

SOHO Expo 2026 Speaker Lineup



EXPO

Showing Others
Healthy Options



Annual Business Meeting
Breakfast Sponsored by SENPA

SENPA Board of Directors
Friday, September 11, 2026 – 8:30am-10:00am – Sun Ballroom A



Join the SENPA Board of Directors, for the kick-off of SOHO Expo featuring SENPA's Annual Business Meeting, including organizational updates, key initiatives, and recognition of outstanding contributions within the industry through special industry awards presentations.

Start your SOHO Expo experience with networking, industry insights, and a celebration of the leaders helping shape the future of natural products.



**No More Gimmicks:
What really moves the needle in Women's Health at any age?**
Sponsored by Sabinsa Wellness

Amber Lynn Vitale
Friday, September 11, 2026 – 10:10am-10:55am – Miami 1-2



How can we expect any one single product to move the needle on women's health when there are so many possible factors causing imbalance? Listen in for a no-nonsense approach to supporting the most critical factors in maintaining health and resilience at any stage of a woman's life. We will first identify the critical points of failure, and then look at how to support optimization, and establish the order of priority.



Speaker Bio: Amber Lynn Vitale is the National Educator for Sabinsa Wellness. She is a Certified Nutritionist and a Certified Dietary Supplement Professional™, Board Certified in Holistic Nutrition®. She is also an Ayurvedic Clinical Consultant on faculty with Wild Rose College of Herbal Medicine, and sits on the advisory board for Natural Practitioner and Taste for Life magazines. Amber is passionate about traditional foods, herbs, ancestral living, and regenerative farming on her 25 acres in Montana.



**One Culprit, Many Crimes:
How Histamine Intolerance May Be Affecting Your Customers**
Sponsored by Omne Diem

Tim Prince

Friday, September 11, 2026 – 10:10am-10:55am – Daytona 1-2



Beyond seasonal allergies lies a complex condition: Histamine Intolerance (HIT). This session investigates histamine's diverse roles from neurotransmitter to digestive regulator and reveals how a simple misstep can trigger a "crime spree" of systemic symptoms. We will clarify the vital distinction between true allergies and HIT, empowering you to identify these unique customer needs and offer informed, high-value guidance to those struggling with this often overlooked and growing wellness challenge.



Speaker Bio: Mr. Prince brings a dual expertise in commercial strategy to his role, stemming from 16 years in the medical foods industry with Pamlab, Nestle Health Science, and Alfasigma, USA. His background extends beyond sales specialization; in addition to being a multiple national MVP sales award winner and executive advisor, he previously served as a Brand Manager, bridging the gap between field execution and brand strategy.

Mr. Prince has driven OmneDiem's growth as Chief Sales Officer since 2017, directing national teams and managing international sales for all products. In 2024, his executive leadership expanded to include the role of Chief of Marketing, where he now leverages his diverse background to align the company's brand messaging with its sales objectives.



GLP-1 Weight Loss-Inevitable Problems, Essential Support

Sponsored by Arthur Andrew Medical

Dan Curtin

Friday, September 11, 2026 – 11:05am-11:50am – Miami 1-2



As GLP-1 medications become increasingly common, natural health retailers have a unique opportunity to help customers navigate the digestive, nutritional, and metabolic challenges these drugs can create. This session explores practical support strategies that improve customer outcomes while creating new opportunities for education, engagement, and sales.



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.



**Farm to Shelf: Supply Chain Transparency
and the Questions Retailers Should Be Asking Brands**
Sponsored by Wholesun Wellness

Jme Bonfiglio

Friday, September 11, 2026 – 11:05am-11:50am – Daytona 1-2



In this session, Jme Bonfiglio, founder and CEO of WholeSun Wellness, shares her experience building a vertically integrated natural products company operating across global sourcing, manufacturing, and retail distribution. Drawing from nearly a decade of working directly with farms, ingredient suppliers, and manufacturing partners around the world, Jme will walk retailers through what actually happens behind the scenes in the natural products supply chain—and why understanding it matters more than ever.

Today's wellness marketplace is filled with marketing claims, certifications, and buzzwords, yet many retailers still have limited visibility into how products are actually sourced, manufactured, and tested. This session helps retailers better understand the layers between farm, ingredient processing, manufacturing, and finished products—and how those decisions directly impact quality, transparency, pricing stability, and long-term consumer trust. Jme will also explore what direct trade and transparent sourcing look like in practice: how relationships with farms and producers are structured, how pricing and risk are shared, and why closer partnerships throughout the supply chain often lead to stronger, more resilient products.

