

SOHO Healthfest 2021

Speakers



HEALTHFEST

Showing Others
Healthy Options



Terry Lemerond

Luncheon Sponsored by Terry Naturally

The Top 10 Natural Medicines I Will Never Go Without

Friday, April 23, 2021, 11:00am-3:00pm – Mandalay Ballroom

Science has proven that there are truly powerful, highly effective natural medicines for a wide variety of health concerns, including arthritis, heart disease, cancer, dermatitis, sinusitis, diabetes, infectious diseases, pain, and inflammatory conditions. In this presentation, natural product expert Terry Lemerond will discuss clinically proven ingredients like boswellia, curcumin, grape seed extract, andrographis, hintonia, ashwagandha, and comfrey that provide superior benefits without the adverse effects of drugs. He will share the most recent research and best practices to help you meet your customer's most serious health needs.

Speaker Bio: Terry Lemerond is a natural health expert with over 45 years of experience. He has owned health food stores, founded dietary supplement companies, and formulated over 400 products. As a published author and radio program host, Terry is in demand as a guest speaker and media commentator on natural health. His continual dedication, energy, and zeal are part of his on-going mission — to improve the health of America.



Retail Roundtable/Open Forum
Sponsored by SENPA
Renee Southard, Moderator

Friday, April 23, 2021, 3:15pm-4:45pm – Mandalay Ballroom

Renee will lead attendees through discussions on best business practices. Discussion will include current advertising trends, current competition strategies, and much more. Bring your thoughts and ideas!



Michael Schwartz

Dinner Sponsored by Michael's

True Naturopathy: Supporting the Body's Ability to Heal Itself

Friday, April 23, 2021, 5:00pm-7:00pm – Mandalay Ballroom

Michael will discuss the symbolic significance of nutrients: He will build upon his book, *Health and Disease Symbology*, as well as his naturopathic experience and knowledge of the relationship between emotions, nutrition, and health. Michael will connect the physical, spiritual, and emotional showing how a holistic approach to each of these can connect us to better health and healthier lives.

Speaker Bios:

Michael Schwartz, NMD is an author, lecturer and holistic nutritional consultant. He was educated in the workings of the mind as it relates to the creation of one's own personal physical reality. With the understandings of the Universal Principles in hand, Dr. Schwartz changed the course of his life, which led to numerous benefits and experiences, including the founding of his company, MNP (Michael's® Naturopathic Programs).



Rudy Dragone

Sponsored by Sigform

Understanding Progesterone & Other Bio-Identical Hormones-How they affect your Health & Wellbeing
Friday, April 23, 2021, 7:15pm-8:15pm - Mandalay Ballroom

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.

Speaker Bio: 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.



Devin Alvarez

Breakfast Sponsored by Straight Hemp

Beyond CBD - Hemp's Secret Sauce

Saturday, April 24, 2021, 7:30am-9:30am – Mandalay Ballroom

Come learn about the secret sauce powering truly effective hemp products, and how to help consumers pick a product that will deliver results, leading to repeat customers, stronger bottomline and a healthier community. We will go beyond the concept of CBD, and discuss the true "magic" of hemp's medicinal chemistries; we learn about terpenes, the entourage effect, why it matters, and how to pick a great product(s), and some ways to explain it to store staff and consumers in a DSHEA compliant manner.

Speaker Bio: Devin is the founder and CEO of Straight Hemp, a leading hemp essential oils products brand known for delivering results to the user. Devin is passionate about delivering the highest quality and most effective products possible, having founded the company in response to the opiate epidemic which tore through his family leaving many dead, he takes this mission very seriously. Possessing a deep background in biotechnology, education, cannabis quality control and formulation, Devin is passionate about educating the marketplace. Devin is passionate about serving our communities with the best remedies nature has to offer and is determined to advance the cause of natural plant based healing. Devin holds an MS in Environmental Science and is a Veteran and Minority Business Owner.



Jason DuBois

Sponsored by Hybrid Remedies

Seasonal Allergies – It's More Than Just Histamine!

Saturday, April 24, 2021, 10:50am-11:50am - Mandalay Ballroom

Allergies are the 6th leading cause of common chronic illness that affects more than 50 million children and adults in the US today. Most traditional OTC medications only focus on the control of histamine to alleviate the common symptoms. The true cause of allergies come from our own immune response and the real remedies that can help are only found in the health food stores.

Join Dr. Jason DuBois, clinical pharmacist and Founder of Hybrid Remedies for an engaging educational lecture about seasonal allergies and how to help your customers breathe better faster without the use of medications. Learn the fundamentals of seasonal allergies and role of your immune system. This season empower your customer with natural options when it comes to seasonal allergies.

Participants at this lecture will learn:

- Signs and symptoms of Seasonal allergies
- Common allergen triggers
- Different types of allergies
- Key immune cells involved in the allergic response
- Learn how natural ingredients work within the body to fight the allergy response
- Natural remedies that help with histamine, leukotrienes and immune support
- Compare prescription medication, OTC and natural treatment options

Speaker Bio: Dr. DuBois is a registered clinical pharmacist, educator and Founder of Hybrid Remedies, a natural supplement research and development company. He is a graduate of the University of Florida with a Doctorate degree in Pharmacy. Prior to starting Hybrid Remedies, Dr. DuBois was the lead clinical pharmacist a world-renowned health care institution in NE Florida which specialized in immunology and solid organ transplantation. During his tenure, Dr. DuBois has designed numerous clinical trials and immune protocols and has been a contributing author on several published articles. With over 18 years of pharmacy experience, Dr. DuBois uses his clinical expertise and knowledge of Eastern and Western medicine to help patients safely integrate natural supplements, prescription, and over the counter medications together.



