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November 15th, 2023

Dear Regina,

Welcome to BioMarketing Insight's monthly newsletter.

Since the holidays are coming up and you are probably over inundated with emails, I will make this very short. In this month's newsletter I will cover the article titled "Scientists find new autoimmune disease mechanism that explains why B cells self-react". You can find my article under the Table of Content and click on the link.

If you missed the last months newsletter on "Two Breakthrough Discoveries", click [here](#) to read the article.

I spoke at the 3rd Annual International Vaccine Congress on October 23 - 25th, 2023 at the Hilton Boston/Woburn, 2 Forbes Road, Woburn, MA 01801. Click on this [link](#) to find out more about the conference and my [presentation](#).

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Thanksgiving is coming up and wanted to leave you with a couple inspirational thoughts despite all the things that has been happening recently including the mass shooting at Lewiston which is right in our back yard.

"Gratitude is the inward feeling of kindness received. Thankfulness is the natural impulse to express that feeling. Thanksgiving is the following of that impulse." -Henry Van Dyke

"We should certainly count our blessings, but we should also make our blessings count." –Neal A. Maxwell

If you need a little inspiration or something to make us laugh to get us through this difficult time, click on the "[Inspiration](#)" link to give yourself a few minutes to relax and enjoy the music from the Berklee School of Music in their song "What the World Needs Now," and ending with Celine Dion and Josh Groban with "The Prayer".

Please read on for other current news in the Table of Content below. The next newsletter will be December 15, 2023.

We encourage you to share this newsletter with your colleagues by using the social media icons below, or by simply forwarding this newsletter or use the link below. Should you or your colleagues want to join my mailing list, click on "join my email list" link below.

Have a Happy Thanksgiving, as we can be thankful for many things.  
Best regards,  
Regina

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Sincerely,  
Regina Au  
CEO, New Product Planning/Strategic Planning  
[BioMarketing Insight](#)



Table of Contents

- [Developing a Product? Commercializing a Product?](#)
- [3rd Annual International Vaccine Congress](#)
- [Recap of the AAPI Heritage Festival - May 20th, 2023](#)
- [General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine](#)
- [Inspirations](#)
- [One Biotech Executive's View on the COVID-19 Vaccine](#)
- [Scientists find new autoimmune disease mechanism that explains why B cells self-react](#)
- [Closing Thoughts](#)
- [Previous Newsletters](#)

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## Developing a Product? Commercializing a Product?

If you are developing a product and have not conducted the business due diligence to determine commercial viability or success, contact [me](#) for an appointment. For successful commercial adoption of your product or looking to grow your business, contact [me](#) for an appointment.

For more information on our services, click on the links below:

[Product Development](#)

[Market Development](#)

[Marketing Strategies](#)

[Scenario Planning](#) - for more information, email [me](#).

[Top](#)

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Save the Date: 3rd Annual International Vaccine Congress (IVC 2023) Conference on October 23 - 25, 2023 in Woburn, MA .

I am pleased to announce that I spoke at the IVC 2023 Conference in Woburn, MA on October 23 - 25, 2023. The title of my presentation is "Lessons Learned from the Covid - 19 Vaccine and What is Needed When Developing a Vaccine for a Successful Rollout". For more information on my presentation, click [here](#). For more information on the conference, click [here](#).

[Top](#)



Recap of the AAPI Heritage Festival - Saturday, May 20th, 2023

The Asian American Pacific Islander (AAPI) Heritage Festival was a success in celebrating AAPI Heritage Month with both the Asian and nonAsian communities. This celebration was

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History.

Our Festival made the front page of the Daily Times Chronicle. See the article and pictures of our speakers, musicians and performers. In addition, we had our "Contributions AAPI Have Made to American History" Exhibit on display in the lobby and continued on into the program room. More pictures will be revealed next month.

**Guest Speakers:** Massachusetts State Representative Vanna Howard  
Mayor Scott Galvin of Woburn

**Special Guest Musician:** Kevin So

**Guest Musician:** Entian Lee, Chinese Zither

**Guest Performers:** Swasti Bhargava & Aanvi Bhargava, Ekam Boston  
Anvee Gudipati, Sreshta Mahavadi, Ekam Boston

# Daily Herald

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## City Council seeks more info on fill

By PATRICK BLAIS

WOBURN - The City Council wants to consult with the city engineer's office and other department head managers before allowing a Lowell Street landowner to spread out fill in a low-lying depression.

