



INNOVACTIV INTRODUCES MYOCERAM™ AT UPCOMING ENGREDEA 2017 TRADESHOW

Rimouski (Quebec), February 27, 2017 – innoVactiv, a Canadian company dedicated to the development of science-based specialty ingredients, today announces the commercial launch of MYOCERAM™, a new line of clinically-tested beauty-from-within ingredients containing high-purity and high potency plant ceramides. The MYOCERAM™ product line will be showcased at the upcoming Engredea / Natural Product Expo West tradeshow (March 10-12, 2017, Anaheim, CA).

MYOCERAM™ is the result of many years of extensive research and development by Nippon Flour Mills Co. Ltd. (NIPPN), a 120-year-old public Japanese company engaged in a wide range of food businesses including flour milling, food ingredients, processed and frozen foods, health foods as well as pet foods. Building on its tradition of excellence in grain milling, NIPPN scientists had been focusing their long-time research on plant-based ceramides which ultimately yielded high-purity ceramides derived from rice and corn. Following these discoveries, NIPPN established multiple research partnerships to demonstrate their efficacy in improving skin condition which has led to the commercialization of these innovative plant-based ceramides under the tradename MYOCERAM™.

Although beauty-from-within supplements are a staple in Asia, this market is still set to boom in North America. “Skin is our body’s largest organ. Yet how nutrition affects our skin is a research field that has been overlooked for many years. When taken orally at a convenient low dosage, MYOCERAM™ boosts the expression of enzymes responsible for endogenous ceramide production within the skin itself. These new ceramides can then incorporate lamellar bodies between each cell to strengthen the outermost corneous skin layer, just as they would through our normal skin physiology”, explains Jocelyn Bérubé, Executive & Scientific Director, Health & Nutrition of innoVactiv.

“We are pleased to enter into this partnership with innoVactiv, allowing us to extend the commercial coverage of MYOCERAM™ to North America. Since its development, MYOCERAM™ has been incorporated into dozens of supplements and foods in Japan and has been saluted for its high purity and lower daily dosage compared to other available plant ceramides”, said Mr. Ko Murai, Associate Director and General Manager of Health Care Business Division at NIPPN.

“We are proud to partner with NIPPN, a strong and reputable company. Their focus on quality and service is perfectly lined-up with our own corporate values. Furthermore, cosmetics and dietary ingredients are the two main pillars on which innoVactiv was founded, and the integration of MYOCERAM™ into our portfolio is thus a natural extension of our core strengths in these two areas”, said Patrice Dionne, CEO of innoVactiv.

Manufacturers interested in learning more about MYOCERAM™ are invited to visit innoVactiv's booth (#765) at the upcoming Engredea tradeshow or contact us at info@innovactiv.com.

About Nippon Flour Mills Co. Ltd.

Nippon Flour Mills Co., Ltd., a Japanese ingredients and food manufacturer, is committed to keep every customer satisfied, by offering competitive products and services of superior quality in every area of business, thereby contributing to society.

<http://e-nippon.com/>

About innoVactiv

innoVactiv's mission is to develop and supply innovative health ingredients with scientific demonstrations of efficacy and safety for the nutraceutical and cosmeceutical industries.

www.innovactiv.com.

Source:

innoVactiv inc.

Patrice Dionne

Chief Executive Officer

pdionne@innovactiv.com

418-652-9598 ext. 252