

## ChromaDex's Frank Jaksch to speak at World Tea Expo's Executive and Technical Series



### ChromaDex's Frank Jaksch to present "Analytical Testing: The Truth behind Polyphenol Content" at the World Tea Expo

The 2008 World Tea Expo recently announced the addition of its new and exclusive Executive and Technical Series (ETS), an educational program designed specifically for top executives, research scientists, product formulators and ingredient managers using tea in a wide range of applications.

Antioxidant and polyphenol claims are increasingly apparent on consumer packaging. What truth is there to these claims? How are they tested and verified? Does the test data from the lab truly match what is delivered to the consumer? Choosing the right analytical method for reporting polyphenol content is critical for ensuring product quality and proper label claims. Jaksch, President and CEO of ChromaDex will review the methods available, the importance of specificity, and discover which test methods are appropriate for making claims and which are not.



Register for ETS

ETS Program Overview

### Think you've heard it all before?

The all-star line up of speakers has come together to specifically address manufacturers of tea based products' challenges. What do you flavor your tea with if not Stevia? How do you label your product properly so it is not considered a food additive? Can you make health claims? Does the North American market want what you're selling? How healthy is tea really? Should you add tea to your formulas?

Get the answers. World Tea Expo's ETS is the only educational program designed comprehensively and specifically for the use of tea as an ingredient.



### Who Should Attend?

High Level Executives, Product Formulators, Ingredient Managers and Research Scientists using tea in a wide range of applications.

### Group Discounts Available & Sessions Available A La Carte

Recognizing the need to send more than one representative from your company, World Tea Expo, offers group discounts. If registering more than one representative, please use this form: [ETS Multiple Persons Registration](#)

Sessions within the ETS series can also be purchased a la carte. Do not miss a presentation!

### Questions?

Contact World Tea Expo for answers. [stacie@worldteaexpo.com](mailto:stacie@worldteaexpo.com) / 702-253-1893 p