



About the Expert



James LaValle, R.Ph., C.C.N. is a nationally recognized clinical pharmacist, author, educator, industry consultant and clinical practitioner/pioneer in the field of natural therapeutics.

One of the nation's top influencers in legitimizing integrative medicine, LaValle trains thousands of physicians and other health care professionals each year on the application of natural therapies in their contemporary practices. He was named one of the "50 Most Influential Pharmacists" by American Druggist magazine and the 2011 Clinician of the Year by the Natural Products Association.

He founded LaValle Metabolic Institute, an integrative medicine facility in Cincinnati that has served thousands of patients using his metabolic model, a whole body approach to health. LaValle also founded Integrative Health Resources (IHR) 17 years ago, a natural products industry consulting company. And he was a founding author of the NHI on Demand database, a leading provider of natural health information to healthcare professionals, researchers, government agencies, manufacturers, retailers and consumers. He also spearheaded the natural therapeutics components of the Lexi Comp databases, an industry-leading provider of drug information and clinical content for the healthcare industry.

LaValle is also the author of more than 20 books and ebooks including, *Cracking the Metabolic Code* and *Nutritional Cost of Drugs*. And he has written hundreds of articles and lectured to thousands of healthcare professionals and consumer audiences around the world on the application of natural therapeutics and drug/nutrient depletion issues. LaValle served as an adjunct associate professor at Cincinnati College of Pharmacy for over 14 years and currently serves as Adjunct Professor in Metabolic Medicine at the University of South Florida Medical School.

He has formulated more than 200 nutritional products for over-the-counter and professional use and has served as a consultant to some of America's largest drug chains, including Rite Aid, CVS, McKesson Longs Drugs and WalMart.

LaValle is a favorite source for media stories about natural care, doing well over 500 media appearances in radio and TV, including his position as former nutrition correspondent for *Body Shaping*, the #1 fitness show on ESPN II in the late 1990's.



EDUCATION

- 1991 Bachelors of Science Pastoral Wellness, Lafayette University
- 1983 B.S., Pharmacy, University of Cincinnati College of Pharmacy

CERTIFICATIONS AND LICENSES

- Current Licensed Pharmacist - Ohio, Indiana
- 1998 Certified Clinical Nutritionist (C.C.N.)
- 1997 Certificate of Naturopathic Medicine (C.N.M.), Central States College of Health Sciences
- 1996 Diploma Homeopathic Medicine (D.H.M.)
- 1995 Diploma Homeopathic Pharmacy (D.H.Ph.)

ACHIEVEMENTS

- 2011 Clinician of the Year Natural Products Association
- 2006 Awarded Consumer Research Council of America "America's Top Pharmacists" for work in Clinical Pharmacy/Integrative Care
- June 2001 15th Annual National Symposium: Certificate of Appreciation Acoustic Neuroma Association
- Nationally recognized in the field of natural therapeutics
- Doctor of Naturopathic Medicine since 1997
- Pharmacist since 1983
- Certified Clinical Nutritionist
- Founding board member of the Dietary Supplement Information Bureau
- Former President of the Ohio Naturopathic Medicine Association (OANM)
- Founding member of the Dietary Supplement Education Alliance (DSEA) Scientific Advisory Board
- Former Member of the CNCB (Clinical Nutrition Certification Board)
- Member American Pharmaceutical Association (APhA)
- Honorary member IAOMT (International Academy of Oral Medicine & Toxicology)
- Adjunct Professor, Division of Pharmacy Practice,
- University of Cincinnati College of Pharmacy
- Preceptor, Department of Family Medicine, University of Cincinnati
- Professional consulting Pharmacy practice in natural medicine for 27 years.
- Board Member Xymogen
- Elected member of the American College of Clinical Pharmacy
- Fellow of the British Institute of Homeopathy



ACHIEVEMENTS, continued

- Industry Consultant - Market, Education and Product
- Design (Clients include: CVS, Rite Aid, McKesson, Cardinal Health, U.S. Pharmavite, Banner Pharmaceuticals, Purity - Life, Bayer, Roche, Wakanaga, Long's Drugs, PCCA (Professional Compounding Centers of America), Professional Health Products, Vinco Labs)
- Author of over 100 published articles
- Published 17 books in the field of Integrative and natural therapeutics.
- Nutrition Expert for Bodyshaping ESPN's number one rated fitness show.
- Named by American Druggist magazine as one of "The 50 Most Influential Pharmacists" in the U.S. in 1998.
- Jim has developed training programs for pharmacists and physicians on the use of natural therapeutics in practice, through which he has trained some 50,000 healthcare professionals over the last decade.
- TV and media personality

