



INNOVACTIV RECEIVES THE NON-GMO PROJECT VERIFIED STATUS FOR INSEA2®

Rimouski (Quebec), September 29, 2014 – [innoVactiv](http://www.innovactiv.com), a Canadian company dedicated to developing science-based specialty ingredients, announces that its nutraceutical ingredient [InSea2®](#) has been granted the Non-GMO Project Verified status, a label assuring consumers that a product has been produced according to consensus-based best practices for GMO (genetically modified organism) avoidance.

The Non-GMO Project offers North America’s only third party verification and labeling for non-GMO food and products. The organization is dedicated to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices.

“Consumers are increasingly seeking out non GMO products. With the certification of InSea2®, it gives our customer base the opportunity to meet those consumer demands. Additionally, this further affirms innoVactiv’s commitment to offer natural and eco conscious ingredients to the market.” said Blake Kraemer, Director of Sales-Nutrition at innoVactiv.

This endorsement adds to an already impressive technical file, making InSea2® a premier ingredient for those seeking formulations for responsible carbohydrate control or a superior control over blood sugar responses elicited by excessive starch and sugar intake.

About innoVactiv

innoVactiv’s mission is to develop and supply innovative ingredients with scientifically demonstrated efficacy and safety. In addition to its nutraceutical ingredients InSea2® and PeptiBal™, innoVactiv has developed active cosmeceutical ingredients that offer innovative solutions for maintaining optimal human health. www.innovactiv.com.

Source:

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