



2018 SOHO EXPO SPEAKERS

Thursday OPEN Forum: Retailer Roundtable



Janet Poveromo, Moderator



Jay Jacobowitz, Panelist
TJ Miller, Panelist

DESCRIPTION:

Food For Thought: A Moderator will lead attendees through discussions on best business practices. Sample employee manuals will be discussed, profit margins, turnovers, advertising ideas and much more.

Bring your thoughts and ideas.

Fuel for the Body: Food will be provided so attendees can continue enjoying the evening presentations.

ABOUT OUR MODERATOR: Janet Poveromo is the editor-in-chief of Vitamin Retailer and Nutrition Industry Executive magazines. She has been covering the natural products industry for more than 11 years. Prior to that, she was a writer for The Star-Ledger, New Jersey's largest newspaper. She is a graduate of Rutgers University, the State University of New Jersey.

ABOUT OUR PANELISTS:

Jay Jacobowitz is president of Retail Insights[®], natural products industry consultant, and creator of Natural Insights for Well Being[®], a consumer marketing service exclusively for independent natural products retailers. With 39 years of industry experience, Jay has helped develop over 1,000 successful natural products retail stores in the U.S. and abroad. Jay is a popular educator, speaker, and columnist for *Whole Foods Magazine* and serves the Natural Products Association in several capacities.

TJ Miller helps Natural Products companies find the story in their brand, then design it into their products and services so they can matter more to the people they want to reach. TJ is uniquely qualified to design for the Natural Products industry. Formally trained in architecture, he has been an independent retailer, a leading store design consultant, and since founding Graphic Jam in 1996, has helped create or redesign dozens of brands for industry manufacturers, retailers, service companies and organizations. His 30 years of experience combine his deep understanding of what makes products sell with creative talents rewarded by over two dozen local, regional & national awards.

Thursday Night Vendor Program

Time: Thursday 7:30pm

Room: Daytona 2

Track: Wellness



James (Jim) W. Daily III, MS, Ph.D, FTOS

Presented by Daily Manufacturing

Understanding the Microbiome



DESCRIPTION:

Maintaining gut bacteria requires a combined effort that may include the use of the following types of nutrients.

Probiotics: Live beneficial bacteria obtained from fermented foods or supplements

Prebiotics: Mostly plant based substances that encourage the growth of beneficial bacteria

Synbiotics: Combinations of Pre- and Pro-biotics

Post-biotics: Metabolites of beneficial dead bacteria, usually obtained from fermented foods that have been cooked (such as miso soup) that exert health benefits.

How to utilize diet and the above types of foods and supplements will be discussed in detail.

ABOUT OUR SPEAKER: Dr. Daily was born in Chattanooga, TN USA on July 10, 1948. He earned his BA degree from Southern Adventist University and MS in Nutrition and a Ph.D. in Nutritional Biochemistry from the University of Tennessee with a minor in Immunology. Currently Dr. Jim Daily is the president of Daily Manufacturing, Inc. in Rockwell, NC, a manufacturer of dietary supplements. Has been Associate Editor of the Journal of Medicinal Food for 11 years and served on the editorial boards of the Journal of Ethnic Foods, and the Journal of the American College of Nutrition. Dr. Daily maintains an active research program and regularly publishes collaborative research with colleagues in South Korea. Dr. Daily is a member of numerous scientific organizations including: The Obesity Society (Fellow), American Society for Nutrition, Korean Society of Food Science and Nutrition, American Chemical Society, American Physiological Society, and American College of Nutrition. Dr. Daily has published more than 40 scientific articles in books and peer reviewed journals and served as an expert reviewer for numerous scientific journals.

Thursday Night Vendor Program

Time: Thursday 7:30pm

Room: Captiva 2

Track: Wellness



Ellen Kamhi, PhD, RN, AHG, AHN-BC

Presented by The Natural Nurse

**Circadian Rhythm & The Forces of Darkness & Light
Hypothalamus, Adrenal, Pituitary (HPA axis), Pineal, and the Sleep Cycle**



DESCRIPTION: The HPA Axis (hypothalamus, pituitary, adrenal) and the pineal gland, are intimately connected through feedback mechanisms that are influenced by Circadian Rhythms, triggered by the natural cycles of darkness and light. Imbalances caused by stress, inflammation and our over lit modern world, can disrupt this balance, leading to metabolic and sleep disturbances that cascade into health challenges. We will discuss specific botanicals and natural gut and brain support remedies that lead to enhanced comfort and a healthy sleep cycle, which is important for mood, energy, stamina and cognition, and can help offset the negative effects of stress.

