



Afinity Life Science Inc.

Jacqueline J. Shan, Ph.D., D.Sc.

Founder and Chief Scientific Officer

# Our Business

- Science innovation & commercialization of consumer natural health products (NHP's) that support Active Aging/Boomers population.
- More than two decades track record in Canada in developing and establishing most trusted brand such as COLD-fX, the #1 colds and flu product in Canada

# Target Market & Positioning

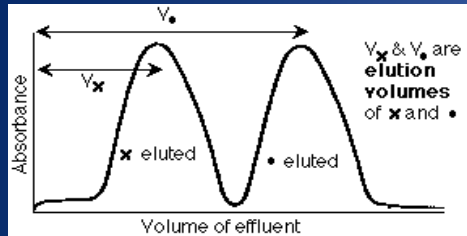
- To Boomer population who proactively lead a healthy and active lifestyle and who desire premium quality NHP's - Afinity is the preferred brand to adjunctively support their health.



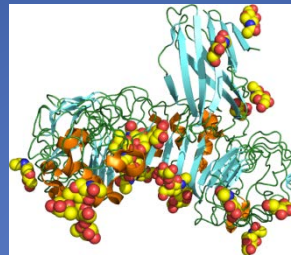
# Afinity Fingerprinting Technology-AFT

Chemical  
fingerprinting

Biological  
fingerprinting



AFT



A precise and  
reproducible  
manufacture process



- Patented technology
- Applicable to all evidence-based multi-active component natural therapeutics
- For both discovery and standardization
- Two dimensional fingerprinting
- Pharmacologic and clinical validation
- Batch to batch consistency



# Afinity Women's Health Yin

## Menopause



### Standardized by Afinity Fingerprint Technology

- 70 % of Canadian menopausal women are looking for Non-Hormonal menopause support.
- Growth oriented category
- Specially- designed based on scientific rationale
- Treats multiple symptoms
- Afinity Finger Printing for assurance of authenticity, purity, potency and consistency

# Afinity Men's Health Yang

## Andropause



### Standardized by Afinity Fingerprint Technology

- Decreased libido, fatigue and endurance are symptoms associated with Andropause/low testosterone
- Growth oriented category
- NHP's underdeveloped in category
- Specially designed based on scientific rationale to treat multiple symptoms.
- Afinity Finger Printing for assurance of authenticity, purity, potency and consistency

# Afinity Men's / Women's Health Qi

**Energy/Endurance for  
Physical and Mental Fatigue**



**Standardized by Afinity Fingerprint Technology**

- Energy NHP's were the 4<sup>th</sup> ranked top reason for taking supplements within the age group of 35 – 54 yrs of age.
- Unique positioning within \$10 Billion NA Energy market.
- Does not create a crash effect like most stimulants.
- Helps regulate levels of physiological stress to relieve mental and physical fatigue and enhance physical and mental performance and endurance
- Help relieve general debility and/or to aid during convalescence.
- Afinity Finger Printing for the assurance of authenticity, purity, potency and consistency

# Afinity Condition-Specific

## Arthritic Care



## Cardio Health





# Afinity Condition-Specific

## Cognitive Care



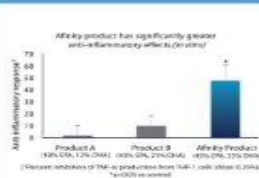
## Omega Health



# Purity & Potency

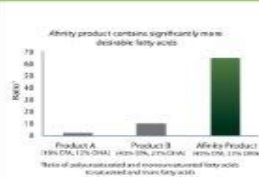
## 5x

greater  
anti-inflammatory  
effect

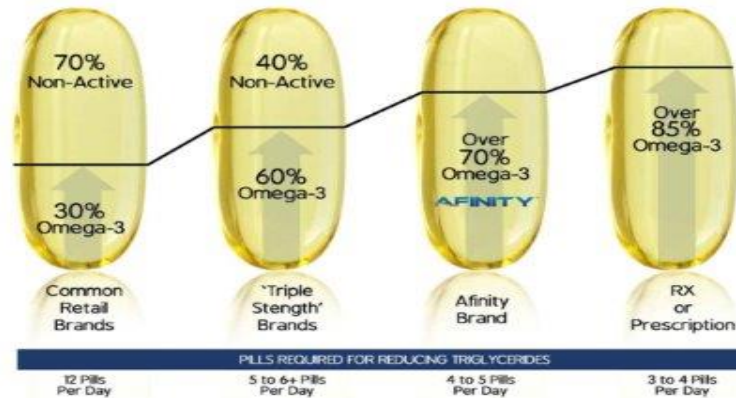


## 7x

greater proportion  
of desirable fatty acids



**AFINITY™**  
POTENCY AND PURITY YOU CAN TRUST



### 5x GREATER ANTI-INFLAMMATORY EFFECT.

Independent experiments performed by researchers at the National Institute for Nanotechnology found that the Alinity product was significantly more effective in inhibiting inflammation, which is considered to be the root cause of several health conditions such as cardiovascular disease, rheumatoid arthritis and dementia.

- Three commercially available omega-3 products were compared for their anti-inflammatory effects in vitro.
- The Alinity product was found to be significantly more effective in suppressing inflammation than the other products.

### 7x GREATER PROPORTION OF DESIRABLE FATTY ACIDS.

Independent chemical analysis of omega-3 products by a contract testing lab revealed that the Alinity product contains a significantly greater proportion of omega-3's and other desirable fatty acids.

