



## JAH Tech to Design Wearable Wellness Product with the help of A\*STAR's Innovation Factory @ SIMTech

- JAH Tech to design, with the help of A\*STAR's Innovation Factory @ SIMTech, new waist/back wearable product incorporating the company's proprietary nanotechnology that promotes wound healing and pain reduction
- Product targeted at the global market and slated for commercial launch in Dec 2021
- Chronic pain has become endemic due to the rise of sedentary lifestyles and ageing populations; this has spurred demand for pain-relieving wearable technology products

SINGAPORE, 12 August, 2021 – JAH Tech, a local start-up that manages deep tech research and its applications in the everyday environment, has forged a strategic partnership with the Agency for Science, Technology and Research's (A\*STAR) Innovation Factory @ SIMTech (Singapore Institute of Manufacturing Technology) to develop a wearable product that tackles chronic pain. The Innovation Factory @ SIMTech is an initiative by A\*STAR in partnership with Enterprise Singapore.

Under this collaboration, JAH Tech will undertake, with the help of scientists and engineers at the Innovation Factory @ SIMTech, the Industrial Design and Packaging Design of a new waist/back wearable health and wellness product that integrates the company's proprietary Unitatem PRIMIS™ nanotechnology, and is targeted for the global consumer market.

JAH Tech's wholly owned subsidiary, JAH Life, through its commercial brand NaturidgeLAB™, and by using its proprietary nanotechnology process, has produced a durable ceramic-alloy material that emits a unique field – Unitatem PRIMIS™. This field promotes wound healing, relieves inflammation, alleviates pain, as well as boosts strength and flexibility for the user.

The project's first milestone –will focus on product research, design vision and direction, as well as concept generation. The next milestone involves fabrication of



the prototype and is targeted for early September. The third milestone – estimated in early October – incorporates packaging forms and design, as well as the packaging prototype. The final product is slated for commercial launch in December this year.

Chronic pain has become endemic, due to the rise of sedentary lifestyles and ageing populations. At least 10% of the world's population suffers from chronic pain, and an estimated US\$78 billion is spent annually on chronic pain treatments<sup>1</sup>. The most common forms of chronic pain are lower back pain (27%) and neck pain (15%).<sup>1</sup>

These factors are driving increased demand for pain-relieving wearable technology products. According to BIS Research, the global non-opioid pain relief device market was estimated at US\$3.7 billion in 2018, and is expected to be valued at US\$8.8 billion by the end of 2029, reflecting a compound annual growth rate (CAGR) of 8.26% over the forecast period<sup>2</sup>.

Tan Chong Hui, the Chief Executive Officer of JAH Tech, commented: *“Demand for non-invasive, drug-free pain-relieving technologies continues to rise due to the prevalence of chronic pain. JAH Tech is well-positioned to capitalise on this growth, having developed proprietary nanotechnologies for the health and wellness market through years of cutting-edge research and development. We are honoured to partner the Innovation Factory @ SIMTech in the development of this wearable wellness product, and look forward to a rewarding and successful relationship.”*

#End#

---

<sup>1</sup> Data from <https://www.thegoodbody.com/chronic-pain-statistics/>

<sup>2</sup> Data from <https://bisresearch.com/industry-report/non-opioid-pain-relief-device-market.html>



### **About JAH Tech**

JAH Tech was established in 2019 in Singapore to spearhead global technology commercialisation, licensing and partnership formation for our group of Deep Tech research labs. Over the past 20 years, the work by these labs has covered a diverse spectrum of technology research. JAH Tech also holds and manages the commercial rights to a wide portfolio of cutting-edge technologies, and works actively with partners globally to empower these technologies to create a positive, lasting impact in everyday life and the environment. Its wholly owned subsidiaries are: JAH Life (Beauty & Wellness), JAH Materials (Nano Mould Technology) and JAH Gaia (Emission Control Technology).

[www.jah.technology](http://www.jah.technology)

### **About NaturidgeLAB™**

NaturidgeLAB™ is a commercial brand under JAH Life. The principle of NaturidgeLAB™ is to bridge Nature and Science, and by using our proprietary technology processes, create a series of beauty, health and wellness related products. JAH Life's proprietary technologies are the result of more than two decades of laboratory and practical application research and development. Current wearable products under the NaturidgeLAB™ brand include the ARCIS Waist & Back Support Belt and Knee Support Strap, which are designed and integrated with the Unitatem PRIMIS™ technology.

[www.naturidgelab.com](http://www.naturidgelab.com)

**For all media enquiries, please contact:**

Ms Felina Khong  
Group Corp Branding & Marketing Director  
JAH Tech Group  
(65) 9221 3238  
[felina@jah.technology](mailto:felina@jah.technology)