



2025 NBJ Summit Agenda – 28th Annual NBJ Summit
Rancho Palos Verdes, CA – Terranea Resort

Monday July 28 – Thursday July 31, 2025

Nutrition Industry Transformation: Leading through Innovation

Premier Title Sponsor: William Hood & Company
Agenda Sponsored by: Verdure Sciences



2025 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ Summit
 Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
 Jessica Rubino, VP, Content and Summits, *New Hope Network*

Monday, July 28, 2025

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| 8:00 AM – 5:00 PM | One-on-One Business Networking Meetings <i>Location: Palos Verdes 6&7</i> <i>Sponsored by: Kerry</i> |
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Let's network! This is the dedicated time for your pre-booked 30-minute one-on-one networking meetings. If you haven't booked meetings yet, click on the "Attendees" tab now to connect, chat and book meetings with both in-person and virtual attendees. In-person meetings will take place in Palos Verdes 6 & 7, while virtual meetings will take place on the Swapcard platform.

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| 10:00 AM – 12:00 PM | NBJ Summit Open Golf Tournament <i>Location: The Links</i> <i>Sponsored by: BioCat & Vitaquest</i> |
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| 2:00 PM – 4:00 PM | NBJ Summit Open Golf Tournament <i>Location: The Links</i> <i>Sponsored by: BioCat & Vitaquest</i> |
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| 4:30 PM – 6:30 PM | Opening Reception <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: Gemini</i> |
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Tuesday, July 29, 2025

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| 7:00 AM – 11:00 AM | Specialty Coffee Station <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Quicksilver Scientific</i> |
| 7:00 AM – 8:00 AM | Breakfast <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: BioVivo</i> |
| 8:00 AM – 4:35 PM | Transforming Ideas into Art: Live Illustration with Annie Herzig <i>Sponsored by: Eurofins</i> Illustrator: Annie Herzig Join illustrator Annie Herzig as she transforms presentations into vibrant visuals in real time, capturing key points and quotes from the back of the audience. Her illustrated notes, shown on the projection screen, enhance engagement, simplify complex information, and boost memory retention. Visual content is processed 60,000 times faster than text, making it highly effective and memorable. Experience how Annie’s live illustration can elevate your conference, making it more engaging and impactful. |
| 8:00 AM – 4:35 PM | Musical Interludes Musician: Gayan Long , Internationally Acclaimed Drummer and Keynote Presenter Gayan Gregory Long is an internationally acclaimed drummer and keynote presenter. His live offerings are inspired, enthusiastic, inclusive, and empowering. Whether at a BaliSpirit Festival, the Cathedral of St. Johns the Divine in New York, or the epic Red Rocks concert venue in Colorado, Gayan’s drumming, songs, and words reach into the heart of all in attendance. He has appeared on sixty-seven recording projects and has two recordings of his own entitled Padma Thunder and When Two or More are Gathered. His book Thunderbolts: Flashes of Insight from the Road Home is scheduled for release in late 2025. Gayan is dedicating his life to igniting human potential through music, inspiring words, and enthusiastic participation. |
| 8:00 AM – 8:50 AM | WHY We Transform: Charting the Evolution of an Industry <i>Location: Palos Verdes 1-5</i> NBJ Summit Co-Chairs: Thomas Aarts , Co-Founder <i>Nutrition Business Journal</i> , Co-Founder NBJ Summit Bill Giebler , Content & Insights Director, <i>Nutrition Business Journal</i> Jessica Rubino , VP, Content and Summits, <i>New Hope Network</i> The dietary supplement industry stands at a pivotal crossroads demanding true transformation. This opening session frames this critical moment, tracing our journey from DSHEA to today's dynamic marketplace. We'll examine why transformation is essential for industry survival and growth, exploring how health advocacy has evolved alongside scientific advancements and technological innovation. Drawing from exclusive NBJ research, we'll unveil transformation vectors reshaping our landscape—from regulatory developments to the MAHA initiative's potential impact. We'll share predictions on personalization technologies, government actions and consumer expectations defining supplement innovation's next chapter—plus, invite our community to weigh in on what’s next for the dietary supplement industry. |
| 8:50 AM – 9:40 AM | State of the Industry: NBJ Data & Trends Overview Bill Giebler , Content & Insights Director, <i>Nutrition Business Journal</i> Erika Craft , Market Research Analyst, <i>Nutrition Business Journal</i> In this signature NBJ Summit session, experience the nutrition industry through the lens of authoritative market data. NBJ Content & Insights Director Bill Giebler and NBJ Market Research Analyst Erika Craft present the Journal's most comprehensive analysis of the year—particularly significant as 2025 marks the industry's historic crossing of the \$70 billion threshold. This foundational presentation examines sales, growth and market share across categories, channels, conditions and delivery formats, while exploring the critical intersections where these segments meet. The detailed market intelligence provides essential context for the strategic discussions that will follow throughout the Summit. |
| 9:40 AM – 10:10 AM | Refreshment Break <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Glanbia</i> |

