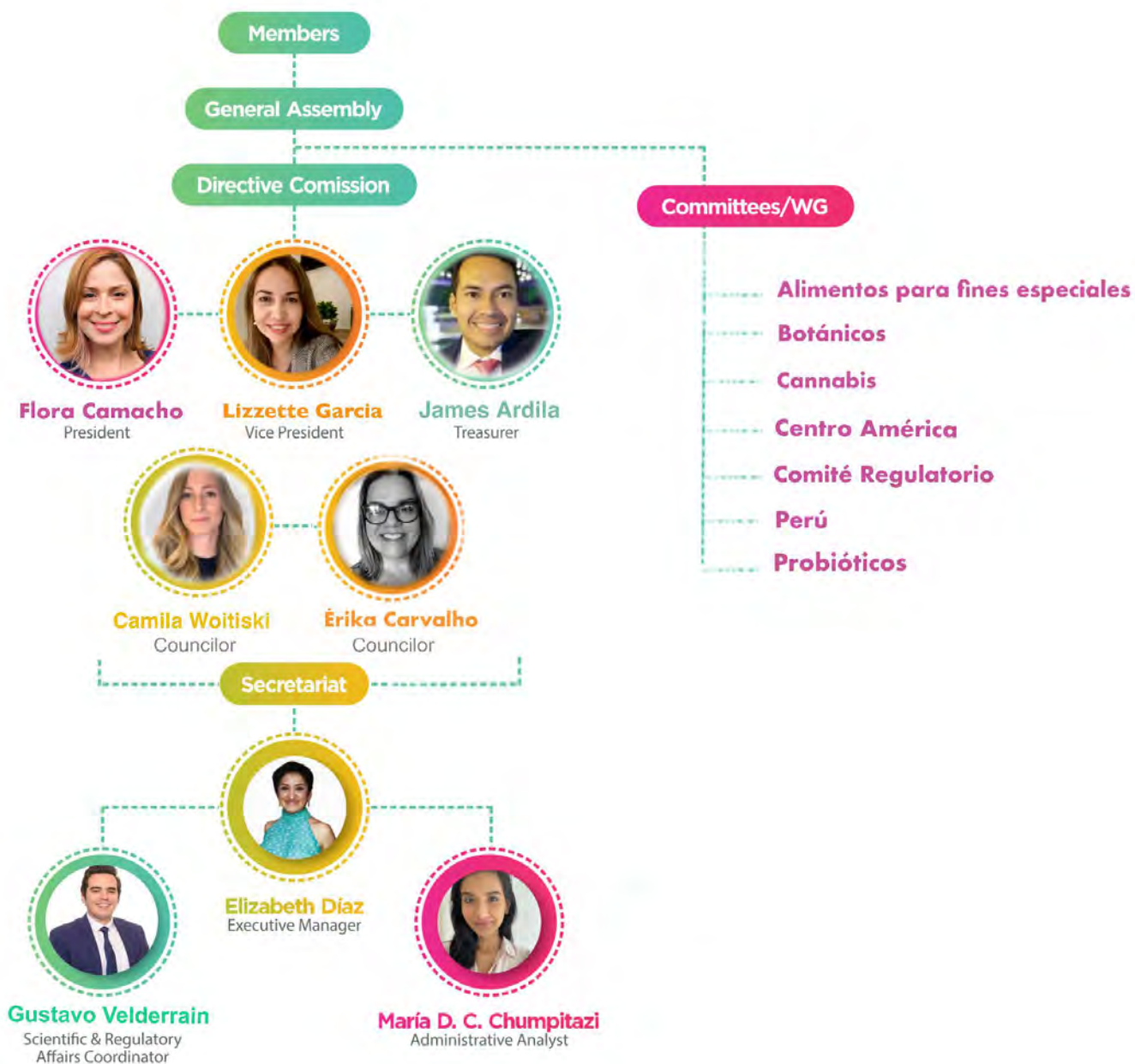
We create chemistry



NU SKIN.
DISCOVER THE BEST YOU™



OUR TEAM 2024



1st Members General Assembly 2024

June 10 - 11 2024

2023

ALANUR Income, December 31 , 2023

	BUDGETED INCOME	EXPECTED INCOME	INCOME TO DATE
1 Membership Fees	\$ 197.370,00	\$ 197.370,00	\$ 197.370,00
2 Balance 2022	\$ 20.135,27	\$ 20.135,27	\$ 20.135,27
3 Others	\$ 5.682,46	\$ 5.682,46	\$ 5.682,46
Total Income	\$ 223.187,13	\$ 223.187,13	\$ 223.187,13

ALANUR Expenditures, December 31 , 2023

	BUDGETED EXPENDITURE	EXPECTED EXPENDITURE	EXPENDITURE TO DATE
1 Secretariat	\$ 96.356,00	\$ 96.356,00	\$ 94.119,68
101 Secretariat salaries	\$ 74.056,00	\$ 74.056,00	\$ 66.077,68
102 Official Rental	\$ -	\$ -	\$ -
103 Equipment	\$ -	\$ -	\$ -
104 Accountant services	\$ 19.800,00	\$ 19.800,00	\$ 25.542,00
105 Annual taxes	\$ 2.500,00	\$ 2.500,00	\$ 2.500,00
2 Travel	\$ 15.000,00	\$ 15.000,00	\$ 2.616,80
211 Annual Meeting	\$ 5.000,00	\$ 5.000,00	\$ -
212 Other meeting (Codex, workshops, etc)	\$ 10.000,00	\$ 10.000,00	\$ 2.616,80
3 Phone/Internet/Courier /Services	\$ 1.500,00	\$ 1.500,00	\$ 502,54
301 Phone/E-mail/Internet	\$ -	\$ -	\$ -
302 Fedex	\$ 1.000,00	\$ 1.000,00	\$ -
303 TC's/VCs	\$ 1.000,00	\$ 1.000,00	\$ 502,54
4 AGM Costs	\$ 6.000,00	\$ 6.000,00	\$ 4.390,24
401 Annual Meeting/ Board	\$ 6.000,00	\$ 6.000,00	\$ 4.390,24
5 National/Regional Support Programs	\$ 10.000,00	\$ 10.000,00	\$ 10.000,00
501 Colombia: economic impact of DS research	\$ 5.000,00	\$ 5.000,00	\$ 5.000,00
502 México: economic impact of DS research	\$ 5.000,00	\$ 5.000,00	\$ 5.000,00

1st Members General Assembly 2024

June 10 - 11 2024



		BUDGETED EXPENDITURE	EXPECTED EXPENDITURE	EXPENDITURE TO DATE
6	Scientific/Technical/Market Program	\$ 59.500,00	\$ 59.500,00	\$ 18.490,00
601	Scientific Workshops (centroamerica)	\$ 11.000,00	\$ 11.000,00	\$ 10.962,88
602	Scientific Workshops (Colombia)	\$ 4.000,00	\$ 4.000,00	\$ 1.944,45
603	Translations	\$ 1.500,00	\$ 1.500,00	\$ 490,00
604	Regulatory assistance & technical documents	\$ 5.000,00	\$ 5.000,00	\$ -
605	Regulatory intelligence	\$ 30.000,00	\$ 30.000,00	\$ 27.000,00
606	ALANUR Award to Scientific Research	\$ 5.000,00	\$ 5.000,00	\$ -
607	ALANUR week 2023	\$ 5.000,00	\$ 5.000,00	\$ -
7	Communications/Web/Tech Support	\$ 35.000,00	\$ 35.000,00	\$ 38.743,06
701	Communication	\$ 25.500,00	\$ 25.500,00	\$ 33.495,45
702	Consultancy Newsletter	\$ 3.500,00	\$ 3.500,00	\$ 2.616,00
703	Maintainance, licenses	\$ 4.000,00	\$ 4.000,00	\$ 1.939,61
704	Website reform	\$ 2.000,00	\$ 2.000,00	\$ 500,00
8	Stationery	\$ 500,00	\$ -	\$ -
9	Accountant/Legal Advice	\$ 1.000,00	\$ 1.000,00	\$ -
10	Bank costs	\$ 2.500,00	\$ 2.500,00	\$ 2.235,00
11	IADSA Membership	\$ 1.150,00	\$ 1.150,00	\$ 1.000,00
12	Cash reserve	\$ 7.000,00	\$ 7.000,00	\$ -
Total Expenditure		\$ 235.506,00	\$ 235.506,00	\$ 194.004,65

