



HEALTHY AGING & PROACTIVE NUTRITION

December 6-7, 2023 | Pasadena, CA

Transforming health span by driving investment and nutritional innovation to enhance longevity, performance, and prevention

Make it #HAPN



Network with 150+ Attendees

drive partnership building through dedicated networking and roundtable discussions



Gain Investment Exposure

with 9+ hours of dedicated networking time at our Innovation Showcase, Investor Breakfast and 1-2-1 meetings



Spark Innovation

and facilitate brand development through key market insights into the scientific, regulatory, and investment landscapes



Arpesh Mehta
Investment Director
DSM Venturing



Nate Matusheski
Chief Science Officer
Hologram Sciences



Julia McCalmont
Vice President, Global R&D Head for VMS/ Nutrition Health & LATAM
Bayer



Alison Minter
Managing Partner
North Castle Partners



Holly Jackson
Ventures Director
Danone Manifesto Ventures



Barb Stuckey
Chief Innovation & Marketing Officer
Mattson



Eva Hurt
Vice President, Scientific & Regulatory Affairs, North America
Coca-Cola



Bodi Zhang
Chief Strategy Officer
Thorne Healthtech



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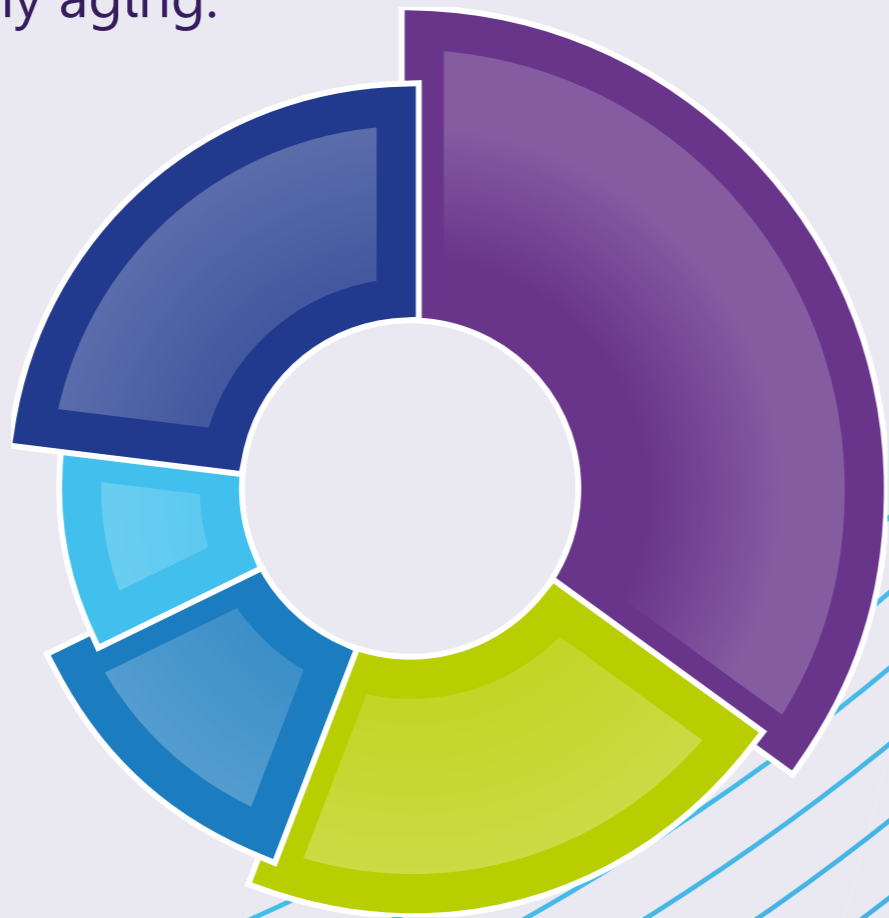
WELCOME

The **Healthy Aging and Proactive Nutrition Summit 2023** aims to accelerate nutritional approaches to enhance health span and resilience for the full age spectrum.

Serving as a platform for collaboration, innovation, and strategic partnerships, the Summit will bring together **pioneering start-ups, multinational and independent brands, investors, retailers, and ingredient suppliers** to explore cutting-edge strategies, share valuable insights, and showcase innovations that have the power to transform the landscape of healthy aging.

Stakeholder Types

- Indie Brands: **35%**
- Investors & Retailers: **21%**
- MNC's: **12%**
- Academia / Government: **9%**
- Industry Supporting: **23%**



WHO'S ATTENDING?

Research & Development

Unlock the future of healthy aging via cutting-edge nutritional insights. Discover the latest scientific breakthroughs in mobility, sports nutrition, brain and mental health, hormone balance, gut health, and personalized nutrition, with focus on interconnectivity, and insight into new product formulations and applications.