10:10 AM – 11:05 AM

Policy & Power: What's at Stake and Who Decides?

Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speakers: Miriam Guggenheim, Partner, Co-Chair of Food, Drug & Device Practice, Covington & Burling LLP

Douglas "Duffy" MacKay, ND, SVP, Dietary Supplements, Consumer Healthcare Products Association

Steven Mister, President & CEO, Council for Responsible Nutrition

A radical makeover of Washington's political landscape promises change and challenge for the supplement industry as brands and co-manufacturers react to a seeming double-edge sword in the ascension of outspoke anti-pharma nutrition advocate Robert F Kennedy Jr to the top spot in the Department of Health and Human Services. Panelists at the front lines of that change will discuss the expected regulatory impact and where the industry can expect both opportunities and obstacles.

11:05 AM – 11:35 AM

Bridging Nutrition and Healthcare: The Economic Imperative

Sponsored by: Rousselot

Introduced by: Thomas Aarts, Co-Founder *Nutrition Business Journal*, NBJ Summit

Keynote Speaker: Calley Means, Co-Founder of Truemed, Co-Author of *Good Energy*, and Special Government Employee to the White House

The divide between nutrition and health care isn't just scientific—it's economic, with profound implications for public health and business opportunity. Calley Means delivers a powerful analysis of the systemic challenges and this critical convergence, presenting compelling data demonstrating how nutrition-centered approaches reduce healthcare costs while improving outcomes. His perspective transcends political boundaries, highlighting preventive nutrition strategies as a rare bipartisan opportunity. For supplement leaders, this session translates health care challenges into business opportunities, outlining how emerging reimbursement models, policy shifts and consumer demand create unprecedented positioning possibilities for evidence-backed nutritional interventions in today's evolving health care landscape.

11:35 AM – 11:50 AM

Fireside Chat and Q&A with Calley Means

Sponsored by: Rousselot

Moderator: Thomas Aarts, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ Summit

Keynote Speaker: Keynote Speaker: Calley Means, Co-Founder of Truemed, Co-Author of *Good Energy*, and Special Government Employee to the White House

11:50 AM – 12:10 PM

Fireside Chat with Senator Tom Harkin (retired)

Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Speaker: Senator Tom Harkin (retired), Former United States Senator, Navy Veteran, Lawyer, Author

A principal architect of the legislation that made the modern supplement industry possible, Tom Harkin holds a unique perspective on what the profoundly different politics of today mean for the brands and manufacturers. Harkin brings that perspective to a fireside chat with NBJ Editor in Chief Rick Polito, prepared to talk about the challenges of bringing together a wider set of stakeholders in a Washington defined by partisan differences.