1st Members General Assembly 2024

June 10 - 11 2024



All figures are expressed in US dollars

2024

ALANUR Income, until April 31, 2024

	EXPECTED INCOME	EXPECTED INCOME	INCOME TO DATE
1 Membership Fees	\$ 163.400,00	\$ 163.400,00	\$ 118.795,00
2 Balance 2023	\$ 27.000,00	\$ 27.000,00	\$ 27.087,85
Total Income	\$ 190.400,00	\$ 190.400,00	\$ 145.882,85

ALANUR Expenditures, 2024

	BUDGETED EXPENDITURE	EXPECTED EXPENDITURE	EXPENDITURE TO DATE
1 Secretariat	\$ 94.156,00	\$ 94.156,00	\$ 33.882,95
101 Secretariat salaries	\$ 75.556,00	\$ 75.556,00	\$ 28.932,95
102 Accountant services	\$ 16.000,00	\$ 16.000,00	\$ 4.950,00
103 Annual taxes	\$ 2.600,00	\$ 2.600,00	\$ -
2 Travel	\$ 10.000,00	\$ 10.000,00	\$ 2.292,00
201 Annual Meeting	\$ 5.000,00	\$ 5.000,00	\$ -
202 Other travel (Workshops, events, etc)	\$ 5.000,00	\$ 5.000,00	\$ (2.292,00)
3 Phone/Internet/Courier / Services	\$ 2.500,00	\$ 2.500,00	\$ 120,47
301 Fedex	\$ 1.500,00	\$ 1.500,00	\$ -
302 TC's/VCS	\$ 1.000,00	\$ 1.000,00	\$ 120,47
4 AGM Costs	\$ 6.000,00	\$ 6.000,00	\$ 2.867,36
401 Annual Meeting/ Board	\$ 6.000,00	\$ 6.000,00	\$ 2.867,36
5 National/Regional Support Programs	\$ 20.000,00	\$ 20.000,00	\$ 4.756,08
501 Research: Consumption and outlook for supplements	\$ 20.000,00	\$ 20.000,00	\$ 4.756,08

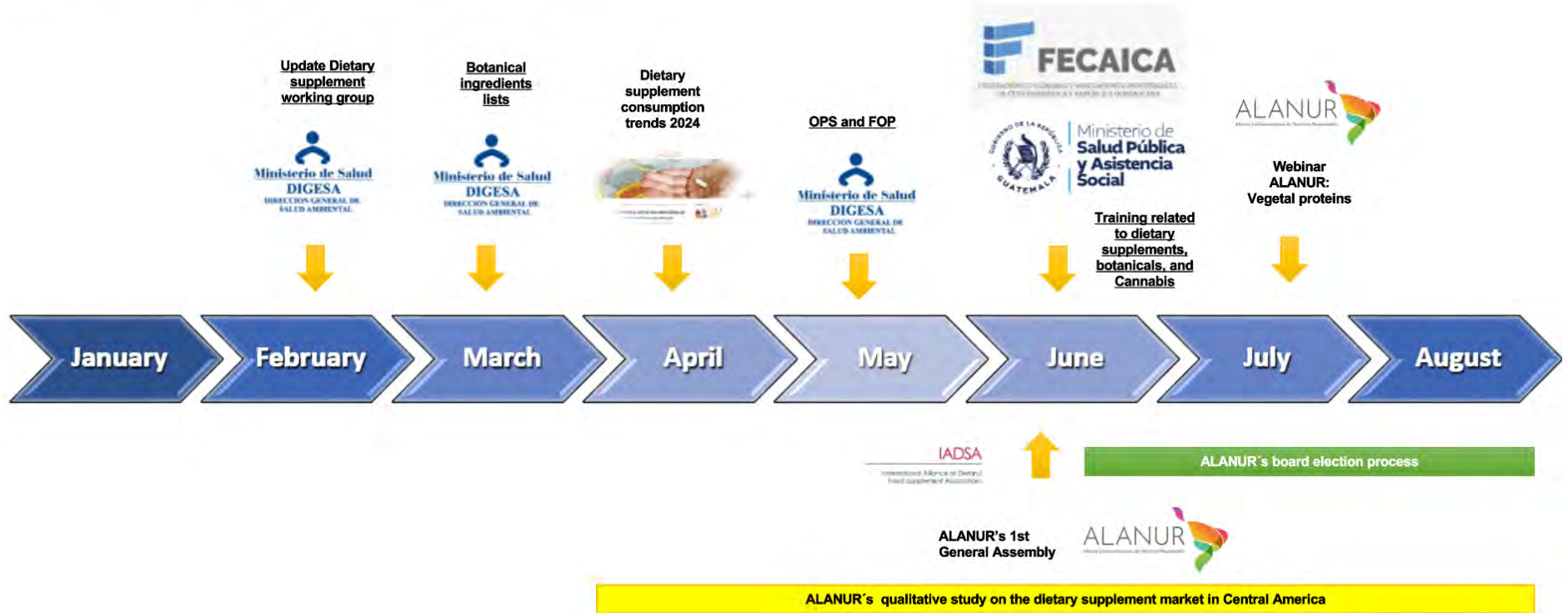
1st Members General Assembly 2023

October 09 - 10 2023, 13:00 - 18:00 h.

