



Joey Feng, Founder & President JY Care

Joey Feng is the Founder and President of JY Care, a Canadian health-manufacturing company specializing in medical-grade PPE and natural health products (NHPs). Trained in economics and econometrics, she brings more than a decade of operational leadership across retail, manufacturing, and regulated production.

Known for strategic innovation, Joey transitioned from front-line market operations to onshoring Canadian manufacturing in 2019—translating end-user insight into a disciplined, quality-focused production platform built on traceability and compliance. Her forward-looking approach positioned JY Care early in biodegradable PPE, introducing additive-biodegradable ASTM F2100 Level 1–3 medical masks that maintain medical-grade performance while addressing end-of-life impact. Under her direction, JY Care advances sustainable materials and scalable production practices aligned with rigorous quality systems.

Her leadership emphasizes transparency, regulatory rigor, and disciplined quality management, with an integrated view of health that connects prevention (NHPs) and protection (PPE) under a single high-standards operational framework.

Select Highlights

- Established Canadian manufacturing in 2019 with ISO 13485:2016 quality systems
- Pioneered additive-biodegradable ASTM medical masks in an emerging category
- Oversees a portfolio spanning ASTM Level 1–3 masks and GMP-produced vegan, gluten-free NHPs
- Leads with a compliance-first, data-validated approach to manufacturing excellence

JY Care is committed to Canadian innovation and sustainability—advancing products that protect people and respect the planet.