



PRESS RELEASE
FOR IMMEDIATE RELEASE

innoVactiv releases new human study results showing beneficial effects of PeptiBal™ on immune health

Rimouski (Quebec), November 2, 2009 – innoVactiv, a leader of the nutraceutical and cosmetic active ingredients industry, is proud to report statistically-significant results from its latest human clinical trial, aiming at supporting the beneficial effects of PeptiBal™ on immune health.

PeptiBal™ is a safe and natural ingredient from marine origin that helps stimulate the immune system in an optimal, balanced way. PeptiBal™ is a unique patented ingredient mainly active at the mucosal level, re-establishing the balance needed for optimal immune homeostasis. It has a triple stimulating effect, promoting the synthesis of antibodies specialized in mucosal defence, tightening the junction between the cells to solidify this thin barrier and providing a more efficient reaction of the immune system in order to assist the body in its constant fight against invaders.

PeptiBal™ is suitable for daily use. Contrary to common natural anti-inflammatory or immune-boosting products that stimulate or repress individual components of the immune system, PeptiBal™ acts on the system as a whole to improve overall active immune surveillance.

In this randomized, double-blinded, placebo-controlled human clinical trial led by the Institute of Nutraceuticals and Functional Foods of Laval University, Quebec City, Canada, fifty healthy volunteers were assigned to the treatment (daily dose of 300 mg of PeptiBal™) or placebo groups.

The study showed that PeptiBal™ produced a statistically significant increase in IgA production in men by 17.4% over placebo after 28 days (P Vs baseline = 0.02). Additionally, PeptiBal™ produced a 14.7% increase in IgA levels versus placebo in as little as 14 days. IgA are an important determinant of passive immunity, produced when the body is in an overall anti-inflammatory state and indicating an improvement in active immuno-surveillance state.

“This randomized, double-blinded, placebo-controlled study meets the gold standard of the industry, and the unique and independent expertise of the study’s research team strengthens the overall quality and robustness of our study results” says Jocelyn Bérubé, Scientific Director, Health & Nutrition at innoVactiv. “Our new statistically significant human data completes an already impressive pedigree of supportive animal data demonstrating the safety and efficacy of PeptiBal™, continues Mr. Bérubé.

“InnoVactiv is proud and excited by the outcomes of this human study. We are “*Experts in Science-Based Ingredients*”, and the recent PeptiBal™ human clinical study which produced statistically-significant results on immune health represents another example of living the InnoVactiv mission” concludes Patrice Dionne, Chief Executive Officer of InnoVactiv.

InnoVactiv will be present at Supply Side West, Las Vegas, November 11-13 (booth #18045) to present the detailed results of this clinical trial.

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, InSea²™ and PeptiBal™, 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 or visit www.innovactiv.com.

Source:

InnoVactiv inc.
Patrice Dionne
Chief Executive Officer
pdionne@innovactiv.com
418-652-9598 ext. 252