



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

**innoVactiv appoints new Director of Sales – Nutrition for the US.**

**Rimouski (Quebec), April 16, 2018** – innoVactiv is pleased to announce that Blake Jorgensen has joined innoVactiv as Director of Sales – North America effective immediately. Blake will be based in the Salt Lake City area.

Prior to joining innoVactiv, Blake has developed extensive experience in the dietary supplements and cosmetic industries, having spent 10 years within various companies such as United 1 International Laboratories, Bifodan, Capstone Nutrition and Nutraceutical Corp.

“We are delighted to welcome Blake to innoVactiv. Blake has a proven track record demonstrating his capacity to effectively manage sales and customer relationships as well as in-depth knowledge of the U.S. dietary supplement industry. He will represent a great asset as we grow our customers base in the U.S. with our specialty ingredients portfolio”, said Bernard Couture, Vice-President Sales & Marketing of innoVactiv.

**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. For more information on innoVactiv, please visit [www.innovactiv.com](http://www.innovactiv.com).

**Source:**

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