12:00 PM – 3:00 PM

Smoothie Bar

Location: Palos Verdes Terrace

Smoothie Sponsor: TSI Group

12:10 PM – 1:10 PM

Lunch and Meet & Greet with Calley Means

Location: Palos Verdes Terrace

Lunch Sponsored by: Cepham

1:10 PM – 1:50 PM

Transforming Healthcare: Integrative Approaches for the Future

Moderator: Bill Giebler, Content and Insights Director, *Nutrition Business Journal*

Speakers: Lise Alschuler, ND, FABNO, Associate Director of the Fellowship in Integrative Medicine

Jeffrey Bland, Ph.D., Founder, Big Bold Health

Jim LaValle, RPh, CCN, MT, DHM, DHPH, Chief Science Officer, Life Time

The U.S. healthcare system has long operated on a reactive model of medicine. As we approach a pivotal moment in the evolution of federal healthcare policy, the nutrition industry—with its established holistic health perspective—is uniquely positioned to contribute to redefining American wellness beyond conventional healthcare boundaries. This expert panel will explore the dynamic intersection of pharmaceuticals, nutritional supplements, dietary approaches, and physical activity—examining these elements both as lifestyle components and business opportunities. Our discussion will address healthcare accessibility challenges, the emerging role of artificial intelligence, limitations of specialized

[Information Classification: General](#)

medical silos, and the importance of human nurturing in the healing process.

1:50 PM – 2:15 PM **Rethinking Weight Loss: The New Paradigm of Body Composition**
Moderator: Bill Giebler, Content and Insights Director, *Nutrition Business Journal*
William Davis, MD, Chief Medical Officer, Realize Therapeutics Corp.

Weight loss is an outdated concept, and one that Ozempic brings to the forefront. These GLP-1 agonist drugs are producing astounding weight loss results for patients and significant opportunities for the dietary supplement industry, but at a significant cost to patients. In this powerful talk, framed within our healthcare transformation programming, renowned preventive cardiologist and #1 New York Times bestselling author William Davis will reveal how the gut microbiome influences body composition and metabolism, identifying specific pathways where supplements can effectively intervene. Attendees will gain a scientific framework for developing formulations that address body composition rather than simply "weight loss," positioning their brands at the forefront of this paradigm shift.

2:15 PM – 2:35PM **Founder Spotlight: Gut Health in the Ozempic Age**
Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*
Speaker: Marc Washington, Founder, Supergut

Few brands have been in a better position to seize the opportunity presented to the supplement industry by GLP-1 drugs than Supergut. We'll talk to founder Marc Washington about how he established the scientific foundation for Supergut centered around prebiotics, and how that enabled them to position the brand for success amidst increasing consumer interest in gut health and natural GLP-1 support.

2:35 PM – 2:40 PM **Retail Revolution: Data-Driven Strategies & Innovation in the Supplement Marketplace**
Co-Chair: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

This comprehensive group of sessions provides the strategic market intelligence needed to stay ahead of retail disruption, capitalize on emerging distribution opportunities and connect with consumers along their increasingly complex supplement discovery journey. We'll present NBJ's market intelligence and provide a platform for retail innovators from across the spectrum—Amazon leadership, TikTok-savvy perspectives and omnichannel brick-and-mortar powerhouses. Through proprietary data, success stories and a "what's next" view of retail, you'll gain actionable intelligence on emerging channels, post-pandemic consumer behaviors and strategic retail opportunities.

Throughout the session, speakers will address strategic elements critical for C-suite decision-making, including ROI metrics, capital allocation considerations, strategic partnerships, margin implications across channels, and regulatory navigation strategies.

2:40 PM – 2:50 PM **The Changing Supplement Consumer Journey**
Speaker: Erika Craft, Market Research Analyst, Nutrition Business Journal

Nutrition Business Journal breaks down the retail channel data that can help supplement companies stay ahead of the curve, with an emphasis on how data reveals shifting consumer behaviors post-pandemic and the evolving supplement discovery path.