During the elected officials' latest gathering in City

Hall, Boxford resident Valentino Tocci Jr. explained that he is looking to bring in more than 100 cubic yards of fill to the back yard of a two-family property at 2 Lowell St., which sits in the city's Central Square area by Main Street.

The council, looking for additional details about the total volume of soil and rocks being brought in and

### Lowell St

how the work will impact the site, ultimately after 6 meetings.

According to Town nearby professional engineers, the proximate .61-acre site towards that corner towards Cummings reportedly does not have the topography of the significant storm event.

"This is mostly an unsightly area. Other work in that area and may be explained.

"We would then still accept rainwater runoff," he continued, likely also be planned.

Since the special meeting, both Assistant and Planning Director the council cited the water storage volume situation on abutting.

In order to be selected doesn't create experts recommending firm to consult.

"There is no other shape, other than soil. Depending on what remain in this lot, Rheume noted it



THE ASIAN AMERICAN PACIFIC ISLANDERS HERITAGE FESTIVAL was held at the Woburn Public Library with many posters describing the contributions made to American history. Volunteers and participants in the AAPI Heritage Festival included (l-r) Katherine Jiao, Vicky Wu, AAPIEC Inc. President Regina Au, and Ekam USA-Boston Chapter Director Nagasree Chakka. Some of the entertainment were dancers and musicians inside the library along with food vendors set up outside in the library's parking lot. (KAPAndrewsPhotos)

LOWE

## Board adopts - Burlington middle school ...

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[Top](#)



### General Guidelines to Launch and Build a Clinical Trial Using Microbiome Products in an Era of Personalized Medicine.

I am pleased to announce that I was a speaker at the Westchester Biotech Project for Consortium on Translational Research in the Microbiome on November 11th, 2021. The Topic: General Guidelines to launch and build a clinical trial using microbiome products in an era of personalized medicine. My presentation was on "How to Launch and Market a Successful Microbiome Product: Five Major Considerations".

For more information on Westchester Biotech Project and future webinars, click [here](#).

[Top](#)

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## Inspirations

Enjoy the song "What the World Needs Now" virtually with the students from the Berklee School of Music.

The Pandemic is NOT Over, But We Will Get Through It Together By Taking COVID Precautions: Masking, Regular Testing, Updated Vaccinations and Practice Good Hygiene Every Day.



Let's End with Celine Dion & Josh Groban Singing "The Prayer"

[Top](#)

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## One Biotech Executive's View on the COVID-19 Vaccine

I am pleased to announce that my article on the COVID-19 Vaccine was published in Lioness Magazine. To read my article click on the link [here](#).

[Top](#)



## Scientists find new autoimmune disease mechanism that explains why B cells self-react

Source: Getty Image from FierceBiotech

Scientists have known for years that self-reactive B cells are [one of the culprits](#) behind autoimmune disease. The prevailing theory was that the rogue cells weren't taken out by

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protein found on the surface of a body's own cells—other immune cells will destroy it in a process known as central tolerance. But certain gene mutations or environmental exposures can cause the B-cell receptor to malfunction in a way that it evades destruction.

A team of scientists from the Yale University School of Medicine and the Hospital for Special Surgery in New York reported that the loss of the receptor TLR9, found in B cells, can cause those cells to attack the body's own tissues. This new findings could ultimately lead to new treatments for patients with conditions like lupus and scleroderma.

To read more on this article, click [here](#).

[Top](#)



### Closing Thoughts

I would like to leave you with two more inspirational thoughts.

"Give thanks not just on Thanksgiving Day, but every day of your life. Appreciate and never take for granted all that you have." -Catherine Pulsifer

"Simple blessings are all around us. Once we receive them with thanksgiving and appreciation, we experience true joy." –Krystal Kuehn

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[Top](#)

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Should you have any questions or need of assistance with your business due diligence, determining your product's value proposition, target product profile and economic value of your product for reimbursement, feel free to contact me at 508-846-9094 or [regina@biomarketinginsight.com](mailto:regina@biomarketinginsight.com).

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