ABOUT OUR SPEAKER: Ellen Kamhi, PhD, RN, AHG, AHN-BC is a leader in the nutraceutical industry, recognized as a consultant specializing in regulatory issues, formulation and education. She is a professional member of the American Herbalist Guild (AHG (RH)) and is a mentor supporting herbalists to become AHG registered. Dr. Kamhi is a nationally board certified holistic nurse (AHN-BC), medical school instructor, and author of many books. She offers CE approved Certification Programs, and www.EcotoursForCures.com to experience shamanic healing traditions in indigenous areas of the world. Ellen is a wildcrafting intuitive herbalist and is adept at radionics and dowsing. She is on the Peer Review Editorial Board of several journals/organizations including: *Alternative Therapies in Health and Medicine*, *Natural Medicine Journal*, *Natural Standard Database*. Dr. Kamhi educates professionals and consumers about how to care for themselves Naturally! Her passions include sharing decades of in depth herbal and nutritional knowledge with individuals that will carry natural healing arts forward into the next millennium. www.naturalnurse.com , www.facebook.com/NaturalNurse 800-829-0918

Thursday Night Vendor Program

Time: Thursday 7:30pm

Room: Daytona 1

Track: Business



Karen Howard

Presented by Organic & Natural Association

Congress as your Customer



DESCRIPTION: Independent retailers are the front line of every effort to transform our healthcare system into one that rewards health instead of disease. Consumers, committed to improving the health of family and home, quickly turn to the neighborhood experts in nutrition and supplementation...you.

Congress and its staff also seek healthy solutions

ABOUT OUR SPEAKER: Visionary and results-focused leader, with proven ability to build organizational capacity and strategically position nonprofit and for-profit entities for success. Able to develop and implement multifaceted strategic plans to optimally attain organizational goals and objectives. Possess strong personnel management skills; able to foster an inclusive environment and inspire staff achievement. Expertise in fiscal management, marketing and fundraising. Extensive knowledge of federal and state regulatory and legislative matters. Experienced in building coalitions with a broad base of external relationships. Highly skilled at program and business development. Strong public relations expertise with outreach in multi-media. Excellent speaking and writing skills. Thirty+ years of health care policy experience.

Engaged as the Chief Executive Officer, Organic & Natural Health Association, responsible for the launch of an incorporated national 501c6 trade association, representing corporations and consumers committed to creating a sustainable future by advancing and growing the organic and natural marketplace. Advocate for transparency and transformation of our food, farming and manufacturing systems to increase access to quality, climate-friendly, and sustainable food, dietary supplements, and personal care. Provide ongoing support to the Board of Directors for establishment of governance policies. Conduct outreach to key stakeholders in the policy, consumer, corporate and industry arenas to advance O&N's mission and vision. Manage all aspects of marketing, branding, membership development and program creation. Responsible for management of association finances, events, advocacy efforts and public relations activity.

Friday Breakfast & Education

Time: Friday 8:00am
Room: Sun Ballroom A
Track: Wellness



Carl Germano, CNS, CDN

Presented by Bluebonnet Nutrition Corp.

Beauty is More than Skin Deep: The Nutritional Secrets to Aging Gracefully



DESCRIPTION: The health and the integrity of our hair, skin and nails is intrinsically tied to our diet and lifestyle and are under constant attack from environmental and internal metabolic toxins and oxidative stress, as well as the inevitable aging process. While hair and nails on the exterior of our body are basically lifeless or dead, the inside of the scalp, nail bed and the inner layers of the skin are very much alive.

ABOUT: Carl Germano, CNS, CDN, Board Certified Clinical Nutritionist with a master's degree in clinical nutrition from New York University, has over 30 years' experience in product development for several of the largest dietary supplement companies in the U.S., including Country Life Vitamins, Solgar Vitamin & Herb Company, and Bluebonnet Nutrition. For the past three decades, he has been instrumental in bringing innovative nutritional ingredients and finished products - including dietary supplements, medical foods, and functional beverages - to a variety of markets. Today, he continues to lead the industry in research and product development as it relates to next generation, clinically relevant nutraceutical ingredients. He is a highly sought after lecturer and radio guest, as well as prolific author of several best-selling trade books, including [The Misled Athlete](#), [Nature's Pain Killers](#), [The Osteoporosis Solution](#), and [The Brain Wellness Plan](#).

