

Franco Cavaleri, BSc. NB

Franco Cavaleri, a prominent nutritional biochemist, is the founder of multiple successful health research and development corporations each serving different niches: Champion's Choice Advanced Nutrition, a sports nutrition company; Biologic Nutritional Research Inc., a health and wellness company. More recent corporate start ups include Biologic Publishing Inc., a company focussed on publishing and education, and Biologic Nutrigenomics, a company focused on researching nutrient-gene interactions related to health and disease.

Cavaleri's mission and philosophy is conveyed through these corporations to provide education and other means for humans to maximize health, performance and personal potential in life. BiologicVET™ is an additional brand of nutritional supplements designed by Cavaleri to maximize health and quality of life for cats and dogs. Cavaleri is also the author of the best-selling *Potential Within: A Guide To Nutritional Empowerment*.

Cavaleri graduated from the University of British Columbia, where he majored in Nutritional Science and Biochemistry. His postgraduate work was taken out of the education system and into private research in a move to maintain commercial control and corporate ownership of the cutting edge nutrient – based pharmacological property. He continues to focus on the latest gene-related and insulin-related nutraceutical research. His efforts in scientific research and development of nutrient-gene interactions have resulted in widespread recognition in the health industry, including Gold, Silver and Bronze Alive Formulation awards in addition to best-seller status for his book, POTENTIAL WITHIN, A Guide to Nutritional Empowerment.

YOUR PETS HEALTH, is a reflection of Franco's research into pet health, a body of work which paralleled the research founding POTENTIAL WITHIN, a book designed primarily with an objective to treat human health challenges and promote wellbeing for the human population. He is currently completing a soon-to-be-published third book on the psychological and emotional influence on physical dimensions of human wellness and how this too relates to nutrition and nutrient-based (nutrigenomics) therapies.

He is a sought after consultant and speaker on human and pet health issues throughout North America and overseas, as well as a frequent television guest and a regular contributor to numerous magazines. Cavaleri's professional path was inspired by his own recovery from a life threatening disease, much to the amazement of medical professionals. With the belief that intelligent nutrition can be life-changing and metabolic correction the true treatment for disease, he has set out to share his message with consumers and health care professionals world wide.

A former soccer player and competitive bodybuilder, Cavaleri has won several titles including the pro-qualifier, IFBB North American Bodybuilding Championships. Today, he serves as CEO, president, and research director of Biologic Publishing Inc and Biological Nutrigenomics Health Research Corp. (www.biologicnr.com) and is an adviser to industry companies and organizations involved in human and animal nutrition. He has been part of the monograph collection and drafting for the CFIA (Canadian Government Food Inspection Agency) NPN (Natural Product Number) human health care initiative. In April of 2004, Franco was inducted into the CHFA's (Canadian Health food Association) Sports Nutrition Hall of Fame for his efforts and contributions to the health care and sports nutrition industries. He also sits on the board of the Canadian Sports Nutrition Association.

He has founded three corporations in the past twenty years, each revolving around human and animal performance and wellness – Champions Choice Advanced Nutrition, Biologic Nutritional Research Inc. These two companies have become part of corporate mergers while Franco continues his work scientific research today through Biologic Publishing Inc. and Biological Nutragenomics Health Research Corp.

Cavaleri and his lovely wife, Kimiko, are proud parents of two beautiful children and the guardians of two companion canines. He practices his word and puts family health and wellness first. Franco volunteers some time as a youth soccer coach.