PROFESSIONAL ASSOCIATIONS

- 2011 AADE (American Association of Diabetes Educators)
- 2010 University of Michigan. Advisory role in education and clinical services to Program in Integrative Medicine at UM
- 2005-Present IAOMT (International Academy of Oral Medicine & Toxicology Honorary Member
- 2004-Present APhA (American Pharmaceutical Association)
- 2004-Present ACCP (American College of Clinical Pharmacy)
- 2004-2009 IAACN (International and American Association of Clinical Nutritionist) Scientific Symposium Program Liaison
- 2004-2006 Board member- CNCB (Clinical Nutrition Certification Board)
- 2003-Present ANA (American Nutraceutical Assn)
- 2003-2007 Editorial Advisory Board- Drug Store News
- 2003-2006 President- Ohio Naturopathic Medicine Association (OANM)
- 2001-2005 Founding Board Member- Dietary Supplement Information Bureau
- 2001-2002 Board of Governors- Florida Association of Naturopathic Physicians
- 2001-2005 Member- Dietary Supplement Education Alliance (DSEA) Scientific Advisory Board
- 1999-2001 Member- CVS Quality Natural Medicine Board
- 1999-2000 Advisory Board- New Hope Communications Nutrition Science News
- 1999-2000 Advisory Board- International Journal of Integrative Medicine
- 1998-2003 Member- Scientific Council CNCB examination Committee
- 2005-Present Member-Scientific Council CNCB examination Committee
- 1997-2000 Faculty and Board Member- Central States College of Naturopathic Medicine. Instructor in Botanical and Nutritional Pharmacology and Homeopathic Therapeutics.
- 1997-2000 Faculty- British Institute of Homoeopathy. Appointment (1 of 6 Americans), Director of Pharmacologic Studies. Overseeing the development of a diploma course in Nutrition and Herbal Medicine.



PROFESSIONAL EXPERIENCE

- 2010-Present Adjunct Professor Metabolic Medicine University of South Florida Medical School.
- 2005-Present Founder LaValle Metabolic Institute
- 2002-2009 Preceptor Family Practice, University of Cincinnati College of Medicine.
- 2000-2003 Chief Wellness Officer and Co-Founder- Living Longer Institute
- 2000-Present Living Longer Institute Integrative Care Practice
- 1995-Present President-Natural Health Resources, Inc., technology and product development for the natural medicine industry, book writing and various forms of media.
- 1995-Present Integrative Health Resources
- 1995-2010 Adjunct Assistant Professor, Division of Pharmacy Practice, University of Cincinnati College of Pharmacy, two-hour course, "A Survey of Natural Medicine".
- 1984-Present Professional consulting pharmacy practice in natural medicine for over 20 years, combining various disciplines of natural medicine into an integrative care model. The practice emphasizes designing adjunctive support programs for individuals with various disease states or prevention/wellness programs.
- 1995-Present Industry Consultant-Market, Education and Product Design (Clients include: CVS, Rite Aid, McKesson, Cardinal Health, Long's, U.S. Pharmavite, Banner Pharm., Purity-Life, Pharmanex-Nuskin, PCCA, Bayer, Roche Diagnostics.)
- 2000-2002 Chief Content Officer and Co-Founder- Intramedicine, Inc.
- 1998-2000 Staff- Tri-Health Integrative Health and Medicine Center, both Pavilion and Good Samaritan Hospital-Cincinnati.
- 1997-Present Educator- National Compounding Pharmacists Association, developing product selection and educational programming, as well as consulting on compounding issues with nutritional, homeopathic, aromaceuticals and herbal raw materials.
- 1996-1997 Educational Coordinator for Health Trust Alliance, developing training in clinical nutrition, herbal, and homeopathic medicine, as well as assessment tools for pharmacists wanting to expand their scope of practice. Programs included: weight loss, skin care, wound care, asthma, diabetes, case management, and general assessment procedures for pharmacists.
- 1984-Present Consulting in Integrative Health Care for 27 years.
- 1984-1985 Clinical Pharmacist- City of Cincinnati Health Department.
- 1983-1985 Pharmacist- Kroger, Revco, and independent pharmacies.