2:50 PM – 3:10 PM **Inside Amazon's Supplement Strategy: Market Insights for Executive Decision-Makers**
Moderator: Thomas Aarts, Co-Founder *Nutrition Business Journal*, NBJ Summit
Lisa Brines, Ph.D., Senior Compliance Manager, Amazon
Tuan Tran, Head of 3P Consumables Recruitment & Development, Amazon

Amazon's approach to personalization, transparency and accessibility is a key factor driving the next generation of supplement business strategy. Amazon leaders will share how AI-powered recommendation engines and verification systems are responding to changing consumer behaviors, explore the intersection of platform dynamics and broader market trends and examine what data analytics is revealing new patterns in supplement discovery. What strategic implications do these developments have for supplement brands' digital presence in an increasingly personalized and transparency-oriented marketplace?

3:10 PM – 3:40 PM **Navigating & Measuring Success in an Omnichannel Supplements World**
Co-Chair: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Speakers: Jay Hunter, Chief Revenue Officer, MRO MaryRuth, LLC
Donte Murry, Group Vertical Director (Beauty & Wellness), TikTok
Blaine Streisand, CEO, New Chapter

This dynamic discussion with TikTok, New Chapter and MaryRuth will illuminate how longstanding industry leaders and innovative newcomers alike are effectively leveraging all platforms to connect with shoppers. The panel will address attribution models for supplement brands across platforms and ROI metrics that matter most to C-suite decision makers.

Information Classification: General

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| 3:40 PM – 4:00 PM | The Premium Supplement Experience: Whole Foods' Data-Driven Category Evolution Co-Chair: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Speaker: Casey Gaston, Executive Leader Supplements, Whole Foods Market |
| Pulling from consumer data and category insights, Whole Foods' new Executive Leader Supplements Casey Gaston shares the latest in the category and Whole Foods customer behaviors, plus what drives Whole Foods leadership's decision making. This discussion will feature unique insights on how premium retail environments influence supplement purchasing decisions and the strategic implications for brands positioning in this space. | |
| 4:00 PM – 4:15 PM | The Retail Renaissance: How Physical Stores Are Becoming Health Destinations Co-Chair: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Speaker: Ed Jones, President & Founder, Nutrition World |
| Ed Jones of Nutrition World shares the key ideas and initiatives that are transforming brick and mortar retail—from integration with health care and buyer and brand partnerships to digital content strategies across podcasts, social and more. This discussion will connect digital discovery with experiential retail for the consumer supplement journey. | |
| 4:15 PM – 4:20 PM | Closing Remarks and Announcements NBJ Summit Co-Chairs: Thomas Aarts , Co-Founder <i>Nutrition Business Journal</i> , Co-Founder NBJ Summit Bill Giebler , Content & Insights Director, <i>Nutrition Business Journal</i> |
| 8:00 AM – 5:00 PM | One-on-One Business Networking Meetings <i>Location: Palos Verdes 6&7</i> <i>Sponsored by: Kerry</i> |
| 5:00 PM – 6:00 PM | Welcome Reception <i>Location:</i> <i>Palos Verdes Meadows</i> <i>Sponsored by: Kemin</i> |
| 6:00 PM – 8:30 PM | Welcome Dinner Featuring NBJ Awards <i>Location: Palos Verdes Meadows</i> <i>Sponsored by: Vidya Herbs</i> |
| 8:30 PM – 10:30 PM | PQAA <i>Location: Catalina Room and Terrace</i> <i>Sponsored by:</i> <i>Amin Wasserman Gurnani </i> <i>Maypro Pitch Publicity</i> |

Wednesday, July 30, 2025

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| 6:00 AM – 7:00 AM | Morning Priming: Movement and Breathwork <i>Location: Terranea Beach</i> Facilitator: Kai Van Bodhi, CEO and Thought Leader, Peak Performance |
| Kai Van Bodhi is a pioneer in the field of Holistic Medicine, effortlessly blending Ancient Alchemy and Modern Neuroscience to create an accessible and comprehensive pathway for unlocking human potential. With a master's degree in Oriental Medicine, Kai is a skilled teacher in meditation, tai chi, qigong, and mind-body exercise. | |
| 7:00 AM – 11:00 AM | Specialty Coffee Station <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Quicksilver Scientific</i> |
| 7:00 AM – 8:00 AM | Breakfast <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: ACG</i> |