Innovation & Investment

Elevate your strategic positioning in the world of proactive nutrition. Stay informed about the latest investment opportunities and launches in the healthy aging sector, with forward-thinking sessions on high-potential trends, partnership opportunities, and our 'Make it **#HAPN**' Spotlight.

Marketing & Regulatory

Thrive, not only survive. Position yourself at the forefront of industry trends and shifting policy landscapes. Leverage invaluable insights from industry trend-makers to influence and retain your target market, offering authenticity, credibility, and longstanding impact.



INNOVATION SHOWCASE

Disruptors within Healthy Aging and Proactive Nutrition are invited to apply for our second annual Innovation Showcase

Applications are welcomed from innovative start-ups, spanning functional foods and beverages, vitamins, supplements, nutrition tech, and ingredients. Our esteemed Selection Committee will select five finalists to pitch their brands live to them, with a 5min presentation on the main stage, followed by quickfire Q&A. Our audience will then pick the "Best in Show" winner!

Applications close **Tuesday, October 17.**

Benefits for Showcase Finalists



Pitch your brand story and raise awareness of your innovation



Be seen as a thought leader in your category



Get the opportunity to answer questions and receive feedback on your innovation



Network face-to-face with future investors, retailers and strategic partners

APPLY NOW

Meet our Selection Committee



Arpesh Mehta
Investment Director
DSM Venturing



Holly Jackson
Ventures Director
Danone Manifesto Ventures



Lindsay McCorkle
Director, Ventures & Growth Equity
Blue Horizon



Susan Roddy
Managing Director
Consumer Health & Personal Care
Houlihan Lokey



Steven Gwozd
Principal & Angel Investor
Laurel Heights Equity Partners



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MEET OUR INDUSTRY LEADING SPEAKER FACULTY



Laura Kunces
Vice President
of Medical
Strategy
**Thorne
Healthtech**



**Lindsay
McCorkle**
Director,
Ventures &
Growth Equity
Blue Horizon



Bodi Zhang
Chief Strategy
Officer
**Thorne
HealthTech**



**Dayle
Sampson**
Vice President,
Bioinformatics
**Elysium
Health**



**Courtney
Stanton**
CEO, Americas;
Global Head
of Strategy
& Sales
Bioseutica



Eva Hurt
Vice President,
Scientific &
Regulatory
Affairs North
America
Coca-Cola



**Jin-Xiong
She**
Founder
& CEO
**Jinfiniti
Precision
Medicine**



Barry Didato
President
Rä Foods



**Angie Kalousek
Ebrahimi**
Senior Director,
Lifestyle
Medicine
**Blue Shield
of California**



**Monica
Feldman**
Founder
**Longevity
Ruler Inc**



**Holly
Jackson**
Ventures
Director
**Danone
Manifesto
Ventures**



**Julia
McCalmont**
Vice President,
Global R&D
Head for VMS/
Nutrition Health
& LATAM
Bayer



Emily Stein
CEO
**Primal
Therapies**



Dean Kelly
CEO
Gainful



**Shelley
Balanko**
Senior Vice
President
**The Hartman
Group**



**Barb
Stuckey**
Chief
Innovation
& Marketing
Officer
Mattson



Rick Weiss
President,
Founder & Chief
Wellness Officer
Viocare



**Alison
Minter**
Managing
Partner
**North Castle
Partners**



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MEET OUR INDUSTRY LEADING SPEAKER FACULTY



Quinn Kennedy
Director,
Aging
Research
neuroFit



Bob Messerschmidt
Founder & CEO
the Cor



Hartley Pond
CEO &
Co-Founder
Daily Colors



Tim Gerke
President
**Allergy
Research
Group**



Adam Sud
CEO
**Plant-Based for
Positive Change**



Momo Vuyisich
Founding
Chief Science
Officer & Head
of Clinical
Research
Viome



Susan Roddy
Managing
Director,
Consumer
Health &
Personal Care
**Houlihan
Lokey**



Vineeta Singh
Director,
R&D
Herbalife



Nate Matusheski
Chief Science
Officer
**Hologram
Sciences**



Steven Gwozd
Principal &
Angel Investor
**Laurel Heights
Equity Partners**



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DAY ONE | DECEMBER 6

08:00 Registration

08:50 Chair's Opening Remarks

09:00 **Next-Gen Wellness: Reimagining Your Target Market**

Healthy aging is no longer an exclusive term for 40+ year olds, requiring brands to adapt and market preventative approaches to the younger population. Explore strategies targeted to the 20+ consumer segments, including influencer marketing, and the products successfully capitalizing on proactive nutrition.