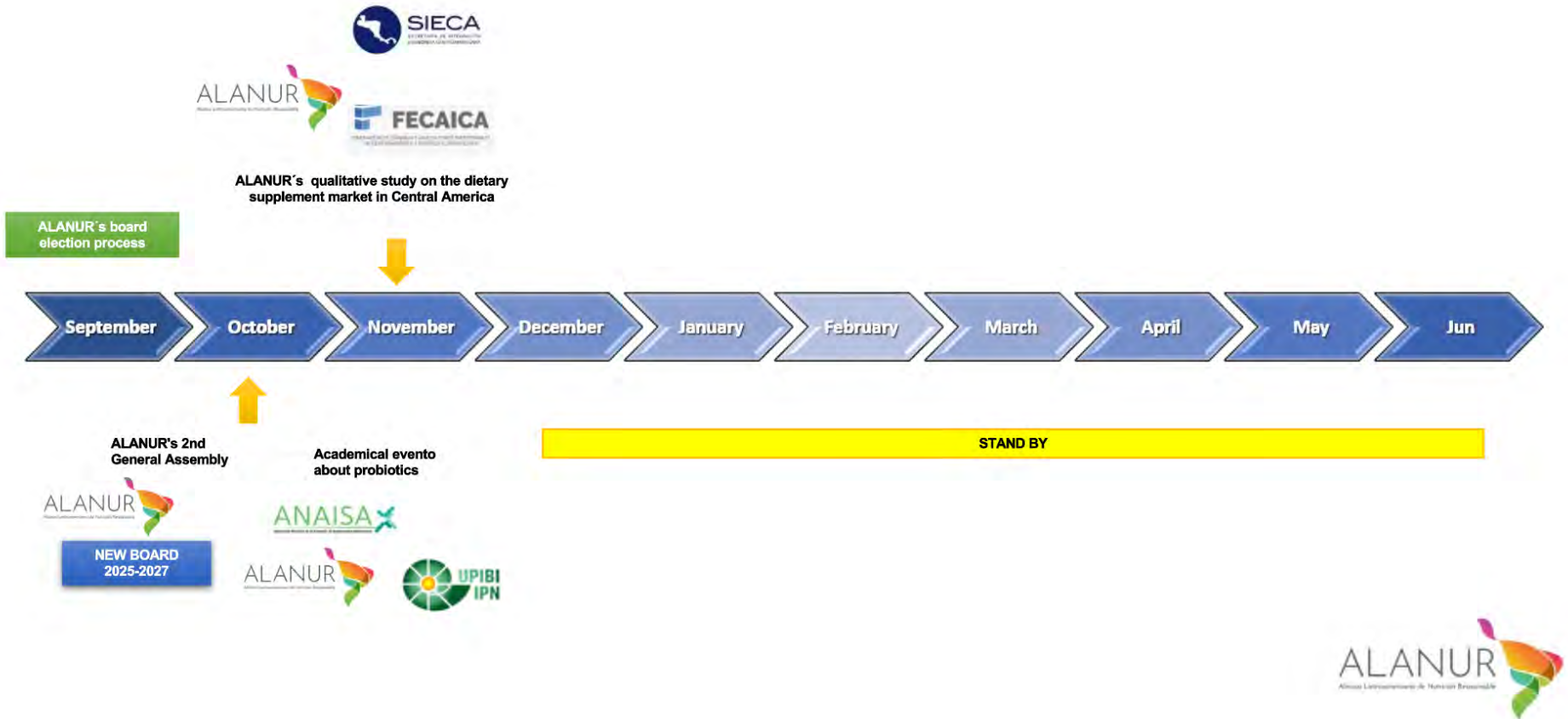


		<i>BUDGETED EXPENDITURE</i>	<i>EXPECTED EXPENDITURE</i>	<i>EXPENDITURE TO DATE</i>
6	Scientific/Technical/Market Program	\$ 50.000,00	\$ 50.000,00	\$ 9.290,00
601	Scientific Workshops (centroamerica)	\$ 10.000,00	\$ 10.000,00	\$ -
602	Affiliation ASI	\$ 1.200,00	\$ 1.200,00	\$ -
603	Scientific Workshops (Col/Per/Uru)	\$ 5.000,00	\$ 5.000,00	\$ -
604	Translations	\$ 2.000,00	\$ 2.000,00	\$ 290,00
605	Regulatory assistance & technical documents	\$ -	\$ -	\$ -
606	Regulatory intelligence	\$ 30.000,00	\$ 30.000,00	\$ 9.000,00
607	ALANUR Scientific Research	\$ 3000,00	\$ 3000,00	\$ -
7	Communications/Web/ Tech Support	\$ 20.500,00	\$ 20.500,00	\$ 7.058,63
701	Communication consultancy	\$ 15.000,00	\$ 15.000,00	\$ 6.671,91
702	Maintenance, licenses	\$ 3.000,00	\$ 3.000,00	\$ 386,72
8	Accountant/Legal Advice	\$ -	\$ -	\$ -
9	Bank costs	\$ 5.000,00	\$ 5.000,00	\$ 746,00
10	IADSA Membership	\$ 1.150,00	\$ 1.150,00	\$ 1.000,00
11	Cash reserve	\$ 7.000,00	\$ 7.000,00	\$ -
Total Expenditure		\$ 218.006,00	\$ 218.006,00	\$ 57.429,499

Events held in 2024



Next events for 2024 & 2025



THIS WAS 2023



(IADSA) January

Sending official comments to IADSA /
IPSOS survey.

(ELS) February - September
Participation in the working group
for updating the Salvadorean
Technical Regulation Project RTS
67.06.02:22.



(UY) March – November
*Continuous communication
with the Ministry of Public
Health of Uruguay,.*



(EC) May – October

Participation in the working group for
updating the PC NTE INEN 2983 CTN
Nutrition and food for special diets and
DS.

(PAN) June

Sending official comments
to proposal draft for related
to dietary supplements with
therapeutical activity.



(CAM) July

Sending official comments
to proposal draft for RTCA
related to dietary supplements.

THIS WAS 2023



(CO) September-October

Sending official comments to the draft Resolution Project for Pharmacovigilance applied to Dietary Supplementents

(EC) September

Sending official comments on the Draft for Technical related to FOP



(PY) September

Sending official comments on the Draft for Technical related to FOP



(MX) December

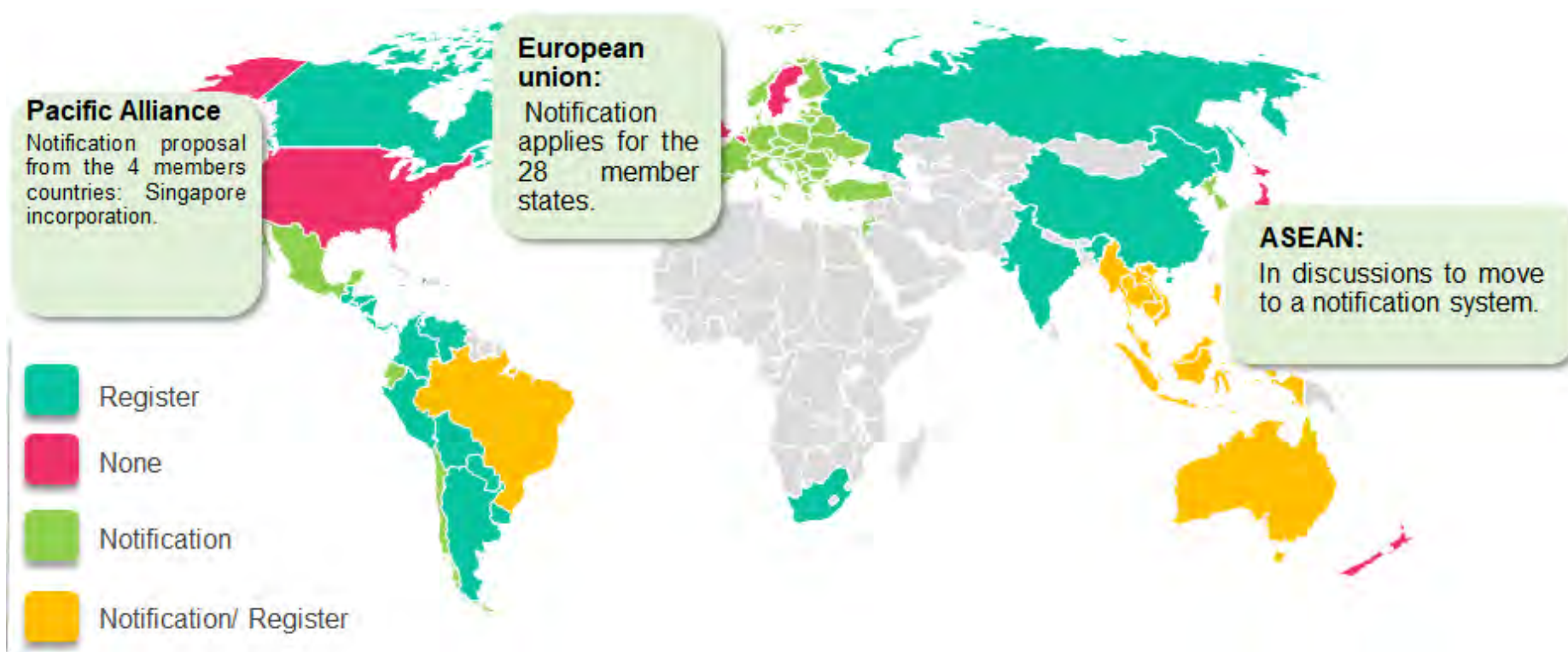
Comparison of the rationale for physicochemical studies requested for food supplements vs. drugs





Market Review and Trends- Food supplements

Market Access



Source: Euromonitor/ ALANUR/ IADSA

Market Access

DISCLAIMER:

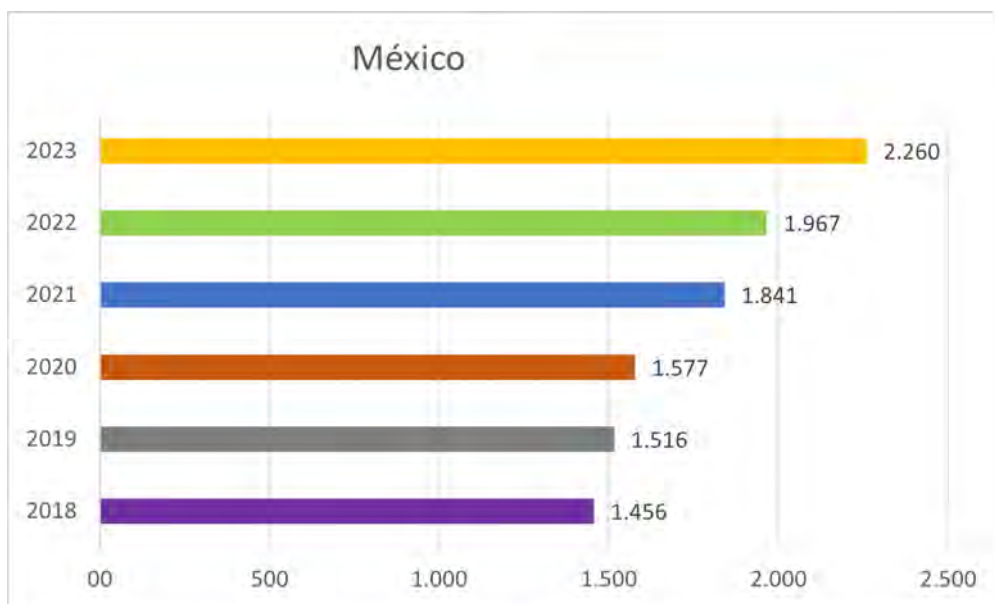
The information presented here corresponds to a compilation of information that Euromonitor international evaluated in terms of:

- ***Vitamins and Dietary Supplements:*** a product intended for ingestion that, among other requirements, contains a "dietary ingredient" or vitamins intended to supplement the diet.



