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## The Next Big E: Tocotrienols and the Science-based Business Opportunity

The robust science demonstrating the benefits of tocotrienols, combined with a still largely untapped market, results in what could be one of the top growth opportunities in the market for dietary supplement, food, beverage and personal care companies. Joining the strong body of science is a growing recognition in the popular media, including a strong endorsement by Dr. Mehmet Oz. In fact, one of Dr. Oz's guests for that segment, Canadian media icon and health expert Bryce Wylde, is one of our presenters at this workshop. He will be joined by a panel of experts to cover the science, benefits, applications, substantiated claims, market conditions and go-to-market strategies that companies can apply to capture this great potential.

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### SATURDAY, NOVEMBER 16

8:30-8:45am Introduction/Welcome

#### SPEAKER

Jon Benninger, vice president, Health & Nutrition Network, SupplySide

8:45-9:15am State of the Market

Tocotrienols represent a small but growing piece of the overall vitamin E market, a market dominated for many years by alpha-tocopherol. As science points toward the unique benefits of tocotrienols, what impact is this having on the market and what does the future look like?

9:15-9:45am Safety, Science and Claims

What does the science say about the safety and benefits of tocotrienols? Join AIBMR's Dr. Alex Schauss as he reviews the science and explains what it means for formulators, manufacturers and marketers. Included will be discussion of potential claims and their substantiation.

#### SPEAKER

Alexander Schauss, Ph.D., FACN, senior research director, natural and medicinal products research, AIBMR Life Sciences Inc.

9:45-10am Break

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10-10:30am	<p><b>Consumer Awareness and Perceptions</b></p> <p>Alternative medicine expert, clinician, best-selling author, and TV host Bryce Wylde shares his views on the current state of consumer awareness and perceptions about tocotrienols. Host of the popular Canadian show "Wylde On Health," he discussed tocotrienols and their benefits as a guest on The Dr. Oz Show.</p> <p><b>SPEAKER</b></p> <p><b>Bryce Wylde, Ph.D.</b>, alternative health expert and author of <i>Wylde on Health</i> and <i>The Antioxidant Prescription</i></p>
10:30-10:50am	<p><b>History and Current Applications</b></p> <p>Dr. Barrie Tan discusses the history of tocotrienols and current uses for these powerful substances. Where do tocotrienols come from, how do they fit within the history of vitamin E, and how can we apply them to promote health?</p> <p><b>SPEAKER</b></p> <p><b>Barrie Tan, Ph.D.</b>, founder and president, American River Nutrition Inc., senior editor, <i>Tocotrienols: Vitamin E Beyond Tocopherols</i></p>
10:50-11:10am	<p><b>New Research and Applications</b></p> <p>Dr. Chee Wai Fong discusses the newest research on tocotrienols and the potential for impacting health.</p> <p><b>SPEAKER</b></p> <p><b>Chee Wai Fong, Ph.D.</b>, head of R&amp;D, Davos Life Science Pte. Ltd.</p>
11:10-11:30am	<p><b>Wrap Up and Closing Comments</b></p> <p>Join the panelists for final questions and discussion.</p>

## Speakers

Past attendees have always applauded the incredible lineup of speakers on our education program, and this year will be no different! As we continue to finalize this year's agenda, we are pleased to announce the following confirmed speakers:



**Chee Wai Fong, Ph.D.**

Chee Wai Fong, Ph.D., is the head of R&D at Davos Life Science Singapore. Dr. Fong leads a team of scientists in finding new applications of tocotrienol, supporting sales and marketing and new product development. Dr. Fong has many years of experience in natural product discovery, having worked at a natural product high-throughput screening facility at Glaxo Wellcome before his doctoral studies in at the University of Glasgow, focusing on the inflammatory pathways mediated by the prostaglandin G-protein coupled receptors. Prior to joining Davos Life Science, Dr. Fong was a scientific consultant to Merck Millipore Asia.

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