May 10th, 2015

Dear Colleagues,

GenoVive represents a ground breaking new solution to long term weight management and lifetime health. Based on the science of Nutrigenomics, GenoVive uses unique genetic variations to customize all natural meals to provide physicians and dieticians an effective strategy to support their patients' weight loss and hope overall health. After reviewing the subjects approach to weight management, I encourage you to try this program for patients who have BMIs above 28.

As Principal Investigator of the Bogalusa Heart Study* from 1972 to the present, I never imagined a concept and approach with genetics that could address the consequences of poor nutrition, inactivity and education on lifelong health. GenoVive’s weight loss program has been reviewed by some top nutrition and genetic experts. After 55 years of medicine and seeing first hand that obesity and coronary artery disease begins in childhood it is my contention that nutrition and physical activity with education can provide the best outcome for our community and even worldwide.

Sincerely,

Gerald S. Berenson, M.D.
Research Professor of Medicine, Pediatrics and Epidemiology, Section of Cardiology
Director of the Tulane Center for Cardiovascular Health
Principal Investigator, Bogalusa Heart Study

*Bogalusa Heart Study: This study has given us an understanding of the early origin and evolution of coronary artery disease, hypertension, diabetes, obesity and other metabolic diseases in children. The success of the Bogalusa Heart Study can really be attributed to the support that has been given from parents, doctors, schools, etc. of Bogalusa and Franklinton, Louisiana.
Research Interests:

- Etiology and prevention of cardiovascular disease

Professional Achievements:

- 2008 Lifetime Achievement Award, New Orleans Academy of Internal Medicine
- 2008 Distinguished Scientist, American Heart Association
- 2008 Proclamation from City Council of New Orleans, 35th anniversary of the Bogalusa Heart Study
- 2007 Jan J. Kellermann Memorial Award, International Academy of Cardiology 13th World Congress on Heart Disease
- 2007 Lecture White Coat Ceremony, Tulane University
- 2006 American Heart Association Population Research Prize
- 2005 American Heart Association Meritorious Achievement Award
- 2004 Gulf Regional Chapter, American Society of Hypertension, Commitment and Services
- 2002 Orleans Parish Medical Society Award Recipient, Public Service/Public Education
- 2000 Champion of Public Health, Tulane School of Public Health and Tropical Medicine
- 1999 Spirit of Charity Award, Medical Center of Louisiana Foundation
- 1998 Joseph Stokes III Award, American Society of Preventive Cardiology
- 1995 Tulane Medical School Class of 1945, Lifetime Achievement Award
- 1995 Lewis C. Robbins Recognition Award, The Society of Prospective Medicine
- 1994 Laureate Award, Louisiana Chapter of the American College of Physicians
- 1993 Lydia J. Roberts Nutrition Lectureship, University of Chicago
- 1988 Founders Medal, Southern Society for Clinical Investigation
- 1986 Distinguished Boyd Professor, Louisiana State University
- 1985 Searle Distinguished Research Award for Outstanding Research Contributions
- 1945 Alpha Omega Alpha

Educational Background:

- MD, Tulane University School of Medicine, 1945
- BS, Tulane University, 1943

Selected Publications (since 2010):


