

# SOHO Expo 2025

## Speaker Lineup



# EXPO

Showing Others  
Healthy Options





# true grace®

## Getting Back to the Roots of our Industry

Breakfast Sponsored by True Grace

*Brian Hall*

Friday, September 5, 2025 – 8:00am-10:00am – Sun Ballroom A

Join Brian Hall for an inspiring and thought-provoking seminar that brings us back to the heart of why many of us entered the natural products industry in the first place. In a time of rapid growth and change, this session is a chance to reconnect with the core values that built this movement—healing, purpose, integrity, and love for people and planet. We'll explore the origin stories that shaped our paths, reflect on what matters most, and discuss the formulas behind one of the fastest growing brands in the Natural Foods Industry.



**Speaker Bio:** Brian Hall currently serves as CEO of supplement company True Grace—a brand dedicated to producing nutrient-dense supplements that aim to improve the health of body and planet for generations to come. Brian has a proven track record of success in the natural food channel and brings his invaluable expertise to the True Grace team.

Brian's dedication to assisting others in their health journey began during his days in the U.S. Army Reserve, where he studied nutrition and realized how foods can heal and empower those to take control of their health. Diving deeper into the nutrition industry, he started to also explore the dietary supplement space, where he saw firsthand that even with proper nutrition, there can still be nutrient gaps that need to be filled. This explorative journey is what led him to envision a supplement company that produces products with intention and transparency. Working with his wife, Kristie Hall (Founder and CMO of True Grace), the True Grace brand was born.



Before True Grace, Brian spent almost three years as Director of Sales and Business Development at Standard Process Inc., a family-owned and operated nutritional supplement company with an unwavering focus on quality. The bulk of Brian's dietary supplement industry experience, however, came from New Chapter, Inc. where he spent a little over 17 years and worked his way up through the company holding positions including Account Executive, National Sales Manager, and, finally, Senior Vice President of Sales, North America Food Channel. In this role, Brian mentored and coached many individuals that are strategic leaders in the natural food industry today.





## Actionable Marketing for Independent Retailers

*Ryan Sensenbrenner*

Friday, September 5, 2025 – 10:10am-10:55am – Miami 1, 2

This lecture offers a deep dive into practical, high-impact tactics that retailers can implement immediately to drive growth. Drawing from his extensive experience in the natural products industry, Ryan will share insights on optimizing digital presence, creating customer loyalty programs, leveraging social media to engage local audiences, and using data-driven techniques to maximize in-store traffic and sales. Attendees will leave with a toolkit of actionable strategies designed to enhance their competitive edge in today's dynamic retail environment.



**Speaker Bio:** Ryan Sensenbrenner leads marketing at Enzymedica, Inc. With extensive expertise in various marketing fields, including retail and e-commerce, he places a special emphasis on branding and customer centricity. Sensenbrenner has collaborated with retailers nationwide, enhancing their marketing strategies to boost revenue and brand recognition in their communities. He served a 10-year tenure on SENPA's Board of Directors, holds a Bachelor's degree in journalism from Grand Valley State University, and is an Executive Scholar and Certified Chief Marketing Officer from Northwestern University's Kellogg School of Business.





## Hot Take on Perimenopause & Menopause

*Dr. Crystal Gossard*

Friday, September 5, 2025 – 10:10am-10:55am – Daytona 1, 2

This presentation delves into the role herbal nutrition can play in supporting women during perimenopause and menopause. You will be equipped with the knowledge and tools to effectively guide your customers and staff through this stage of life.

### What You'll Learn:

- **Physiological Changes & Nutritional Needs:** Explore the hormonal shifts during perimenopause and menopause, and how they impact nutrient requirements.
- **Understanding & Managing Common Symptoms:** Discover strategies to address hot flashes, sleep disturbances, weight management concerns, and more.
- **Integrative & Complementary Approaches:** Discuss the evidence behind dietary supplements, botanicals, and functional foods for symptom management.