Mexico

Market Size



Source: Euromonitor

Food supplements are regulated as *food*

Regulatory authority: Comisión Federal para la Protección contra Riesgos Sanitarios -COFEPRIS-

Highlights

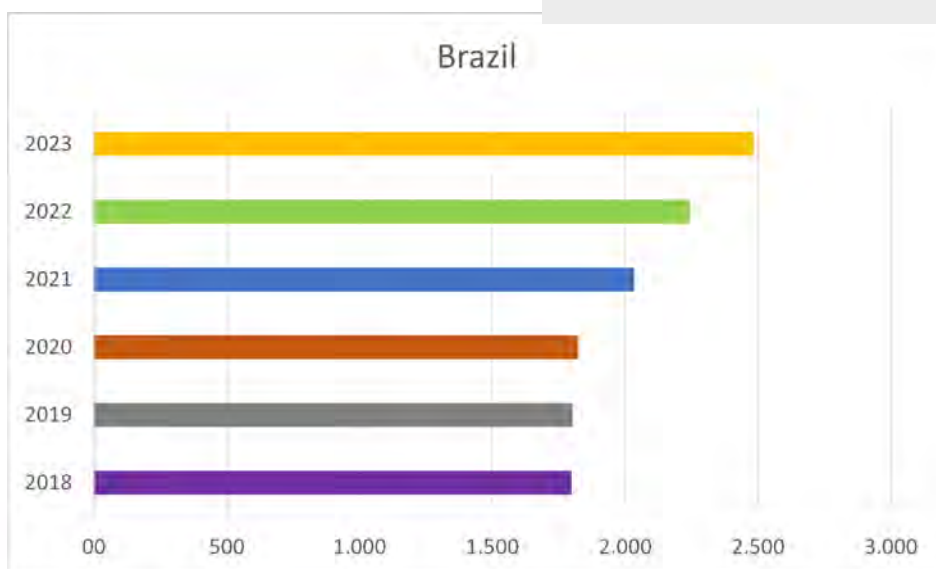
2024 Update of the definition of food supplement to recognize physiological effect promoted by ANAISA (discussion in Congress).

Representative Salvador Caro Cabrera (MORENA) presented a bill that seeks to modify the General Health Law to establish the legal definition of food supplements and avoid confusion with miracle products. The initiative is expected to be sent to committee in the short term.



Brazil

Market Size



Food supplements are regulated as *food*

Regulatory authority: Agência Nacional de Vigilância Sanitária -ANVISA-

Highlights

2024. ANVISA published :

RESOLUÇÃO - RDC Nº 843, DE 22 DE FEVEREIRO DE 2024. Resolution to verify safety and authorization of use of novel foods and ingredients

Regulatory Instruction 275 amends IN 28 of 2018, and Normative Instruction 274 amends IN 211 of 2023 (lists of constituents, limits of use, claims and supplemental labeling for dietary supplements)

INSTRUÇÃO NORMATIVA - IN Nº 284, DE 7 DE MARÇO DE 2024 regulations on limits of use and labeling of food supplements

RESOLUÇÃO - RDC Nº 843, DE 22 DE FEVEREIRO DE 2024 and INSTRUÇÃO NORMATIVA - IN Nº 281, DE 22 DE FEVEREIRO DE 2024, regulations on limits of use and labeling of food supplements

RESOLUÇÃO - RDC Nº 281, DE 22 DE FEVEREIRO DE 2024 regulations on foods categorizing and packaging

RESOLUÇÃO DA DIRETORIA COLEGIADA Nº 849, DE 8 DE MARÇO DE 2024 and INSTRUÇÃO NORMATIVA - IN Nº 286, DE 8 DE MARÇO DE 2024 . principles and conditions of use of food additives and modifies list of over-the-counter drugs and food additives

Source: Euromonitor





Perú

Food supplements are regulated as *medicines/food*

Regulatory authority: Dirección General de Medicamentos, Insumos y Drogas -DIGEMID- and Dirección General de Salud Ambiental -DIGESA-

Highlights

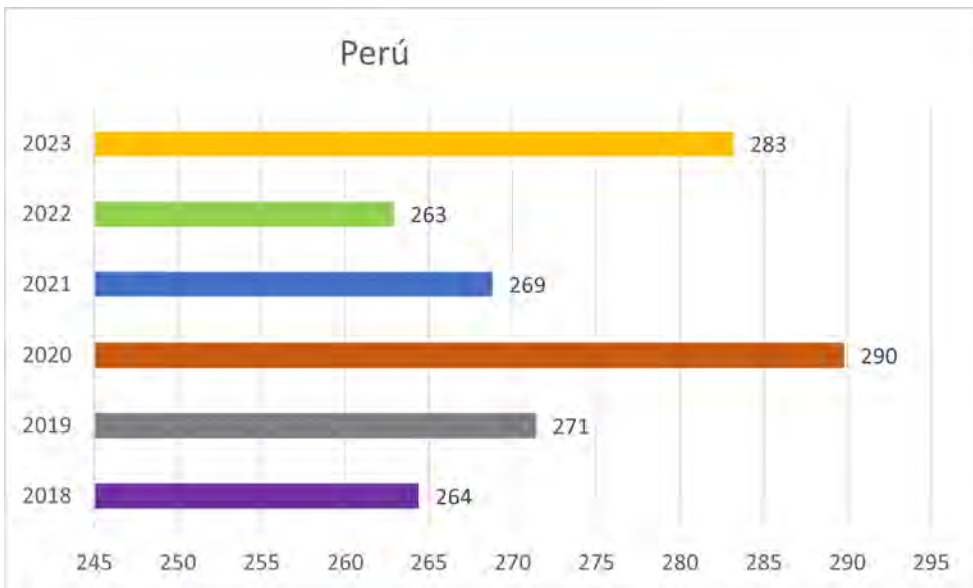
2024. The Executive branch presents a bill that seeks to repeal the law on the promotion of nutritional supplements.

2024. Minsa formalizes new directors: Pedro Luis Yarasca Purilla as new DIGEMID Executive Director and Indhira Johanna Bernuy Zagaceta as the new director of the Directorate of Pharmaceutical Products.

2024. Health Commission sends to file bill to regulate gluten-free food labeling (veto)

2024. The publication of Supreme Decree No. 003-2024 approving the Regulation of Law No. 31315 on Food and Nutritional Security was made official.

Market Size



Source: Euromonitor



Colombia

Food supplements are regulated as: *dietary supplements*, an specific 'intermediate' category between food and pharmaceutical products.

Regulatory authority: INVIMA -Instituto Nacional de Vigilancia de Medicamentos y Alimentos-

Highlights

2024. Publication of resolution 2056 modifying the "National Sodium Intake Reduction Strategy"

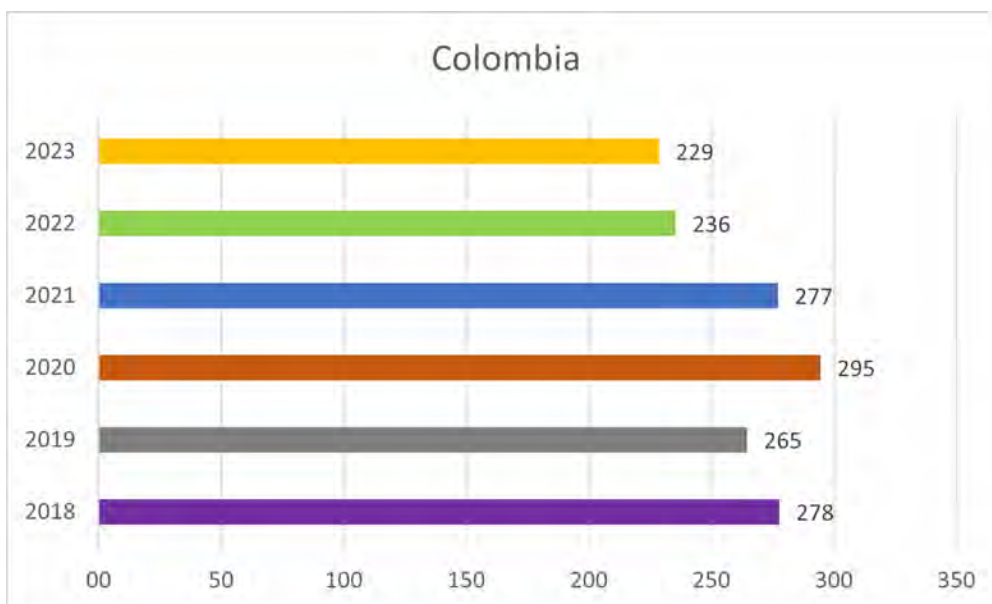
2024. Publication of resolution 2362 and 2333 on food and beverage production and processing

