



PRESS RELEASE
FOR IMMEDIATE RELEASE

InSea²™ finalist at NutrAward 2011 Best New Ingredient

Rimouski (Quebec), March 14, 2011 – innoVactiv is pleased to announce that its ingredient InSea²™ was recently chosen as one of four finalists among 15 new nutraceutical ingredients at NutrAward 2011 Best New Ingredient during an industry gathering event held on March 10th at the Nutracon conference in Anaheim, California.

InSea²™ is the only product on the market today exhibiting a dual mechanism of action against digestive enzymes involved in starch and table sugar digestion and assimilation. Entirely natural and safe, derived from brown seaweeds, InSea²™ helps reduce the hyper-glycemic peak that follows a high glycemic index meal, thus contributing to maintain healthy blood sugar levels, which is often challenged by ingesting our daily load of sugar-containing foods.

The NutrAward contest recognizes companies that are investing in rigorous and measurable scientific studies and innovation to prove the efficacy of their proprietary ingredients. The four finalists were recently selected by an independent panel of industry experts and final award was decided by both the committee and the attendees of Natural Products Expo West and Nutracon.

“We are honored to be in this select group of finalists for this award with multinationals such as DSM, DuPont and Indena, and pleased that the credibility of the scientific dossier of InSea²™ was recognized by the distinguished selection committee” said Patrice Dionne, Chief Executive Officer of innoVactiv.

“Each year, dozens of new ingredients are introduced to the natural health products marketplace, and it is indeed an honor for innoVactiv to be recognized as one of the best specialty ingredient suppliers in the industry with our ingredient InSea²™”, added Jocelyn Bérubé, Scientific Director, Health & Nutrition 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 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 at pdionne@innovactiv.com or visit www.innovactiv.com.

Source:

innoVactiv inc.
Patrice Dionne, Chief Executive Officer
pdionne@innovactiv.com
Tel.: 418-652-9598