



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**InSea<sup>2</sup>™ new human study confirms its role as the next generation of Carb/Starch control ingredients.**

**Rimouski (Quebec), December 1<sup>st</sup>, 2009** – innoVactiv inc., a Canadian company dedicated to developing science-based ingredients, is pleased to report that InSea<sup>2</sup>™ produced statistically significant results in a recently completed human clinical trial. The aim of the study was to test the ability of InSea<sup>2</sup>™ to lower serum glucose levels and insulin response versus placebo that follow ingestion of a test food. Given the positive results from the study, InSea<sup>2</sup>™ represents a new breed of carb/starch control ingredients in the dietary supplement market and offers consumers a tool that can provide unsurpassed control over the normal blood sugar and insulin response to a meal.

In a randomized crossover, double-blinded, placebo-controlled human clinical trial led by the Institute of Nutraceuticals and Functional Foods of Laval University (Quebec, Canada), InSea<sup>2</sup>™ (at a single dose of 500 mg) induced a statistically significant 44% decrease in the normal glycemic response that follows ingestion of a standardized meal (white bread, P=0.046) in twenty-three healthy volunteers. InSea<sup>2</sup>™ also induced a 22% reduction in initial insulin production (P=0.045) and an overall 5.9% reduction in the area under the curve of the insulin response (P=0.031). Even more interesting was the fact that InSea<sup>2</sup>™ improved insulin sensitivity by 6.9% (Cederholm index, P=0.047) after a single use of the product. The results of this study will be presented at the Experimental Biology meeting in Anaheim, CA, April 24-28, 2010.

“We are very excited by these results, confirming the efficacy of InSea<sup>2</sup>™ in humans. The fact that we reached statistically significant results at low dosage levels is encouraging, especially from a pure science perspective. The study demonstrates that InSea<sup>2</sup>™ and its dual mechanism of action may offer a superior efficacy compared to other ingredients that block only one of the two enzymes involved in carb digestion” says Jocelyn Bérubé, Scientific Director, Health & Nutrition at innoVactiv.

InSea<sup>2</sup>™ is the only safe and natural ingredient that offers a dual mechanism of action targeting carbohydrate digestion. It works by inhibiting both  $\alpha$ -amylase and  $\alpha$ -glucosidase enzymes, a process which may lead to a more effective blockage than simple  $\alpha$ -amylase or  $\alpha$ -glucosidase inhibitors currently on the market. Alpha-amylase and  $\alpha$ -glucosidase are respectively known for breaking down complex starches into smaller oligosaccharides, and for digesting oligosaccharides and disaccharides such as table sugar into simple glucose for absorption.

“We could not be happier with the results of this study, which provides substantial evidence on the efficacy of InSea<sup>2</sup><sup>™</sup> in improving the management of blood sugar. These new human data on InSea<sup>2</sup><sup>™</sup> really bring innoVactiv at the forefront of science-based ingredients suppliers. This fits with our strategic vision of nurturing long-term partnerships with companies that use scientifically proven ingredients to drive new product development. Our goal is to ultimately provide the consumer with a top-shelf product that helps safely improve their health and quality of life,” added Patrice Dionne, Chief Executive Officer 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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