8:00 AM – 12:30 PM

Transforming Ideas into Art: Live Illustration with Annie Herzig
Sponsored by: Eurofins
Illustrator: Annie Herzig

Join illustrator Annie Herzig as she transforms presentations into vibrant visuals in real time, capturing key points and quotes from the back of the audience. Her illustrated notes, shown on the projection screen, enhance engagement, simplify complex information, and boost memory retention. Visual content is processed 60,000 times faster than text, making it highly effective and memorable. Experience how Annie’s live illustration can elevate your conference, making it more engaging and impactful.

8:00 AM – 12:30 PM

Musical Interludes
Musician: Gayan Gregory Long, Internationally Acclaimed Drummer and Keynote Presenter

Gayan Gregory Long is an internationally acclaimed drummer and keynote presenter. His live offerings are inspired, enthusiastic, inclusive, and empowering. Whether at a BaliSpirit Festival, the Cathedral of St. Johns the Divine in New York, or the epic Red Rocks concert venue in Colorado, Gayan’s drumming, songs, and words reach into the heart of all in attendance. He has appeared on sixty-seven recording projects and has two recordings of his own entitled Padma Thunder and When Two or More are Gathered. His book Thunderbolts: Flashes of Insight from the Road Home is scheduled for release in late 2025. Gayan is dedicating his life to igniting human potential through music, inspiring words, and enthusiastic participation.

8:00 AM – 8:15 AM

Opening Remarks: How We Transform
Location: Palos Verdes 1-5
NBJ Summit Co-Chair:
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

8:15 AM – 8:35 AM

M&A in Focus: Investment as a Transformative Tool
Speaker: William Hood, Co-Founder and Managing Director, William Hood & Company

Industry veteran William Hood delivers his highly anticipated analysis of M&A activity in the dietary supplement sector. This insight-packed presentation examines historical patterns, recent transactions, and emerging valuation trends. Hood explores how strategic capital deployment serves as a catalyst for positive industry transformation, offering invaluable insider perspective for executives navigating the evolving investment landscape.

8:35 AM – 8:55 AM

Founder Spotlight: Scientific Rigor, Capital-Efficient Growth and Strategic Expansion
Moderator: William Hood, Co-Founder and Managing Director, William Hood & Company
Speaker: Ara Katz, Co-Founder, Seed Health

Seed co-founder Ara Katz joins William Hood for a fireside discussion on how she built a leading microbiome science and gut health company, achieving remarkable revenue growth with minimal capital investment. Learn about Seed’s founding journey, strategic approach to fundraising, and plans for expansion and its next stage of growth—offering valuable lessons for industry leaders transforming their businesses through science and innovation.

8:55 AM – 9:55 AM

Keynote: Innovation Through Curiosity
Sponsored by: ADM
Introduced by: Giebler, Content & Insights Director, *Nutrition Business Journal*
Keynote Speaker: Diana Kander, *NYT* Bestselling Author, Keynote Speaker on Curiosity and Innovation

What if your next breakthrough isn’t about doing more—but asking better questions?

New York Times Bestselling author, Diana Kander shares how curiosity is more of a competitive advantage than a soft skill. In a world where tradition often drives decision-making, embracing curiosity can reveal blind spots, spark innovation, and unlock untapped growth.

This session invites leaders to rethink how they define success—and how they sustain it. Attendees will walk away with bold strategies to ignite curiosity in themselves and their teams, and a powerful new lens for seeing what’s possible in their business and beyond.