2024. Official Gazette Resolution 011336 published forms to declare taxes on ultra-processed foodstuffs

2024. Francisco Augusto Rossi Buenaventura as Director General of INVIMA

2024. Publication of Adverse Event Reporting Regulations without application to Dietary Supplements

Market Size



Source: Euromonitor



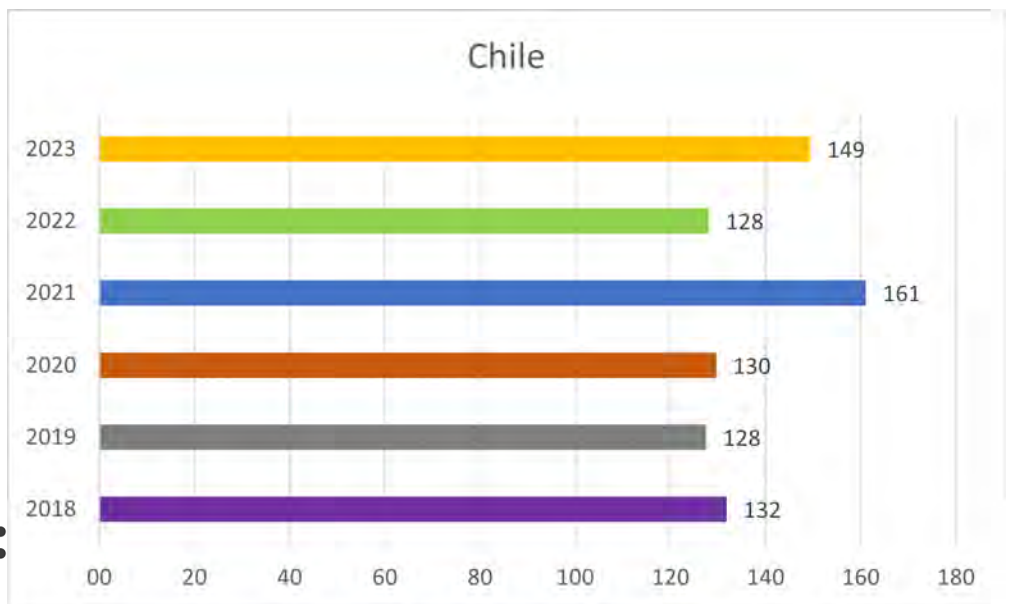
Chile

Food supplements are regulated as: *food*
Regulatory authority: Ministerio de Salud

Highlights

2024. SENAC audits misleading advertising

Market Size



Source: Euromonitor

Argentina



Food supplements are regulated as: *food* Regulatory authority: Administración Nacional de Medicamentos, Alimentos y Tecnología Médica -ANMAT-

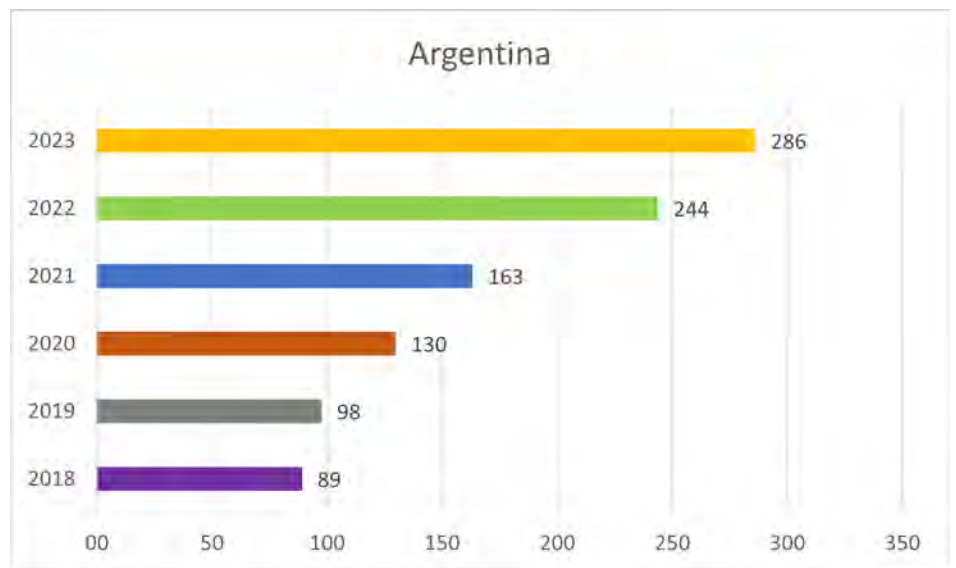
Highlights

2024. Provision 25/2024. Modifies the tariffs related to food products, dietary supplements, food for specific medical purposes, among others.

2024. Opposition senator presents bill to ban free sale of dietary supplements

2024. 153rd Ordinary Meeting of the National Food Commission (CONAL) was held. During the meeting, issues related to dietary supplements (health claims) were discussed.

Market Size



Source: Euromonitor



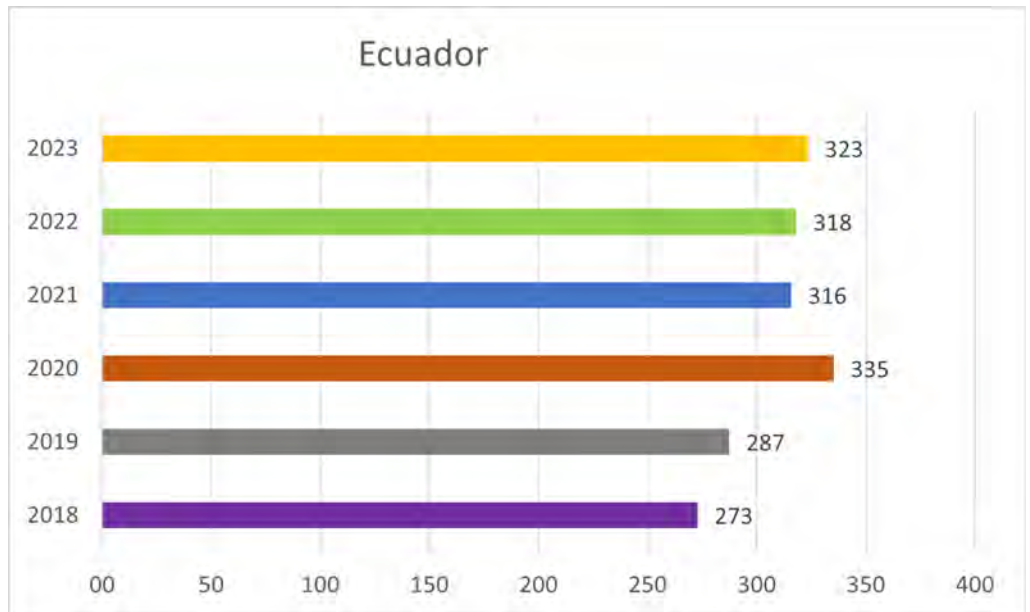
Ecuador

Food supplements are regulated as: *food*
Regulatory authority: Autoridad Nacional de Regulación, Control y Vigilancia -ARCSA-

Highlights

2024. Update of the regulatory framework on food supplements.

Market Size



Source: Euromonitor

Central America



Panama



Food supplements are regulated as *food*

Regulatory authority: Autoridad Panameña de Seguridad de Alimentos -AUPSA-

Highlights

2024. Executive published new drug law with scope in food supplements with therapeutic effects

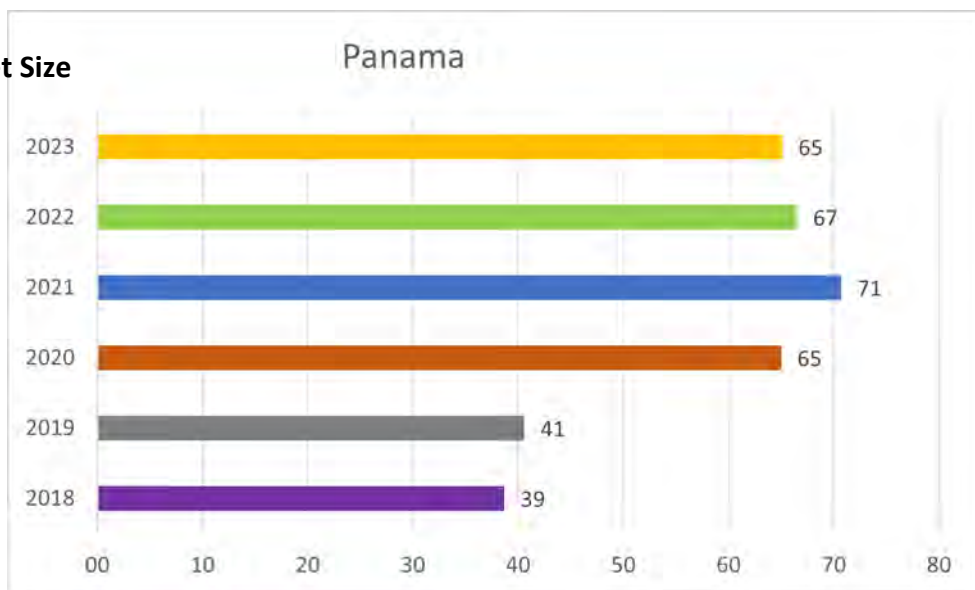
2024. Assembly approves bill to recategorize the National Food Control Directorate (focus on food supplements without therapeutic effects).