Friday Official Education

Time: Friday 10:10am

Room: Daytona 1, 2

Track: Wellness



Mary Van, D. Pharm, RPh

Presented by Green Roads

Cannabis: A Clinician's Guide



DESCRIPTION: Cannabis is an often-misunderstood medicinal plant to both clinicians and the public alike. This presentation will provide history and sound scientific data to describe the therapeutic qualities of Cannabis. Pharmacokinetic and pharmacodynamic considerations will be detailed. Practitioners and patients will gain insight and a practical understanding of how to select specific cultivars, appropriate routes of administration, possible drug interactions, side effects, monitoring and dosing parameters.

ABOUT OUR SPEAKER: Dr. Van holds her doctorate in Pharmacy and is board certified in nutrition. She has a diverse professional background. In the last 3 years, Dr. Van entered private practice to focus on precision healthcare with a subspecialty in intravenous nutrition. Her dual specialty makes her uniquely qualified to tailor therapies to match history, genetics, lifestyle and goals. Dr. Van is a frequent lecturer at Nova Southeastern University, Gilda's Club and the Broward Pharmacy association.

Friday Official Education

Time: Friday 10:10am
Room: Sun Ballroom A
Track: Miami 1



Rudy Dragone. RPh

Presented by Sigform

Understanding Progesterone & Other Bio-Identical Hormones How they affect your Health and Wellbeing



DESCRIPTION: Bio-identical hormones are more appealing to the masses when dealing with menopause or andropause because they are derived naturally, and our bodies can metabolize them properly. Come and find out more about Progesterone and Other Bio-identical Hormones , how the body accepts them and how they get your results naturally.

ABOUT OUR SPEAKER: Born in Montevideo, Uruguay and raised in Bronx, New York, Rudy Dragone was fascinated with the pharmacist profession as a young boy and landed a job in a pharmacy by the time he was a mere nine-years-old. At the age of 17, Rudy enrolled in The School of Pharmacy and by 21 was the youngest qualified Pharmacist in New York City. Rudy then quickly rose to become the owner of 10 pharmacies in New York. During that time Rudy also learned how bio-identical hormones help heal people and he became a passionate advocate for its role in healthcare. Later in his career, Rudy desired a more quiet life for himself and his family, so he sold his businesses and relocated with his family to Arizona.

Today Rudy owns and oversees Clark's Pharmacy, a compounding pharmacy located in Carefree, Arizona. Physicians from across the globe consult him for his expertise in bio-identical hormones due to his unique, long-standing experience with healthy living through hormonal balance. Rudy is a Professor at the Medical College of the Universidad Autonoma de Nuevo Leon, he provides continued education for doctors, and is one of the country's preeminent experts and public speakers regarding bio-identical hormones.

Friday Official Education

Time: Friday 10:10am

Room: Miami 2

Track: Business



Christine Kapperman

Presented by New Hope Network

How to Bring Trends to Life—The Right Topics At the Right Time



DESCRIPTION: Trends come and go, faster than ever, which is why it's important to understand the lifecycle of a trend and how to capitalize on the buzz in a smart and responsible way at key moments. Learn about current marketplace trends in ingredients, supplements, foods, formats and what's happening in retail and our wider world. Get practical examples of how you can use data and content to your advantage and understand market trends that support your business and inspire consistent touchpoints for your shoppers. Through a workshop activity, session attendees will walk away with a yearlong plan of trends and key topics, as well as an overview of tools that can assist you in marketing them, including the Delicious Living Digital Content Library and more.

ABOUT OUR SPEAKER: Christine Kapperman, editor-in-chief of Natural Foods Merchandiser, Senior Content Director at New Hope Network. As the senior content director at New Hope Network, Christine Kapperman combines her 20-year journalism background with her passion for business to cover the natural products industry for newhope.com, worldteanews.com and Natural Foods Merchandiser magazine. She loves tracking (and tasting) trends as she shares what's next to show up on the shelf and just how those shelves might look as retail changes.

