

News Release

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Alan Rillorta hired as the new AIDP director of branded ingredient sales

Functional ingredients specialist to cultivate new business partners and collaborations.

(City of Industry, Calif.) December 20, 2012 – Alan Rillorta has been hired for the position of AIDP director of branded ingredients sales.

His responsibilities will include advancing the AIDP branded functional ingredients portfolio including Magtein™ Magnesium I-Threonate, KoACT®, a patented chelated calcium and collagen compound and enVantec™, a proprietary micro-encapsulation technology, by strategically identifying and cultivating current key accounts and developing new business partners as potential business opportunities in a variety of industries ranging from food and beverage, dietary supplements, cosmetics, pharmaceuticals, flavor and fragrance, government and contract research organizations. Rillorta was formerly a member of the technical sales team at ChromaDex Inc., Irvine, Calif.

For over 15 years, AIDP Inc., based in City of Industry, Calif., has been a leader in functional ingredients supplying a wide range of vitamins, minerals and amino acids, to specialty and proprietary products. AIDP, Inc. is pioneering new health solutions through recent investment into proprietary ingredients research including Magtein™, KoACT® and enVantec™, under the healthy-aging platform for bone, joint and cognitive health.

For more information, visit www.AIDP.com.

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