**Speaker Bio:** Dr. Crystal M. Gossard is a board-certified nutrition specialist, licensed nutritionist, researcher, educator, lecturer, spokesperson and author. Dr. Gossard holds Master's and Doctoral degrees in Nutrition and has lectured extensively on various health topics. Dr. Gossard is a member of the American Nutrition Association and American Society of Nutrition. She is on the Board of Directors for the Board for Certification of Nutrition Specialists<sup>SM</sup> and serves as a mentor for emerging nutrition professionals. Dr. Gossard is the Manager of Education at Life Extension®, and in this role, she educates

health care professionals and the community on the latest scientific and medical advances in integrative medicine and longevity.





## **All of Us Are Smarter Than Any of Us: How Community-Fueled Ideas Drive Retail Growth**

*Tina Maddock*

Friday, September 5, 2025 – 11:05am-11:50am – Miami 1, 2

Your next great growth idea is probably already out there — shared by another retailer or vendor who's tested it. In this session, discover how the smartest stores are using community-driven insights to boost sales, loyalty, and innovation. You'll leave with stealable ideas *and* an invitation to the communities where the best ones keep coming.

What if your next breakthrough growth idea didn't come from an agency, a big brand, or a trend report — but from another independent retailer or vendor who's already tested it? In this fun, fast-paced session, Natural Products Marketer will share how the smartest natural retailers and brands are using *community-powered marketing* to drive sales and deepen loyalty.

You'll learn:

- ✓ How peer-to-peer idea sharing is creating the industry's best marketing breakthroughs
- ✓ Real-world "borrow and adapt" tactics working in stores right now
- ✓ Why finding your community will put you at the front of the innovation curve

You'll leave inspired to lean into the wisdom of your peers — and with an invitation to the communities where those conversations are already happening.



**Speaker Bio:** Tina Maddock is the founder and CEO of Natural Products Marketer, an agency helping retailers and natural products companies grow. She's a futurist, strategist, and digital marketing nerd. Tina is a sought-after speaker, expert storyteller, fractional CMO, and co-host of the Natural Products Marketer Podcast. We believe the world needs your products. And that's why we want to help you solve the right problems, grow your business, and change more lives.





## Uric Acid Uncovered: Your Pathway to Better Health

*Dan Chapman*

Friday, September 5, 2025 – 11:05am-11:50am – Daytona 1, 2

Uncover the secrets of uric acid and its significant role in your health. This informative session provides insights into the causes of imbalances both internal and external. We will look at concerns for high uric acid levels beyond gout alone and provide practical, natural ways to manage uric acid levels, paving the way for a healthier lifestyle.



**Speaker Bio:** Growing up in the aisles of his parents' health foods store (Sunrise Health Foods) and witnessing those life-changing events created a deep desire and commitment in Dan Chapman to help people live full, healthy lives. Dan is the CEO and Founder of Redd Remedies and is a leading voice for natural remedies, and a go-to media expert on herbs, supplements, and healthy eating. His expertise and genuine passion for creating lasting solutions comes together from a strong desire to move from health struggles to healthy living.





## Better Being Co. Lunch & Learn

Lunch Sponsored by Better Being

*Nikita Austen*

Friday, September 5, 2025 – 12:00pm-2:00pm – Sun Ballroom A

Introducing: New Microbiome Complete. Discover our innovative 3-in-1 formula with pre, pro, and postbiotics for comprehensive digestive care. The full line contains seven targeted products for women, men, adults 50+ and more.

- 3-in-1 formula delivers powerful probiotic support for digestion, immunity, and more
- Each product features 23 or more clinically studied strains
- 50+ billion CFU, with 100 billion CFU in Ultimate Potency
- Enteric Shield VegCaps protect cultures during digestion, helping them arrive alive in the gut



**Speaker Bio:** Nikita Austen, Senior Director, Senior Director of Global Training and Education at Better Being Co. Born in Europe and raised as an Olympic-trained gymnast and competitive bodybuilder, Nikita applied her discipline in the wellness space early on in her career. With her education in biochemistry and nutrition and 13 years of experience in the natural products industry, Nikita understands the market and combines science with fun in her training.







## **GLP-1 – Use of Novel Probiotics and Botanicals to Support Weight Management**

*Josh Tully*

Friday, September 5, 2025 – 2:10pm-2:40pm – Miami 1, 2

Joshua will discuss the surging popularity of the GLP-1 sector, expected to exceed \$100B by 2028. Continuing research reveals the significant and unintended side effects as well as significant rebound effects with current medications. Supplementation with novel probiotics like *Akkermansia muciniphila* and botanicals may offer a natural alternative to boost GLP-1, while promoting a healthy microbiome, to support sustainable weight management.



**Speaker Bio:** Coming Soon





## Procurement as the First Line of Defence Against Food Fraud

*Deleo de Leonardis*

Friday, September 5, 2025 – 2:10pm-2:40pm – Daytona 1, 2

Food fraud isn't just a regulatory or quality control issue; it starts with sourcing. Procurement is where decisions about cost, suppliers, and specifications are made, and where risks of adulteration or misrepresentation can quietly enter the supply chain. This session explores how embedding science-backed authenticity testing at the procurement stage can prevent fraud before it happens. We'll share practical strategies that align with the realities of retailers and suppliers, helping both sides protect margins, ensure ingredient integrity, and build lasting consumer trust.



**Speaker Bio:** Deleo is a former retail executive with over 30 years in Canada's food and drug retail industry, holding senior leadership roles in procurement, merchandising, category management, and private label. Notably, she was VP of Private Label for one of Canada's largest supermarket chains, bringing deep expertise in brand protection and integrity. In 2019, she co-founded Purity-IQ, a biotechnology company specializing in Authenticity services. As CEO, she leads innovation in brand protection, ensuring product quality and safety while advancing technologies that help businesses safeguard consumer trust.





## **The New Wave of Digestive Distress: GLP-1 Side effects and how you can help**

*Brenda Watson*

Friday, September 5, 2025 – 2:50pm-3:20pm – Miami 1, 2

Many people have turned to the popular GLP-1 medications for weight loss, sleep apnea and more. Although helpful for many, there are digestive side effects that can be disruptive to people's lives. Join Brenda Watson as she discusses the most common side effects and how you can help your customers regain digestive control.



**Speaker Bio:** For more than 25 years, Brenda Watson C.N.C., has been helping people achieve vibrant health through improved digestion.

As an author of 8 books, a New York Times bestseller and the creator of 6 PBS shows on digestive health, including her newest show "Gut Check, HOPE for Ultimate Health", Brenda continues the crusade of teaching how the gut is the foundation of your health.

Armed with the latest research, Brenda is now helping to unravel the newest mysteries of the gut microbiome.





## **Marketing Compliance & Best Practices For Natural Product Marketers: An exploration into enforcement trends and technology solutions**

*Asa Waldstein*

Friday, September 5, 2025 – 2:50pm-3:20pm – Daytona 1, 2

Join Asa Waldstein for an interactive deep dive into the evolving world of marketing compliance for natural product marketers. This session explores enforcement trends, such as FDA warning letters and litigation, to help inform compliant and effective marketing. This presentation provides actionable insights and pitfalls to avoid for independent retailers or brands of all sizes. Attendees are encouraged to bring their questions to this discussion.



**Speaker Bio:** Asa Waldstein is a 22-year dietary supplement executive and is the **principal of Apex Compliance**, a compliance software company designed to simplify regulatory marketing compliance for the dietary supplement and the natural products industries. Asa also leads **Supplement Advisory Group**, a boutique consultancy specializing in marketing risk analysis and practical compliance strategies for web and social media. He is the creator of the popular **Warning Letter Wednesday** series, where he explores key enforcement trends shaping the industry. Asa has successfully overseen three FDA

GMP inspections with no 483s and is the recipient of the **2023 AHPA Herbal Hero Award** and the **2024 What's Up Supps Policy and Change Agent Award**. He also serves as **chair of the American Herbal Products Association's (AHPA) Cannabis Committee**.



