

SIGNATURE EVENTS AT-A-GLANCE

AGENDA SPONSORED BY



TUE OCT 7

- | | |
|-----------------|---|
| 12:00 – 6:30 PM | Registration Open
(Ballroom Pre-Function) |
| 2:00 – 5:00 PM | Giving Back Time – Access Initiative |
| 2:30 – 6:30 PM | Topgolf Tournament |
| 5:00 – 6:30 PM | SSAC Meeting (invite only, Plaza) |
| 6:30 – 8:30 PM | SSAC Reception (invite only, The Bijou) |

WED OCT 8

- | | |
|-------------------|---|
| 7:30 AM – 6:00 PM | Registration Open
(Ballroom Pre-Function) |
| 7:30 AM – 1:30 PM | WellComms (Plaza) |
| 7:30 AM – 2:05 PM | Science in Session (Salon 1) |
| 2:00 – 2:30 PM | Networking Break |
| 2:30 – 6:00 PM | Innovation Exchange (Salon 1) |
| 7:00 – 9:00 PM | Blues, Brews & BBQ Opening Reception
(Solarium) |

WED OCT 8

***well*comms**

(Plaza, 7:30 AM – 1:30 PM)

7:30 – 8:30 AM	Networking Breakfast
8:30 – 8:40 AM	Introduction
8:40 – 9:20 AM	Brand Imperatives: Build, Protect and Defend
9:20 – 10:00 AM	Harnessing the Power of Nutrition Influencers: Driving Wellness Marketing Success
10:00 – 10:40 AM	Newsworthy Not Salesy: Pitching Strategies That Land Positive Publicity
10:40 – 10:50 AM	Networking Break
10:50 – 11:40 AM	Navigating Marketing & PR in the Quasi-Regulated Cannabis Industry
11:40 AM – 12:40 PM	Networking Lunch
12:40 – 1:25 PM	From Scientific Discovery to Consumer Demand: Building a Longevity Brand Around C15:0
1:25 – 1:30 PM	Closing

WED OCT 8

SCIENCE
In Session

(Salon 1, 7:30 AM – 2:05 PM)

7:30 – 8:30 AM	Networking Breakfast (Salon 2)
8:30 – 8:40 AM	Welcome
8:40 – 9:20 AM	Role of Prebiotics in Women's Health and Longevity
9:20 – 10:00 AM	The Microbiota-Gut-Brain Axis: Mechanisms and the Role of Postbiotics
10:00 – 10:20 AM	Coffee Break
10:20 – 11:00 AM	Plant Polyphenol Metabolites and Promotion of Resilience to Stress-Induced Mood and Anxiety
11:00 – 11:40 AM	Botanical Derived Progestins and Their Impact on Women's Health
11:40 AM – 12:40 PM	Networking Lunch (Salon 2)
12:40 – 1:20 PM	The Influence of Dietary Phytochemicals on Skeletal Development and Bone Growth
1:20 – 2:00 PM	Targeting the Developmental Origins of Metabolic Disease in Offspring Through Maternal Natural Health Product Supplementation
2:00 – 2:05 PM	Close

WED OCT 8

**INNOVATION
EXCHANGE**

(Salon 1, 2:30 – 6:00 PM)

2:30 – 2:40 PM	Welcome
2:40 – 3:10 PM	Redesigning Nutraceuticals Efficacy: How TurmXTRA® and Prolanza™ Deliver Measurable Health Gains in Small Doses
3:10 – 3:40 PM	Breakthroughs at Scale: The Future of Wellness Innovation
3:40 – 4:10 PM	Psychobiotics for Neurotransmitter Regulation: Clinical Advances in Gut-Brain Axis Interventions
4:10 – 4:25 PM	Networking Break
4:25 – 4:55 PM	Lactobacillus gasseri CP2305: An Alternative Dietary Supplement for Sleep, Mood and Stress through the Gut Microbiome
4:55 – 5:25 PM	Metabolaid®: A Clinically Proven Botanical Targeting Blood Pressure, Satiety Hormones, AMPK and the Gut Microbiome
5:25 – 5:55 PM	Empowering Brain Health: The Nexus of Science, Form and Dosage
5:55 – 6:00 PM	Closing Remarks
7:00 – 9:00 PM	Blues, Brews & BBQ Opening Reception (Solarium)

THU OCT 9

CONVERGENCE'25

6:30 – 7:30 AM	Morning Yoga (Pavilion)
7:30 AM – 5:00 PM	Registration Open (Ballroom Pre-Function)
7:30 – 8:30 AM	Networking Breakfast (Salon 2)
8:30 – 8:45 AM	Welcome & Introductions (Salon 1)
8:45 – 9:45 AM	Navigating the News Cycle
9:45 – 10:00 AM	CRN Business Meeting
10:00 – 10:15 AM	Chairman's Address
10:15 – 10:45 AM	Networking Break
10:45 – 11:05 AM	President's Address
11:05 – 11:45 AM	Consumer Insights
11:45 AM – 12:30 PM	Tariffs & Trade Policy and Their Effect on the Dietary Supplement Market
12:30 – 1:30 PM	Networking Lunch
1:30 – 2:30 PM	Third-Party Evaluators – Are They Helpful to Consumers?
2:30 – 3:00 PM	Networking Break
3:00 – 4:00 PM	Navigating the New Regulatory Landscape
4:00 – 5:00 PM	The Intersection of Healthcare & Technology
7:30 – 10:00 PM	Meet Me at the Fair Closing Reception (Salon 1)

FRI OCT 10 **CONVERGENCE'25**

6:15 – 7:30 AM	HIIT Aerobics Blast (Pavilion)
7:30 AM – 12:00 PM	Registration Open (Ballroom Pre-Function)
8:00 – 8:45 AM	Plated Breakfast (Salon 1)
8:45 – 9:40 AM	Late-breaking session: The Drug Preclusion Doctrine
9:40 – 10:00 AM	Networking Break
10:00 – 11:00 AM	The View from the Corner Office – CEO Panel
11:00 – 11:30 AM	Advancing 'Health Freedom' in Today's Unprecedented Administrative Climate
11:30 AM – 12:30 PM	AI, Robotics, and the Future of Innovation: Harnessing Emerging Tech for Better Nutrition
12:30 – 1:30 PM	Networking Lunch (Salon 1)
1:30 PM	Conference Adjourns

AGENDA SPONSORED BY

