

Harnessing Three Centuries of Wisdom: How Cae Hiew (丘伟达) Triumphed Over Pharmaceutical & Economic Hardships to Revolutionize Precision TCM Biotechnology

From an unknown startup relying on ancestral manuscripts to creating the 6th Generation flagship SXR™/XXR™ (舒心仁) cardio-cerebro vascular precision formula—a 27-year journey of grit, self-educated mastery, and relentless perseverance.



EXECUTIVE SUMMARY

In an era dominated by synthetic pharmaceuticals, **Mr. Cae Hiew (丘伟达)**, Founder and Principal Researcher of **BioCelles Technology** (a subsidiary and brand of Celles Pte Ltd), stands as a testament to the power of perseverance, visionary passion, and heritage reimaged. Over a span of **27 years (1999–2026)**, Cae Hiew transformed a collection of centuries-old Traditional Chinese Medicine (TCM) family manuscripts into a biotechnology-driven suite of precision health formulations.

Without formal laboratory access, modern biotechnology credentials, or classical TCM training at his inception, Cae Hiew defied industry norms. He persevered through severe capital lock-ups, the economic paradox of 'cure-based' business models, and high-volume pharmaceutical manufacturing hurdles to develop **SXR™ / XXR™ (舒心仁)**—a superstar flagship natural cardiovascular, cerebrovascular and clot-busting formula (a.k.a. BVC – Blood Vessel Cleanser) now in its **6th Generation**, boasting an **89% clinical success and suitability rate**.

1. THE FOUNDATION: ANCESTRAL HERITAGE & THE SPARK OF INSPIRATION

Descendants of Ancient Wisdom: The history of BioCelles traces back to the late 1870s. The Hiew lineage—direct descendants of Jiang Zi Ya (a.k.a. Jiang Tai Gong. Mr. Cae Hiew is 98th descendants of Jiang Tai Gong)—preserved ancestral health preservation knowledge across three centuries, passed down through trial, meticulous observation, and handwritten transcripts.

The Influence of a Headmaster Grandfather: Cae Hiew was profoundly influenced by his grandfather, a respected local school volunteer honorary headmaster/principal who possessed an immense passion for reading, health preservation, and traditional herbalism. His grandfather safeguard ancient manuscripts / transcripts / logs containing 100% natural, time-tested formulations. Initially, these remedies were used

internally to maintain family wellness or shared as goodwill gestures with neighbors and friends facing health distress. Seeing these herbal teas repeatedly restore vitality left an indelible mark on young Cae Hiew, instilling a lifelong conviction in nature's curative power.

2. THE 27-YEAR STRUGGLE: OBSTACLES & PHARMACEUTICAL HARDSHIPS

In 1999, Cae Hiew made a pivotal decision after his own coronary artery blood clot was successfully cleared by herbs found in his family's herbal manuscripts: to organize, validate, and bring these ancestral formulas to the wider world. However, building an unknown TCM startup from scratch presented harrowing challenges:

- **Zero Laboratory & Non-TCM Background:** Cae Hiew began without formal laboratory facilities, biotech equipment, or formal TCM medical schooling. Driven purely by conviction, he spent decades in self-directed research, self-learning TCM knowledge, cross-referencing botanical literature and studying molecular biology to bridge ancient phytotherapy with modern science.
- **The Pharmaceutical MOQ Debt Trap:** Contract pharmaceutical manufacturers demanded minimum order quantities (MOQs) of 1,000 to 5,000 bottles per batch for capsule bottling. For a self-funded startup, this locked up massive amounts of capital in slow-moving inventory, nearly driving the company to bankruptcy multiple times.
- **The Economic Paradox of 'True Healing':** Unlike synthetic maintenance drugs designed for lifelong daily consumption, Cae Hiew's formula genuinely targeted root-cause healing. As patients with severe vascular conditions consumed SXR™/XXR™ or HTN™ (for diabetes) and recovered, their purchase frequency dropped to zero. The more effective the product was, the faster repeat customers vanished—creating a daunting business survival paradox.

"I almost gave up multiple times under the crushing financial strain of pharmaceutical bottling MOQs and the reality that true healing inherently reduces short-term repeat business. But every time a patient reported avoided heart surgeries or restored vitality, I knew giving up was not an option."