FIELD EXPERIENCE

- 2000-Present Conducting clinical research at LaValle Metabolic Institute (formerly Living Longer Institute)
- 1996-Present Developing natural medicine education programs for the chain drug industry.
- 1994-Present Developing technology - aiding transfer of new products and technology from research and development to consumer/professional markets.
- 1993-1994 Design, setup, and organization of FDA Drug GMP registered Homeopathic/herbal laboratory.
- 1988-Present Design and consultation work with over 200 nutritional, herbal, and homeopathic products for over the counter and professional use.
- 1988-Present Nationally featured lecturer to health professionals, industry stakeholders, and consumers on homeopathic, herbal and vitamin mineral/essential fatty acid and amino acid therapies for wellness, as adjunct support for disease state management, drug induced nutrient depletion, and other special topics.
- 1985-1986 Instrumental in developing first information food tagging system for low cholesterol and other health categories for the Kroger Corporation; also coordinated regional cholesterol and diabetes screenings. Co-authored Consumer Guide to Low Cholesterol Shopping with Dr. Charles Glueck and the Cholesterol Center at the Jewish Hospital of Cincinnati.

BOOKS (published)

- Cracking the Metabolic Code: 9 Keys to Optimal Health (Basic Health Publications, Inc. 2004)
- Green Immunity Boosters (SquareOne Publishers)
- Relora: The Natural Breakthrough to Losing Stress-Related Fat and Wrinkles (Inner Traditions, Basic Health Publications, Inc.)
- The Little Book of Nutrients (Living Longer)
- The Cox-2 Connection (Healing Arts Press)
- The Cholestin Breakthrough (Prima Publishing)
- Drug-Induced Nutrient Depletion Handbook (Lexi-comp) 1st & 2nd Edition
- Smart Medicine for Healthier Living (Penguin Putnam) 1st and 2nd Edition
- Natural Therapeutics Pocket Guide (Lexi-comp) 1st and 2nd Edition
- Nutritional Cost of Prescription Drugs (Morton)
- Nutritional Cost of Drugs, Rev. ed. (Morton)
- Black Cohosh (Penguin Putnam)
- Diabetes and Cancer (Contributing Writer)

LaValle Metabolic Institute

Company summary

The LaValle Metabolic Institute is an interdisciplinary healthcare facility, located in Cincinnati, Ohio, with an experienced staff of medical doctors, registered nurses, registered dietitians, and a clinical pharmacist.

The facility, founded by clinical pharmacist Jim LaValle in 2001, was one of the first centers in the country to incorporate natural therapeutics with comprehensive physical examinations by medical doctors, advanced diagnostic and screening imaging, fitness assessments, and lab and genetic screening.

The facility runs on the principle that individual health is a direct result of individual metabolism, the sum of all the body's biochemical reactions over a lifetime based on that person's unique experiences, exposures and lifestyle habits. The facility also operates on the understanding that metabolism can be positively influenced and rejuvenated.

The LaValle team embraces and employs integrative therapies, the branch of medicine that encompasses the complete management of a patient through diet, exercise, nutrition, nutritional supplementation, pharmaceutical and biological products, disease state management and health and wellness counseling. They create health plans specific to each patient's unique biochemical challenges. And with their help, thousands of people have revitalized their health, gained energy, improved their athletic performance, lost weight and reduced risk factors such as elevated lipids, glucose or chronic inflammatory processes.

LaValle Metabolic Institute is a trusted source of health information and individualized health programs for healthier living, renewed vitality and more graceful aging.



LAVALLE
METABOLIC
INSTITUTE

Integrative Health Resources, LLC

Company summary and highlights

Founded by nationally recognized clinical pharmacist James LaValle, Integrative Health Resources specializes in creating science-based educational program materials about integrative medicine and natural approaches to wellness care for both health care professionals and consumers. Now in its 15th year, IHR also consults on patented formulations, nutritional products and researches new dietary supplement ingredients for its client companies. Its mission is to become a driving force in the paradigm shift from disease care to wellness care in the United States and abroad.

In 2010, IHR entered into a venture with Life Time Fitness, the largest publicly traded fitness company in the US (NASDAQ: LTM). IHR provides Life Time Fitness with nutrition and metabolism expertise and developed Life Time's national nutrition education, protocol design and product development initiatives related to weight loss and health and wellness. This entails educating close to 2000 fitness trainers, 100 dietitians and reaching some 1.2 million Life Time Fitness members.

IHR also recently announced a joint venture with Thorne Research called Health Elements. For the first time ever, doctors and other healthcare providers will have an easy, professional way to support their practices with integrative medicine. The new venture will provide both healthcare professionals and consumers with comprehensive access to product information, clinical research and support services in order to enhance education, compliance and health outcomes related to natural products. Health Elements is estimated to currently reach over a million consumers through the combined healthcare networks of IHR and Thorne.



Calorie based weight loss doesn't work

Nationwide health and fitness chain adopts effective program

LOS ANGELES, April 26, 2011 —Counting calories is not the answer to sustained weight loss, says James LaValle, one of the nation's leading experts in natural health and medicine.