Friday Official Education

Time: Friday 10:10am

Room: Miami 3

Track: Food



Stephanie Seneff, PhD

Presented by EuroPharma

Is glyphosate the "Safe" herbicide that's making us all sick?



DESCRIPTION: Glyphosate is the most used herbicide on the planet, and it is pervasive in the food supply. Glyphosate is poorly monitored because it is considered safe for human consumption. In this talk, I will provide compelling evidence that, contrary to being 'safe', glyphosate is the most significant toxic chemical in our environment today, and is the main cause of the rising rates of a large number of devastating autoimmune and neurological diseases in America.

ABOUT OUR SPEAKER: Dr. Seneff is a Senior Research Scientist at MIT in Cambridge, Massachusetts, USA. She has a BS degree from MIT in biology and a PhD from MIT in electrical engineering and computer science. Her recent interests have focused on the role of toxic chemicals and micronutrient deficiencies in disease, with a special emphasis on the pervasive herbicide, Roundup, and the mineral, sulfur. She has authored over 30 journal papers over the past few years on these topics.

Friday Lunch & Education

Time: Friday 12:00pm
Room: Sun Ballroom A
Track: Wellness



Carl Germano, CNS, CDN

Presented by EuroPharma

What you Need to Know About Hemp and the Endocannabinoid System



DESCRIPTION: The Endocannabinoid System (ECS) is a network of receptors and signaling molecules found throughout the entire body. This critical physiological system can easily be influenced by the phytocannabinoids naturally found in certain foods—especially industrial hemp. While the focus has been on CBD (cannabidiol), it is only one of nearly a hundred important hemp-based cannabinoids essential to maintaining a healthy ECS. Be prepared to open your minds to the compelling and evolving story about phytocannabinoids.

ABOUT OUR SPEAKER: A board certified clinical nutritionist with over 30 years' experience in health and nutritional formulations. In addition to being a sought after lecturer, he has authored several bestselling books including *Natures Pain Killers*, *The Brain Wellness Plan*," and *Road To Ananda: Simple Guide To The Endocannabinoid System*. He is currently involved with the next generation of phytocannabinoid science, and has spearheaded the Phytocannabinoid Initiative for a medical company where he served as Chief Science Officer for 14 years.

Friday Official Education

Time: Friday 2:10pm

Room: Daytona 1,2

Track: Food



Jaclyn Bowen, MPH, MS

Presented by Clean Label Project

Food Safety, the Next Frontier: Food Toxicity



DESCRIPTION: Industrial and environmental contaminants in food and consumer packaged goods has been a hot topic of late. The media attention and force behind Clean Label Project has served as a catalyst to increase consumer awareness on the long term adverse health effects associated with chronic exposure to industrial and environmental contaminants. What's behind these studies? Is there reason to be concerned or are these studies just for media headlines? Decide for yourself.

ABOUT OUR SPEAKER: Jaclyn Bowen, MPH, MS, Executive Director of Clean Label Project; As the ED of Clean Label Project, a non-profit focused on changing the definition of food and consumer product safety in America through data, science, and transparency, Jaclyn has lead three extensive studies on industrial and environmental contaminants in infant formula/baby food, pet food and protein powder.

Before Clean Label Project, Jaclyn held technical, standards development and leadership roles within organizations like the World Health Organization - NSF International and Quality Assurance International (QAI, Inc.).

Friday Official Education

Time: Friday 2:10pm
Room: Miami 1
Track: Business



Kari Warberg Block

Presented by EarthKind



“How Retailers Can Profit (+ Improve Customer Loyalty) Using an Omni-channel Approach”

DESCRIPTION: Only 12% of pest control products are sold online, and 90% of those sold in stores are toxic. Come listen to how EarthKind built the #1 botanical rodent farm brand by partnering with local farm supply stores to reach 2 million farmers nationwide. Today, there are over 100+ million homes with kids and pets who also desire natural options in pest control.

You’ll be inspired by Kari’s story, plus get 5 key takeaways that will enable you to profit (and build customer loyalty) in a way Amazon or a Big Box Retailer, never could! Kari was featured as a keynote speaker at the 2018 EXPO West Show, and her “Clicks to Bricks” approach has been featured in the best-selling books, “Web Marketing for Dummies” and “Delivering Delight.”