Monica Feldman, Founder, [Longevity Ruler Inc](#)

Deborah Mendez, Insights Associate Director, [Kenvue](#)

09:35 **The Investor Briefing**

- The investment decision-making process and criteria
- Crafting a compelling investment pitch
- Building a product to maximize ROI
- Trends in the investment landscape for 2024

Dean Kelly, CEO, [Gainful](#)

Steven Gwozdz, Principal & Angel Investor, [Laurel Heights Equity Partners](#)

10:20 Morning Break & 1-2-1 Networking

11:40 **Mind & Body: A Nutritional Take on Mental Health**

In an era shaped by a pandemic, impending financial recession, and climate change, there is heightened urgency to address mental health concerns throughout the population. Focusing on the intersection of aging, mental health, and nutrition, this session will explore:

- The role of functional foods, supplements, and targeted nutritional innovations in mitigating mental health concerns
- Wearable tech tracking and personalized nutrition to optimize mental well-being

Shelley Balanko, Senior Vice President, [The Hartman Group](#)

Quinn Kennedy, Director, Aging Research, [neuroFit](#)

Momo Vuyisich, Founding Chief Science Officer & Head of Clinical Research, [Viome](#)

12:15 **A Year in Review: Innovation Showcase Winner 2022**

A deep-dive discussion with our 2022 Innovation Showcase winner: Primal Therapies!

Discuss:

- Maintaining a competitive edge in a fluctuating socio-economic environment
- Challenges faced when scaling innovative products
- The role of collaboration and strategic partnerships

Emily Stein, CEO, [Primal Therapies](#)

12:50 Lunch & 1-2-1 Networking

14:30 **Creating Clarity for Science-Backed Claims**

Science-backed innovations in a crowded market can be expensive and time consuming. Uncover the secrets of bringing innovative products to market, while maintaining scientific integrity:

- Demystifying the FDA approval process
- Consumer buy-in vs. regulatory change: which comes first?

Julia McCalmont, Vice President, Global R&D Head for VMS/Nutrition Health & LATAM, [Bayer](#)

Eva Hurt, Vice President, Scientific & Regulatory Affairs North America, [Coca-Cola](#)



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15:10 Roundtables:

1. Inside-Out: Hormones and Healthy Aging

- Using personalized nutrition, functional foods and supplements to maintain hormone balance

2. Catching “ZZZ’s”: Prioritizing Sleep and Regulating Functions

- Melatonin, Magnesium and CBD: Breaking down stigma and misinformation
- Recent advances in functional foods, supplements and personalized nutrition to mitigate the effects of aging and optimize sleep

3. Fueling Movement, Joint Health and Flexibility

- Redefining mobility and the role of nutrition in alleviating expectations as we age
- Using targeted nutrition plans to maintain flexibility, reduce inflammation and support overall joint health for all ages

4. Boosting Innovation in Sports Nutrition

- How targeted nutrition, exercise and lifestyle modifications work in synergy to support an active lifestyle
- New advances in optimizing athletic performance, injury prevention, and recovery

15:50 Afternoon Break & 1-2-1 Networking

17:10 Case Study: Bringing the Science of Self-Care to All

We are witnessing a new era of consumer empowerment and it is of more importance than ever to effectively communicate science. Through this case study, discover the pivotal role of generating impactful evidence, unravelling human insights and unleashing the force of iterative experimentation, aimed at introducing ground-breaking innovation behind unmet consumer needs.

[Julia McCalmont](#), Vice President, Global R&D Head for VMS/Nutrition Health & LATAM, [Bayer](#)

17:40 Make it #HAPN Spotlight

Fast Company's prestigious list of the world's most innovative companies highlights the businesses at the forefront of their respective industries.

Named on the 2023 list, Thorne HealthTech are leaders in developing innovative solutions for a personalized approach to health and wellness

Find out:

- Strategies for the expansion of their portfolio
- Challenges and successes on the journey to 5+ million customers
- How leadership and product quality directly affect the ability to meet changing market requirements

[Laura Kunces](#), Vice President, Medical Strategy, [Thorne HealthTech](#)

[Bodi Zhang](#), Chief Strategy Officer, [Thorne HealthTech](#)

18:00 Chair's Closing Remarks and End of Day 1

18:05 Networking Drinks



07:45 CEO & FOUNDERS BREAKFAST FORUM

Focused on accelerating partnerships throughout the health, nutrition, and wellbeing industries.

Join C-suite professionals and discuss:

- Staying ahead of the curve
- Driving business forward to benefit consumers
- How to stand out in a crowded market

08:50 Chair's Opening Remarks

09:00 How Proactive Nutrition Drives Health Span

Discuss proactive nutrition as a holistic approach to influence physical, mental, and emotional health.