James LaValle founder of the
LaValle Metabolic Institute

In response, one of the country's largest health and fitness chains, Life Time Fitness (NYSE:LTM), has partnered with LaValle to implement an effective and innovative approach to their weight loss programs.

"We know long-term weight management takes more than moving more and eating less. The challenge has been to help our fitness professionals and Registered Dietitians understand the many ways people's metabolisms are affected beyond just the calories they consume," says Tom Nikkola, Director of Nutrition and Weight Management for Life Time Fitness, known as The Healthy Way of Life Company. "With Jim LaValle and the IHR team, we've been able to bring our education to another level, while also developing online tools and unique programs to help our members achieve the goals they're after."

LaValle is among the nation's most trusted health care professionals. As a clinical pharmacist and board certified clinical nutritionist, LaValle trains thousands of physicians and other health care professionals each year on the application of natural therapies in their contemporary practices.

Concerning weight loss, LaValle emphasizes the importance of accounting for metabolic issues like chronic stress, inflammation and insulin resistance.

"People mistakenly think it's all about calories in, calories out," says LaValle, who notes that some 65 million Americans diet at any given time with an estimated 92% failing after the first year. "That's merely one element among several critical factors that make up an effective, sustainable weight loss program. Taken in isolation, counting calories is usually a recipe for failure."

As part of a more comprehensive approach, LaValle has helped design a weight loss model for Life Time Fitness that includes a unique Metabolic Code™ ("r") profile for each member. "Understanding your own metabolism is key to success," says LaValle, author of The Metabolic Code Diet. "There's no healthy get-skinny-quick scheme, but there are long-term solutions that actually work."

About James LaValle: LaValle founded the LaValle Metabolic Institute, an interdisciplinary medicine facility in Cincinnati where he has served thousands of patients using his metabolic model for health. He also founded Integrative Health Resources, a natural products industry education and consulting company. He served as an adjunct associate professor at Cincinnati College of Pharmacy for over 14 years and currently serves as Adjunct Professor in Metabolic Medicine at the University of South Florida Medical School. LaValle recently developed a 100-question Metabolic Code Survey for Life Time Fitness members. To date, nearly 40,000 individuals have taken the survey and a staggering 91% of those respondents reported acting on the recommendations in the survey.

For more info and photos visit: JimLaValle.com.

New company moves integrative medicine further into mainstream

CINCINNATI, OH, May 15, 2011—For the first time ever, doctors will have an easy, professional way to support their practices with integrative medicine.



A new company called Health Elements has created an online tool that will provide medical practitioners and other health care providers with comprehensive access to product information, clinical research and support services for integrative therapies, the branch of medicine that encompasses the complete management of a patient through diet, exercise, nutrition, nutritional supplementation, pharmaceutical and biological products, disease state management and health and wellness counseling.

For instance, doctors will now be able to introduce integrative strategies to support their oncology practices. And patients will be able to access information about lifestyle and health practices, the proven health benefits of dietary supplements and guidance on dosing, drug interactions and other relevant issues.

“For both patients and clinicians, the demand to incorporate health and wellness strategies and integrative medicine into health care is growing exponentially in the U.S.,” said pharmacist Jim LaValle, co-founder of the new company and world-renowned specialist in natural therapeutics and metabolic medicine. “Health Elements will provide medical practitioners and other health care providers with all of the support and services they need to expand their health and prevention expertise within their practice. We can help them to build this capability with information from many of the world leaders in integrative medicine, and show them how to use proven-effective strategies and resources in practice development.”

Health Elements is a joint venture between one of LaValle’s companies: Integrative Health Resources, a renowned provider of medical information, health and wellness programs, consulting services and products focused on natural therapeutics; and Thorne Research, Inc., a leader in developing and manufacturing nutritional supplements, which recently partnered with the private Swiss pharmaceutical company, Helsinn.

“Our relationship with Helsinn, together with our joint venture Health Elements, positions us as a leader in expanding services in integrative medicine in the years ahead. Our goal is to join together the expertise of both the pharmaceutical and natural product industries to help improve the quality of people’s lives, and to continue our focus on supporting physician practices,” said Paul Jacobson, CEO of Thorne Research and co-founder of Health Elements.

“Integrative physicians require easy-to-use professional systems that support the overall care process and that include decision-making tools and technology similar to what we now see in other areas of medicine,” said Andrew Heyman, M.D., Adjunct Assistant Professor, Department of Family Medicine, University of Michigan. “Health Elements is the first company to encompass all of these aspects and will drive our field to new levels.”

**For more info about Health Elements or Integrative Health Resources, visit ihr-services.com.
For more info about Thorne Research, visit: thorne.com.**