10:00 AM – 10:45 AM

Inside the Bottle
The Curiosity Cascade: Developing Consumer Research Questions to Drive Industry Opportunity
Sponsored by: Radicle Science, Sabinsa, Soft Gel, SPINS
Moderator: Francine Schoenwetter, Director Content Marketing, Informa

Facilitators: **Thomas Aarts**, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ Summit
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Rick Polito, Editor-in-Chief, *Nutrition Business Journal*
Cassie Smith, Senior Editorial Content Director, Informa

Transform the future of supplement industry research in this dynamic workshop following Diana Kander's keynote on curiosity-driven innovation. Building directly on Diana's insights, you'll harness the power of strategic curiosity to identify the right questions NBJ should ask dietary supplement consumers in order to drive industry innovation and growth.

Collaborate with industry peers in small, facilitator-led groups to develop research questions that will drive Nutrition Business Journal's next wave of consumer perception research, fuel innovation and help shape your future-looking business strategy. We need to ask new questions if we are to discover new opportunities. This workshop embodies Diana's philosophy that asking the right questions leads to breakthrough thinking, empowering you to pinpoint what you need to know about evolving consumer attitudes and allowing you to make data-driven decisions that put you ahead of market shifts.

Lead the way and bring your organization's customer insights, strategic challenges and collaborative spirit as we collectively determine the key questions to drive NBJ consumer research. Your participation ensures NBJ analysis provides the actionable intelligence required to thrive in an evolving marketplace while fostering the curiosity that drives meaningful innovation.

Attendees will receive a custom consumer research analysis following the NBJ Summit.

10:45 AM – 11:15 AM **Refreshment Break**
Location: Palos Verdes Prefunction
Sponsored by: COMET

11:15 AM – 11:40 AM **Strategic Implementation: Translating AI Potential into Practical Business Advantage**
Moderator: **Thomas Aarts**, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ
Speaker: **Mitch Mitchem**, CEO & Founder, HIVE Interactive Inc.

Bridge AI's promise and practical implementation with Mitch Mitchem of HIVE Strategic Partners, whose work has guided numerous consumer brands through successful AI integration. This session delivers actionable frameworks for embedding AI across your organization—from supply chain optimization to consumer engagement. Mitchem shares case studies demonstrating measurable ROI through strategic AI deployment, including predictive analytics transforming inventory management and personalization driving conversion increases. This interactive session addresses your specific implementation questions and challenges. Learn to evaluate AI opportunities against business objectives, build necessary organizational capabilities and create realistic timelines delivering incremental value in the nutrition industry

11:40 AM – 12:10 PM **Transformation of Business Strategy with AI**
Moderator: **Thomas Aarts**, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ
Speakers: **Ben Flohr**, Co-Founder, Scale Media
Afif Ghannoum, CEO, CPG Radar
Akash Shah, Co-Founder & CEO, IngredientAI

AI means many different things to different industries, but the combination of practices and purpose in the supplement industry presents a set of unique opportunities, ranging from ingredient discovery to regulatory complexities and marketing tools that could transform how consumers interact with brands. Panelists will talk about game-changing programs and the many challenges of getting AI right in an industry where missteps can have enormous costs.

12:10 PM – 12:30 PM **AI: Accelerating the Field of Precision Nutrition**
Moderator: **Thomas Aarts**, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ
Speaker: **Tom Blue**, Partner, OvationLab

This session explores the role of AI and robotics as accelerants of the emerging market for personalized nutritional supplements. Participants will see real-world examples of the applications of AI to analyze various forms of health data to produce an n of 1 supplement formulation - and how robotic technology is solving the problem of producing and fulfilling personalized supplements at scale.