ABOUT OUR SPEAKER: As the Founder & CEO of EarthKind, LLC, Kari Warberg Block was the first to develop, manufacture, and commercialize DIY non-toxic rodent and insect repellents for home use. Her mission was to build a purpose-led company to create change through business. As EarthKind® continues to grow, Kari has set her sights on empowering other entrepreneurs to follow their dreams and profit using an Omni-Channel approach while encouraging corporate America to become more environmentally responsible.

Friday Official Education

Time: Friday 2:10pm
Room: Miami 2
Track: Wellness



Jerry Angelini, MS, LRC, LMT

Presented by Host Defense

Mushroom Mycelium, Immunity & More!



DESCRIPTION: Host Defense Education Director, Jerry Angelini MS will discuss the newest research on mushroom mycelium, cultured substrate and their complex impact on the immune response. He will also discuss how mushrooms support other systems in the body, covering Reishi, Chaga, Lion's Mane and Cordyceps. This is a great opportunity to review the research and discuss mushrooms for daily use to help the body maintain balance in our stressful world.

ABOUT OUR SPEAKER: Jerry Angelini, MS, LRC, LMT is the Education Director for Host Defense Mushrooms and has been in the Natural Products Industry for over 15 years. His educational opportunities focus on the benefits that various mushrooms and herbs can have on our immune functioning as well as our overall health and wellness. Jerry has taught classes and given informational lectures for over twenty years and is a delightful and engaging speaker, whose warm and generous demeanor captures any level of learner's attention and respect.

Friday Official Education

Time: Friday 2:10pm
Room: Miami 3
Track: Wellness



Neil E. Levin, CCN, DANLA

Presented by NOW Foods

Vitamin D: Beyond Bone Health



DESCRIPTION: The European Food Safety Agency recognizes the relationship between vitamin D and bone, muscle, reproductive, immune and cellular health; plus inflammatory response.

- Why is most Vitamin D research controversial?
- What evidence supports supplemental Vitamin D helping with issues beyond bone health?
- Why are the officially recommended levels insufficient?
- Can higher levels of oral Vitamin D be used to safely support health?
- What are the challenges in measuring Vitamin D, defining deficiencies, and recommending optimal levels?

ABOUT OUR SPEAKER: Neil E. Levin, CCN, DANLA is the Senior Nutrition Education Manager and a product formulator for NOW®. A longtime retailer, Neil is a board-certified clinical nutritionist, an officer and past President of the American Nutrition Association, also an officer of the Mid-American Health Organization (MAHO) and the Clinical Nutrition Certification Board. He works on committees of the American Herbal Products Association and Council for Responsible Nutrition, and was a Technical Advisor to The Non-GMO Project.

Friday Dinner & Education

Time: Friday 5:15pm
Room: Sun Ballroom A
Track: Wellness



Gaetano A. Morello, BSc, ND

Sponsored by Natural Factors

SIBO: The Widespread Condition in Need of Immediate Attention



DESCRIPTION: In this groundbreaking presentation, we'll take a deep dive into the microbiome to understand the significant and extensive impact SIBO (small intestinal bacterial overgrowth) can have on overall health. SIBO is a trending discussion in the medical world and in this lecture; Dr. Gaetano Morello will share his experiences as well as the methodologies and complexities involved in treating it.

Learning objectives:

- Understand what SIBO is and its health implications
- The complexities in SIBO's development
- Supportive diets, including elemental and low-FODMAP
- Research-backed supplements and lifestyle changes

ABOUT OUT SPEAKER: Gaetano A. Morello, BSc, ND, is regarded as a leading authority on natural medicine. A graduate of the prestigious Bastyr University, and a board-certified naturopathic physician, he is the author of *Cleanse: Ultimate Inside-Out Approach, Whole Body Cleansing*, and a contributing author to *Textbook of Natural Medicine*, the most definitive text on natural medicine in the world. Dr. Morello is a clinician at the celebrated Complex Chronic Diseases Program at BC Women's Hospital in Vancouver, treating Chronic Fatigue Syndrome, Fibromyalgia ME, and Lyme disease. He is the first naturopathic physician to hold such a position at a major North American hospital.

