



COLD-FX DISCOVERER RECEIVES TOP AWARD FROM CANADA'S NATURAL HEALTH PRODUCT RESEARCH SOCIETY

TORONTO, ON. The Natural Health Product Research Society of Canada has announced **Dr. Jacqueline Shan**, founder of Afinity Life Sciences and co-discoverer of COLD-FX, as the 2015 recipient of the Neil Towers "Pride of Burma" Award. The prestigious science award recognizes individuals who have made significant contributions to research and advancement in the field of Natural Health Products and nutraceuticals. Dr. Shan is the first industry professional to ever receive the award.

Dr. Shan said, "It is a great honour to receive such a prestigious scientific award. This recognition validates our long term commitment and effort in research, innovation and commercialization of evidence based natural health products."

Dr. Shan began her education in China, entering the Shanghai First Medical School at the age of 15 to study Pharmacology. She went on to earn her doctorate in Pharmacology at China's top medical research centre, the Chinese Academy of Medical Sciences/Peking Union Medical College, and her Ph.D. with distinction in Physiology at the University of Alberta, which sparked her interest in integrating traditional Chinese medicine with western medical sciences.

With 20 years of industry experience, Dr. Shan has led the way in bringing natural medicine into the mainstream. Her innovative evidence-based approach to natural health products has set the standard for quality and efficacy in the industry. In 1995, she co-developed a technology that identifies the chemical profile and biological activity of natural health products, ensuring batch-to-batch consistency. This technology would eventually lead to the discovery of COLD-FX, which quickly became the number one selling cold and flu remedy in Canada.

In January 2012, she founded Afinity Life Sciences to develop a new line of science-based natural health products. Her current focus is ALLERGY-FX, a unique formulation from quail eggs obtained from a special subspecies of Japanese quail fed with a proprietary organic diet. ALLERGY-FX is used to combat seasonal and environmental allergies like pollen and pet dander.

Dr. Shan has received over 25 national and international science and business awards. She has been chosen three times for the Women's Executive Network Top 100 list of Canada's most Powerful Women, and selected twice for **Profit** magazine's W100 list of Canada's top women entrepreneurs and inducted into the Canadian Healthcare Marketing Hall of Fame. **Reader's Digest** described her as a "world-beater" for innovation. She is the first and only female CEO to co-found and list her company on the TSX in the life sciences and consumer health sectors.

The Neil Towers "Pride of Burma" Award is named for G.H. Neil Towers, a leading figure in medicinal plant research from 1960-2004 and Professor of Botany at UBC. Towers was instrumental in cultivating research in the field of natural medicine in North America.

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