12:00 PM – 3:00 PM **Smoothie Bar**
Location: Palos Verdes Terrace
Smoothie Sponsor: TSI Group

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| 12:30 PM – 1:30 PM | Lunch and Book Signing with Diana Kander <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: K. Patel Phyto</i> |
| 1:30 PM – 6:00 PM | Activities <i>Location: Offsite; Cielo Point Pool</i> <i>Sponsored by: Gelita Mitsubishi International Food Ingredients, Inc.</i> |
| <ul style="list-style-type: none"> • Porsche Experience (requires pre-registration) – Bus Departure at 1:45pm from the Executive Lot • Pickleball (requires pre-registration) – Bus Departure at 2:00pm from the Executive Lot • Cielo Point Pool Party (no pre-registration required, not an exclusive event) • Self-guided hikes | |
| 8:00 AM – 5:00 PM | One-on-One Business Networking Meetings <i>Location: Palos Verdes 6&7</i> <i>Sponsored by: Kerry</i> |
| 6:30 PM – 7:30 PM | NBJ Summit Lifetime Achievement Award Reception <i>Location: Palos Verdes Meadows</i> <i>Sponsored by: Pharmavite</i> |
| 7:30 PM – 9:30 PM | NBJ Summit Lifetime Achievement Award Dinner <i>Location: Palos Verdes Meadows</i> <i>Sponsored by: RFI Ingredients</i> |
| 9:30 PM – 11:30 PM | After Party: Radicle Remix <i>Location: Palos Verdes 1-5</i> <i>Sponsored by: Radicle Science</i> |

Feel-Good Festivities: Move to the rhythm with a live DJ and line dancing led by Tina Michelle & The Rhinestone Cowgirls.

Casual Community Vibes: Connect with industry peers in a fun, relaxed atmosphere designed to foster genuine conversations and shared moments.

Wellness Refreshments: Light refreshments will include the Radicle Spicy Mango mocktail, made with LMNT Mango Chili, plus standard libations.

Thursday, July 31, 2025

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| 7:00 AM – 11:00 AM | Specialty Coffee Station <i>Location: Palos Verdes Prefunction</i> <i>Sponsored by: Quicksilver Scientific</i> |
| 7:30 AM – 8:30 AM | Breakfast <i>Location: Palos Verdes Terrace Buffet, and bring into Palos Verdes 1-5</i> <i>Sponsored by: Bionap</i> |
| 8:30 AM – 11:30 AM | Transforming Ideas into Art: Live Illustration with Annie Herzig <i>Sponsored by: Eurofins</i> Illustrator: Annie Herzig |
| <p>Join illustrator Annie Herzig as she transforms presentations into vibrant visuals in real time, capturing key points and quotes from the back of the audience. Her illustrated notes, shown on the projection screen, enhance engagement, simplify complex information, and boost memory retention. Visual content is processed 60,000 times faster than text, making it highly effective and memorable. Experience how Annie’s live illustration can elevate your conference, making it more engaging and impactful.</p> | |
| 8:30 AM – 8:45 AM | Rhythms of Wellness: An Interactive Musical Journey Moderator: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> Musician: Gayan Gregory Long, Internationally Acclaimed Drummer and Keynote Presenter |

Experience an immersive 15-minute journey to launch us into NBJ Summit's Executive Wellness Experience. This interactive session will guide you through energizing storytelling and song. Discover how rhythm, sound and movement have been used across cultures to build community, enhance wellbeing, and elevate consciousness. This unique experience invites your creative participation and curious exploration. But the only participation required is that you bring your open heart and open ears.

8:45 AM – 9:00 AM **Welcome & Opening Remarks + Lifetime Achievement Award Video**
Location: Palos Verdes 1-5
NBJ Summit Co-Chair:
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

9:00 AM – 9:15 AM **NBJ Data on Longevity**
Erika Craft, Market Research Analyst, *Nutrition Business Journal*

Driven by advances in how science understands aging and a swell of interest from high-profile podcasters, Healthy Aging has emerged as the fastest growing condition category in the US supplement industry. A deep dive into the drivers behind that growth will focus on the market's most active ingredients in how NBJ expects the longevity movement to show up in sales.