# PRANARŌM

THE SCIENCE OF ESSENTIAL OILS

## Efficacy & Safety: Internal Use of Essential Oils

*Liza Docken*

Friday, September 5, 2025 – 3:30pm-4:00pm – Miami 1, 2

With conflicting information in the industry, how can we approach this topic with ourselves and our customers? Through science-backed and regulatory testing, internal use of essential oils can be accessible to most people. Educate yourself by joining Liza Docken for a lively discussion on Chemotype Essential Oils, Contemporary French Aromatherapy, and how these two elements open the door to internal use.



**Speaker Bio:** Liza Docken is a Certified Aromatherapist and the National Educator for Pranarôm. She has been in the natural products industry for over 25 years. She brings an enthusiastic approach to science-based aromatherapy, maintaining the importance and the wonder of plants and the natural world.





## Unlocking the Power of Live Akkermansia: The NuGensia™ Difference

*Subhendu Nayak*

Friday, September 5, 2025 – 3:30pm-4:00pm – Daytona 1, 2

Join us for an educational deep dive into Akkermansia muciniphila, a breakthrough in next-gen probiotics. Discover how NuGensia™ delivers a live stable Akkermansia strain to support metabolic wellness and gut integrity. This session will provide you with key insights into the science behind Akkermansia, rising consumer demand, and how NuGensia™ stands out in the evolving probiotic market. Don't miss this opportunity to stay ahead in gut health innovation!



**Speaker Bio:** For 15 years, Subhendu has honed his formulation expertise of stable, safe, and effective probiotics and holds three approved US patents for stabilizing probiotic living bacteria at room temperature. Subhendu also specializes in effective delivery formats of probiotics such as capsules, tablets, stick packs, and more.





## Rest, Relax and Recharge – Herbal Supplements for Whole Body Relief

*Jamin Busick*

Friday, September 5, 2025 – 4:10pm-4:40pm – Miami 1, 2

Vitality Works has been manufacturing Private Label and Custom/Contract formulas since 1982. In the first 17 years our founder, Mitch Coven developed medicinal herbal formulas in clinical practice, treating patients and learning how to make the most efficacious products possible. The resulting efficacy grew demand and the private label model for retail health food stores was born!

Everyone is too stressed out. There's just too much input, data, noise and uncertainty in the world and our bodies can't adapt to it quickly enough. The negative impacts of stress and subpar sleep negatively impact mood, concentration, happiness as well as inflammatory and immune response, healing and our total capacity to fight disease and stay healthy. Join us to learn about herbal supplements that can support your central and autonomic nervous system to handle stress in stride, improve health and make life more enjoyable.



**Speaker Bio:** Jamin Busick is the National Sales Manager for Vitality Works and has grown for 23 years in the natural products industry. Jamin worked for 17 years selling and educating about homeopathic medicine before joining the medicinal herb business at Vitality Works. He has trained thousands of store staff and medical professionals about how natural products work, in a way that is easy to understand, FUN, memorable and that will immediately benefit your customers and build your business.





## AHCC: The science of immune support in a complicated world

*Doug Williams*

Friday, September 5, 2025 – 4:10pm-4:40pm – Daytona 1, 2

Join Doug Williams for a discussion of Japan's famous hybridized mushroom. With over 50 human studies and over 100 published studies, AHCC is uniquely effective to support human health in the 21st century. The lecture will reference human research for immune, gut, liver, and neurological health in relation to supporting health in an increasingly toxic world.



