

CEO | BIO-GENAGE

DR. CHARMINE KM YAN

ENABLING PEOPLE LIVE BETTER AND HEALTHIER
WITH HELP OF SCIENCE



The

recent pandemic was a wake-up call that we need to prioritize healthy living and medical facilities. While some problems highlighted how underprepared we are as nations and as a global family, some problems came down to individual levels. The necessity to stay active and healthy by following a healthy lifestyle was a big reminder to everyone stuck in a routine that demanded our bodies and minds be pushed to their limits just for monetary purposes.

Shaken by the events during the pandemic, and after a keen observation of how people went through and sacrificed a lot of their health, Dr. Charmaine KM YAN, Ph.D., established Bio-Genage. She realized that healthy living and maintaining daily wellness is the priority in our lives. Therefore, she completed the real estate and retail projects that she was handling then and started to create the health ecosystem. Dr. Yan is a professional researcher specializing in genome health, gene-editing (CRISPR), wellness with nutrition involved with DNA repair with great health formula to avoid different viruses and maintain good energy healing in our bodies.

The Company

Bio-Genage provides professional health consultancy & service at the most beginning which regards the product of genetics of health and wellness. Dr. Yan created the health brand and presented in unique social media promotion by analyzing reports regarding different ingredients which provide and heal our DNA damage cells which caused fewer possibilities to infect different viruses, HIV and Anti-cancer. Moreover, Bio-Genage promotes natural products for Anti-Aging and rejuvenation nutrition to slow down our aging cells and maintain great longevity. The products have great reputations and gained safety food licenses such as FDA and GMP certificates from the USA.

“For sure, we have a great promotion with using e-commerce to promote our products, our launched do attract many clients, especially from Asia. We have been closing some sales referred from friends, social media, and families during the pandemic period,” shares Dr. Yan.

Becoming an Entrepreneur

DR Charmaine Yan believes if one has strong leadership skills and good knowledge with experience, it serves as a good potential to steer one's career towards being a business leader or entrepreneur. For being a successful entrepreneur, one should have great passion and patience to lead and motivate the different younger generations to make them understand how to manage their work as one good team. They must be clear about the systems and have clear strategies about the concept of the brand, business, and products. Especially the health business which

involves a big variety of healthcare industries.

“Maintaining a flexible and Innovative mindset brings a lot of creative ideas and concepts. Flexible working hours could also balance our health life if we can manage our schedule well especially dealing with overseas clients or buyers to purchase your products, moreover presenting your proposals and remote training using the online meeting method can save lots of business hours. Being a health specialty entrepreneur, one should always have regular lives which can help stay mentally and physically balanced especially while dealing with clients, friends, and families.

Facing Challenges

Starting her company during the pandemic was a tough challenge for Dr. Yan. The unstable economy caused by covid 19 was seen to cause big losses for many industries and companies as well. Also, bad logistics parts for transport such as import and export to deliver the products were the biggest headache during the pandemic period. The logistic part still seems to be a matter of concern for her owing to the irregularity in the delivery period with air and cargo which causes delayed delivery or even order cancellation from the client end. “What we can do,” she feels, “is trying to provide the service and let clients understand different countries have different policies, especially the delivery part. Patience is the best key to overcoming all obstacles especially global trauma period. I think what we could do is provide good and stable connections, relationships with clients and suppliers are very important roles to

do. Using digital technologies could easily be transformed into the bigger part of all businesses.”

Using Technology to Address Challenges

Using technologies in the right way could save time and costs for entrepreneurs, especially regarding human resources, feels Dr. Yan. Using AI Robots can do great services with set up AI programs. Health businesses or even healthcare industries using AI can easily analyze products and clients' needs or even the number of sales. Dr. Yan believes this could provide benefit for her company as they can do good research with firm figures. “Digital Technologies and AI have many benefits for our start-up entrepreneurs. This transformation can match the modern business world. Our marketing teams could save lots of time and easily communicate with each other using digital tools,” she says.

To address the challenges of the industry, Dr. Yan feels that we should try using digital transformation in health-based businesses, especially by getting involved with digital social media, e-commerce, digital currencies for payment, or even promoting digital videos or business meetings as well. This method could highly reduce time and cost while an unstable business period. Using Metaverse to promote the products can update and attract more different ages of clients.

Accolades

Bio-Genage has been successfully recognized with the Asian-African Start-Up healthcare Iconic Brand Award in 2022. Bio-Genage has been honored to receive the top silver-diamond trophy with a certificate by

different ambassadors, trade commissioners, and consulates from 8 different countries- Zambia, Malawi, Namibia, Belarus, Armenia, Myanmar, Zimbabwe, and Ghana- at high-level diplomatic meet nomination. Bio-Genage has joined SDG 17 and promotes climate change action since 2021.

