

OMEGA – 3 - PLATFORM 2011



8th Practical Short Course: Omega-3s for Cosmetics, Pet Foods, Dietary Supplements/ Drugs and Food Systems

Newport Beach Marriott Hotel and Spa
Newport Beach, CA
August 18-19, 2011



Newport Beach
Marriott Hotel & Spa
Newport Beach, California

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SPEAKERS

Dr. Jeffrey Anshel, President, Ocular Nutrition Society, U.S.A.

Dr. Fabien De Meester, DM Frontiers, Belgium

Mr. Colin Garrioch, Manager, Business Development Nutrasource Diagnostics, Canada

Dr. Rodney J. H. Gray, Vice President Regulatory Affairs, DSM Martek Division, USA.

Dr. William S. Harris, Professor, University of South Dakota, USA

Mr. Adam Ismail, Executive Director, Global Organization for EPA and DHA Omega-3, USA

Dr. Yuanrong Jiang, Director of Global Research and Development, Wilmar Biotechnology R&D Center, China (P.R.C.)

Dr. Eric Lien, Adjunct Professor, University of Illinois, USA

Dr. Carol Locke, Founder and CEO, OmegaBrite, USA.

Dr. Kangming Ma, Business Development Manager, Cognis, USA

Dr. Marc Meyers, CEO, Meyers Consulting, USA.

Dr. Ian Newton, Principal, Ceres Consulting, Canada

Mrs. Diane Ray, Vice President, Strategic Consulting Natural Marketing Institute (NMI), USA

Mr. Vince Sciacca (TBC), Director of Sales, Novus International - Stratum Nutrition, U.S.A.

Dr. Aimée Shunney, Medical Advisor, Nordic Naturals, USA.

Ms. Gretchen Vannice, Dietitian, Omega 3 Dietitian, USA

Dr. Puya Yazdi, Medical Director (TBC), President, Cyvex Nutrition, USA.



TECHNICAL PROGRAM

Day 1: Thursday, August 18, 2011

8:25 am **Welcome - Opening remarks**

MARKET AND REGULATIONS

8:30 am **Omega-3 Market Overview: Products, Size and Applications**, Mr. Adam Ismail, GOED, U.S.A.
9:00 am **Regulatory and Labeling Challenges for Omega-3 Products**, Dr. Ian Newton, Ceres Consulting, Canada
9:30 am **Market Research - Consumer Insight Case Studies: Ingredients, Consumer Products and Consumer Attitudes**, Mrs. Diane Ray, Natural Marketing Institute (NMI), U.S.A.
10:00 am **How to Communicate with Consumers and Health Practitioners**, Ms. Gretchen Vannice, Omega 3 Dietitian, U.S.A.
10:30 am Coffee/Tea Break and Networking

LATEST SCIENCE ON OMEGA-3 & HEALTH PROMOTION and DISEASE PREVENTION

11:00 am **Review of New Science in Omega-3**, Dr. William S. Harris, Sanford Health, Canada
11:30 am **Omega-3 and Brain Health**, Dr. Rodney J.H. Gray, DSM Martek Division, U.S.A.
12:00 noon **Innovative Uses of Omega-3: Joint Health**, Ms. Gretchen Vannice, Omega 3 Dietitian, U.S.A.
12:30 pm **DHA, EPA and Dry Eye Disease**, Dr. Jeffrey Anshel, Ocular Nutrition Society, U.S.A.
1:00 pm Lunch and Networking

SENSORY AND ANALYTICAL ISSUES

2:30 pm **Measurement of Contaminants in Omega-3 Oils and How Far to Go**, Mr. Colin Garrioch, Nutrasource Diagnostics, Canada
3:00 pm **Measuring the Levels of DHA and EPA**, Dr. Kangming Ma, Business Development Manager, Cognis, USA
3:30 pm Coffee/Tea Break and Networking
4:00 pm **How to Deal with Adding Flavoring for Consumers, High Anisidine and Peroxide Values**, TBN

COSMETICS

4:30 pm **Novel Omega-3 Emulsion Technologies for Cosmetic Applications**, TBC
5:00 pm **Anti Aging Issues**, TBN
5:30 pm End of Day 1

Day 2: Friday, August 19, 2011

8:30 am **Ageless Beauty: Luminous Skin at Any Age with Omega 3s**, Dr. Aimée Shunney, Nordic Naturals, U.S.A

PET FOODS AND ANIMAL FEED

9:00 am **Omega Enriched Animal Products, Use of Low Grade Omega 3**, Mr. Vince Sciacca (TBC), Novus International - Stratum Nutrition, U.S.A.
9:30 am **Critical Considerations on Microencapsulation of Omega-3 Oils: DOs and DON'Ts**, Dr. Marc Meyers Meyers Consulting, U.S.A.
10:00 am **How to Stabilize Omega-3 Oils during Extrusion of Pet Food**, TBN, U.S.A.
10:30 am Coffee/Tea Break and Networking

DRUG APPLICATIONS

11:00 am **Review of New and Current Omega-3 Drug Formulations**, Dr. William S. Harris, Sanford Health, Canada

SUPPLEMENTS

11:30 am **DPA on the Rise: The Science behind an Emerging Omega-3 Fatty Acid**, Dr. Puya Yazdi, Cyvex Nutrition, U.S.A.
12:00 noon Lunch and Networking
1:30 pm **Omega 3s for Optimal Weight and Exceptional Performance**, Dr. Aimée Shunney, Nordic Naturals, U.S.A.
2:00 pm **Advanced Omega-3 Formula for Heart, Joints, and Mood**, Dr. Carol Locke, OmegaBrite, U.S.A.

FOOD APPLICATIONS

2:30 pm **Infant Foods: DHA Requirements during the Second Six Months of Life: Challenges and Opportunities**, Dr. Eric Lien, University of Illinois, U.S.A.
3:00 pm **Stories in Food Application: Innovative Application – Cooking Oil?**, Dr. Yuanrong Jiang, Wilmar Biotechnology R&D Center, China (P.R.C.)
3:30 pm **A Kyoto-type Approach to Omega-6/3 Fatty Acids: The Tissue is The Issue**, Dr. Fabien De Meester, DM Frontiers, Belgium
4:00 pm End of Program

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REGISTRATION INFORMATION

Registration rate includes short course manuals, lunches, dinner and coffee Breaks

Registration Fees	On or before July 18, 2011	After July 18, 2011
Regular Registration	\$895.00	\$995.00
GOED Member Registration	\$845.00	\$895.00
Academic Registration	\$595.00	
Full-time Student Registration***	\$345.00	

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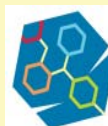
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