



PRESS RELEASE
FOR IMMEDIATE RELEASE

innoVactiv inc. announces the publication of two studies in high impact peer-reviewed journals

Rimouski (Quebec), October 3, 2011 – innoVactiv inc., a Canadian company dedicated to developing science-based specialty ingredients, announces today that two scientific studies supporting the efficacy of InSea²[®] to beneficially affect post-meal blood sugar and insulin levels have been accepted for publication in peer-reviewed scientific journals.

The first publication features *in vitro* experiments showing the unique dual mechanism of action of InSea²[®] against α -amylase and α -glucosidase enzymes, as well as results demonstrating the carb-blocking effect of InSea²[®] in laboratory animals. These results were accepted for publication in *Food Research International*, a journal of the *Canadian Institute of Food Science and Technology*.

The second publication presents results from a recent positive human clinical trial where InSea²[®] significantly reduced post-meal blood glucose response by 48% and insulin secretion by 12% while increasing insulin sensitivity by 8%. The results, originally disclosed at the 2010 *Experimental Biology* meeting in Anaheim, CA, were accepted for publication in *Applied Physiology, Nutrition, and Metabolism*, the official journal of the *Canadian Society for Exercise Physiology* affiliated with the National Research Council Research Press.

“We are very happy that our manuscripts were accepted in such high-profile journals. The strict peer-review process adds tremendous credibility to the quality of the scientific methods used for demonstrating the efficacy of InSea²[®]. This milestone is just another example of our dedication to scientific excellence”, said 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, 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:

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