HEALTHY AGING & PROACTIVE NUTRITION

December 6-7, 2023 | Hotel Dena, Pasadena, CA

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

Make it #HAPN



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



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

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Kisaco Research: Food, Drink & Wellness
Make it #HAPN

Brought to you by: Kisaco Research

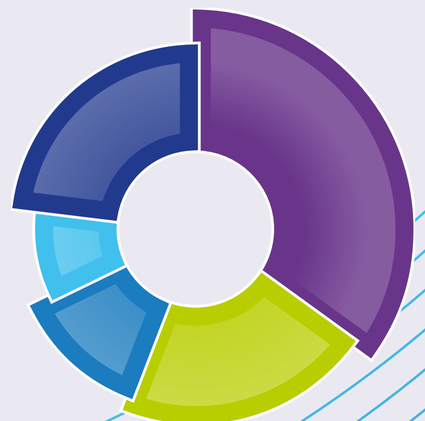
WELCOME

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

Co-Located with Women's Healthy Aging Innovation Summit for twice the knowledge, innovation, and inspiration!

Join attendees from **pioneering start-ups, multinational and independent brands, investors, retailers, and suppliers** to explore cutting-edge strategies, share valuable insights, and showcase innovations that have 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 with 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

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

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 finalists to pitch their brands live to them, with a 7min 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 Gwozdz
Principal & Angel Investor
Laurel Heights Equity Partners



Alison Minter
Managing Partner
North Castle Partners

MEET OUR INDUSTRY LEADING SPEAKER FACULTY



Laura Kunces
Vice President of Medical Strategy
Thorne Healthtech



Ashley Ferguson
Chief Commercial Officer
Disruption Labs



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
The Coca-Cola Company



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

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



Claire Chang
Founder & General Partner
IgniteXL Ventures



Yaqi Gao Grover
Partner
Lever VC



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



Vineeta Singh
Director, R&D
Herbalife (Former)



Nate Matusheski
Chief Science Officer
Hologram Sciences



Steven Gwozdz
Principal & Angel Investor
Laurel Heights Equity Partners



Marc Washington
Founder & CEO
Supergut



Yi Sherry Zhang
Founder & CSO
GenoPalate



Ari Tulla
CEO & Co-Founder
Elo Health



Lynn Yu
Nutrition Lead
The Kraft Heinz Company



Christopher Bailey
Director of Scientific Affairs
Gencor



Jodi Katz
Founder & CEO
Base Beauty Creative Agency



James Kelley
Chief Medical Officer
Roots Food Group



Arpesh Mehta
Investment Director
DSM Venturing



Lindsay McCorkle
Director, Ventures & Growth Equity
Blue Horizon

DAY ONE | DECEMBER 6

08:30 Registration

09:30 Chair's Opening Remarks

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

09:40 **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.

Moderated by: Monica Feldman, Founder, **Longevity Ruler Inc**
Christopher Bailey, Director of Scientific Affairs, **Gencor**
Jodi Katz, CEO & Founder, **Base Beauty Creative Agency**

10:15 **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

Moderated by: Claire Chang, Founder & General Partner, **igniteXL Ventures**
Steven Gwozdz, Principal & Angel Investor, **Laurel Heights Equity Partners**
Yaqi Gao Grover, Partner, **Lever VC**
Dean Kelly, CEO, **Gainful**



10:55 Morning Break & 1-2-1 Networking

11:55 **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

Moderated by: 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**

12:40 **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

Presenter:
Emily Stein, CEO, **Primal Therapies**

13:05 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 approval processes
- Consumer buy-in vs. regulatory change: which comes first?

Moderated by: Ashley Ferguson, Chief Commercial Officer, **Disruption Labs**
Julia McCalmont, Vice President, Global R&D Head for VMS/Nutrition Health & LATAM, **Bayer**
Eva Hurt, Vice President, Scientific & Regulatory Affairs North America, **The Coca-Cola Company**

15:10 Roundtable Discussions (Sign-up via the SwapCard App)**:**

1. Getting Innovations to the Market

- Aligning product distribution channels with your target market
- Strategies to maintain integrity, consistency and quality
- Navigating prescription, claims, and price-point challenges

Moderator:
James Kelley, Chief Medical Officer, **Roots Food Group**

2. Exploring Pain Points and Solutions in Brand Marketing

- Reaching your marketing goals and securing ROI
- Creating a robust brand narrative with compelling storytelling
- Nurturing audience loyalty and finding authentic ambassadors

Moderator:
Jodi Katz, CEO & Founder, **Base Beauty Creative Agency**

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

16:30 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.

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

17:00 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

Presenters:
Laura Kunces, Vice President, Medical Strategy, **Thorne HealthTech**
Bodi Zhang, Chief Strategy Officer, **Thorne HealthTech**

17:20 Chair's Closing Remarks and End of Day 1

17:30 Networking Drinks

DAY TWO | DECEMBER 7

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

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

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

Moderated by: Angie Kalousek Ebrahimi, Senior Director, Lifestyle Medicine, **Blue Shield of California**
Tim Gerke, President, **Allergy Research Group**
Rick Weiss, President & Founder, **Viocare**
Ari Tulla, CEO & Co-Founder, **Elo Health**

09:35 **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

Moderated by: Nate Matusheski, Chief Science Officer, **Hologram Sciences**
Laura Kunces, Vice President, Medical Strategy, **Thorne HealthTech**
Bob Messerschmidt, Founder & CEO, **the Cor**
Jin-Xiong She, Founder & CEO, **Jinfiniti Precision Medicine**
Dayle Sampson, Vice President, Bioinformatics, **Elysium Health**

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

11:10 **Innovation Showcase**

Witness the latest innovations in healthy aging and proactive nutrition.

Our Selection Committee will select their top 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.

Our 2023 Finallists:

Caitlin Krebs, CEO, **Nalu Bio**
Savan Devani, Founder & CEO, **BioTrillion**
Sunny Jain, Founder & CEO, **Floré**

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**

Staying ahead of the game with inclusive, high-quality formulations is essential to meet consumer demands.

Explore premium ingredients and products that address dietary, allergen, and ethical requirements, with consideration of sustainability, plant-based diets, and upcoming market trends.

Encompassing:

- Science-backed ingredients
- Safeguarding long-term success via sustainability and compliance

Moderated by: Yi Sherry Zhang, Founder & CSO, **GenoPalate, Inc.**
Barb Stuckey, Chief Innovation & Marketing Officer, **Mattson**
Vineeta Singh, Director, R&D, **Herbalife (Former)**
Lynn Yu, Nutrition Lead, **The Kraft Heinz Company**

DAY TWO | DECEMBER 7

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**
Marc Washington, Founder & CEO, **Supergut**

15:25 **Innovation Showcase Winner Announced**

15:30 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 Egglishaw.



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GET IN CONTACT

THOUGHT LEADERSHIP

- Keynotes
- Webinars
- Industry/Research Reports
- Workshops
- Panels & Chairing
- 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



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PRICING

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



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5+ SAVE 15%

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