Friday Night Vendor Program

Time: Friday 7:30pmm

Room: Miami 3

Track: Wellness



Helena Cowley, MS, MBA

Sponsored by Nephure

Understanding Oxalate and Kidney Health



DESCRIPTION: First-to-market enzyme. Nephure™ is leading the low-oxalate movement. As the only available oxalate-reducing enzyme for food, Nephure pioneers oxalate-reduction for enhanced nutrition and kidney health. Oxalate is a natural anti-nutrient, present in a vast selection of foods and beverages. Now, more than ever, increasingly sophisticated consumers are discovering how oxalate plays a significant role in their nutrition and kidney health. Learn more about oxalate and how Nephure is allowing more freedom in food choices.

ABOUT OUR SPEAKER: Helena Cowley, Entring's Chief Executive Officer and Co-founder, brings more than a decade of experience in engineering, bioengineering and business management to the development of enzyme-based products. She spearheaded the release of Entring's premier offering, Nephure, after a decade of research and development efforts to create a transformative product that offers more flexibility to people with oxalate-related nutritional limitations. She has earned a master's degree in bioengineering and holds a master's degree in business administration.

Friday Night Vendor Program

Time: Friday 8:30pm
Room: Sanibel 1, 2, 3
Track: Wellness



Maggie Frank, Josh Hendrix

Sponsored by CV Sciences

The Hemp CBD Crusaders: Changing the World through Positive Disruption

DESCRIPTION: We all know that building trusted brands does not happen overnight. CV Sciences has spent the last 4 years nurturing natural products retailers and industry professionals about the promise of hemp-based phytocannabinoids, particularly CBD, and setting the quality standard for other supplement brands entering this burgeoning category.

Meet the pioneers of the hemp CBD category, who helped launch the top-selling natural products brand, PlusCBD Oil, before the hemp CBD rush was trendy. Learn from the leaders who work diligently each day to change negative stereotypes and are focused solely on educating retailers about the benefits of hemp CBD through smart merchandising and clear communication. From dispelling misconceptions to understanding the latest science, attendees will come away with a better grasp of the entire hemp CBD landscape as it stands today and where we see the future of the category going.

ABOUT OUR SPEAKERS:

Maggie Frank: With over 10 years in the Natural Products Industry, Maggie Frank has cultivated her passion for education through her extensive experience as an educator and health and wellness advocate. Ms. Frank first found her passion for nutrition while living on a sailboat in Mexico. Having to catch fish and trade for fresh fruits and vegetables, Ms. Frank came to the realization that whole, fresh foods make for a healthy, happy and more balanced lifestyle. Inspired and determined, she then set off to share this experience with others and educate the public about nutrition.

Ms. Frank started in the industry with a part-time job at Henry's Marketplace (now known as Sprouts) in Carlsbad, CA and worked her way up to Natural Living Manager. She then graduated to National Educator for the esteemed greens company, Vibrant Health. She currently serves as the National Educator for CV Sciences, and believes hemp and phytocannabinoids hold tremendous promise for human health.

Josh Hendrix: Born and raised in the Bluegrass State and a University of Kentucky alumnus, Mr. Hendrix relocated back to Central Kentucky in 2014 on a mission to help rebuild the US hemp industry. Seeing a need to bring farmers, processors, manufacturers and supporters of the industry together, Mr. Hendrix founded the Kentucky Hemp Industries Association that summer and has served as President and on the board of directors for the group. He also became an active member of the US Hemp Roundtable where he now serves as Treasurer on the Board of Directors. In 2015 he created and became President of Hendrix Hemp, a licensed hemp producer that managed hemp cultivation on his family's, Mayflower Farm, in Mount Sterling, KY for 3 years. In early 2017 Mr. Hendrix was appointed to the Board of Directors for the National Hemp Association and also accepted a role on the Board of Directors for Friends of Hemp. He is also the host of the Hemp Happy Hour, a live radio show and podcast about the emerging hemp industry. Currently Mr. Hendrix serves as the Director of Business Development – Domestic Production for CV Sciences, Inc. where he works with numerous universities, farmers, businesses, and organizations to help facilitate the infrastructure necessary to establish a modern domestic supply chain for hemp in the United States.

