



## **INSEA2® GAINS SELF-AFFIRMED GRAS STATUS**

**RIMOUSKI (QUEBEC), September 18, 2017** - innoVactiv, a Canadian company dedicated to the development of science-based speciality ingredients, is pleased to announce that InSea® recently obtained a self-affirmed Generally Recognized as Safe (GRAS) status. Following a comprehensive evaluation, an independent panel of experts has declared the ingredient safe for various food and beverage applications, including nutritional bars, meal supplement drinks and dietary supplement products.

This certification comes following a positive conclusion of the expert panel's comprehensive review of the safety aspects of InSea2® intake under the conditions of use as a food ingredient. "This self-affirmed GRAS status is yet another indication of our strong commitment to continuously improve our ingredient's scientific foundations, both on the efficacy and safety aspects", said Jocelyn Bérubé, Executive Vice President – Scientific & Regulatory affairs for innoVactiv.

"We are very happy to reach this significant milestone", said Patrice Dionne, Chief Executive Officer for innoVactiv. "InSea2® is a highly-effective glucose optimizer which now occupies an enviable place on the market. The GRAS status will allow us to diversify our positioning by attracting a new fringe of consumers more interested by functional food products than dietary supplements."

The announcement is made a few days prior to the Supply Side West Show in Las Vegas, on September 27 and 28, 2017 where innoVactiv will be presenting at booth F-136. It will be possible to have more information about these exciting developments at the Las Vegas Show.

InSea®, innoVactiv's leading nutraceutical ingredient, has demonstrated its ability in several clinical studies to promote better blood sugar control and maintain cognitive functions. Its positive effect on glycemia can also be applied to weight loss applications.

### **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](http://www.innovactiv.com).

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