**Sponsor Spotlight Questions**

**-What is your role at your organisation and how do you support practitioners /or the industry?**

# I am the CEO and Co-founder of PhytoLove. I am a naturopath (BHSc) with a passion for plant-based nutrition and sustainable living. After discovering a new regeneratively-grown omega ingredient (Ahiflower®oil) not yet available in Australia, with huge points of difference to existing omega oils and significant potential for personal and planetary health, my company spent the last two years working to bring this through TGA novel ingredient approval and to market here. I have created a practitioner education platform to help healthcare practitioners understand how and why to use this new essential fatty acid source with their patients.

**-How did you get into your area of expertise and why do you stay?**

After accidentally reversing the arthritis I developed as a 19-year-old through implementing a whole food plant-based diet, I became in awe of the relationship between food and our health outcomes, as well as the importance of reducing systemic chronic inflammation. I am motivated by the alleviation of (physical and emotional) pain in humans and animals, as well as the disturbing state of our planet due to our current food system. Our company is dedicated to bringing only the most innovative, sustainable and meaningful new ingredients and products to market.

**-What has been the main focus or outcomes of your brands’ work over the past year?**

Our brand has been fully focused on bringing Ahiflower oil through to TGA regulatory approval as a novel ingredient and to market here. Our PhytoLove brand of Ahiflower becomes available in September 2023 and we hope to see many other practitioner brands adopting this incredible ingredient in their formulas too. We are listed as a finalist in the 2023 Clean & Conscious Awards best supplement category; the results to be announced soon.

**-How has your field changed in the past 5 years? What new areas are emerging?**

There is an increase in people looking to make conscious consumer choices and an awareness in just how problematic our current omega sources are. In 2022 the Global Organisation of Omega-3s EPA and DHA stated that “The stakes are high.  The ocean can’t provide even the most conservative daily dose of EPA+DHA for each human being.”

**- What do you predict will happen in the next 5 to 10 years in your brand’s particular field(s) of expertise?**

With increasing public awareness of the ecological importance of changes to our omega supply chain, and greater recognition of the many beneficial omega metabolites which exist beyond EPA and DHA, we hope that more people will look to more advanced plant-based options such as Ahiflower oil.

**- What is the one-way you believe natural medicine practitioners, can make a difference for their clients?**

I believe we need to look at solutions that not only benefit human health but planetary health too and recognise the inextricable connection between the two. We can’t continue talking about one whilst ignoring the other.

**- Fun fact for the readers: Tell us who inspires you/or who your professional idol is and why?**

I have a huge list but Dr Sylvia Earle and Jane Goodall would be up there!