- Three commercially available omega-3 products were analyzed for their chemical composition.
- The Alinity product was found to contain significantly higher levels of beneficial omega-3 fatty acids and significantly lower levels of undesirable saturated and trans fatty acids than the other products.

## PURE OMEGA-3's ARTHRITIC RELIEF



### Reduce joint inflammation by<sup>1,2,3</sup>:

- Replacing arachidonic acid, therefore decreasing the synthesis of arachidonic acid derived inflammatory eicosanoids
- Increasing the synthesis of non-inflammatory eicosanoids

1. Br. J. Nutr. 2012, 107: S171



### Reduce pain by<sup>1,2,3</sup>:

- Decreasing the synthesis of inflammatory eicosanoids
- Increasing the production of pain-resolving molecules called resolvins

2. Clin Chem. 2012, 58(10): 1476.



### Decrease the need of painkillers by<sup>1</sup>:

- Reducing joint inflammation
- Resolving pain

3. Eur. J. Pharmacol. 2011, 668: S50.



### Decrease joint stiffness by<sup>4</sup>:

- Reducing inflammation and pain in the joint

4. JPEN J. Parenter Enteral Nutr. 2010, 34(2): 151.



Afinity Cardio Health

PURE OMEGA-3's

MAINTAIN/SUPPORT CARDIOVASCULAR HEALTH



**Help in improving heart function by<sup>1</sup>:**

- Decreasing resting heart rate
- Controlling heart rhythm

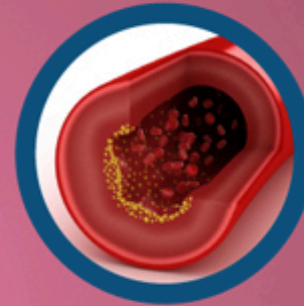
1. J. Nutr. 2012, 142 (3): 614S.



**Help in decreasing blood lipid levels by<sup>2</sup>:**

- Decreasing production of triglycerides
- Increasing breakdown of triglycerides

2. Br. J. Nutr. 2012, 107, Suppl 2: S18.



**Help in decreasing formation of blood clots by<sup>3</sup>:**

- Decreasing vascular inflammation
- Decreasing platelet regeneration

3. Am. J. Clin. Nutr. 2012, 96(5): 1137.



**Help in lowering blood pressure by<sup>4</sup>:**

- Decreasing aldosterone secretion
- Increasing 3-series prostaglandin synthesis
- Increasing endothelial Nitric Oxide production
- Decreasing activity of Angiotensin Converting Enzyme

4. Am. J. Hypertens. 2012, 24(10): 1121.



# PURE OMEGA-3's

## SUPPORTS COGNITIVE HEALTH & BRAIN FUNCTION



### Help in Brain Development by<sup>1</sup>:

- being one of the major constituents of neuronal cell membranes

1. *Nature Reviews Neuroscience*, 2008, 9(7): 568.



### Improve symptoms of recurrent depression by<sup>2</sup>:

- Improving neurotransmission and communication in the brain
- Decreasing the production of inflammatory cytokines

2. *J. Clin. Psychiatry*, 2011, 72(12): 1577.



### Help in improving learning and memory in children & adults by<sup>3</sup>:

- Increasing the suppleness of neuronal membranes
- Facilitating binding of neurotransmitters to membrane receptors
- Improving communication within the cells

3. *Nutrition*, 2012, 28(6): 670.



### Reduce the risk of dementia by<sup>4</sup>:

- Restoring age-related declining levels of DHA in the brain
- Decreasing the synthesis of inflammatory cytokines

4. *Alzheimers Dement*. 2010, 6(6): 456.

# Afinity Omega Health

## PURE OMEGA-3's MAINTENANCE OF GOOD HEALTH



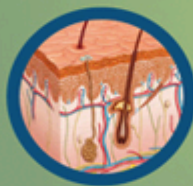
### Improve mood by<sup>1</sup>:

- Reducing anxiety
- Decreasing inflammation
- Improving communication in the brain



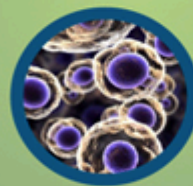
### Increase learning & memory by<sup>2</sup>:

- Helping in brain development
- Improving brain function



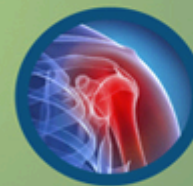
### Improve skin health by<sup>3</sup>:

- Reducing inflammation in the skin



### Aid management of cancer by<sup>4</sup>:

- Reducing inflammation and cancer progression
- Increasing synthesis of cancer fighting enzymes



### Improve joint function by<sup>5</sup>:

- Reducing inflammation and pain in the joint
- Resolving joint pain



### Improve heart function by<sup>6</sup>:

- Lowering triglycerides and blood pressure
- Decreasing resting heart rate and controlling heart rhythm
- Decreasing vascular inflammation and clotting of blood

# Afinity Solutions



Looking for strategic advice or a partner in natural health products and nutraceuticals?



From laboratory to consumer, Afinity is a recognized leader in natural health product development and commercialization.

## We are recognized for:

- Our 20-year track record of success
- Strategic planning and execution
- Product development
- Regulatory approval
- Product launch
- Brand development, creative and support
- Sales and marketing management



Led by **Dr. Jacqueline Shan**  
Creator and developer of  
**COLD-FX** and Afinity brands



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nhpsolutions@afinity.ca



# Brand Partners



G  
o  
-  
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r  
k



+

S  
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# Certified by:

