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TAL 797 – Seminário

20/04/2022

## **CONSUMERS' PERSPECTIVE OF BIOACTIVE COMPOUNDS IN FOODS**

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Nowadays, people are increasingly concerned about their food intake. Due to the increase in obesity and diseases such as diabetes and arterial hypertension, there is a tendency to reduce the consumption of foods rich in fats and sugars and increase the consumption of healthier foods. Therefore, bioactive compounds have gained prominence in the food industry due to the various functions they can perform. A bioactive compound is a compound that affects a living organism, tissue, or cell. Some of these actives are antioxidants, antimicrobials, anticancer, or molecules necessary for the human body (as vitamins). Thus, the ability to reduce the risk of developing various diseases has been attributed to these compounds. Despite this concern on the part of consumers, generally, they do not know about bioactive compounds and their benefits, which can impair the acceptability of products formulated with these compounds. Unfortunately, there are few studies evaluating the acceptance and purchase intention of these products, and further studies are needed on consumer perception of bioactive compounds. Thus, this seminar aims to report some of the studies involving consumer perception concerning foods containing bioactive compounds, given the importance of consumer acceptance for these compounds to be inserted into commercial foods. The dissemination of these studies can also contribute to the development of new scientific studies involving the topic of acceptance of food products with bioactive compounds.

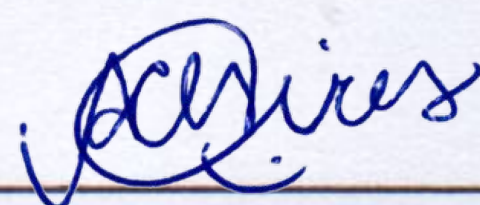
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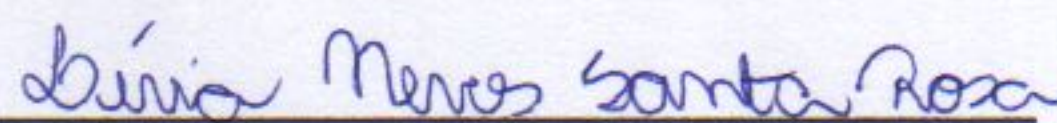
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**Orientador**



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