

## **dnaPower Founder Named to BIV500 Innovation List for Advancing Personalized Health and Wellness**

*Business in Vancouver award spotlights dnaPower's innovation leadership in the Canadian health and wellness tech sector*

FOR IMMEDIATE RELEASE

**Vancouver, BC – (June 30<sup>th</sup>, 2025)** – dnaPower Inc., a pioneer in personalized DNA-based health and wellness solutions, is pleased to announce that its Founder and CEO, Dr. Lois Nahirney, has been named to the prestigious **BIV500 Innovation List** by *Business in Vancouver*. This honour recognizes influential British Columbians who are transforming their industries through forward-thinking innovation and impact.

The BIV500 Innovation category highlights British Columbian based companies and leaders whose groundbreaking ideas and execution have moved the dial on how business is done. Dr. Nahirney and dnaPower were recognized for visionary work in bringing DNA-based personalized health testing to the mainstream, enabling both individuals and wellness professionals to make targeted, preventative decisions for long-term vitality.

*“Being named to the BIV500 for Innovation is a reflection of the incredible team, partners, and health professionals who are driving forward this personalized approach to wellness,”* said Dr. Lois Nahirney, Founder and CEO of dnaPower. *“We are committed to transforming how individuals approach their health—by using the power of DNA to inform smarter choices and more proactive care.”*

dnaPower delivers advanced genetic testing and interpretation tools that help individuals understand how their unique DNA influences key health areas like nutrition, fitness, brain function, and aging. With a strong partner ecosystem of health practitioners and wellness leaders across Canada and the US, the company continues to shape the future of preventative, personalized health care.

This recognition marks another milestone in a year of significant momentum for dnaPower, including recent honours such as being named Canada's Most Innovative HealthTech Company for 2025 by Acquisition International.

**About dnaPower:** dnaPower is a pioneer in personalized health DNA testing, delivering actionable insights to help individuals make smarter health decisions based on their unique genetic makeup. With close to two decades of experience, dnaPower provides advanced evidence-based tools for optimizing nutrition, fitness, brain and overall wellness. For further information, please contact [info@dnapower.com](mailto:info@dnapower.com) or visit [dnaPower.com](http://dnaPower.com).

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