

FEMAGING EXCHANGE HOSTS CONVERSATION ON WHAT OLDER ASIAN WOMEN WANT IN HEALTH AND WELLNESS

HEALTH AND WELLNESS

Virtual Event Also Highlights 2023 FemAging Report Which Challenges Perceptions About Women 40+ in Health, Wellness and Technology

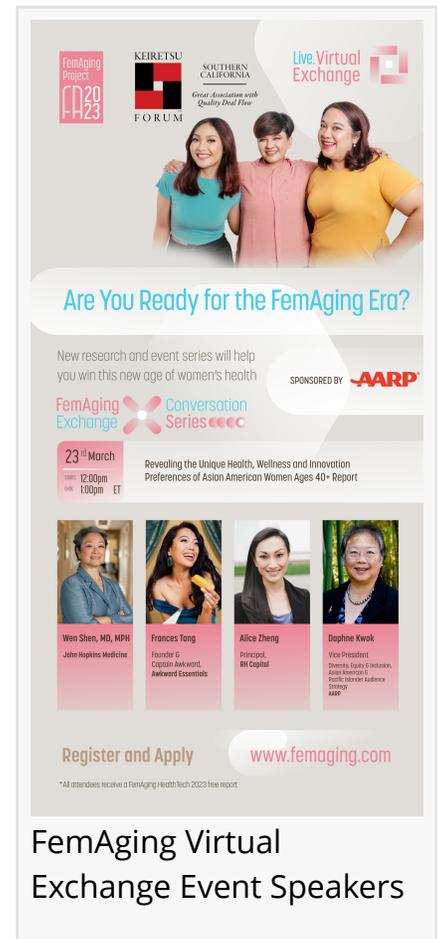
LOS ANGELES, CA, UNITED STATES, March 22, 2023

[/EINPresswire.com/](https://EINPresswire.com/) -- On Thursday, March 23, 2023 at 9am PT/12pm ET, the [FemAging Project](#) and [Keiretsu SoCal](#), in association with [AARP](#), will host the last of its FemAging Exchange Conversation series virtually on women of color ages 40+ “Revealing the Unique Health, Wellness and Innovation Preferences of Older Asian American Women Report.”

The conversation, moderated by television personality Michaela Pereira, will feature physician Wen Shen, MD, MPH of Johns Hopkins Medicine; investor Alice Zheng, Principal, RH Capital, and innovator Frances Tang, Founder, Awkward Essentials and Felicia Brown Senior Advisor for AARP on Entrepreneurs and Small Businesses.

“Women of color 40+ have specific needs in terms of what they want in health, wellness and technology that aren’t always addressed in the mainstream,” says Denise Pines, Co-Founder of the FemAging Project. “Since we launched the FemAging Project in 2019, we have seen great improvements in the availability of products, services and innovations targeting women in this demographic. But, much more work needs to be done. The FemAging 2023 report features data, analysis and strategic innovation advice that can help drive global FemAging innovation further ahead in the months and years to come.”

“The FemAging Project has been a leader in helping to identify and drive understanding of the growing FemAging market, along with the unique ways women of color are impacted by aging and menopause,” said Edna Kane Williams, Senior Vice President, AARP. “We look forward to seeing how innovators respond to the opportunities and insights presented in the research.”



The poster features the following text and graphics:

- Logos for FemAging Project 2023, Keiretsu Southern California Forum, and Live Virtual Exchange.
- A photograph of three women.
- Headline: "Are You Ready for the FemAging Era?"
- Text: "New research and event series will help you win this new age of women's health" and "SPONSORED BY AARP".
- Event details: "23rd March 9am-12:00pm PT / 12:00pm-3:00pm ET" and "Revealing the Unique Health, Wellness and Innovation Preferences of Asian American Women Ages 40+ Report".
- Speaker bios: Wen Shen, MD, MPH (Johns Hopkins Medicine); Frances Tang (Founder & Captain Awkward, Awkward Essentials); Alice Zheng (Principal, RH Capital); Daphne Kwok (Vice President, Director, Equity & Inclusion, Asia America Pacific Older Audience Strategy, AARP).
- Call to action: "Register and Apply" with the website www.femaging.com.
- Footnote: "*All attendees receive a FemAging HealthTech 2023 free report."

FemAging Virtual Exchange Event Speakers

Key FemAging Index insights include:

- 58% of respondents have significant or very high concerns about their ability to remain active, healthy, and independent as they age.
- Women facing health issues associated with aging and hormonal changes due to perimenopause and menopause are focused on sleep management, stress/anxiety, and cognitive issues (i.e., reduced ability to concentrate and forgetfulness).

Key FemAging Index insights about Asian Women:

- 72% of Older Asian American women show interest in FemAging solutions
- Older Asian women are technology-adoption trend-setters in some areas. 41% of women ages 40-65 use voice-enabled solutions (such as Alexa/Siri), 30% utilize “smart home” technologies (i.e., thermostats and appliances) and 8% report using digital/cryptocurrencies.



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Edna Kane Williams, Senior Vice President, AARP

and intelligence that helps drive global innovation focused on the health and wellness needs of women ages 40+. Learn more about the Project at www.femaging.com.

FemAging Project 2023 FORUM

KEIRETSU SOUTHERN CALIFORNIA
Great Association with Quality Deal Flow

FemAging Exchange Conversation Series

Thursday 23rd March

STARTS 12:00pm
ENDS 1:00pm ET

VIRTUAL

Revealing the Unique Health, Wellness and Innovation Preferences of Asian American Women Ages 40+ Report

Frances Tang
Founder & Captain Awkward, Awkward Essentials

REGISTER NOW www.femaging.com

Frances Tang, Founder, Captain Awkward, Awkward Essentials

- 41% of Asian American women ages 40 and older are serving as caregivers

Please visit www.femaging.com to register for the free virtual event or to download the 2023 report. On April 13, the Project will hold the Fast Pitch Competition, in partnership with Keiretsu Forum SoCal, which will feature FemAging innovators competing for cash and in-kind services. To learn more, visit www.femaging.com/femagingera.

About The FemAging Project

The FemAging® Project provides health and tech industry leaders and investors with research, strategy, education,

About AARP

AARP is a nonprofit, nonpartisan organization that empowers people to choose how they live as they age.

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2023
FORUM

KEIRETSU
SOUTHERN CALIFORNIA
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Revealing the Unique Health, Wellness and Innovation Preferences of Asian American Women Ages 40+ Report

Daphne Kwok
Vice President
Diversity, Equity & Inclusion,
Asian American & Pacific Islander Audience Strategy
AARP

REGISTER NOW www.femaging.com

Daphane Kwok, Vice President, Diversity, Equity & Inclusion, Asian American & Pacific Islander Audience Strategy

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