

SOHO Healthfest 2026

Speaker Lineup



HEALTHFEST

Showing Others
Healthy Options



Welcome to SOHO Healthfest
Breakfast Sponsored by SENPA

SENPA Board of Directors
Friday, April 17, 2026 – 9:00am-10:00am – Compass Rose



Join us for a breakfast to kick off SOHO Healthfest and prepare yourself for a great day of education!



Uric Acid Uncovered: Your Pathway to Better Health

Sponsored by Redd Remedies

Dan Chapman

Friday, April 17, 2026 – 10:10am-11:10am – Bella Harbor Ballroom



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. Dan will look at concerns for high uric acid levels beyond gout and why it's important for everyone to know their uric acid levels while providing practical, natural ways to manage 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.



Skin Science Meets Store Strategy, The Untapped Goldmine Sponsored by Body Dynamics

Brenda Swartz

Friday, April 17, 2026 – 11:20am-12:20pm – Bella Harbor Ballroom



Our skin is a living, breathing miracle—an intelligent shield, a sensory powerhouse, and a storyteller of our health and heritage. The Marvel of Human Skin: Nature’s Masterpiece
Imagine wearing a suit so advanced it could protect you from invaders, regulate your temperature, sense the world around you, and even heal itself. You already do—it’s your skin. Skin is the body’s largest organ, covering an average of 21 square feet and weighing about 9 pounds. It’s not just a passive wrapper—it’s a dynamic, multitasking system that works 24/7 to keep you alive and thriving. What Skin Does (and Why It’s Brilliant)



Speaker Bio: Brenda L. Swartz, President of Body Dynamics Inc. since 1984, is the visionary behind MaxZorb Ceuticals, Skin Drink™ Skin Care, and Haute’ Locks Hair Care. With 56 formulas and counting, her mission is to create pure, therapeutic products rooted in nature to help people achieve vibrant health, radiant skin, and lasting wellness. A pioneer in fitness and herbal innovation, Brenda’s legacy is built on heartfelt testimonials and a lifelong passion for empowering others.



Immune Support from Andrographis to Zinc
Lunch Sponsored by Terry Naturally

Dr. Lexi Loch, ND

Friday, April 17, 2026 – 12:30pm-2:30pm – Bella Harbor Ballroom



The common cold is the most common human disease – every year, Americans suffer a billion colds! The good news is that there are many natural options that are clinically validated to reduce the duration and severity of viral and bacterial infections, or even help avoid them entirely. From andrographis through pleuran to zinc, these proven interventions provide safe and effective boosts to the immune system. Join naturopathic health expert Lexi Loch, ND for a look at how to build an immune support protocol that will keep everyone – kids and adults – healthy all year round.



Speaker Bio: Dr. Lexi Loch, ND received her Doctorate in Naturopathic Medicine from the National University of Natural Medicine, where she graduated with highest honors. In addition to her practice, she is a medical writer and editor, researcher, educator, and patient advocate. Her articles have been published in various natural health periodicals and reference books. Prior to her education as a physician, Dr. Loch worked in veterinary medicine as a certified veterinary technician. She is also an accomplished athlete, playing collegiate volleyball and participating in overseas tournaments, an avid snowboarder, and

has been world ranked in downhill longboarding. Dr. Loch is a member of the Scientific Affairs and Education team for EuroPharma, Inc.

NaturesPlus®

The Foundations of Wellness: Helping Customers, Growing Sales Sponsored by Nature's Plus

David Logan

Friday, April 17, 2026 – 2:40m-3:40pm – Bella Harbor Ballroom



Learn how to build customer wellness and boost store sales through foundational supplements. This session covers the four essentials... multivitamins, omegas, magnesium, probiotics... and how to guide customers toward the right choices for their unique needs. Strengthen your recommendations, drive results, and create loyal customers who return for the products that truly make a difference.



Speaker Bio: David Logan brings over 25 years of passion and expertise to the natural products industry. His journey began in retail, where he developed a deep understanding of products and the everyday challenges of health food stores. For the past 14 years, he's been a driving force behind NaturesPlus—training teams, inspiring retailers, and helping shape innovative products that define the brand's future. David's authentic approach and industry insight make him a trusted voice and educator in natural wellness.

HOST DEFENSE[®] Mushrooms[™]

Mushroom Supplement Quality: Research, Testing and Efficacy Sponsored by Host Defense Mushrooms

Gina Rivers

Friday, April 17, 2026 – 3:50pm-4:50pm – Bella Harbor Ballroom



The mushroom supplement industry is booming. Customers are increasingly asking about quality mushroom products. Due to the complex nature of mushroom mycelium and fruit body products, this may not be easy to determine. We will review various testing and potential standardization metrics that are specific to mushroom mycelium and fruit body supplements. We will also discuss compound testing versus efficacy testing. In the end, our customers want a product they can trust to help them achieve their wellness goals.



Speaker Bio: Gina Rivers is an educator and community herbalist and educator with over 30 years of experience in the natural products industry. She holds certifications from the Natural Healing College as a master herbalist and nutritional consultant and has had the opportunity to study with some of the most eminent leaders in the field. She maintains that plants and mushrooms are among her greatest teachers. Gina travels extensively to educate the public, retailers, and practitioners across the nation.

