

## **Zeon Lifesciences appoints Dr Vivek Srivastava as Senior VP**

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**Aims to expand the company's innovation and scientific affairs division**



Zeon Lifesciences has appointed Dr Vivek Srivastava as a Senior Vice President- innovation, Business Strategy & Scientific Affairs of the company. Dr Srivastava has worked at various CXO level roles with several initiatives in the domain of Nutrition & Herbals during his 15 years of expertise in the field of Nutrition & Alternative medicine.

Dr Srivastava pursued his Masters in Alternative Medicine with a specialisation in Herbals and Phytonutrients followed by Doctorate in Phytonutrients. He has executed innovative research, product development, and curated practical solutions with claims that are backed by research in the health and wellness industry. He has developed and marketed more than 75 formulations. Dr Srivastava is also a member of MNI (Medical Nutrition Industry) and has been instrumental in representing the food industry to implement food regulation and its harmonisation.