**Speaker Bio:** Doug Williams is a 28-year veteran of the natural products industry, with a unique history of having been a successful retailer as the GM of Peachtree Natural Foods, founded a successful brokerage, Kudzu Natural Resources, and has been a consultant or sales director with many herb and supplement brands. He brings a unique perspective that works to include everyone at the table. In January Doug joined Maypro full time as the national retail sales manager for their retail division, Quality of Life, where he is working to build relationships with independent retailers, co-ops, and regional chains.







## Feel the Digestive Difference!

### Dinner Sponsored by Enzymedica

*Julia Craven & Ryan Sensenbrenner*

Friday, September 13, 2024 – 5:30pm-7:30pm – Sun Ballroom A

Feel the Digestive Difference is an exclusive educational dinner event designed for independent retailers, offering a deep dive into the science and business of digestive health. This engaging evening will explore the latest breakthroughs in the gut-brain axis, the human microbiome, and cutting-edge research in digestion, while also highlighting actionable strategies to grow your business through digestive wellness. Learn how enzymes, probiotics, prebiotics, and other gut-supporting nutrients are reshaping consumer health trends, and discover how to effectively merchandise digestive health products to attract and retain customers.



**Speaker Bio:** With over 30 years of experience in the natural products industry, Julia Craven is a nationally recognized expert in natural health with a focus on the digestive system. Known as "**The Holistic Enzymologist**," Julia passionately disseminates valuable information on overcoming health challenges through an integrative, digestive-focused approach that is easy to understand and accessible to everyone. Julia is dedicated to empowering retailers with the information they need to support their communities and customers' health and vitality.



**Speaker Bio:** Ryan Sensenbrenner leads marketing at Enzymedica, Inc. With extensive expertise in various marketing fields, including retail and e-commerce, he places a special emphasis on branding and customer centricity. Sensenbrenner has collaborated with retailers nationwide, enhancing their marketing strategies to boost revenue and brand recognition in their communities. He served a 10-year tenure on SENPA's Board of Directors, holds a Bachelor's degree in journalism from Grand Valley State University, and is an Executive Scholar and Certified Chief Marketing Officer from Northwestern University's Kellogg School of Business.





**Solving the Human Energy Crisis:  
Handling the Stress and Speed of Modern Life**  
Breakfast Sponsored by Terry Naturally

*Dr. Jacob Teitelbaum*

Saturday, September 6 – 8:15am-10:15am – Sun Ballroom A

In today's world of ultra-processed "food," we have easier access to daily calories than at any time in history, yet more people are exhausted, stressed, and malnourished than ever before. Join energy expert Jacob Teitelbaum, MD to learn how, with a few simple steps, you can reset health, restore energy, and get back to feeling great.



**Speaker Bio:** Jacob Teitelbaum, M.D., is one of the most frequently quoted integrative medical authorities in the world. He is the author of 12 books, including the best-selling *You Can Heal From Long COVID*, *From Fatigued to Fantastic!*, *Pain Free, 1,2,3!*, *The Fatigue and Fibromyalgia Solution*, and *Diabetes Is Optional*. He is the lead author of eight studies on effective treatment for fibromyalgia and chronic fatigue syndrome, and the popular Cures A-Z phone app. Learn more at [www.Vitality101.com](http://www.Vitality101.com). Questions? Contact him at [FatigueDoc@gmail.com](mailto:FatigueDoc@gmail.com).





## Maximizing the Benefits of Dietary Protein with a Aminolase TPA

*Dan Curtin*

Saturday, September 6, 2025 – 11:00am-11:45am – Exhibit Hall

Join Arthur Andrew Medical for an educational session on optimizing protein sales with Aminolase, a revolutionary specialty enzyme that transforms how the body utilizes protein. Discover how up to 85% of protein can go to waste without proper digestion and how Aminolase maximizes protein absorption, unlocking its full potential. Learn the science behind this powerful enzyme, its ability to reduce bloating and discomfort, and how it enhances protein efficiency for athletes, fitness enthusiasts, and anyone seeking better health. Don't miss this opportunity to understand how Aminolase can elevate your protein sales and provide unmatched value to your customers.



**Speaker Bio:** Hi, I'm Danny Curtin. I've been in the natural supplement and personal health industries for over 2 decades as a fitness instructor, health coach, dietary supplement educator, formulator and sales executive. I earned a degree in Health & Exercise Science and I'm a Certified Dietary Supplement Professional. After recommending and eventually witnessing the beneficial impact of systemic enzymes on my clientele, I became highly interested in pursuing another path where I could spread the word about these amazing and natural ingredients.





## Unlocking the Power of Magnesium, Vitamin D3, and K2 for Retail Health Success

*Dr. Jonothan Mainland, ND*

Saturday, September 6, 2025 – 1:00pm-1:45pm – Exhibit Hall

In this engaging and informative session, Dr. Jonothan Mainland, a trusted naturopathic doctor, will share expert insights into the growing demand for magnesium, Vitamin D3, and Vitamin K2 supplements in today's wellness market. Retailers, health store owners, and supplement professionals will learn how these essential nutrients are driving consumer interest and how to leverage this knowledge to better serve your customers.

### Key Topics Include:

- **Magnesium's Vital Role:** Understand why magnesium is often called the "master mineral" and how it supports everything from stress relief to heart health. Dr. Silva will discuss the various forms of magnesium and how to guide customers toward the right choice for their needs.
- **Vitamin D3 Demand:** Vitamin D3 is critical for immune health, mood regulation, and bone density, yet many are still unknowingly deficient. Learn how to educate your customers on the importance of adequate Vitamin D3 intake and how to recommend the best forms and dosages.
- **Vitamin K2 Synergy:** Vitamin K2 works in tandem with Vitamin D3 to ensure calcium is properly utilized in the body. Dr. Silva will explain why this combination is crucial for bone and cardiovascular health, and how to market K2 as the perfect complement to Vitamin D3.
- **Retail Strategies for Success:** Gain practical advice on how to promote these trending supplements effectively in your store. Dr. Silva will share tips on product placement, staff training, and educating customers to build trust and boost sales in your health-focused retail environment.





**Speaker Bio:** Dr. Jonothan Mainland is a Naturopathic Doctor with an extensive background in naturopathic medicine, business and economics, and health sciences. He currently serves as the Vice-President, Medical Director at CanPrev and brings over a decade of experience in product formulation, business development, and education within the natural health industry.





## **Cornbread Hemp: How to sleep better & stress less with a nourished ECS**

*Jim Higdon*

Saturday, September 6, 2025 – 3:00pm-3:45pm – Exhibit Hall

Hear from Cornbread Hemp co-founder Jim Higdon will share why Kentucky is the best place in the country to grow cannabis, and how Cornbread is creating positive change with their organic standards, commitment to transparency, and activism for full spectrum hemp regulations at the state and federal levels. Join us at the intersection of Cornbread and Retail, where tradition meets science.™



**Speaker Bio:** As the author of *The Cornbread Mafia*, a nonfiction account of how his hometown in Kentucky became the headquarters of the largest marijuana syndicate in American history, Jim discovered why cannabis grew so well in Kentucky. He shared this understanding with his cousin Eric Zipperle, and together they founded Cornbread Hemp, which was just named one of the fastest growing companies in America by the Inc 5000. A Kentucky native with degrees from Centre College, Brown University, and the Columbia University Graduate School of Journalism, Jim lives in Louisville with his wife and dog.



# ESSENTIAL FORMULAS®

## The Microbiome Theory of Aging

Dinner Sponsored by Essential Formulas

*Dr. Ross Pelton, RPh, Ph.D., CCN*

Saturday, September 6 – 5:30pm-7:30pm – Sun Ballroom A

Dr. Pelton will explain how bacterial imbalance/dysbiosis, causes gut inflammation, which is linked to all chronic, age-related diseases and accelerated biological aging. Also, the roles of postbiotic metabolites will be discussed along with an explanation of why most people *DO NOT* adequately make these important health-regulating compounds. Finally, key recommendations on how to create and maintain a healthy gut microbiome will be presented.



**Speaker Bio:** Ross Pelton, RPh, PhD, CCN is the Director of Science and Education for Essential Formulas, which specializes in premium probiotic products. Ross is a pharmacist, clinical nutritionist, the author of 13 books and in October 1999, he was named one of the **Top 50 Most Influential Pharmacists in America** by *American Druggist* magazine for his work in natural medicine. Ross is also the **Natural Pharmacist**; his personal website, bio & blog are at: [www.naturalpharmacist.net](http://www.naturalpharmacist.net)







**Beyond the Gym:  
How Gut Health Fuels Movement, Recovery, and Longevity**  
Breakfast Sponsored by Bluebonnet

*Carl Germano*

Sunday, September 7, 2025 – 8:00am-10:10am – Sun Ballroom A

Beyond the Gym: How Gut Health Fuels Movement, Recovery, and Longevity explores the powerful, science-backed connection between the gut microbiome and physical performance—on and off the field. This compelling presentation will examine the emerging research showing how gut health influences everything from energy metabolism and inflammation control to joint health, muscle recovery, and long-term mobility. Attendees will learn how a balanced gut microbiome supports the production of key neurotransmitters, enhances nutrient absorption, and modulates immune responses that are essential for consistent performance and faster recovery. The presentation will also highlight how physical exertion and overtraining can disrupt gut integrity, leading to fatigue, slower healing, and systemic inflammation. Practical insights will be shared on how to strategically use sports supplements—such as BCAAs, pre-workout mixes, creatine, omega-3s, and collagen—in synergy with targeted probiotic supplements to support a healthy gut-brain-muscle axis. Attendees will gain a deeper understanding of the unique role probiotics play in reducing GI distress during training, promoting anti-inflammatory pathways, and improving overall resilience. Whether you're an elite athlete, weekend warrior, or wellness-focused individual, this session, sponsored by Bluebonnet Nutrition, offers a comprehensive, actionable look at how optimizing gut health can enhance movement, accelerate recovery, and support longevity backed by clinical insights, real-world applications, and smarter, microbiome-focused strategies.



**Speaker Bio:** Carl Germano, CNS, CDN is a NY Board Certified Clinical Nutritionist, master's degree in clinical nutrition from New York University, and Vice President of Verdant Oasis. In addition, he has 4 decades of product development/education experience with many companies in the trade including Solgar, Country Life, Bluebonnet, Ajinomoto, Inergetics, Nutratech, and others. Today, his efforts are focused on providing the dietary supplement industry with the next generation of clinically important hemp based phytocannabinoid ingredients. A prolific author with several bestselling trade books including

his most recent "Road To Ananda: The Simple Guide To The Endocannabinoid System, Phytocannabinoids & Your Health".







## Next Gen Holistic Care: d-Lenolate & P73 for Optimal Wellness

*Geoff Melcher*

Sunday, September 7, 2025 – 1:00pm-1:45pm – Exhibit Hall

Unlock the potential of Olive Leaf & Oregano, a cutting-edge supplement designed for maximum power and effectiveness. Combining the proven powers of wild oregano oil and olive leaf extract, to support immunity, reduces inflammation, and promotes cardiovascular health. Join us to explore its clinical applications, backed by science and nature, and learn how this revolutionary product can transform patient outcomes in your practice.



**Speaker Bio:** **Geoff Melcher** serves as the President and COO of East Park Naturals, HüGS4Business, Inc., and Tigon (GB) Distribution. He holds M.S. degree in Kinesiology and Biomechanics from UNLV. With extensive leadership experience in operations, sales and marketing, Geoff focuses on expanding East Park Natural's global reach. He serves on East Park's Board and as Vice-Chair of the U.S. Postal Customer Council, driving innovative business solutions while advancing research on natural health remedies like d-Lenolate.