ENZYMEDICA®

Gut Integrity Essentials Dinner Sponsored by Enzymedica

Julia Craven

Friday, April 17, 2026 – 5:00pm-7:00pm – Bella Harbor Ballroom



Discover how the combined power of resistant starch fiber, targeted digestive enzymes, and probiotics work together to support *Akkermansia*, strengthen gut-lining integrity, and reinforce the gut-brain axis. This webinar will highlight how Solunol™ provides unique microbiome nourishment while Thera-blend enzymes enhance tolerance, improve digestive comfort, and help customers experience results more quickly. You'll also learn practical, real-world strategies to basket build and make gut-focused conversations flow naturally in your store.



Speaker Bio:

Julia Craven, Vice President of Education at Enzymedica, is a trusted authority in digestive wellness with over 20 years of experience in enzyme therapy, natural digestive health, the gut-brain connection, food intolerances, and the relationship between the microbiome and inflammaging. Through her work, Julia equips retailers, practitioners, and consumers with accessible, integrative, digestion-focused tools that enhance effectiveness and elevate patient outcomes.



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

Carl Germano

Saturday, April 18, 2026 – 8:00am-10:00am – Bella Harbor Ballroom



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, Nutratch, 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".



State of the Industry: State by State Where We Are Now
Retailer & Supplier Networking Lunch Sponsored by SENPA

Travis McCormick, Alan Lewis & Your SENPA Board of Directors
Saturday, April 18, 2026 – 1:00pm-2:00pm – Compass Rose



Join Travis McCormick – Make Texas Healthy Again and Alan Lewis – Government affairs for Natural Grocers as they address the current initiatives not only in Texas but across the country and how you can get involved on your state level to educate policy makers and the public while advocating for state level policies that prioritize personal freedom, preventative care and holistic wellness.

Speaker Bios: Travis McCormick - Travis's career spans roles in both chambers of the Texas Legislature and a statewide regulatory agency, giving him a comprehensive understanding of the legislative and rule-making process. His work has included crafting legislative agendas, conducting policy research, and managing numerous grassroots and PR campaigns. This unique combination of policy expertise, campaign strategy, and stakeholder engagement equips Travis to lead Make Texans Healthy Again with a clear vision and the tools necessary to bring meaningful change to the Lone Star State.

Alan Lewis navigates government affairs and food and agriculture policy for Natural Grocers, a Colorado based health food chain founded in 1955 with over 160 stores in 21 states. At the federal, state and local level, Alan engages on food, agriculture, nutrition, rural economic development, technology, biotech, cannabis, trade and health issues. He is active in several trade and advocacy organizations and is a fearless writer and speaker.

ESSENTIAL FORMULAS[®]

Yesterday, Today, and Tomorrow - How Nutrition Has Evolved Brunch Sponsored by Essential Formulas

Doug Kaufmann

Sunday, April 19, 2026 – 10:00am-12:00pm – Bella Harbor Ballroom



While food is more diverse and readily available today, the quality of these food products, particularly the over-processed food products and ready to eat offerings, has led to nutrient poor diet options causing a shift to chronic diseases today. Many diseases and their symptoms are caused by poisonous fungal by-products especially in the current food chain. With the updated food pyramid taking a new approach to nutrition, we will explore what worked before, what didn't, and how new guidelines will change our nutritional focus.



Speaker Bio: Doug Kaufmann was trained in emergency medicine and trauma care by the U.S. Navy in the late 1960's and served in that capacity as a Hospital Corpsman attached to the 1st Marine Division in Vietnam in 1970-71. He has maintained his interest and fascination in science through the years. In 1978, he opened the first medical laboratory dedicated solely to food allergy. There, he employed 3 Immunologists who assisted he and his staff in developing a state of the art allergy testing facility in Los Angeles. This became the first laboratory of its kind, in that it was open to the public, as well as referring physicians.

In the early 1980's a research paper caught his eye having to do with how food allergy began; with a "leaky gut" that enable food particles to escape into the blood where protective antibodies were made in response. He would learn that yeast and fungi, burrowing into the intestines, could cause this leakage, so his career took on a new direction, into the study of yeasts and fungi.

He worked in research nutrition for many years and in clinical nutrition for 26 years with physicians, some of whom initially who disbelieved in alternative approaches to common illnesses. Most were amazed at the results that a proper antifungal diet and proper

supplementation had on the health of some of their sickest patients. The more he learned, the more important it became to share this relatively unknown science of Mycology with health consumers. Although he began in radio in the 1980's and had a successful weekend syndicated radio health show, it was in the late 1990's that Doug began hosting a television show that apparently struck a nerve with the viewers. Today, his TV show, KNOW THE CAUSE (KTC), has grown. It airs in 155,000,000 American households and over 1 billion global households via distribution to networks, satellites, cable, and independent TV stations. He has hosted the KTC for 26 years. In the early years, the show won three coveted Telly Awards. He has authored 13 books on the subject of fungal induced illness, published a paper in Oncology News linking fungal mycotoxins to cancer and has been honored to speak at many physician attended Continuing Medical Education (CME) courses during his career.

As proud as Doug is of his discoveries, media career, best-selling books and awards, they pale in comparison to the blessings bestowed upon him by his wife of 46 years and his sons, their wives and three grandchildren.