

Contact: Stephen Diaco
Fein Innovations LLC
(813) 610-4833
Sdiaco@AdamsDiaco.com

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or

Kerry Gleason
Gleason Public Relations
(303) 482-1993
Kerry@GleasonPR.com

FEIN TEAM PROFILE: ANTHONY L. ALMADA

Anthony L. Almada is a nutritional and exercise biochemist, and a pioneer in dietary supplement formulation and research. He introduced the first “thermogenic” product in 1990, and then introduced creatine monohydrate to North America, co-founding EAS, Inc. in 1992. Now, he is the co-founder and President/CEO for Fein Innovations, LLC of Tampa, Fla.

Mr. Almada spearheaded the research to find a “cocktail” of natural taste-erasers that neutralize the bitter flavor of caffeine, which allows Fein to be mixed with any beverage to make it an energy drink.

Following the success of EAS, he has continued an illustrious career as a consultant and an entrepreneur. He founded Imaginutrition, Inc. in 1997, a nutritional incubator for foods, beverages, dietary supplements, cosmeceuticals, medical foods and pet products. He participated in government panels, research studies, and product development for four Fortune 200 companies as well as international business concerns. Imaginutrition continues to bring new ideas and products to the forefront. Earlier this year he was awarded *Nutrition Business Journal's* Business Achievement Award for Efforts on Behalf of the Industry, for his zealous advocacy of science and evidence-based nutritional products.

He became a co-founder and CEO of GENr8, Inc. in 2007, gaining multinational license to a patented, university-proven carbohydrate used in sports nutrition. In 2009 he became a co-founder of Fierce Foods, Inc., which will be introducing a unique performance nutrition bar designed exclusively for anglers and hunters. Mr. Almada has filed multiple patents and secured key product endorsements from a variety of research labs, retail vendors and athletes. He has co-authored and published clinical trials in five top-tier journals, and has authored dozens of other published clinical research articles.

An avid surfer, Mr. Almada is married with one daughter and lives in Dana Point, Calif. Given his thirst for achievement, he certainly knows how to “Conquer the night, and take on the day.™”

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