

Anthony L. Almada, MSc

*President and/or CEO and/or Founder
EAS, IMAGINutrition Inc., GENr8, Fein Innovations LLC*

Anthony L. Almada has worked within the natural products industry since 1975, starting as a retail clerk in local health food stores. He performed his undergraduate degree (physiology, minor in nutritional biochemistry) at California State University, Long Beach. He obtained his Masters degree in Nutritional Sciences at UC Berkeley, completing a research thesis in antioxidant and exercise biochemistry in the laboratory of Lester Packer. He performed post-graduate research in clinical neurology and muscle physiology at California Pacific Medical Center and UC San Francisco, in the laboratory of Robert Miller. In 1990 he created the “thermogenic” category of dietary supplements, which now represents a significant category of “weight loss” dietary supplement sales. In 1992 he co-founded EAS, which introduced creatine monohydrate to North America, and developed and led a university research program that completed over 15 clinical studies in the first 3 years of the company’s history, and yielded 2 patents. EAS pioneered evidence-based performance nutrition, introducing 6 different products born out of university pre-clinical and clinical research investigations that preceded their market entry. In 2004 pharmaceutical/ medical foods company Abbot/Ross purchased EAS for \$320 million. After selling EAS Almada then co-founded a medical food company focused on the prevention of HIV-associated wasting. He has collaborated on over 95 university and private research clinical trials, ranging from AIDS-related wasting to zinc metabolism in osteoarthritis. He is the founder of IMAGINutrition, Inc., a think tank focusing upon intellectual properties, clinical research validation, and science-driven media in the dietary supplement, cosmeceutical, medical food, and beverage and food sectors. He is a founding partner of Z Sweet™, a patent pending, all natural, non-caloric, clinical research-validated zero glycemic sweetener. He is the President and CEO of GENr8, Inc., marketers of an evidence-based suite of performance nutrition dietary supplements, and a spin out of a top 75 global university. Almada is also president of Fein Innovations, LLC, a food product company based in Tampa. Despite his 34 years of nutrition/dietary supplement industry experience, Almada is a stern critic of these industries, and has been quoted in the New York Times (front page), the Los Angeles Times, Business Week, Forbes, and several regional dailies. He was a member of the Research Panel of the FTC’s “Deception in Weight Loss Advertising Workshop” in 2002, and has appeared on CNBC in relation to drugs in sports. He is also studying for the patent bar.