This session will address:

- Strategies to improve accessibility and promote health equity across all ages
- Research gaps such as "In-Between" aging
- Barriers to the adoption of proactive nutrition
- Emerging trends in longevity

Angie Kalousek Ebrahimi, Senior Director, Lifestyle Medicine, [Blue Shield of California](#)

Tim Gerke, President, [Allergy Research Group](#)

Rick Weiss, President & Founder, [Viocare](#)

09:45 The Diagnostic Technologies Revolutionizing Nutrition

Discover the power of wearable tech and at-home diagnostic testing in making consumer data more accessible

Uncover initiatives such as:

- Leveraging consumer data into personalized nutrition pursuits
- Wearable tech and diagnostic testing for biomarker tracking and assessment
- Large scale implementation of personalized nutrition and diagnostic testing

Laura Kunces, Vice President, Medical Strategy, [Thorne HealthTech](#)

Bob Messerschmidt, Founder & CEO, [the Cor](#)

Jin-Xiong She, Founder & CEO, [Jinfiniti Precision Medicine](#)

Nate Matusheski, Chief Science Officer, [Hologram Sciences](#)

Dayle Sampson, Vice President, Bioinformatics, [Elysium Health](#)

10:30 Morning Break & 1-2-1 Networking

10:50 Innovation Showcase

Witness the latest innovations in healthy aging and proactive nutrition.

Our Selection Committee will select their top five start-up applicants to have the chance to present on the main stage. It will then be up to you to decide the 'Best in Show' winner.

Selection Committee:

Arpesh Mehta, Investment Director, [DSM Venturing](#)

Holly Jackson, Ventures Director, [Danone Manifesto Ventures](#)

Susan Roddy, Managing Director, Consumer Health & Personal Care, [Houlihan Lokey](#)

Lindsay McCorkle, Director, Ventures & Growth Equity, [Blue Horizon](#)

Steven Gwozdz, Principal & Angel Investor, [Laurel Heights Equity Partners](#)

Alison Minter, Managing Partner, [North Castle Partners](#)

12:35 Lunch & 1-2-1 Networking

14:15 Harnessing Diet Inclusivity for Product Success

Crafting a successful product is more challenging than ever. With challenges such as global warming, and the rise of plant-based diets, staying ahead of the game and creating an inclusive product is vital.

Learn how to:

- Bring your product to the mainstream
- Safeguard long term success while meeting sustainability goals and ensuring plant-based allergen compliance

Barb Stuckey, Chief Innovation & Marketing Officer, [Mattson](#)

Vineeta Singh, Director, R&D, [Herbalife](#)



14:50 Food as Medicine: Hype or Health?

With one in five deaths globally attributed to suboptimal diets, could 'food as medicine' be the solution?

Delve into:

- Current offerings and their efficacy as preventative medicine
- Implications of poor nutrition on an overwhelmed healthcare system
- Accessibility issues influencing a generation reliant on medication

Moderated by: Courtney Stanton, CEO, Americas & Global Head of Strategy & Sales, **Bioseutica**

Barry Didato, President, **Rä Foods**

Hartley Pond, CEO & Co-Founder, **DailyColors**

Adam Sud, CEO, **Plant-Based for Positive Change**

15:25 Chair's Closing Remarks

15:30 1-2-1 Networking

Pre-organised 20-minute, 1-2-1 private meetings with any of our attendees, partners, or speakers via our online platform and network over coffee. The platform will open 1 week prior to the conference.

16:30 End of Conference



PARTNERING OPPORTUNITIES

Based on your objectives, we can create bespoke packages designed specifically for you.

From presenting your expertise on the main stage to hosting an exclusive networking drinks reception, you can partner with us to showcase your brand and make valuable new connections.

Interested in partnering with us?

For questions regarding exhibition, digital and sponsorship opportunities, please contact Christian Egglshaw.



Christian Egglshaw

Commercial Partnerships Manager

christian.egglshaw@kisacoresearch.com

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THOUGHT LEADERSHIP

- Keynotes
- Webinars
- Industry/Research Reports
- Workshops
- Panels & Chaired
- Customer & Tech Insight Sessions

BRANDING

- White Papers
- Onsite Visibility
- Webinars & Podcasts
- Marketing Exchange
- Social Media Coverage
- Booth Area

NETWORKING

- Drinks Reception
- Boardroom Briefings
- One-to-One Meetings
- Hosting Private Dinners

SERIES PARTNERS



Open Book Extracts



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PRICING

Ticket Type	Early Bird (Ends November 3)	Standard
Academics/Government Organizations	\$499	
Start-Ups/Independent Brands (Under \$5mil Rev)	\$999	\$1,199
Start-Ups/Independent Brands Investors/Incubators/Accelerators (Over \$5mil Rev)	\$1,199	\$1,399
Multinational Companies/Retailers/CPG	\$1,699	\$1,899
Service Providers (Ingredients Suppliers, Contract Manufacturing/Research Organizations, Market Research Firms, Lawyers, Consultants)	\$2,199	\$2,399

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10%



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15%

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