



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.

LaValle founded Metabolic Code Enterprises, Inc., to develop and launch his proprietary metabolic assessment platform for practitioners. He founded LaValle Metabolic Institute, an integrative medicine facility in Cincinnati that 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, is most recently released publication, *Your Blood Never Lies*, as well as his best seller, *Cracking the Metabolic Code* and *Nutritional Cost of Drugs*. 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 Course director in Systems Biology and clinic Lecture at George Washington University. He has also served 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

- 2012-Present American Academy of Anti-Aging Medicine Advisory Board
- 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 Pharmacology Studies. Overseeing the development of a diploma course in Nutrition and Herbal Medicine.



PROFESSIONAL EXPERIENCE

- 2014-Advisor/clinician-Progressive Medical-Southern California Clinic
- 2014-Founded Metabolic Code Enterprises, Inc.
- 2014-Advisor-Wakunaga of America
- 2013-George Washington University-Course Director Systems Biology and Clinical Lecturer.
- 2013-The Poliquin Group; Nutritional Program Development
- 2012- American Academy of Anti-Aging Medicine Advisory Board
- 2010-2014 Adjunct Professor Metabolic Medicine University of South Florida Medical School.
- 2005-2014 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

- 2000-2014 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)

- Your Blood Never Lies (Square one Publishing, 2013)
- 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)

The Metabolic Code Enterprises, Inc. (MCE)

Company summary

The Metabolic Code Enterprises, Inc. (MCE) is aiming to disrupt the old model of healthcare where the practitioner sits atop of the pyramid structure while the disengaged patient awaits doctor's orders. Jim LaValle the creator of the Metabolic Code and Dr. Andrew Heyman, a significant contributor to the Metabolic Code, have successfully applied this integrative health approach to over 10,000 patients. Additionally, the Metabolic Code is taught by Jim and Andy to thousands of healthcare practitioners through reputable universities and organizations like the American Academy of Anti-Aging Medicine (A4M), Metabolic Medical Institute (MMI), Integrative and Metabolic Medicine at George Washington University (GWU), and University of South Florida (USF) School of Medicine.

MCE delivers evidence based tools that support practitioners to assess, interpret, and recommend proven integrative protocols to their patients while dramatically increasing patient adherence and engagement level. The net effect is a symbiotic relationship between practitioners and patients resulting in a patient centered care and higher levels of wellness. www.metaboliccode.com



METABOLIC CODE®

LaValle Metabolic Institute

Company summary

The LaValle Metabolic Institute, sold in 2014, was 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 dieticians 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.