2024. Resolution 0372/2024 Executive publishes procedure for approval of advertising of drugs and supplements

2024. Executive enacts initiative that recategorizes the National Directorate of Food Control

2024. Executive publishes regulations for new drug law

Market Size



Source: Euromonitor

Central America



Honduras



Food supplements regulated as *medicines*

Regulatory authority: **Agencia de Regulación Sanitaria de Honduras -ARSA-**

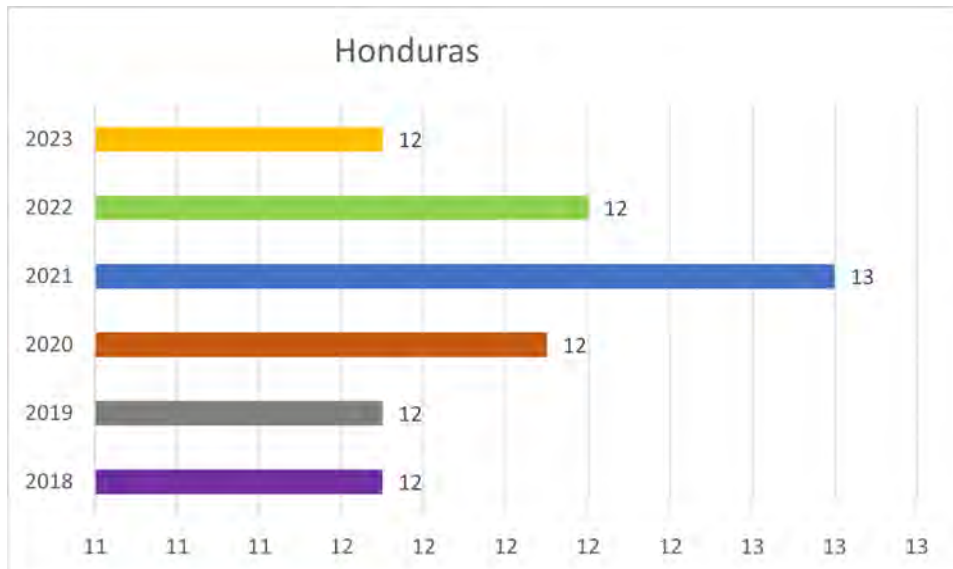
Highlights

2024. Carla Paredes appointed as new Secretary of Health

2024. ARSA updates fees for temporary sanitary permits

2024. Executive publishes resolution to adopt new Central American regulations for sanitary registration of processed foodstuffs

Market Size



Source: Euromonitor

Central America



El Salvador



Food supplements regulated as *medicines*

Regulatory authority: Dirección Nacional de Medicamentos -DNM-

Highlights

2024. Executive publishes regulation on sanitary registration of food supplements RTS 67.06.02:22

2024. Superintendency of Health Regulation will appear on 2024.

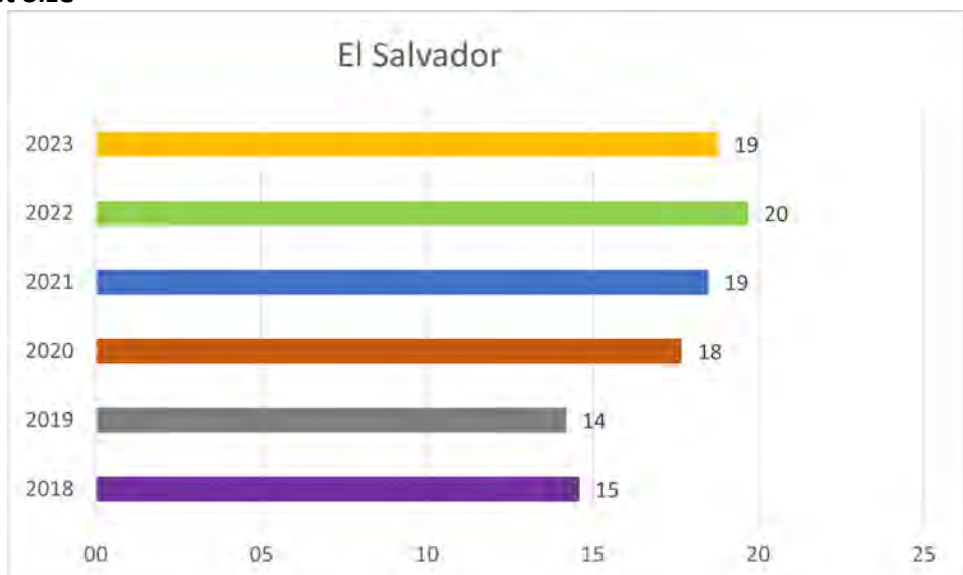
2024. OSARTEC presents 2024 working plan, including regulations on medicines and supplements (regulation on nutrition labeling of prepackaged foods and stability studies for drugs)

2024. DNM updates inspection request guidelines for good practices in medicines and supplements

2024. Executive publishes resolution to adopt new Central American regulations for sanitary registration of processed foodstuffs

2024. Executive enacts extension to August of the effective date of the Law that creates the Superintendence of Sanitary Regulation. (August 9th)

Market Size



Source: Euromonitor

Central America

Guatemala



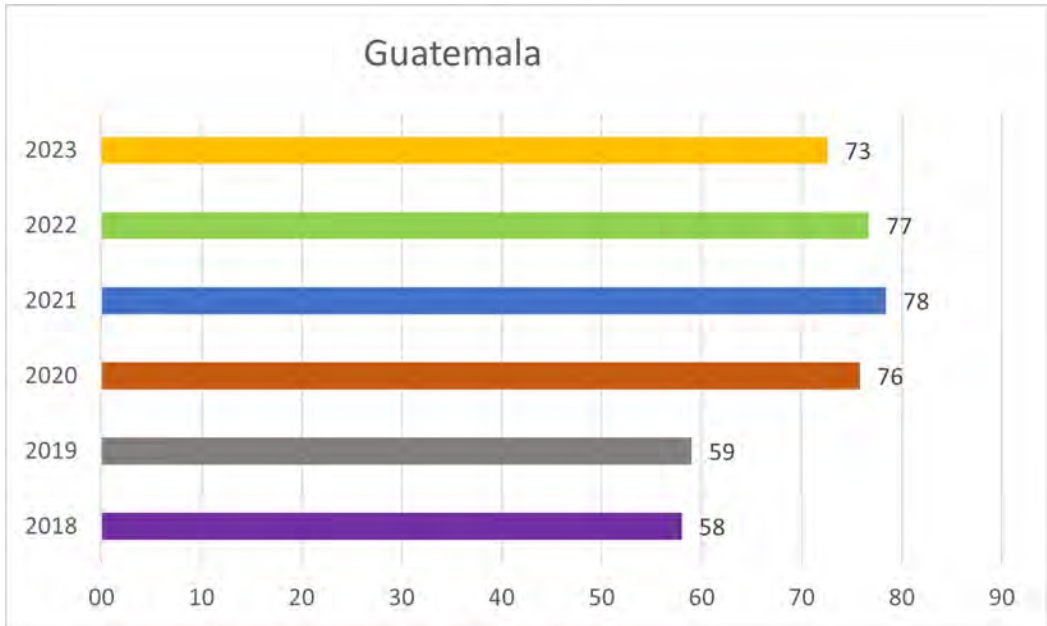
Food supplements regulated as *medicines* in transition to *food*

Regulatory authority: Departamento de Regulación y Control de Productos Farmacéuticos y Afines -DRCPA-

