



ANALYTICAL LABORATORIES IN ANAHEIM, INC.
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Attention Expo West Attendees

Free Seminar

*“Validation, AOAC, Lab and Product Certification -
What is new and is it worth the investment?”*

When: Thursday, March 6th, from 10am-12pm. (Pastry and coffee will be provided in the morning.) Shuttle service from Anaheim Convention Center will be provided for free but you must call and make reservations by March 5th to assure space on the shuttle.

Where: Analytical Laboratories in Anaheim, Inc.
2951 Saturn Street, Unit C, Brea CA

Who should attend: anyone involved in manufacturing, research, method development, operations, quality assurance or purchasing of raw materials

Topics Covered will include:

Presenter: **Joseph M. Betz, Ph.D.** -What is new at AOAC now that they have been refunded by ODS at NIH and how you can get involved-

Presenter: **Mark Anderson, Ph.D.** -What is new at ConsumerLab.com and how they differ from newly formed supplement rating groups such as Labdoor.

Some of the other topics covered will be what FDA defines as a scientifically valid method and the difference between method validation verses method verification. Open discussion and laboratory tour are available at the end.

**** Seating is limited and will be on a first come first served basis!
Call 714-524-9988 now to reserve your space.**

Bibliography of the Speakers

Joseph M. Betz, Ph.D., joined ODS as Director of the Dietary Supplements Methods and Reference Materials Program in 2001. In this role he oversees efforts to promote development of validated analytical methods and reference materials for dietary supplements. Prior to joining NIH he was Vice President for Scientific and Technical Affairs at the American Herbal Products Association (AHPA). Before joining the AHPA, he spent 12 years as a research chemist at FDA's Center for Food Safety and Applied Nutrition. Dr. Betz is a native of Philadelphia, Pennsylvania. He earned his Ph.D. in Pharmacognosy at the Philadelphia College of Pharmacy and Science. His research interests lie in the areas of analytical methods for determination of botanical quality and in plant toxins. He has served as AOACI General Referee for Plant Toxins and for Botanical Supplements and also served on two USP Expert Committees. Dr. Betz has over 50 publications in the natural products area and continues to work toward ensuring the quality and safety of botanical products. He is the recipient of the American Botanical Council's first Norman R. Farnsworth Award for Excellence in Botanical Research, the American Herbal Product Association's Herbal Insight Award for Contributions to the Botanical Sciences, and the American Society of Pharmacognosy's Varro E. Tyler Prize for outstanding scientific contributions to the broad field of dietary supplements, with special emphasis on botanicals.

Mark L. Anderson, Ph.D., is the current Vice President for Research at ConsumerLab.com. Dr. Anderson has been the Vice President of research at ConsumerLab.com for over one and one half years. Before that he was Director of R&D at Triarco Industries, a dietary supplement raw material supplier for over sixteen years. At Triarco Mark was charged with developing and validating all quantitative HPLC methods of analyses for the Quality Control department in accordance with cGLP/cGMP regulations. Also at Triarco he supervised all preclinical and clinical development of all branded products for which he received six United States patents. Before coming to Triarco Mark accumulated 15 years of analytical and R&D experience as Analytical Laboratory Director at Emisphere Technologies, Associate Senior Scientist at Purdue-Frederick Pharmaceutical Co, and a Clinical Laboratory Technologist in Toxicology at Metpath Laboratories. Mark has authored and co-authored 14 peer-reviewed publications in pharmacology and analytical chemistry and has been an active member of AOAC for over 15 years. Dr. Anderson received his Ph.D. in Pharmacology/Toxicology and a Master's degree in Toxicology from St. John's University.

