



Media Contact: Elyse Lovett
elyse@lovettmktg.com

What's Up with Supps Announces Nominees for the 2024 Industry Icon Awards

Each award celebrates excellence in various categories of nutraceuticals.

October 22nd 2024, What's Up with Supps, the industry platform for connecting and educating supplement and ingredient professionals, is pleased to announce the nominees for the Industry Icon Awards. The award recognizes individuals in the industry who have done exceptional work in the following categories: Brand, Science and Innovation, Philanthropy, Policy, and Industry Influencer.

As the global nutraceutical market continues its rapid growth, the Industry Icon Awards aims to shine a spotlight and recognize those innovators whose efforts are the driving force in the industry. From groundbreaking research and product development to market awareness, these awards will honor those who have made an impact on the industry and set new standards of excellence.

"Being a veteran in the industry, I have been honored of work alongside colleagues and friends who are true visionaries – we all know one of these people – individuals who challenge the status quo and push boundaries every day in our industry," said Loren Brown, Partner at What's Up with Supps. "The Industry Icon Awards were created to celebrate these leaders, whose passion and dedication are not only driving growth and innovation but also inspire the next generation of industry professionals. These awards are more than just acknowledging success; they are about recognizing those who have a deep commitment to improving lives through science, innovation, and education."

Awards will be announced during the What's Up with Supps SupplySide West afterparty at the House of Blues in Las Vegas NV, October 31st 2024.

Congratulations to the following nominees:

Charlie Estes, Stephen Daniells, Ben Kane, Stefan Gafner, Ankur Garg, Captain Cran Man Stephen Lukawski, Alex Tamava, Edgar Grigorian, Yahya Syed, Jon Benninger, Amit Srivastava, Trystin Nance, The NutriflyGenie, Steven Fink, Bill Walsh, Luke Bucci, PhD, Ryan Deluca, Joe Weider, Roger Harris, PhD, Darin Decker, Najla Guthrie, Adel Villalobos, Ramasamy Venkatesh, Danielle Citrolo, George Kokkinis, Asa Waldstein, Spencer Lynn, Kyle Turk