



## **INNOVACTIV TO HOST DR. ROBERT LUSTIG, WORLD-LEADING SUGAR TOXICITY EXPERT, AT UPCOMING NPEW / ENGREDEA TRADESHOW**

**RIMOUSKI (QUEBEC), February 13, 2018** - innoVactiv, a Canadian company dedicated to the development of science-based speciality ingredients, is pleased to announce that Dr. Robert H. Lustig will give a lecture as part of an Exhibitor Hosted Event at the upcoming Natural Products Expo West / Engredea tradeshow.

Dr. Lustig's lecture, entitled "*The Three Myths of the Food Industry*", will be held on **Saturday March 10 at the Anaheim Marriott, Platinum Ballroom 2, from 9 AM to 10 AM**. Dr. Lustig will then attend innoVactiv's booth (Engredea #3681) for further discussions and book signing from 10h30 to 11h30 AM.

During his lecture, Dr. Lustig will discuss three myths promulgated by the food industry for their own purposes that tie into the current epidemic of non-communicable diseases (diabetes, heart disease, etc.). His presentation may well shatter how we see obesity, calories and our own willpower when it comes to choosing what food is best for our health.

Attendees are invited to pre-register for this lecture by contacting innoVactiv at the address [info@innovactiv.com](mailto:info@innovactiv.com).

### **About Dr. Robert H. Lustig**

Dr. Robert H. Lustig, M.D., M.S.L. is Professor Emeritus of Pediatrics in the Division of Endocrinology at University of California, San Francisco, and Adjunct Professor of Research at Touro University California. His career has focused on the regulation of energy balance by the central nervous system, and the pathogenesis of chronic diseases such as Type 2 Diabetes. Dr. Lustig is one of the leaders of the "anti-sugar" movement to improve global health. His video "Sugar: the bitter truth" has accumulated over 7.4 million views on *YouTube* alone. His prolific academic works can be found in prestigious journals like *Nature*, *BMJ*, *Obesity*, and *Gastroenterology*. He is also the author of the popular books "*Fat Chance: Beating the Odds Against Sugar, Processed Food, Obesity, and Disease*", the "*Fat Chance Cookbook*", and his 2017 release "*The Hacking of the American Mind: The Science Behind the Corporate Takeover of our Bodies and Brains*". Dr. Lustig is the Chief Scientific Officer of EatREAL, a non-profit dedicated to reversing childhood obesity and diabetes by impacting the global food supply, and the Chief Medical Officer of Slendine AG, a company dedicated to mitigating metabolic disease.

### **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. Its flagship ingredient InSea2<sup>®</sup> helps reduce the negative health impacts of added sugars by slowing digestive enzymes responsible for their assimilation.

[www.innovactiv.com](http://www.innovactiv.com).

**Source:**

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