

Lana Kerr Launches HERgeivity Movement Redefining Women's Longevity

The HERgeivity initiative launches Sunday and continues throughout the year, with major presence at the LiveLong Women's Health Summit in San Francisco in April.

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/EINPresswire.com/ -- Entrepreneur, author, and wellness innovator [Lana Kerr](#) is officially launching [HERgeivity](#), a bold new women's initiative designed to transform the way women think about health, longevity, and self-ownership. The movement debuts this Sunday and will continue gaining momentum throughout the year with educational initiatives, community storytelling, and major appearances at leading women's health events, including sponsorship of the LiveLong Women's Health Summit taking place in San Francisco this April.

At its core, HERgeivity introduces a new language around women's health. The word itself merges two powerful ideas, HER and longevity, to represent a shift in perspective: longevity designed, claimed, and led by women themselves. Rather than viewing wellness through isolated phases of life, HERgeivity reframes women's health as a lifelong investment in vitality, resilience, and power.

Kerr, founder of the patented skincare innovation [CO2Lift®](#), has spent years at the intersection of science, wellness, and education. Her work has consistently focused on the foundational principles that drive human performance, particularly the role oxygen plays in cellular health and skin vitality. That philosophy now anchors the HERgeivity movement through a simple but powerful statement that has become a defining message across Kerr's initiatives: OXYGEN IS NOT OPTIONAL.

The phrase reflects both the scientific foundation behind CO2Lift® and the broader philosophy behind HERgeivity, that women must prioritize the essential elements that sustain long-term health and wellbeing. As Kerr explains, longevity is not simply about extending lifespan; it is



Lana Kerr, CEO of Lumisque Inc.

about investing intentionally in the factors that allow women to thrive physically, emotionally, and intellectually throughout every stage of life.

The official launch of HERgeivity this Sunday marks the beginning of a year-long campaign designed to elevate women's voices and experiences. A central element of the initiative encourages women around the world to record and share their personal stories, reflecting on their journeys, their health, their resilience, and what longevity means to them. These stories will become part of the HERgeivity campaign, creating a collective narrative that highlights the diverse experiences of women across generations and backgrounds.



“Women’s longevity has historically been discussed quietly or clinically,” said Kerr. “HERgeivity reframes it as something powerful, visible, and worth celebrating. We want women to share their stories, their challenges, and their strength, because those stories are what shape the future.” The campaign will extend across digital platforms, podcasts, community initiatives, and major wellness events throughout the year. One of the movement’s key moments will take place this April when HERgeivity appears as a sponsor at the LiveLong Women’s Health Summit in San Francisco, where Kerr and the HERgeivity initiative will help drive conversations around women’s health, longevity, and leadership.

The summit will provide an opportunity to bring the movement’s message directly to a community of health experts, entrepreneurs, and advocates working to shape the future of women’s wellness. Through discussions, storytelling, and collaboration, Kerr aims to further establish HERgeivity as a defining framework in the evolving longevity conversation.

Importantly, Kerr notes that the movement’s central message must remain clear and consistent. The official campaign statement is “OXYGEN IS NOT OPTIONAL.” With its official launch this weekend, HERgeivity begins what Kerr hopes will become a lasting global dialogue, one that encourages women everywhere to rethink how they approach their health, their vitality, and their future.

“Women are living longer, leading more, and redefining every stage of life,” Kerr said. “HERgeivity is about claiming that future and recognizing that investing in ourselves is not optional, it is

essential.”

Women interested in participating in the HERgeivity campaign are encouraged to record and share their personal stories as part of the growing movement celebrating women’s longevity and empowerment.

About Lana Kerr

Lana Kerr is an entrepreneur, author, and wellness innovator known for her work at the intersection of science, skincare, and longevity. She is the founder of CO2Lift®, a patented skincare technology trusted by medical professionals and consumers worldwide. Through her writing, speaking engagements, and wellness initiatives, Kerr advocates for a deeper understanding of women’s health and longevity, empowering women to invest in their wellbeing at every stage of life.

Marketing CO2Lift®

CO2Lift® by Lumisque Inc

marketing@co2lift.com

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