

Embrace Change

Jacqueline J. Shan, Ph.D., D.Sc
Co-founder, Co-Inventor, COLD-fX
Founder, Afinity Life Sciences Inc.

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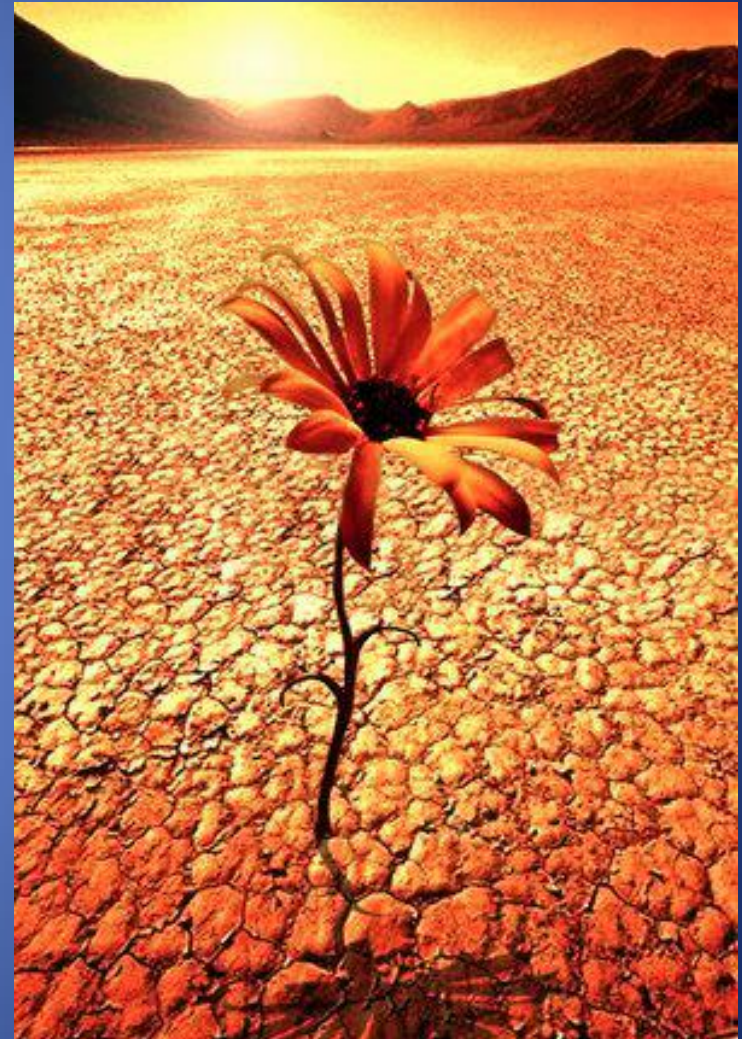


CV Technologies Inc./Afexa Life Sciences Inc. – a U of A Spin off , 1992-2011



Pursuing Science-Based Business

- **Highly Risky:** Time, Cost, Reputation, low rate of success
- **Challenges: Integrating knowledge across bodies of disciplines:** Chemistry, Biology, pharmacology, Clinical etc, sales, marketing , branding, competition
- Highly rewarding



COLD-FX – # 1 colds and flu brand in Canada



COLD-FX

– A brand built by research:



Chronic Lymphocytic
Leukemia

Pre-approval

- 8 clinical trials
- 1283 trial participants
- **\$10 M**

Post-approval

- 9 cold and flu clinical trials
- 1963 trial participants
- \$10M

*Continued clinical
studies*

Pediatric population

Senior population

Feb. 2007

Health Canada Approval

“Helps reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system”



Acquisition of COLD-FX

- Valeant Pharmaceuticals International Inc. completed the acquisition at the end of 2011





Cold warrior is back!

Jackie Shan, the driving force behind COLD FX, has a new health product

Entrepreneur

Jackie Shan would have called it a quiet return home. But her return (in 2012) to the United States was not so quiet. She was one of the most successful entrepreneurs in the world.

As the co-founder, CEO and founder of COLD FX, Shan has built a global, multi-million-dollar business based on her award-winning health product, COLD FX. She was a major distributor.

COLD FX was the first to use a natural, plant-based formula to help people breathe easier. It's a game-changer for people with asthma, allergies and other respiratory conditions. Shan's product is now available in over 100 countries.

Shan would have never dreamed of being an entrepreneur.

She was a scientist. She worked for a pharmaceutical company for 15 years. She was a chemist. She was a scientist. She was a chemist. She was a scientist.

But she was a scientist. She was a chemist. She was a scientist.

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Dr. Jackie Shan in the Afinity laboratory

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ENTREPRENEUR: AFINITY LIFE SCIENCES LTD.

■ Incorporated January 2012

■ Management team: Founder and CEO: Jackie Shan; Founder and CEO: Jackie Shan; Founder and CEO: Jackie Shan.

■ Location: Vancouver, British Columbia

■ Products: COLD FX (nasal spray) and Afinity (oral supplement).

■ Selling points: Purity & potency you can trust.

■ Start-up costs: \$1M-\$1.5M

■ Investors and partners: Various private investors and partners.

Afinity Life Sciences Inc.

2012-

Omega-3's

When you have an affinity for staying active
age is just a number.

AFINITY™

Be well.



AFINITY™

Book: The Jacqueline Shan Story

Pursuing a dream, never giving up



- Journey of pursuing science, innovation and entrepreneurship
- Discovery and commercialization of COLD-FX, and create new NHP line: Afinity.
- 24 rules: Passion and dream, Perseverance etc.