Using real-world examples from global agricultural partnerships and manufacturing operations, the session will also touch on regenerative farming, low-waste production models, and responsible sourcing practices that are shaping the future of the natural products industry. Most importantly, attendees will leave with practical tools and the right questions to ask brands in order to better evaluate supply chain transparency, ingredient quality, and manufacturing integrity.



Speaker Bio: Jme Bonfiglio is the founder and CEO of WholeSun Wellness, a 100% woman-owned natural products company operating as a global supplier, manufacturer, and retail brand. Through direct partnerships with farms and producers around the world, she has spent nearly a decade building transparent, values-driven supply chains and supporting retailers, clinics, and brands with high-integrity ingredients and finished products.



**Unlocking the Secret to Immune Health:
Pleuran from Oyster Mushrooms**
Sponsored by Terry Naturally

Cheryl Myers

Friday, September 11, 2026 – 12:00pm-2:00pm – Sun Ballroom A



With Americans experiencing a billion infections from the common cold every year, there is still an urgent need for safe and effective ways to treat this frustratingly frequent illness. While mushrooms are well known for their immune supporting effects, there is a compound found only in oyster mushrooms that most people have never encountered. Pleuran has been the focus of over 40 published studies in Europe and is now available in the United States for the first time. Join natural health expert Cheryl Myers for a look at the science behind pleuran and how it can protect against not only the common cold, but also a range of respiratory illnesses. Safe and effective for kids, this is a new must-have for every immune-support protocol.



Speaker Bio: Cheryl Myers is an integrative health nurse, author, and an expert on natural medicine. She has certifications in cancer, pain control, and issues of aging. She has been interviewed by the New York Times, Prevention Magazine, and the Wall Street Journal. Cheryl is a member of the editorial board of the Natural Medicine Journal, and her own published research has included topics such as menopause, diabetes, sleep disorders, and gastrointestinal function. She is a well-known advocate for bridging the worlds of mainstream and natural medicine.



**Modern Marketing & AI:
How Independent Retailers Drive Traffic and Win at the Shelf**
Sponsored by Enzymedica

Ryan Sensenbrenner

Friday, September 11, 2026 – 2:10pm-2:55pm – Miami 1-2



Independent retailers don't win by doing more, they win by doing the right things better. In this session, Ryan Sensenbrenner explores how modern marketing, and light, practical uses of AI, can support independent retailers in driving incremental traffic and improving in-store conversion. The focus is not on technology for technology's sake, but on how merchandising, education, and simple digital tools work together to influence shopper decisions. Attendees will learn how to stop shoppers at shelf, simplify choice, and turn education into confident purchases. The session also covers ways to attract new customers, increase trip frequency, and grow basket size without relying on constant promotions. This presentation is designed for retailers who want practical strategies, clear execution, and modern tools that strengthen what makes independent retail special.



Speaker Bio: Ryan Sensenbrenner leads marketing at Enzymedica, Inc. With extensive expertise in independent retailing, Sensenbrenner has collaborated with retailers nationwide, enhancing their marketing strategies to boost revenue and brand recognition in their communities. He is now on his 11th year as a member of SENPA's Board of Directors, SENPA Infrastructure Chair, and holds a bachelor's degree in journalism from Grand Valley State University. He is an Executive Scholar and Certified Chief Marketing Officer from Northwestern University's Kellogg School of Business.



Skin Science Meets Store Strategy, The Untapped Goldmine

Sponsored by Body Dynamics

Brenda Swartz

Friday, September 11, 2026 – 2:10pm-2:55pm – Daytona 1-2



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.



Remembering Rhythms

Sponsored by Cornbread Hemp

Andrea McGrath

Friday, September 11, 2026 – 3:05pm-3:50pm – Miami 1-2



Wellness is remembering rhythms. It's remembering our connection to nature, how we depend upon her, and she on us. It is a flowing state of balance, bliss, and resilience. Tap into the rhythms of nature, of your life, of your body, and listen to the lessons held there. Know that stress and dis-ease will come at you in many forms- physical, emotional, environmental- and know that you can adapt and continue- that is wellness, and it looks different for everyone. Join Andrea, Director of Education & Natural for Cornbread, as we discuss botanicals and practices for wellness in today's world.