— Cae Hiew (丘伟达), Founder of BioCelles Technology

3. THE BREAKTHROUGH: 6TH GENERATION SXR™ / XXR™ (舒心仁)



Through 27 years of relentless optimization, micro-extraction technology, countless trials, years of in-depth researching and ethical wildcrafting of organic herbs, Cae Hiew brought the ancestral formula to its pinnacle: the **6th Generation XXR™ / SXR™ Precision Formula**.

- **89% Success & Suitability Rate:** Extensive real-world patient tracking demonstrates a remarkable **89% effectiveness rate** for individuals managing cardiovascular and cerebrovascular blockages, blood clots, arterial stiffness, and impaired microcirculation—including Deep Vein Thrombosis (DVT), hypertension, foot edema, high uric acid, menstruation disorder and insomnia.

- **Rapid Healing Sensorium (<2 Hours):** A standout hallmark reported consistently by patients and customers is the fast-acting bioavailability—**“After consuming just 2 capsules, the tangible healing effect and symptom relief is felt in less than 2 hours.”** Few even as fast as only 40 minutes after consumption.
- **100% Pure Natural Herbology:** Contains zero synthetic additives or pharmaceutical chemical drugs, relying on synergistic active phytochemical compounds to restore vascular elasticity safely.

4. BIOCELLES PRECISION HEALTH PRODUCT MATRIX

Product Name	Core Target / Health Benefit	Formulation Generation & Status
SXR™ / XXR™ (舒心仁 / 心血仁)	Cardiovascular & Cerebrovascular care, blood vessel clearing, clot reduction, chest discomfort relief.	6th Gen Precision Formula (Flagship Superstar)
HTN™ (衡糖柠)	Natural blood sugar regulation, metabolic restoration, diabetic health preservation, Blood-Glyco Normaliser	Pure Natural Herb Extract Active Formula
QQSkin™ (丘邱护肤康)	Resolution of severe eczema, skin inflammation, and chronic dermatological conditions.	Herbal Topical Relief Precision Remedy
BioGeNew™ (BGN™) Range	HPV inflicted warts healer, Cellular rejuvenation, anti-aging vitality, endocrine system optimization	3rd Gen Botanical Synergy
BioDSS™	Non-toxic, HOCl eco-friendly disinfection, sanitization, and sterilizing solution.	Advanced Hygiene Technology

.... More in the pipeline, including Based-formula for cancer...

5. CORE PHILOSOPHY & FUTURE OUTLOOK

Cae Hiew’s guiding philosophy bridges two seemingly contrasting paradigms—ancient empirical heritage and modern molecular science and technology (including A.I.):

“The ancient herbalist and the quantum physicist will never agree on everything. One works with roots that have healed for millennia; one works with probabilities that did not exist yesterday. But both will tell you the same truth: hold what you hold with humility. Whether it is a leaf or a qubit, nature’s blueprint holds the key to true human restoration. Every botanical element—every root, leaf, and blossom—is an intentional provision of the Earth’s creation. The Earth was created with an inherent intelligence. Within this grand design, everything required to maintain homeostasis and the harmony of Yin and Yang already coexists alongside humanity. Millennia before the advent of synthetic drugs, molecular science, or modern biotechnology, human life (with bare skin and no clothing) endured and thrived, sustained entirely by the ultimate, self-contained intelligence of the natural world. True wellness does not

require reinventing the wheel; it requires returning to the perfect, original design created to sustain us. We just need to make it better and precise."

— Cae Hiew, Founder of BioCelles.com

Today, BioCelles Technology stands as a beacon for global natural integrative health, seeking strategic partners, investors, distributors, and global research collaborators (especially A.I. modelling) to bring integrative precision natural medicine to millions worldwide.

MEDIA & PRESS INQUIRIES

Organization: BioCelles Technology (i.CELLES Group / CELLES Pte Ltd)

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A promotional banner for BioCelles Technology. The background is a solid light yellow. In the center is a stylized orange logo consisting of a large 'B' shape with a yellow circle at the top right, and a registered trademark symbol (®) to its right. Below the logo, the text 'www.BioCELLES.com' is written in a large, bold, sans-serif font, with 'Bio' in blue and 'CELLES.com' in yellow. Below this, the Chinese characters '驷力佰药' are written in a bold, black, sans-serif font. To the left of the logo is a large black and white QR code labeled 'vCard' below it. To the right of the logo are three smaller QR codes: one labeled 'Website', one labeled 'Telegram', and one labeled 'WeChat'.