



PRESS RELEASE
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InnoVactiv and WEDAR teams up to position InSea²™ on Chinese and Taiwanese markets.

Rimouski (Quebec), August 18, 2009 – innoVactiv joins forces with WEDAR Biotechnology Co. based in Taiwan to market its ingredient InSea²™ in Taiwan as well as in China. The exclusive agreement with WEDAR is for an initial five-year term.

InSea²™ is the only product on the market today that exhibits a dual mechanism of action against digestive enzymes involved in carbohydrate digestion and assimilation. It is an optimized blend of polyphenols derived from two species of brown seaweed. InSea²™ selectively blocks digestive enzymes and diminishes the hyper-glycemic peak following a high-glycemic index (GI) meal. Specifically, InSea²™ has demonstrated potent inhibiting effects against both α -glucosidase and α -amylase enzymes. By consuming InSea²™ before meals, the rate of carbohydrate absorption can be significantly slowed, eventually resulting in reduced conversion of glucose to stored body fat.

“We are very happy and proud to be represented by WEDAR which has the capacity and expertise to successfully promote innovative, science backed ingredients on the Chinese and Taiwanese markets” says Patrice Dionne, Chief Executive Officer of innoVactiv.

China and Taiwan represent together a population of over 1.3 billion people and WEDAR has a dedicated sales force network strategically positioned to penetrate each of the marketing channels of the dietary supplements industry in these two countries.

“We are proud to have the opportunity to work with a company like innoVactiv that have a true commitment in becoming experts in science-based ingredients. This great achievement offers great potential for both business partners” says Kevin Hu, President of WEDAR Biotechnology Co.

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, contact Patrice Dionne: pdionne@innovactiv.com or visit www.innovactiv.com

About WEDAR Biotechnology Co.

Wedar Biotechnology is an internationally operated nutraceutical ingredient supplier and product developer for the nutraceutical industry. WEDAR represent branded ingredients and supply to Asia industries. WEDAR's main office is based in Taiwan, with branches in Shanghai and Los Angeles. For more information on WEDAR Biotechnology Co., contact Kevin Hu: kevin@wedar.com or visit www.wedar.com

Source:

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