Also, as the founder of Bio-Genage, Dr. Yan has been approved and renewed as diplomat chief ambassador, for world peace tracts from Canada from 2021 to 2025. In the coming years, she will participate more events regarding charities and world peace global events which also can promote her products and brand. This women's day, Dr. Yan will be honored as one of the Solution Partners of the Honorary Advisory board of the World Healthcare Women Contest under the patronage of H.E. Awadh Mohd. Sheikh Majrin Bin Sultan. Dr. Yan believes it will help motivate the girls and women at International Women's day to join as candidates if they wish to participate in the World Health Women Contest.

Empowering Women

While women empowerment is a matter close to Dr. Yan's heart, she also finds it the most challenging. In her home country, Canada Prime Minister Pierre Trudeau emphasizes Gender Equality and the empowerment of women and girls in SDGs. Charmaine thinks now is the right time for women should have more self-love and trust in their worthiness in families or businesses or as an entrepreneur. Women can be the big influencer, Charmaine mentions. As the modern days' change, women have lots of abilities to handle things, solve different conflicts and take great decisions with strategies in their life. “Women's

abilities and talents can no longer remain overlooked in today's world. You do not know how powerful and amazing the world can be if women try to achieve their own goals and paths. I saw too many bright, potential generations indeed. We should have patience and give them good opportunities to shape them up with good patterns for their paths,” says Dr. Yan.

She advises them to “Build up strong knowledge and foundation as an important skill since their teenage. Be more compassionate and skip those over-suspicious, envious, and jealous emotions towards other women to gain the superpower to rule the world in near future. Women should join more charities, events, and business networking to connect each other with direct communications. The values of feminism and the promotion of the rights of women and girls can definitely make the world more equal, balanced, and prosperous.”

Plans for the year ahead

In 2023-24, Bio-Genage Company & Foundation will be having another big revolution. They will add new products to upgrade their inventory which can be transformed to be premium health products. The price will be a bit higher if compared to other wellness supplements because the key ingredient resource is 100% natural from the Atlantic Sea and the development involves marine aquatic genetic research and DNA Repair. Bio-Genage great partner was one of the famous Biotech companies - AKSO Marine Biotech Inc. from Halifax in Canada. Their products also won the Canadian Grand Prix New Product Award at the 27th Annual Retail Council of Canada.

Bio-Genage, in 2023, officially became their exclusive agent in Asian and Middle East Markets. Bio-Genage will mainly focus on the target market in Asia & Middle East countries within years. Besides inner wellness with high-quality nutrition, Bio-Genage also believes that outer health and beauty therapies are important. Therefore Bio-Genage has decided and happily partnered up with another 20-year-experience, platinum healthcare, Anti-Ageing Group from Europe. The Scientist's Group provides the top healthcare quantum technologies such as health preservation (Terahertz Energy Meter) which originally is a manufacturer from Germany which provides great frequencies and energies to wake up sleeping cells and repair the new cell. These frequencies could prevent our joints and muscles from pain or stress. This could highly improve our blood circulation, strengthen our immune system, balance our hormones (no matter in which age) and make us feel refreshed and reborn again. They have great feedback as one of the Top Ten Anti-Ageing and Quantum Health Technologies. More than that Bio-Genage will create a great combination of Beauty's health Technologies programs and therapies for skincare, bodies, and energies as well.

Another technology they will be including is the cell implanter for beauty skincare, the new cell planting water light instrument, the fifth generation, and Anti-Ageing skincare therapies. Bio-Genage's partnering medical doctor in generating medicine in Europe is the sole developer of one of the top brand Sheep Embryo Highly Active Cells Anti-aging products. Before the products were released in Europe since the doctor had started doing global research on skin characteristics, climates, geographic natures, gene sequencing, and diet



habits. With solid data on the skin natures of different races of people around the world, the anti-aging products produced by doctor suits people from different places, and their effectiveness is guaranteed. The very unique cell control technology is developed by the doctor. Under this technology, the active cell cosmetic treatment is so powerful that the nutrition can penetrate to mesoderm immediately so that the skin can be completely re-activated. The aged cells can be reborn and can repair themselves, and adequate nutrition can be transferred to the

cells to build up our health foundation.

“We will be innovative and focus on Genetic Health, Quantum Healthcare Technologies, Skincare Therapies & Rejuvenations for Anti-Ageing Tech. Also, bio-Genage joined one of the Royal Society Anti-Ageing Communities and shared professional beauty care and medical knowledge with their Scientists and Doctors. Since healthcare industries will be blooming in the coming era, Bio-Genage will mainly focus on the genetics of health, anti-aging,

rejuvenation therapies, and quantum healthcare technologies. We will be planning to expand our health therapies & centers in Asia and the Middle East. We definitely welcome different country's investors who can provide funds and participate in our huge project to have an optimistic healthy mindset that could bring the next generations and the team more future hopes and great motivation to understand self-care with love to families and friends,” concludes Dr. Charmaine Yan.

COVER STORY