Speaker Bio: Andrea McGrath, Director of Education & Natural: As an Herbalist, Ayurvedic Counselor, and National Wellness Educator, Andrea is dedicated to sharing the simple ways we can welcome wellness into our homes and daily lives. Working with Cornbread, she gets to live her dream of herbal education and advocacy in the natural products industry. Currently living in Jeffersonville, Indiana with her dude and their doggo, Andrea is most often found talking to people about her two favorite topics- herbs and Dave Matthews Band.

PRANARŌM

THE SCIENCE OF ESSENTIAL OILS

French Aromatherapy Sponsored by Pranarom

Liza Docken

Friday, September 11, 2026 – 3:05pm-3:50pm – Daytona 1-2



As that natural products industry continues to advance in sophistication and certification, it's a wonderful time to really understand what French Aromatherapy can offer! From rigorous, responsible plant selection and specialized distillation practices, to constituent testing and safe, effective applications – this style of Aromatherapy can offer your wellness department a new level of essential oils, hydrosols, virgin plant oils, and so much more! Join us for insight into French Aromatherapy.



Speaker Bio: Liza Docken is a Certified Aromatherapist and the National Educator for Pranarōm. 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.



Before the Shot:
Natural Alternatives to GLP-1s for Menopausal Women
Sponsored by Redd Remedies

Stacey Littlefield
Friday, September 11, 2026 – 4:00pm-4:45pm – Miami 1-2



Master Herbalist Stacey Littlefield shares the latest research about GLP-1 medications as she navigates how to help women in their menopausal years balance hormones, metabolism and blood sugar. Stacey will get to the root-cause issues that will off real change for your customers- helping them to feel balanced, energized and in control of their health journey. Come with your questions for a vibrant Q&A session at the end of the seminar.



Speaker Bio: Passionate about natural medicines and a firm believer of utilizing nutritious food to improve overall health, Stacey Littlefield began working in the natural medicine industry in 1998 as a researcher. A Graduate of Valparaiso University with a major in Biology, Stacey began working with Redd Remedies CEO Dan Chapman in 2003 and became Product Formulator and Research Director of Redd Remedies' growing company in 2005. In January 2016, she received a Master's of Science in Herbal Medicine from the American College of Healthcare Sciences.

NaturesPlus®

Magnesium Master Class – Be the Expert

Sponsored by Nature's Plus

David Logan

Friday, September 11, 2026 – 4:00pm-4:45pm – Daytona 1-2



Take a deep dive into one of the fastest growing categories in our industry...Magnesium. Learn all about this critical nutrient, understand the different forms, see what to look for when choosing a product, and discover why NaturesPlus KalmAssure is the “go-to” magnesium line. Join us and become the magnesium expert so you can confidently guide customers to the product that works best for them and keeps them coming back to your store.



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.



Cortisol, Stress Resilience & Whole-Body Wellness: The Science Behind ThymoQuin®

Michael Murray, N.D.

Friday, September 11, 2026 – 5:00pm-7:00pm – Sun Ballroom A



Cortisol plays a central role in stress physiology, influencing metabolic balance, immune function, sleep quality, cognitive performance, and long-term health outcomes. This session will explore how modern stress patterns disrupt hormonal resilience and why supporting a healthy cortisol response is critical for whole-body wellness. The presentation will also highlight ThymoQuin®, a clinically studied black seed oil extract standardized for thymoquinone, and its role in helping maintain balanced cortisol levels and support stress resilience. Attendees will learn how targeted standardization and clinical research differentiate ThymoQuin® from conventional black seed oils, along with emerging opportunities for stress-support innovation across dietary supplements, functional foods, and ready-to-drink beverages. Application concepts spanning capsules, powders, stick packs, and RTM formats will also be discussed.



Speaker Bio: **Michael T. Murray, N.D.** is widely regarded as one of the world's leading authorities on natural medicine. A graduate, and Board of Trustees member of Bastyr University, Dr. Murray has written or co-written over 40 books on natural approaches to health with cumulative sales of over 6 million copies including the best-selling Encyclopedia of Natural Medicine. Dr. Murray has been instrumental in bringing many safe and effective natural products to North America including Ginkgo, curcumin, quercetin, glucosamine sulfate, berberine, and many more. In recognition of his work, Dr. Murray has received lifetime achievement awards from the Natural Products Association, Bastyr University, the American Association of

Naturopathic Physicians, and has been recognized as the "Voice of Natural Medicine" by Nutrition Business Journal, and as one of the "30 People Who Shaped the Natural Product Industry" by Vitamin Retailer magazine.