Friday Night Vendor Program

Time: Friday 7:30pm

Room: Miami 2

Track: Wellness



Kiran Krishnan

Sponsored by Just Thrive



Healing Leaky Gut: A Human Clinical Trial and Advancing the Paradigm Shift in Probiotics

DESCRIPTION: The talk will discuss details of a new understanding of the human microbiome and how it reveals a paradigm shift in probiotic therapy. A first of its kind double blinded human clinical trial on leak gut which was recently published in the World Journal of Gastrointestinal Pathophysiology is showing that certain probiotic strains are healing leaky gut within 30 days, further advancing this paradigm shift and validating the new understanding of probiotic therapy.

ABOUT OUR SPEAKER: Kiran Krishnan, Research Microbiologist, whose focus is the human microbiome and wellness. As an expert on gut commensal spore bacteria, Kiran is a frequent lecturer, largely to national and international medical audiences, but also as an expert guest in the media. Over the last seventeen years Kiran has conducted dozens of human clinical trials. In addition to his recently published, ground-breaking leaky gut study, Kiran is currently involved in nine other ongoing human clinical trials.

Friday Night Vendor Program

Time: Friday 7:30pm
Room: Miami 1
Track: Wellness



Scott Hendren

Sponsored by Irwin Naturals

We Know Liquids - Soft-Gels, Ampules & Energy Shots!



DESCRIPTION: Irwin Naturals has always been passionate about our Liquid Soft-Gel delivery system, and we're expanding that into a line of Irwin Naturals Energy Stream Energy Shots, as well as a new line of Liquid Ampule products. Come find out the latest in these exciting new delivery systems, and the science behind some of the main ingredients we're using in all of our products. We'll be discussing collagen, bone broth and L-citrulline just to name a few. We will have samples to try, and we're confident you'll agree that they're Surprisingly Delicious!

ABOUT OUR SPEAKER: Scott Hendren is the Vice President of the Health Food Division of Irwin Naturals and Nature's Secret. He has been with the company for 14 years, and has been in the health food industry for over 17 years now. His role at the company includes training for retail stores, introducing new items, and is currently helping in the development of new products to assure Irwin comes to market with relevant products that meet the needs of customers. He has been on numerous radio shows talking about the benefits of a healthy lifestyle through supplementation. His knowledge and passion for health food and supplements comes from his own personal healing experience, as well as countless positive store and customer testimonials.

Friday Night Vendor Program

Time: Friday 7:30pm
Room: Daytona 1,2
Track: Wellness



Christophe Merville, D. Pharm.

Sponsored by Boiron

Homeopathic Medicines for Stress, Sleep and Fatigue Relief



DESCRIPTION: During the training, attendees will learn how to assist their customers in finding the most appropriate homeopathic medicines for stress- and sleep-related disorders and fatigue within the limits of self-medication. Attendees will learn how to use the various tools provided by Boiron. The training will also include many case-studies, quizzes and tests so participants will acquire practical knowledge of the subjects and increase engagement and memorization. Handouts will be provided as reference materials.

ABOUT OUR SPEAKER: Christophe Merville, D. Pharm joined Boiron, the world's leading manufacturer of homeopathic medicines, in 1990 after 4 years as a hospital pharmacist in France. Since 2005, Dr. Merville has served as Director of Education and Pharmacy Development at Boiron's headquarters in Newtown Square, Pa. In this role, Dr. Merville has created educational training programs (live and web-based) for pharmacists and retailers on homeopathy and Boiron's medicines. . Dr. Merville is the author of the Boiron Medicine Finder App, which has been downloaded more than 325,000 times.

Saturday Breakfast & Education

Time: Saturday 8:15am
Room: Sun Ballroom A
Track: Wellness



Dean Morris

Sponsored by Nature's Way

Microbiome: What is it and Why is it Important?



DESCRIPTION: The Human Microbiome Project has provided a vast quantity of insight into the interaction of the diverse group of microorganisms which live in and on the human body. We will explore the various microbiomes of the human body, the areas of health they influence, and strategies to promote healthy microbiome balance. After the presentation, you will have a better understanding of what the microbiome is and is not, its potent impacts on health, and specific researched options associated with individual health outcomes.

ABOUT OUR SPEAKER: Dean Morris is a fifth-generation professional herbalist. He is one of the first herbalists in the United States granted full practicing privileges at a major hospital. His formal training began in 1983 under associates of Bernard Jensen and continued in the premedical nutrition program of Brigham Young University. He earned the title of herbalist and master herbalist while instructing for the School of Natural Healing.

