



FOR IMMEDIATE RELEASE

Bring Your Idea to Life: Iovate Ventures Offers Strategic Partnership Opportunities for Early-Stage Nutritional and Functional Products Brands

Leading Active Nutrition and Wellness Company Invites Like-Minded, Impact-Driven Brands to Join the Conversation at Natural Products Expo West, Anaheim, California

Expo West Breakfast Meet & Greet

Iovate Ventures Entrepreneurs

March 5th, 2020, 8:00 am – 10:00 am

Hilton Anaheim, Room #: Palos Verdes A, 777 West Convention Way, Anaheim, CA

Oakville, ON, Canada (February xx, 2020) – Iovate Ventures, a newly formed and dedicated international health and wellness investment group, a division of Iovate Health Sciences International Inc., is seeking like-minded U.S. start-up brands to apply to their strategic partnership program. If you are an emerging start-up brand looking to gain traction, expand retail distribution, and improve innovation, Iovate Ventures invites you to attend a morning meet and greet during the Natural Products Expo West Trade Show on Thursday March 5th, 8:00 am – 10:00 am, Hilton Anaheim, Palos Verdes A Room, Anaheim, California.

At the breakfast, brands will meet with industry leaders and learn more about the application process. Discover why your brand should collaborate with Iovate Ventures and gain access to expert advice and high-level teams, including best-in-class strategic tools and methods to accelerate ideas.

Apply to Iovate Ventures Strategic Partnership Program:

<https://www.iovate.com/iovate-ventures/>

For impact-driven brands, regardless of your company's stage of growth, Iovate Ventures tailors specific strategies through its program offerings and services. Iovate Health Sciences International Inc. has more than 25 years of experience in wellness, weight loss, and active nutrition, the company's seasoned team of scientists, R&D professionals, sales, and manufacturing experts are ready to help take your brand to the next level.



“There are a lot of great product ideas out there with tremendous potential that hit bumps on the road to their becoming viable offerings. It might be owing to a lack of experience, the necessary contacts—or resources. At Iovate Ventures, we want to ensure that great ideas achieve their potential and make a difference in the world. We’ll provide the expert resources to bring your product to market and provide access to people around the world who would most benefit,” says Raza Bashir, Vice President, Product Innovation at Iovate Ventures. “If you have a novel functional food or wellness-related consumer product in-market or ready to launch, then we want to connect at our Expo West breakfast to hear more about your products and what you stand for!”

An additional benefit to applying and joining the partnership includes exclusive connections to Iovate’s global distribution and retail networks, including the world’s largest retailers.

About Iovate Health Sciences International Inc.

[Iovate Health Sciences International Inc.](#), has been creating and building successful brands for more than 25 years. Through its commitment to scientific research and product development, Iovate Health Sciences International Inc. has led marketing efforts for countless cutting-edge products, which have been chosen by millions since its establishment in 1996. Iovate’s current brand portfolio includes [Purely Inspired®](#), Conscious Kitchen™, [Hydroxycut®](#), [MuscleTech®](#), and [Six Star®](#). The company’s core values include teamwork, accountability, passion, valuing people, customer-centric, and consumer-driven. For more information on Iovate Ventures and the application process, click [here](#).

Iovate Ventures Contact

Raza Bashir, Vice President, Product Innovation
ventures@iovate.com

Media Contact

Steven Hoffman, Founder
Compass Natural
303.807.1042
steve@compassnaturalmarketing.com

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