State of the Industry
Breakfast Sponsored by SENPA

SENPA Board of Directors
Saturday, September 12, 2026 – 8:30am-10:30am – Sun Ballroom A



Join the SENPA Board of Directors, industry leaders, retailers, and suppliers for an informative breakfast session focused on the current and future state of the natural products industry. This annual gathering will provide valuable insights into emerging trends, market challenges, opportunities for growth, advocacy for our industry, and the evolving landscape impacting health and wellness businesses today.

Continue your SOHO Expo experience with networking, industry insights, and a celebration of the leaders helping shape the future of natural products.



**Breaking the Cycle of Inflammation with
Bio Active Silver & Copper Hydrosols**
Sponsored by Natural Immunogenics

Robert Scott Bell, D.A, Hom.

Saturday, September 12, 2026 – 4:00pm-4:45pm – Show Floor Education Stage



Robert Scott Bell will focus on the bio active state of silver and copper and how it facilitates optimal structure and function when normal immune responses are challenged.



Speaker Bio: Robert Scott Bell, D.A. Hom. has been involved in broadcast media since 1999. He graduated from the American Academy of Clinical Homeopathy in 1994 and served on the board of the American Association of Homeopathic Pharmacists from 1999 to 2001. Currently, he is a board member for both the Trinity School of Natural Health and the United Precious Metals Association. As a homeopathic practitioner, author, and expert in silver and copper therapeutics, Robert shares his knowledge as a keynote speaker, lecturer, and educator. He addresses a wide range of audiences, including healthcare and wellness professionals, as well as natural industry trade and consumer shows. His aim is to provide insights

drawn from his extensive experience in holistic practice, promoting natural health and healing. Nearly 30 years ago, Robert successfully reversed numerous chronic diseases through the use of homeopathy, herbal medicine, organic whole foods, minerals, essential fats, and the transformational guidance of Divine Spirit. He is also the father of two vaccine-free children, Elijah (24) and Ariana (19), with his wife, Nancy. Robert co-authored "Unlock the Power to Heal" with Ty Bollinger and hosts the popular "Robert Scott Bell Show" six days a week. On his show, he discusses everyday health issues from the perspective of alternative and holistic healthcare. Robert travels and lectures to empower individuals in their healing journeys, emphasizing that the power to heal lies within each person. www.robertscottbell.com



**Nourishing Mood and Mind:
The Science Behind Nutritional Support for Brain Health**
Sponsored by Bluebonnet

Carl Germano

Sunday, September 13, 2026 – 8:30am-10:30am – Sun Ballroom A



Mood and cognitive health challenges are escalating worldwide, touching children, adults, and older populations alike and making brain and emotional wellness one of the most dynamic, in-demand categories in nutrition today. Rising rates of depression, anxiety, and cognitive decline underscore an urgent and pervasive public health burden, but they also highlight a powerful opportunity for proactive, lifestyle-based strategies. This presentation will explore how foundational diet plus evidence-informed supplementation – leveraging Bluebonnet's science-based portfolio featuring saffron, Stress Support, L-theanine, fish oils, B-complex, ashwagandha, and more—can help modulate stress pathways, support neurotransmitter balance, enhance resilience and focus, and promote healthy cognition across the lifespan, from peak performance years through healthy aging.



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".



Preserving the Aging Brain
Sponsored by Daily Manufacturing

Jim Daily

Sunday, September 13, 2026 – 1:30pm-2:15pm – Show Floor Education Stage



Age and genetics are the greatest risk factors for age-related dementia. However, diet and lifestyle interventions can help mitigate the effects of age and poor genetics on brain health. Interventions include dietary, psychological, and physiological strategies. Important nutritional interventions include omega-3 fatty acids, phytosterols, minerals, including lithium, and blood sugar management. Lifestyle interventions include preventing depression and getting exercise (both mental and physical). Finally, recent research on the gut-brain axis reveals the critical role of the microbiome for preventing dementia.



Speaker Bio: Dr. Daily enrolled in graduate school at the University of Tennessee and completed a Master's Degree and Ph.D. in Nutritional Biochemistry. Currently, Dr. Jim Daily is the president of Daily Manufacturing, Inc. in Rockwell, NC, a manufacturer of dietary supplements. He has been Associate Editor of the Journal of Medicinal Food for 22 years and served on the editorial board of the Journal of Ethnic Foods. 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 Institute of Food Science and Technology. Dr. Daily has published more than 60 scientific articles in books and peer-reviewed journals and has served as an expert reviewer for numerous scientific journals.