



CONNECTION BETWEEN GENES AND DIET EXPLORED AT JOY OF AGING

Our genes can determine exactly what we should be eating to be our healthiest, according to one of the country's foremost nutrigenomics experts, who will be the featured speaker at the 7th annual Joy of Aging event on Sunday, November 1st in Vaughan.

There is increasing awareness among researchers, educators, healthcare professionals and consumers that the one-size-fits-all approach to nutritional guidance is inefficient, if not ineffective, according to Ahmed El-Sohemy, Ph.D., Associate Professor at the University of Toronto.

Extensive research has identified genetic markers that help predict how we respond to the nutrients in what we eat and drink.

Run entirely by passionate volunteers and co-chaired by Janine Purves and Tina Tehranchian, Joy of Aging was launched in 2009 by the Richmond Hill branch of Assante Capital Management Ltd. for life-loving women over 40 who cherish their health and intend to keep it.

Attracted annually by more than 350 women, Joy of Aging has raised \$175,000 in support of Mackenzie Health Foundation. This year's proceeds will help purchase a vital sign machine for Mackenzie Richmond Hill Hospital.

This year's event also features Cityline host, Tracy Moore as emcee. Born in Toronto and raised in Richmond Hill, she is the mother of two young children and is known for her laidback style and love of fashion, fitness, and all things shoe-related.

Ms. Tehranchian said this year's event, The Answer

May be in Your Genes, will be one of the best yet.

"We are so excited to have Dr. El-Sohemy as our keynote speaker," she said. "When I first heard him speak at a University of Toronto event about how your genetic make-up can affect your reaction to food, I was blown away by the cutting-edge research and information."

You'll learn what diet is right for your genes, how to improve your health through personalized nutrition, and how genes impact your risk of nutrition-related chronic disease.

Dr. El-Sohemy holds a Canada Research Chair in Nutrigenomics, has served on Health Canada's Scientific Advisory Board and is the founder of Nutrigenomix Inc., a University of Toronto start-up biotechnology company.

"At Nutrigenomix, we believe in nutritional counselling according to each individual's unique genetic profile and try to empower healthcare professionals and their clients with comprehensive, reliable, genomic information with the ultimate goal of improving health and performance through personalized nutrition," he said.

Join us on Sunday, November 1st from 9:30 a.m. to 1 p.m. at Bellvue Manor, 8083 Jane St. The event includes a healthy breakfast, information booths, a silent auction, gift bags, and more. Tickets are \$65 each or \$575 for a table of 10 (Early bird pricing until October 9th.) ■

For more information regarding tickets or sponsorship opportunities, visit www.thejoyofaging.ca, call 905-707-5220, or email info@thejoyofaging.ca.