

**Dr. Brian Hoffmann**, an Assistant Professor of Biomedical Engineering at the Medical College of Wisconsin and Marquette University, recently received worldwide media coverage for his research presented at the Experimental Biology 2018 Conference in San Diego. The presented research focuses on how sugar and common non-caloric artificial sweetener diets alter fat and energy metabolism in the body following chronic consumption. Worldwide news sources covering the research included US News & World Report, CNN, Forbes, USA Today, Newsweek, Medical News Today, and Science Daily, among over 50 other news sources. This research was also highlighted on ABC World News Tonight, NBC WTMJ4, and Wisconsin Public Radio.

Read examples of full articles at the following links:

<https://www.sciencedaily.com/releases/2018/04/180423085440.htm>

<https://www.medicalnewstoday.com/articles/321554.php>

<https://www.forbes.com/sites/brucelee/2018/04/23/could-artificial-sweeteners-and-diet-soda-also-lead-to-diabetes/#1a6af63f11ca>