

# Karen Marine Phytoplankton Prepares Clinical Trial On Irritable Bowel Syndrome

Sackville, New Brunswick based Blugenics Innovations Inc., Mount Allison University, and the New Brunswick Innovation Foundation have finalized a partnership arrangement to start a double blind placebo controlled clinical trial on effects of people with Irritable Bowel Syndrome after they eat Karen Marine Phytoplankton.



CEO Dave Hunter and Dr. Vett Lloyd looking forward to proving the efficacy of Karen Marine Phytoplankton.

It has been 10 years in the making to make the tiny ocean phytoplankton that was historically fish food available for human consumption and licensed as a natural product with Health Canada. The inspiration came from company CEO David Hunter after he ate Marine Phytoplankton while working at a shellfish farm in his native British Columbia. "I had many life changing effects which included immediate relief of migraine headaches, the taming of my sweet tooth, my IBS (Irritable Bowel Syndrome) disappeared, and

my afternoon crashes went away all at the same time. I gave this plant to other people and the life changing anecdotal evidence on digestive and inflammation issues came back consistently"

The results were enough to dedicate seven years to register the plant as a natural health product. David Hunter moved his family from Maple Ridge, British Columbia to Sackville, New Brunswick in 2008 to continue the regulatory process in a lower cost environment while at the same time running the popular Sackville restaurant Pickles. Fast forward to 2016 and "Karen" has gone from a few health food stores in Moncton and The Corner Drug Store in Sackville, to over 1,000 pharmacies and health food stores across Canada. Most of the impressive growth has been pinpointed to happy customers spreading word of mouth.

Due to overachieving results coming back from customers, the product got the attention of Mount Allison biologist Dr. Vett Lloyd who is quoted saying. "Its important to listen to what people are saying and follow that up with strong science. I wanted to help Blugenics start this Health Canada approved clinical trial with Karen Marine Phytoplankton because that is as rigorous a test as one can get."

Dr. Lloyd recruited Dr. Melanie Wills to join her team to lay the extensive groundwork to align the team and all

the partners. Regarding the trial Dr. Wills states. "I'm thrilled to be part of the team, and work with a homegrown Canadian company to help them assess the health benefits of the Karen product. This is a great opportunity for industry and academia to combine forces. "



"We have been promoting Karen Phytoplankton since we first became aware of this new and innovative product. From early on we have had a steady stream of new and return customers which speaks to the obvious effectiveness of the product. People have been using Karen Phytoplankton to treat conditions from gastrointestinal issues to arthritis."

- Jack Davis, Poulains Pharmachoice

The New Brunswick Innovation Foundation (NBIF) has also come on board to help absorb the massive costs required for such an undertaking. This trial is very significant because it is one of the first of its kind where a single

ingredient naturally occurring plant can be possibly used as a medical treatment for Irritable Bowel Syndrome in both Canada and the United States.

Blugenics, with the assistance of Drs. Lloyd and Wills, will secure a clinical trial partner capable of executing the tests within the next year and results are scheduled to come in around the fall of 2018. Drs. Lloyd and Wills will develop the necessary protocols and lay the foundations for the clinical trials, so that Blugenics can rapidly move forward. The good news is that this natural product is currently registered as a natural product for the maintenance of good health in health food stores and pharmacies across Nova Scotia with a 100% money-back guarantee. Karen is currently sold as a powder that you mix with water, smoothies, yogurt or juices and now has a skin cream available online that scored an 95% success rate in the improvement of Psoriasis, Rosacea and Dermatitis in a clinical trial in Europe. The skin cream is also backed with a 100% money-back guarantee.

Blugenics has put together the Karen Care Support Line for anyone with questions about this product. You can call toll-free at 1 844 807 0245. The website link is at [www.thekarenproject.ca](http://www.thekarenproject.ca) and unsolicited customer reviews can be seen on Facebook at "Karen Marine Phytoplankton".