



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **innoVactiv inc. announces new findings on InSea<sup>2</sup>™: modulation of table sugar absorption.**

**Rimouski (Quebec), May 24, 2010** – innoVactiv inc., a Canadian company dedicated to developing science-based specialty ingredients, today announces results from a new study showing that InSea<sup>2</sup>™ affects table sugar digestion and assimilation. This new result supports an extension of the use of InSea<sup>2</sup>™ in dietary supplement formulations targeted at controlling the glycemic impact of sugar-containing foods.

This trial, conducted by an independent research center, shows that InSea<sup>2</sup>™ at a dose of 7.5 mg/kg bw was able to significantly reduce table sugar (sucrose) impact on blood glucose levels in both lean and obese Zucker rats. The product was tested by oral co-administration with a sucrose load. In lean rats, InSea<sup>2</sup>™ significantly reduced blood glucose levels by 38% and 51% respectively 30 and 60 minutes after gavage. This result was also combined with a significant 31% reduction in blood glucose incremental area under the curve. In obese rats, InSea<sup>2</sup>™ also significantly reduced peak glucose response by 25%.

In another experiment, InSea<sup>2</sup>™ also showed a strong inhibition of sucrase with limited inhibitory action on maltase and no action on lactase. This almost pure sucrase blocking activity is thought to be at the basis of the better tolerance profile of InSea<sup>2</sup>™ compared to other starch blockers currently on the market.

“We were very confident in our capacity to demonstrate this unique feature of InSea<sup>2</sup>™ on table sugar, mainly based on its dual action on  $\alpha$ -amylase and sucrase” says Jocelyn Bérubé, Scientific Director, Health & Nutrition at innoVactiv. “Being able to actually demonstrate this activity *in vivo* and *in vitro* markedly improves the benefits expected when using this ingredient. Table sugar is present or added in the great majority of the food that we eat. The use of a natural ingredient that can modulate its absorption may help in reducing its deleterious health effects.”

“These recent findings represent a true innovation compared to other mono-action starch blockers on the market that only block  $\alpha$ -amylase or  $\alpha$ -glucosidase. By using our clinically-demonstrated InSea<sup>2</sup>™, formulators can address starch and sugar absorption with a single active ingredient, providing cost and formulation benefits in the design of new dietary supplements” concluded Patrice Dionne, CEO of innoVactiv.



**About innoVactiv**

innoVactiv's mission is to develop and supply innovative ingredients whose efficacy and safety have been scientifically demonstrated. In addition to its two newest nutraceutical active ingredients, InSea<sup>2</sup><sup>™</sup> and PeptiBal<sup>™</sup>, innoVactiv has developed a line of 16 cosmeceutical ingredients and holds a strong development pipeline of additional ingredients that will offer solutions for maintaining optimal human health. For more information on innoVactiv, please contact Patrice Dionne, Chief Executive Officer: [pdionne@innovactiv.com](mailto:pdionne@innovactiv.com) or visit [www.innovactiv.com](http://www.innovactiv.com).

**Source:**

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