

Kalbe launches DNA tests for longevity and children's talent & personality using Imagen Labs' patented bioinformatics.

Imagen Labs' polygenic risk scoring analysis system uses datasets from multiple diverse ethnic groups to offer improved accuracy and inclusivity in genetic assessment.



Singapore, Singapore Jun 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - Indonesia's largest healthcare provider Kalbe announced today the launch of their new DNA tests which will use the patented ancestry-based bioinformatics of their Singaporean partner Imagen Labs. Kalbe's PrimeGENME longevity and KiddyGENME children's talent & personality genetic tests will be made available to consumers via their e-commerce site as well as through their extensive network of hospital and clinic partners.

People have a natural curiosity to want to understand themselves better. For some, it eliminates 'the fear of the unknown. Having insights into one's unique pre-dispositions ensures the best and correct steps are taken to optimize health and well-being.

However, one of the biggest gaps currently in preventative health and wellness DNA analysis is that [most companies' genetic databases are sourced from predominantly European/Non-Hispanic White information – reportedly nearly 80 percent.](#)

Meanwhile, studies have increasingly shown that different ancestries or ethnic groups inherently have different genetic risk profiles. For example, a recent Harvard T.H. Chan School of Public Health points to how increases in weight over time are more harmful to Asians than other ethnic groups, underscoring the necessity for genetic assessments to include real genetic diversity.

Through the use of machine-learning tools and genetic datasets from the world's five major ethnic groups (European, East Asia, South Asia, Latin American, and African), Imagen Labs' patented genetic risk scoring bioinformatics system (U.S. Patent No. 10468141) bridges market gaps by offering improved accuracy and inclusivity.

Kalbe's PrimeGENME DNA test leverages this technology by analyzing over 1,800 genetic variations related to 34 longevity and healthy ageing traits and provides insights into an individual's pre-dispositions to decline in cognitive performance, increased inflammation, and poor sleep, as well as various health issues. These insights provide valuable information on how to design and personalize the right lifestyle recommendations and nutritional intake to sustain vitality into one's prime years.

The KiddyGENME DNA test analyzes more than 300 genes to give 34 insights into a child's innate talents & personality. With personalized expert advice by a licensed cognitive psychologist, KiddyGENME enables parents to develop their children's full potential in ways that are most compatible with their genetic tendencies. Through more targeted planning in designing their development, parents

can have happier relationships without unwanted arguments from forcing their children into things they are not inclined to.

Sie Djohan, President Director Kalbe Biopharma, shares, “We’re excited to incorporate Imagen Labs’ inclusive technology in our genetic analysis. Our new DNA tests will enable Indonesians to truly tailor their lifestyles for the best health and development.”

Dr. David Klinzing, Chief Technology Officer (CTO) and General Manager (GM) of Imagen Labs, shares, “We congratulate Kalbe Biopharma for being on the forefront of precision health and wellness. This partnership continues an exciting trajectory for Imagen Labs in becoming the leading bioinformatics analysis provider for precision health in the global healthcare market.”

Media Contact

Reza Harith

Senior Manager, Marketing & PR Imagen Labs reza@imagenelabs.com

+65 6817 2155

About Kalbe

PT Kalbe Farma Tbk (“Kalbe”) was established in 1966 and is one of the largest publicly listed pharmaceutical companies in Southeast Asia. Kalbe has four main divisions that handle a reliable and diverse brand portfolio; prescription drug division; health products division that handles over-the-counter drugs (Promag, Mixagrip, Komix, Woods, Fatigon, etc.), multivitamins (Fatigon, H2, XonCe, Hevit-C, JossC1000, etc.), and supplement and ready-to-drink (Hydro Coco, Extra Joss), nutrition division (ChilKid, Prenagen, Diabetasol, Zee, etc.); and distribution sharing. Kalbe now has more than 40 subsidiaries and 16 production facilities with international standards, and more than 16,000 employees, spread across 76 branches throughout Indonesia. Since 1991, Kalbe's shares have been listed on the Indonesia Stock Exchange (IDX: KLBK).

About Imagen Labs

Imagen Labs is a subsidiary of Asia Genomics and provides an enterprise-grade genetics analysis platform that enables healthcare and wellness businesses to create personalized and customized products and services based on individuals’ DNA insights. Their patented ancestry-based genetic risk scoring system (US. Patent No. 10468141) offers improved accuracy in human genetics assessment. The company works with healthcare services, nutrition, beauty, and fitness brands in the Asia Pacific, Europe, and the United States.

Headquartered in Singapore where it was founded in 2016, Imagen Labs is the winner of the 2017 Frost & Sullivan SEA Personalized Wellness & Nutritional Genomics Entrepreneurial Company of the Year, and the 2018 Singapore Business Review National Business Awards (Health Products & Services).



Media Contact

Imagene Labs - Reza Harith

reza@imagenelabs.com

+65 6817 2155

Source : Imagene Lab Pte Ltd

[See on IssueWire](#)