

## Amalric Veret

CEO of Pronutri, Activa and Nutrilab laboratories



Amalric VERET graduated from the Dauphine University (Paris, France) with a major in finance and marketing in 1996.

He joined the family business, becoming CEO of the *Pronutri laboratories* in 1998. He turned Pronutri into a worldwide developed company, bringing it to a new level and making it one of the major players on the market of health dietary supplements.

He extended the scope of Pronutri with international subsidiaries in Europe, the USA and ASIA, making Nutripuncture™ a worldwide brand.

Building on his success, he created in 1999 the *Activa Laboratories* with the objective to establish a new and innovative set of technologies in the world of health dietary supplements. He launched multiple development projects in epigenetics and coordinated several medical associations to foster the development of new products more closely suited to individual needs. He also gave birth to Nutrilab Laboratories specialized in natural high tech solutions for Endometriosis pathologies, bringing responses to a highly developing market of 180 million women.