



PRESS RELEASE
FOR IMMEDIATE RELEASE

innoVactiv inc. announces the presentation of its latest human clinical study results on InSea²™ at the Experimental Biology meeting.

Rimouski (Quebec), April 23, 2010 – innoVactiv inc., a Canadian company dedicated to developing science-based ingredients, is pleased to announce that Dr. Benoît Lamarche, PhD, will make an oral presentation at the Experimental Biology meeting. Dr. Lamarche's presentation, entitled "Study of the acute impact of polyphenols from brown seaweeds on glucose control in healthy men and women" will be held at 8:00 a.m. on Monday, April 26, 2010 at the Anaheim Convention Center, Anaheim, California.

Dr. Benoît Lamarche is the lead investigator in a recently completed human clinical trial exploring the carb/starch blocking action of InSea²™. His presentation will provide a detailed discussion of the design and outcomes of this human study. More specifically, his presentation will highlight the benefits of InSea²™ in decreasing the normal blood glucose level and insulin responses that follow ingestion of a high starch standardised meal. It will also present unique results on the capacity of InSea²™ to improve a surrogate marker of insulin sensitivity at the very first use of the product.

Dr. Lamarche is a researcher at the Institute of Nutraceuticals and Functional Foods (INAF) of Laval University, Quebec, Canada. He holds the Canada Research Chair in Nutrition, Functional Foods and Cardiovascular Health. The aim of his work is to study the impact of dietary habits, particularly the use of functional foods and nutraceutical products, on cardiovascular health, blood lipoprotein metabolism and cardiovascular disease risk factors in order to identify new avenues of disease prevention and therapy.

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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