

CURRICULUM VITAE

Franco Cavaleri BSc NB

688-2397 King George Hwy
White Rock, BC Canada
V4A 7E9

franco.c@telus.net

franco.c@biologicnutrigenomics.com

fax:604.542.0284

ph: 604.307.6348

web

www.biologicnr.com

(currently being upgraded and updated)

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Franco Cavaleri

Nutritional Biochemist

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 Nutrigenomics 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.

2003 Published Book name: POTENTIAL WITHIN A Guide to Nutritional Empowerment
ISBN: 0-9731701-0-7

Book description included with relationship of content to other literary works; 465 pages with 650 independent and in-house scientific references validating the content.

2008 Published Book name: Potential Within YOUR DOGS HEALTH A Guide to Health, Happiness and Harmony

ISBN: 978-0-9731701-1-5

2006 Biologic Nutrigenomics Health Research Corp

Corporation founded in 2006 and run by Franco Cavaleri designed to research and validate nutrient-gene interactions in relation to inflammatory response and insulin health. Through the parent corporation, **Biologic Publishing Inc**, this company works with industry regulatory bodies and corporations to provide research documentation and validation for formulations or intended therapies; produces research referenced literature.

Franco Cavaleri's Health and Performance Industry Experience

Regular Speaker Lecturer:

Canadian Health Food Association (CHFA) Conventions

Whole Life Expo Conventions

Vancouver Wellness Show

UBC Nutritional Sciences Lecturer – Pharmacy and other faculty

Chapters of Life Speaker Series

Ageless Performance Seminar Series Canada Wide

Creatine for Muscle and Strength Series Canada & USA Wide

Protein and immunity Seminar Series Canada & USA Wide

FAVA Engagement Seoul South Korea:

Delegate at the Asian Small Animal Veterinary Association Convention 2004 Seoul Korea; Canadian Speaker addressing Pharmacology of Nutrient Based-Medicines
Speaker representing Canadian Advancements in nutrient-based therapies

North American Health Industry Educator – Regular tele-seminars, internet seminars and conference seminars to consumers, health care professionals and retailers
Human Application of Nutrient-Based Therapeutic and Performance Medicines
Goodness Me! Education Programs; Centinela Feed and Pet Supply Education Systems; Loblaws Inc seminar series; GNC education seminars; Nutrition House Education Series

Veterinary Medicine Practice Educator

Animal Application of Nutrient-Based Therapeutic and Performance Medicines

Industry Consultant to:

Examples:

NuLife Corp.

Nutrition Health & Fitness LTD (NHF)

ActiForm Corp

Parang Trading Inc

Korean Hospital Association

CHFA-Canadian Food Inspection Agency Collaborative Effort

BioPLEX Nutrition.

Vanderpols Egg Products

Innovatech.Nutritional Products

Biologic Nutritional Research Inc.

GFR Pharma LTD.

Respiractin Inc

Weider Health Group

Fargo Fresh Dog Food

Schiff Brand
NASC Board Member
National Animal Supplement Counsel Board member

Writer:

Human Health & Fitness

Vista Magazine
Alive Magazine
Country Health Magazine
Muscle Mag International
Healthier Measures Newsletter
VIVA Magazine
Total Health Magazine
Beyond Fitness
Vitalitie Quebec Mag
CNHR Magazine

Pet/Animal Health

Animal Wellness Magazine
Dog Sport Magazine
Canadian Dog Groomer
Modern Dog Magazine
Canadian Dog Digest

Author:

Book 1: POTENTIAL WITHIN 465 pages
A Guide to Nutritional Empowerment ISBN: 0-9731701-0-7
Book 2: YOUR DOGS HEALTH 160 pages ISBN: 978-0-9731701-1-5
Book 3: Completed; currently in edit 250 pages
Name & Content Confidential
ETA to industry: September 2009
Book 4: Completed; currently queued for edit 300 pages
Name & Content Confidential
ETA to industry: December 2009

Radio:

Total Health Radio Network, Healthier Measures, CFUN, Natural Health Solutions, Just for the Health of It, Johnny Bowden Show, Ask Lorna,

Television:

Urban Rush, City TV Breakfast Television, Body Talk, A Morning Television London, A Morning Television Ottawa, Global TV Edmonton, Global Morning TV Calgary, and more.

Referenced:

Franco's research is regularly referenced by professionals and authors
Eg) Dr. Bill Code MD FRCPC; Dr. Michael Colgan; others

Athlete:

Soccer: Played Junior for several years

Bodybuilding: Mr Jr British Columbia, Mr British Columbia, Mr Golds Classic,
Mr. Iron Ore Classics, Mr W. Canada.
1992 Mr IFBB North America in Los Angeles –Professional qualifier

Industry Awards:

1996	Bronze Alive Research & Development Award Category: Herbal Medicine
1997	Silver Alive Research & Development Award Category: Sports Nutrition / Medicine
1997	Gold Alive Research & Development Award Category: Nutraceutical Medicine
2004	Bestseller Book Status – POTENTIAL WITHIN <i>ISBN: 0-9731701-0-7</i>
2004	INDUCTED: SN CHFA (Canadian Health Food Association) Hall of Fame

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