While practicing at the Columbia Miami Heart Institute, Dean was recruited by Nature's Way to direct new product development and technical services. During his tenure, Dean formulated many dietary supplements such as *Alive!*[®] and *SystemWell*; and directed studies of phytochemicals such as *Thisilyn*[®] and *Umcka*[®].

As an independent consultant, he continues to lecture throughout the world training health practitioners, retailers, and consumers in the safe and effective use of natural supplements.

Saturday Dinner & Education

Time: Saturday 5:30pm

Room: Sun Ballroom A

Track: Wellness



Michael T. Murray, ND

Sponsored by Enzymedica

New Innovations in Digestive Health



DESCRIPTION: Dr. Murray, the world's leading authority in natural medicine, is dedicated to providing you with the latest science based on truth and not hype. Hear the latest information that every retailer should know.

ABOUT OUR SPEAKER: Michael T. Murray, ND, is regarded as one of the world's leading authorities on natural medicine. Dr. Murray is a graduate, former faculty member of, and serves on the Board of Regents of Bastyr University, where he received his doctorate in naturopathic medicine in 1985. He is coauthor of *A Textbook of Natural Medicine* and the *Encyclopedia of Natural Medicine*. He has also written more than 30 other books, including *What the Drug Companies Won't Tell You and Your Doctor Doesn't Know*; and *The Encyclopedia of Healing Foods*. Dr. Murray and Joseph Pizzorno, ND, recently released the third edition of the best-selling *The Encyclopedia of Natural Medicine* (Atria, 2012).

Sunday Breakfast & Education

Time: Sunday 8:00am
Room: Sun Ballroom A
Track: Wellness



Jerilyn Swindle



Nicole Gitlin, HHP



Karla Schmidt, CN

Sponsored by Nordic Naturals

Essential Nutrients to Harmonize Health Throughout the Body

DESCRIPTION: Consumers are seeking natural solutions for their health now more than ever, but many still find the supplement aisles a confusing landscape. With a huge variety of options, how can we best assist them in their choices for a balanced approach that supports total body health?

Join us for an informative presentation and lively question and answer session from a panel of the Nordic Naturals Education Team. We'll explore how Omega-3 EPA & DHA works synergistically with Curcumin, CoQ10, Vitamin D3 and other essential nutrients while assessing the critical role these nutrients play in promoting our healthiest state. Our esteemed panel will include Nicole Gitlin, HHP, Jerilyn Swindle and Karla Schmidt, CN.

ABOUT OUR SPEAKERS:

Jerilyn Swindle has a passion for health education that has grown over many years in the natural health field. She first studied in the herbal apprentice program at North Carolina Herbal Studies, and went on to study body and energy work at the Natural Health Institute in Nashville, TN. She then broadened her skills in the ND program at Clayton College of Natural Health. Jerilyn's love of people served her well as Nutrition Manager at The Turnip Truck Natural Market in the historic neighborhood of East Nashville. As she focused more on education, Jerilyn recognized her real passion and started a successful business providing natural health education to staff and consumers at Whole Foods, EarthFare, Sprouts, and many wonderful independent stores throughout the Southeast. Drawing on 20 years of experience, Jerilyn continues to do what she loves as an Educator for Nordic Naturals.

Nicole Gitlin, HHP's wellness journey began as self-healing, turned into a passion for natural health, beauty, and wellness. She attended International School of Holistic Studies, where she learned different styles of energy work and became a licensed Massage Therapist. Afterward she attended Natural Healing Institute of Naturopathy, where she became a Certified Clinical Master Aromatherapist, Certified Clinical Master Herbalist, Certified Nutritionist Consultant and graduated as a Holistic Health Practitioner. Nicole continues her education by regularly attending conferences, expos and seminars. Nicole currently serves as an Educator for Nordic Naturals

Karla Schmidt, CN has had a lifelong passion for nutrition and wellness education. A Certified Nutritionist, she holds a bachelor's degree in Food and Nutrition. During her over 25 years in the field, she has worked as a researcher, writer, dietary supplement specialist, and private nutritional consultant. Karla is a gifted public speaker who regularly lectures to both professional and consumer audiences on the topics of health and wellness.