Highlights

2024. Healthy Eating Act and warning labeling. Beware of Food Supplements

Market Size



Source: Euromonitor

Central America



Nicaragua



Food supplements regulated as

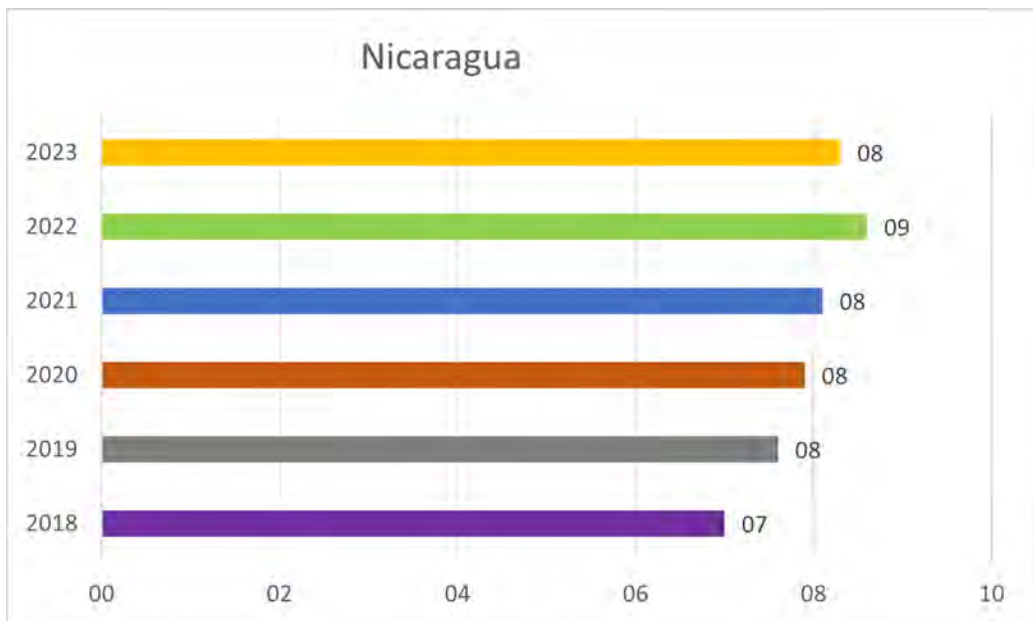
medicines

Regulatory authority: Dirección General de Regulación Sanitaria -DGRS-

Highlights

2024. Executive issues regulations on drugs and supplements, including good reliance practices (approval of Manufacturing or Maquila Contract or Contract to Third

Market Size



Source: Euromonitor

Bolivia

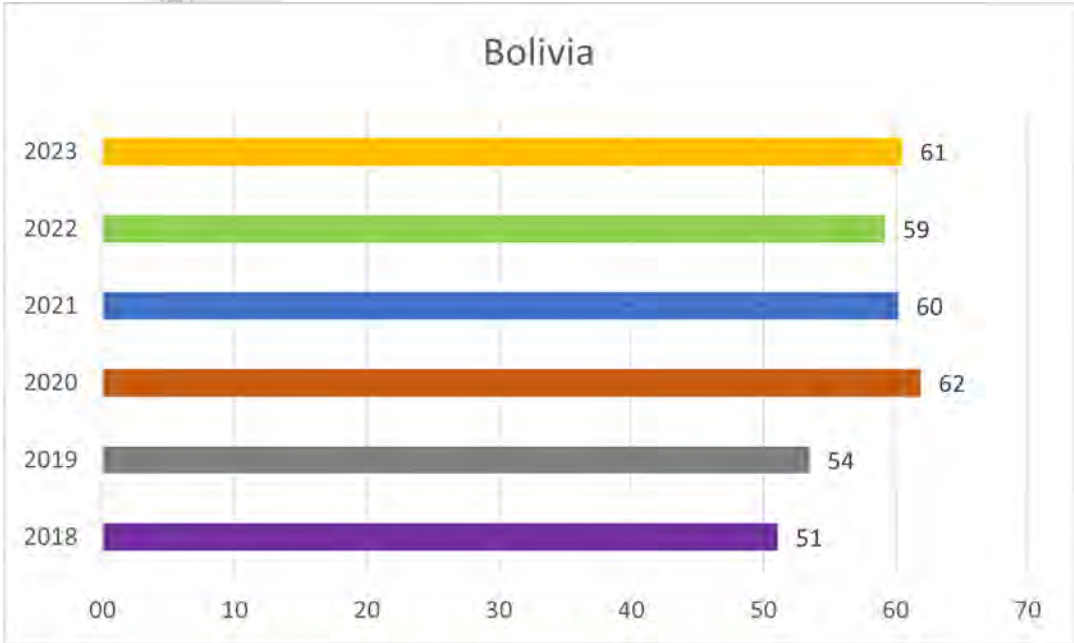


Food supplements are regulated as *food*

Regulatory authority:
Servicio Nacional de Sanidad Agropecuaria e Inocuidad Alimentaria -SENASAG-

Highlights
2023.Stand by.

Market Size



Source: Euromonitor



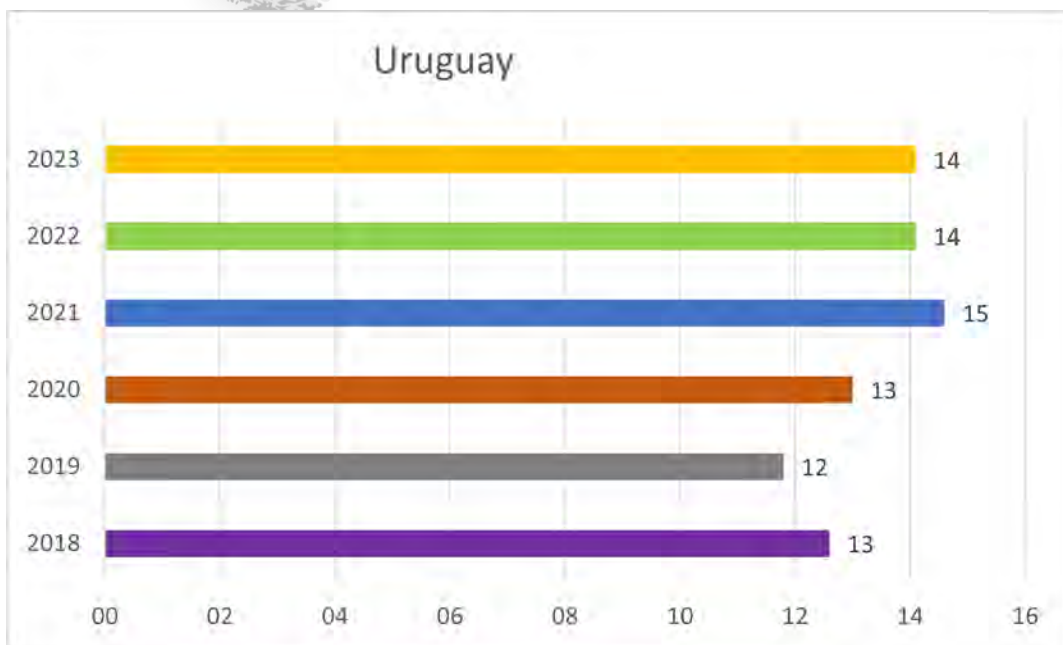
Uruguay

Food supplements are regulated as *food*

Regulatory authority:
Ministerio de Salud Pública

Highlights
2024. Public consultation on food supplements new regulation

Market Size



Source: Euromonitor



Market Review and Trends- Food For Special Dietary Uses:

Mexico



2024. Supreme Court declares provisions on labeling of prepackaged foods constitutional



CAM 2024. FECAICA is working on developing a proposal for RTCA for FSDU

America Central





Ecuador

2024. Opened update for FSDU regulation (FQ analysis).

Peru

Ministry of Health provides draft regulations on gluten-free food information for public consultation





Comunicación



EXECUTIVE SUMMARY OF COMMUNICATION AND PUBLIC RELATIONS ACTIVITIES 2023



Through different Communication and Public Relations actions such as the creation of webinars, press conferences, content for social media and the approach with key actors, during the period 2023-2024 we have managed to increase the visibility and positioning of ALANUR in aspects such as:

MEDIA POSITIVE IMPACT



+42 millions
Audience impacted in the media

2
Meetings with
the media

2
Interviews 1:1

150
Media coverage

3
Press releases

+20
Impacts on articles that regard us
as a reliable source.

