

Company: Origen Air Systems Ltd., Victoria, British Columbia

Company Description: Origen Air is a Canadian women-owned small business founded in 2019 by CEO, Susan Blanchet. Origen Air delivers plant-based indoor air quality solutions that incorporate genetically engineered plants capable of removing volatile organic compounds from the air. Origen Air and its CEO have received numerous awards and recognition, including being a 2023 WE Empower UN SDG Challenge Awardee.

Nomination Category: New Product & Service (Developed for/by Women) Awards Categories

Nomination Sub Category: Best Women-Led Wellness Product of the Year

Nomination Title: Origen Air's "Eliza"



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the features, functions, benefits, and results to date of the nominated product or service, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, please provide them in the appropriate spaces below:
3. If you are nominating a brand-new wellness product, state the date on which it was released. If you are nominating a new version of an existing wellness product, state the date on which the update was released:

The Eliza™ Air Purifier officially launched to the public in April 2025, with listings going live on Best Buy and Shopify that week. This marked the start of Origen Air's direct-to-consumer sales campaign. The Eliza launched on Amazon in June and will be available in California in August 2025

4. Describe the features, functions, and benefits of the nominated wellness product (up to 350 words):

Total 280 words used.

Eliza™ is the world's first bioengineered plant air purifier, combining breakthrough biotechnology with modern design to deliver a cleaner, healthier indoor environment. Unlike traditional purifiers that rely solely on mechanical filters, Eliza™ integrates a genetically enhanced Epipremnum aureum plant—developed in partnership with the University of Washington—to break down airborne toxins at a molecular level, including VOCs like benzene, formaldehyde, and chloroform. This plant is backed by peer-reviewed research and protected under global intellectual property rights.

Eliza™ is also equipped with medical-grade HEPA-13 filtration, capturing 99.97% of particulate matter (PM1–10), allergens, dust, mold, and pet dander. In its highest setting, the unit purifies up to 8,000 cubic feet every 51 minutes, making it ideal for homes, wellness clinics, offices, and boutique commercial spaces.

Beyond performance, Eliza™ is a sustainability-first product: its housing is made of 100% recycled plastic, with components of bamboo, glass, and non-toxic finishes. The sleek, biophilic design aligns with modern interiors and supports mental well-being through connection to nature. Smart touch controls, adjustable lighting, and a silent night mode enhance ease of use and comfort.

Eliza™ is also a scalable business solution. With plug-and-play replaceable filters and refillable plant options, it creates recurring revenue through subscription-based sales while reducing environmental waste. It is currently sold across Shopify, Best Buy, and affiliate influencer channels, with campaigns already outperforming industry conversion benchmarks 4x.

With future integration of C-POLAR antiviral coatings, Eliza will soon offer triple-barrier protection—removing VOCs, particulate matter, and pathogens.

In essence, Eliza™ is not just an air purifier—it's a transformative wellness solution. It enhances longevity, cognitive health, and respiratory well-being while making a bold statement about what clean, conscious living looks like in the modern age.

5. Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words):

Total 335 words used.

Eliza officially launched in Canada in Q1 2024 through Shopify, Best Buy, and affiliate networks. Within the first 30 days of its digital marketing campaign, Eliza achieved click-through and conversion rates over four times the e-commerce industry average (CTR > 8%, CVR > 10%). These results confirmed strong product-market fit among eco-conscious homeowners, wellness buyers, and design-forward consumers.

Customer feedback has been overwhelmingly positive. Here are a few testimonials:

"I was eager to receive my Eliza Air Purifier and it absolutely exceeded my expectations! The Origen Air team have also been amazing with keeping me updated on my order delivery status. Thank you!!!"

— LML- April 4, 2025

"A great air purifier — it's effective, and beautiful! Make a great gift too!"

— Mehrsa- April 4, 2025

"I absolutely love the purchase I made of the Eliza air purifier! I know it's working it's tail off- the filter in my office picked up a ton of things I normally would be breathing in and was black after one week in my office!! 😮 Not only is it a workhorse- but it seems to be the topic of my office this week and all my coworkers want one now! Great product- great price- the only purifier you should look at!!"

— Chris Dawkins- April 4, 2025

Product reviews on Best Buy highlight Eliza's aesthetics and how it improves sleep, air quality, and even mood. We are preparing a formal campaign to collect verified reviews on video and social media to further boost credibility and SEO.

In parallel, Eliza has received strong attention in the media and tech circles. The company has received accolades including the United Nations WE Empower Award and was a finalist in BC Tech's Start-Up of the Year. Our CEO also won 2023 STEVIE Thought Leader of the Year Gold Award.

Looking ahead, USDA-APHIS regulatory approval for our genetically engineered plant in the U.S. will unlock full commercial rollout across America—where consumer demand for clean air is growing rapidly.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 157 words used.

We have included several key attachments to support and validate the claims made in this nomination:

- o Customer Testimonials and Reviews: Screenshots from Best Buy product listings showing verified buyer reviews and 5-star average ratings provide firsthand evidence of high satisfaction and product effectiveness.
- o Media Features and Awards: A press kit is attached, including our TEDx Talk (Susan Blanchet), news coverage, and awards such as the WE Empower UN SDG Challenge (North America/Europe), and BC Tech's Startup of the Year finalist listing.
- o Scientific Validation: Peer-reviewed publications co-authored with the University of Washington demonstrate the efficacy of our genetically enhanced Super Plant in removing airborne toxins like benzene and formaldehyde—critical differentiation from other purifiers.
- o Product Photography and Design Collateral: Images and design assets highlight Eliza's sustainable construction, compact form factor, and aesthetic appeal. These support our claims around design excellence and biophilic value.
- o Investor Pitch Deck: Attached for deeper insights into our business model, growth strategy, and forecasted impact

Attachments/Videos/Links:

[Origen Air's "Eliza"](#)

[REDACTED FOR PUBLICATION]