9:15 AM – 9:50 AM **Unlocking Healthspan through the Science of Longevity**
Featured Speaker: Brian Kennedy, Ph.D., Distinguished Professor of Biochemistry & Physiology, National University of Singapore

Few people understand the biological intricacies of aging better than Brian Kennedy, a high-profile scientist driving research into how nutrition influences the cellular mechanics that control how we age. In a talk that unpacks the latest discoveries, Kennedy will explain not just how far the science has come but how the nutrition industry can play a pivotal role in transforming what longevity and healthspan means for millions of consumers.

9:50 AM – 10:30 AM **Fireside Chat on Longevity**
Moderator: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*
Speakers: Christopher Shade, Ph.D. Founder & CEO, Quicksilver Scientific
Stephanie Venn-Watson, DVM, MPH, Co-Founder and Co-CEO, Seraphina Therapeutics and Fatty 15

The addition of “longevity” and “healthspan” to the vocabulary of healthy aging has transformed a market that once occupied the sketchy fringe of supplements into a sales phenomenon., Quicksilver Scientific’s Chrisotpher Shade will talk about how science and supplementation are coming together to serve consumers more motivated than ever to redefine what aging means.

10:30 AM – 11:20 AM **Transforming Human Potential: Biohacking as a Catalyst for Innovation**
Keynote Speaker: Ben Greenfield, Founder of Ben Greenfield Life, Co-Founder of Life Network

Athlete and author Ben Greenfield is helping to transform the healthspan movement from a focus on maintaining health to a goal of thriving and performing at ages in which winding down was long the model. Known as a preeminent voice in biohacking, Greenfield will lead the audience on an exploration of what it takes to not only age well but to be a leader the longevity movement.

11:20 AM – 11:25 AM **Closing Remarks**
NBJ Summit Co-Chairs:
Thomas Aarts, Co-Founder *Nutrition Business Journal*, Co-Founder NBJ Summit
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

11:25 AM – 11:30 AM **Musical Interlude**
Musician: Gayan Gregory Long, Internationally Acclaimed Drummer and Keynote Presenter

Gayan Gregory Long is an internationally acclaimed drummer and keynote presenter. His live offerings are inspired, enthusiastic, inclusive, and empowering. Whether at a BaliSpirit Festival, the Cathedral of St. Johns the Divine in New York, or the epic Red Rocks concert venue in Colorado, Gayan’s drumming, songs, and words reach into the heart of all in attendance. He has appeared on sixty-seven recording projects and has two recordings of his own entitled Padma Thunder and When Two or More are Gathered. His book Thunderbolts: Flashes of Insight from the Road Home is scheduled for release in late 2025. Gayan is dedicating his life to igniting human potential through music, inspiring words, and enthusiastic participation.

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| 11:30 AM – 12:30 PM | Lunch and Book Signing with Ben Greenfield <i>Location: Palos Verdes Terrace for lunch (Palos Verdes Prefunction foyer for Book Signing)</i> <i>Sponsored by: Premier Research Labs</i> |
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| 11:30 AM – 2:30 PM | Executive Wellness Experience <i>Location: Palos Verdes Terrace</i> <i>Sponsored by: Premier Research Labs</i> |
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Join us for a one-of-a-kind immersive event designed to inspire, energize and connect leaders driving transformation in the nutrition industry. Enjoy a Wellness Lunch with functional foods, plus curated networking and cutting-edge health, wellness biohacking experiences. You'll leave the NBJ Summit recharged and empowered with fresh insights and innovative strategies to lead into the future.

- MODALITIES
- Chair massage
 - Painting (provided by show mgmt.)
 - Aura photobooth
 - Permanent jewelry
 - Magic Bartenders
 - DJ Sammy
 - IV Drip (up to 25 attendees)
 - Cellular Repair – NanoVi
 - PEMF
 - Red Light Therapy

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| 8:00 AM – 2:00 PM | One-on-One Business Networking Meetings <i>Location: Palos Verdes 6&7</i> <i>Sponsored by: Kerry</i> |
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