



Young Living Introduces Dr. Je Tae Woo as Head of APAC Science

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Young Living, the world's leading provider of essential oils, announced Dr. Je Tae Woo, Ph.D., has joined Young Living in Okinawa, Japan as head of the company's science division in the APAC region. Dr. Woo will partner with Dr. Michael Buch, chief science officer at Young Living, to oversee product science and new product strategy for APAC.



Dr. Woo Brings Wealth of Experience to Young Living's APAC Science Team

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In his new role, Dr. Woo will focus on expanding Young Living's relationships in the region, building science and agricultural expertise, executing exclusive research, improving local sourcing, and obtaining patents and grants. One of Dr. Woo's first projects will be to create and launch the new Young Living Okinawa Blue Zone line of products featuring a series of Okinawa grown ingredients backed by strong science-based evidence for their efficacy. Blue Zone regions like Okinawa are known for the health and longevity of their residents, according to American National Geographic Fellow and New York Times-bestselling author, Dan Buettner.

"Dr. Woo is bringing unmatched experience and knowledge and will be a major asset to our Young Living family in the APAC region," said Dr. Buch. "Okinawa specifically has such a rich biological history and there are so many untapped opportunities there. We are excited to see where Dr. Woo's regional and biological expertise will take us."

Dr. Woo is a trusted expert in natural resources especially in native herbal plants unique to Okinawa. He holds more than 20 patents, has published more than 200 original research papers, and as president and part owner of Okinawa Research Center, he has secured \$450,000 in grant money per year for the center. Dr. Woo holds a Ph.D. in agriculture from the Tokyo University of Agriculture and Technology and a Ph.D. in medicine from Tokyo Medical University. He is also a professor at Chubu University in Kasugai, Japan.