Robert Scott Bell, D.A. Hom

Luncheon Sponsored by Sovereign Silver

**Immune System Reset and Gut Recovery
with Bio-Active Silver Hydrosol**

Saturday, April 24, 2021, 12:00pm-2:00pm – Mandalay Ballroom

When it comes to the health and restoration of the gut microbiome, balance is key. The medical literature reveals that the immune system depends on the health of the gut microbiome. It even determines our mood and stress response, hormonal balance, our ability to focus, and determines our overall health. Recent research also demonstrates that a gut-protecting alternative to antibiotics is the use of bioactive forms of silver. Dr. Robert Scott Bell will discuss the safe, ultra-pure and most effective form of bioactive silver and how to use it in combination with other supplements to ensure good gut health, as well as discuss the many uses of Bio-Active Silver Hydrosol for immune support.

Speaker Bio: Robert Scott Bell is a homeopathic practitioner for over 25 years, an author and an expert in silver therapeutics. He served on the board of the American Association of Homeopathic Pharmacists (AAHP 1999-2001) and currently serves on the board at Trinity School of Natural Health. As a keynote speaker, lecturer and educator, he shares his expertise and practical experience with a broad range of audiences from Health Care and Wellness Professional forums, to Natural Industry trade and consumer shows, addressing those who are seeking the depth of his knowledge, education and key insights from his years of holistic practice, supporting effective natural health and healing choices. He hosts the popular Robert Scott Bell Radio Show where he discusses everyday health issues from the perspective of alternative and holistic health care. He travels and lectures to bring the power to heal back where it belongs, with each and every one of you!



Dan Chapman

Sponsored by Redd Remedies

Breaking the Cycle of Stress, Anxiety & Depression

Saturday, April 24, 2021, 2:15pm-3:15pm - Mandalay Ballroom

From the rapid pace in which we live to concerns about health, family, responsibilities, money or employment... the onslaught of stress and the damaging effects it has on our bodies is real. But there is hope! Redd Remedies has teamed up with Dr. Gregory Jantz, Founder of The Center A Place of Hope, to develop a special suite of natural products. With a down to earth and witty style, Dan Chapman will share Redd Remedies' unique formulas designed to address these concerns from a whole-body perspective.

Speaker Bio: Dan speaks from a lifetime of learning, research and experience in the health food and dietary supplement industry. As the Owner and CEO of two successful companies, he has helped thousands of people bring their health back into balance and achieve levels of wellness they never thought possible. With a down to earth and witty approach, Dan delivers relevant scientific information in a way that is easy to understand and apply.



Tom Sokoloff

Sponsored by IP-6 International

The Dynamic Duo of IP6 & Inositol

Saturday, April 24, 2021, 3:30pm-4:30pm - Mandalay Ballroom

One of the most exciting and important natural products to ever be introduced as a dietary supplement is the combination of IP6 & Inositol. This combination of naturally occurring compounds produced from rice bran has shown impressive results in both laboratory and human research. During this presentation we walk through the history of IP6 and Inositol research, mechanisms of action and human clinical studies. By the time we conclude you will be equipped to 'shout from the roof tops' all the amazing benefits of these fascinating molecules!

Speaker Bio: Tom Sokoloff has been a veteran of the natural products industry for almost 30 years. Having had the privilege of working in the retail, distribution, manufacturing and research providing him a vast amount of experience in the industry. Tom is the former owner of Paradise Health & Nutrition a three-store chain in Florida founded in 1994. During his years as a retailer Tom served on the board of directors for the NNFA/ NPA National and Southeast region including serving as President of NNFA-Southeast.



Ryan Sensenbrenner

Dinner Sponsored by Enzymedica

Marketing Toolkit for Independent Retailers

Saturday, April 24, 2021, 5:30pm-7:30pm – Mandalay Ballroom

Are you looking to grow your sales? Increase store traffic? Boost basket size? For independent retailers, the answer to these common questions is often yes, yes, and YES! Discover how to create a simple, actionable marketing plan for your store. From social media, to your website, to old school merchandising, you'll have a framework to bring home and develop with your staff. This lecture is tailored for all marketing skill levels, from beginner to advanced.

Speaker Bio: Ryan Sensenbrenner oversees the marketing department at Enzymedica. With nearly a decade of experience in the natural products industry, he is responsible for leading global marketing strategy, including product development, promotions, advertising, social media, digital marketing and creative development. His greatest passion is supporting independent retailers and he has been a featured speaker throughout the country on marketing small businesses in a growing digital world.

In addition to his work at Enzymedica, he serves as treasurer and executive board member of SENPA, a leading association of natural products retailers and manufacturers.



Carl Germano, CNS, CDN

Breakfast Sponsored by Bluebonnet

Getting Intimate with Supplements – How Nutrition Is Redefining Sexual Health & Fertility

Sunday, April 25, 2021, 7:30am-9:30am – Mandalay Ballroom

One in ten couples suffer from infertility issues. Even though nutrition plays a critical role in reproductive and sexual health, it is often overlooked. Issues surrounding sex for recreation are just as prevalent as those for procreation with up to a third of women and men losing their libido; only to worsen with age. This presentation will focus on the latest research regarding key nutrients for *naturally* stimulating physiological and psychological processes related to sexual drive and performance, as well as improving fertility outcomes.

Speaker Bio: 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. 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. He continues to lead the industry in research and product development as it relates to next generation clinically relevant nutraceutical ingredients.