\$281,555.07 USD
Advertising equivalence

DIGITAL

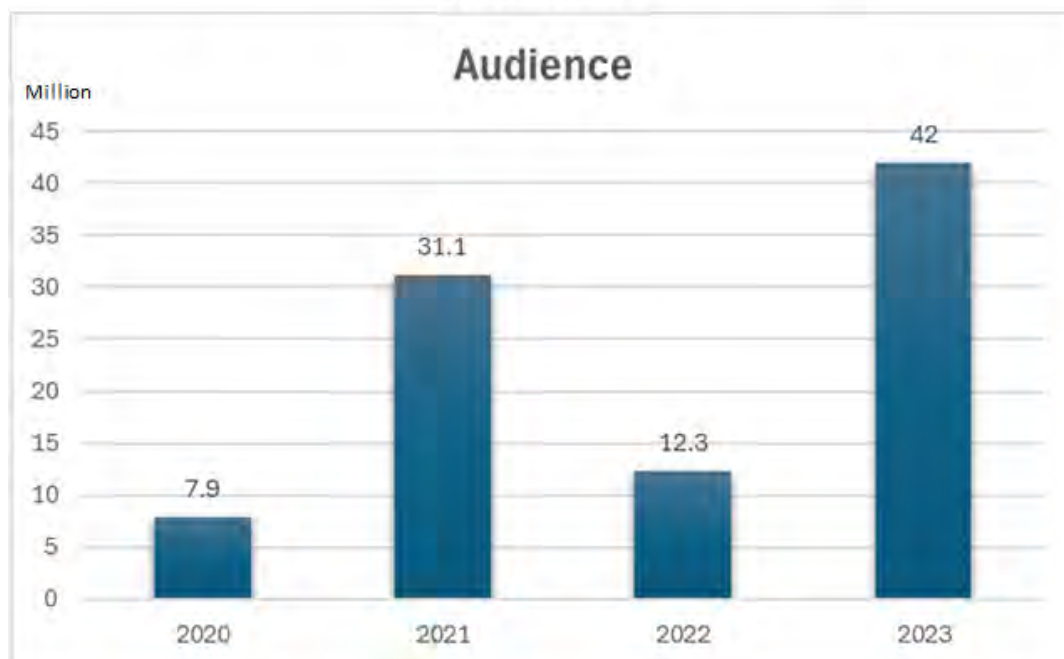
4
Forums

6
Speakers

+7.5 k
Users reached

+6 k
Multimedia plays

Media positioning over the years 2020-2023



Headlines over the years



NUTRICIÓN Y SALUD

El mercado de suplementos alimenticios sigue creciendo en LATAM



Guillermina García

infobae

Los suplementos alimenticios no curan ni previenen la COVID-19: expertos alertan sobre su proliferación

Los "productos milagro" han causado confusión entre la población y algunos se han aprovechado de la pandemia

Fernando Guerrero Cimón

Forbes

PORTADA / ACTUALIDAD

Suplementos crecen en Latinoamérica con Argentina, Panamá y México en el top

Forbes Staff | Abril 17, 2021 @ 5:14:52 pm

Food News LATAM.COM



Informan datos y tendencias del mercado de suplementos alimenticios en América Latina

PLENI

Planología Salud Mujer

88.9 NOTICIAS

Los suplementos alimenticios no son medicamentos sino complementan la alimentación: ALANUR

Ivonne Menchaca Sarmento

enAlimentos

Alanur informa datos y tendencias de consumo de suplementos alimenticios en Latam

LA ESTRELLA DE PANAMÁ 175

ECONOMÍA

Panamá, entre los mercados de Latinoamérica con mayor crecimiento en el sector de suplementos alimenticios

BRUNO LEBEL / BUSINESS / LATINOAMÉRICA / MÉXICO / DESARROLLO

PRENSA PORTAL AGRO CHILE

ALANUR da a conocer principales mitos de los suplementos alimenticios en Latinoamérica

Por Portal Agro Chile | Grupo Prensa Digital | Abril 14, 2021 | 119

Industria de Suplementos Alimenticios apuesta por la sostenibilidad

EDITOR | INOCUIDAD | 21 AUGUST 2023

EL TIEMPO

SECTORES

Colombia, entre países latinos que más consumen suplementos dietarios

Panamá América

Abren convocatoria del Premio Latinoamericano de Investigación en Alimentación y Nutrición

El premio cuenta con un jurado altamente calificado, conformado por especialistas en el área, situados en diferentes regiones de Latinoamérica.

El Sol de México

Compartir en redes sociales



Main actions

We have focused our efforts on continuing with the communication strategy. This year:

- We have conducted a webinar on sports supplementation.
- Creation of brand materials for events, web desing and social media.
- Released a press release about consumption trends.

Our efforts have been primarily concentrated on **supporting the planning and execution** of a **market study** focused on the **Central American** region to understand consumption trends.

1

Webinar

1

Press Statement

8

Mentions so far



Tendencias de consumo en la industria de suplementos Alimenticios en el 2024

EDITOR / SECTORES / 25 APRIL 2024



Next steps

In line with continuing our communication strategy, the following actions to be undertaken are:

- Finalize the market study on consumption trends in Guatemala.
- Arrange an interview with an International news agency.
- Prepare and publish two webinars and two press releases.
- Continue with the content creation for social media.

2

Webinars

2

Press Releases

1

Interview

1

Market Study



TENDENCIAS DE CONSUMO EN LA INDUSTRIA DE SUPLEMENTOS ALIMENTICIOS EN EL 2024

- Una de las principales tendencias es la regulación en el uso de propiedades del cannabis sativo para la creación de suplementos nutricionales, países como Colombia, Argentina, Uruguay y Ecuador son pioneros en este campo.
- El colágeno, la producción ecofriendly y experiencia personalizada del consumidor son las principales tendencias en cuanto a consumo durante el 2023 e inicios del 2024.
- Para 2024, se espera que el crecimiento del mercado latinoamericano sea de un 4.9% con respecto a 2023.

LATAM 22 de abril 2024. La Alianza Latinoamericana de Nutrición Responsable (ALANUR) compartió el panorama de tendencias de consumo y crecimiento de la industria de suplementos alimenticios para el 2024. Durante este año, se ha podido observar que la población cada vez está más enfocada en el cuidado de su salud, pero no solo por los productos que consume, sino también en el cómo éstos son elaborados.

Next steps

Also, in the work program for 2024, we have key actions to do over the next half year:

- Record and publish a podcast about key topics.
- Creation and mailing of a newsletter for authorities every 3 months.
- Imparition of a training for key audiences to new key members of ALANUR.

1

Podcast

1

Newsletter
for authorities

1

Training for key
audiences





**General association
matters.**

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Portraying the latest regulatory, economic and political developments affecting our sector in Latin America, *ALANUR Insider* goes to your inbox every month.

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The screenshot displays the ALANUR Insider newsletter website. At the top left is the ALANUR logo, and at the top right is the date "5 de Abril de 2024". The main content area is divided into several sections:

- INSIDER N°1 NEWSLETTER TRIMESTRAL** (Enero - Marzo 2024): A green banner with a microscopic image of bacteria.
- Lo más reciente**: A yellow banner with a microscopic image.
- EDITORIAL**: A section with a yellow icon of a book. It includes a greeting "Estimados todos," and a paragraph: "¡Qué placer poder escribir para ustedes esta primera editorial trimestral del 2024! Para nuestro gremio industrial es de vital importancia centrar nuestra atención en el alarmante aumento de personas con obesidad en nuestra región ya que, acuerdo con los datos de un estudio publicado en The Lancet, más de 1000 millones de personas tenían obesidad en 2022. [Seguir leyendo](#)". Below this is a profile for **ELIZABETH DIAZ** with a signature.
- BLOG TÉCNICO**: A light blue section with a yellow icon of a document. The title is "Combatiendo la Desnutrición: Avances Científicos en el Rol de los Suplementos Nutricionales" by **GUSTAVO VELDERRAIN**. It includes a small photo of Gustavo Velderrain and a signature. A yellow button says "VER NOTA COMPLETA".
- ESTRATEGIA DE COMUNICACIÓN**: A light blue section with a yellow icon of a person. The title is "¡Acompañanos a participar de nuestra primera Asamblea de Asociados de 2024!". It features two photos: a group of people in a meeting and a group of people in a larger assembly.
- GRUPOS DE TRABAJO**: A section with a pink icon of three people. It lists various committees with corresponding profile pictures:
 - [Comité Regulario](#)
 - [Probióticos](#)
 - [Centroamérica](#)
 - [Perú](#)
 - [Botánicos](#)
 - [Cannabis](#)
 - [Alimentos para regimenes especiales](#)
- PRÓXIMOS EVENTOS**: A light blue section with a pink calendar icon. The event is "Asamblea General de Asociados ALANUR 2024". Details include:
 - Lugar**: Costa Rica
 - Ubicación**: Hotel Hilton La Sabana
 - Fecha**: 10/06/2024A pink button says "VER MÁS".

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