

NATURAL PRODUCTS 2017

Sourcing Yearbook 天然產品採購指南

HK Organic Retailing

*Interview with Director of
HK Organic Resource Centre*

Authentic Sustainability

for ecostore's global expansion

How to Create Your Own Brand

with contract manufacturing?

First Issue

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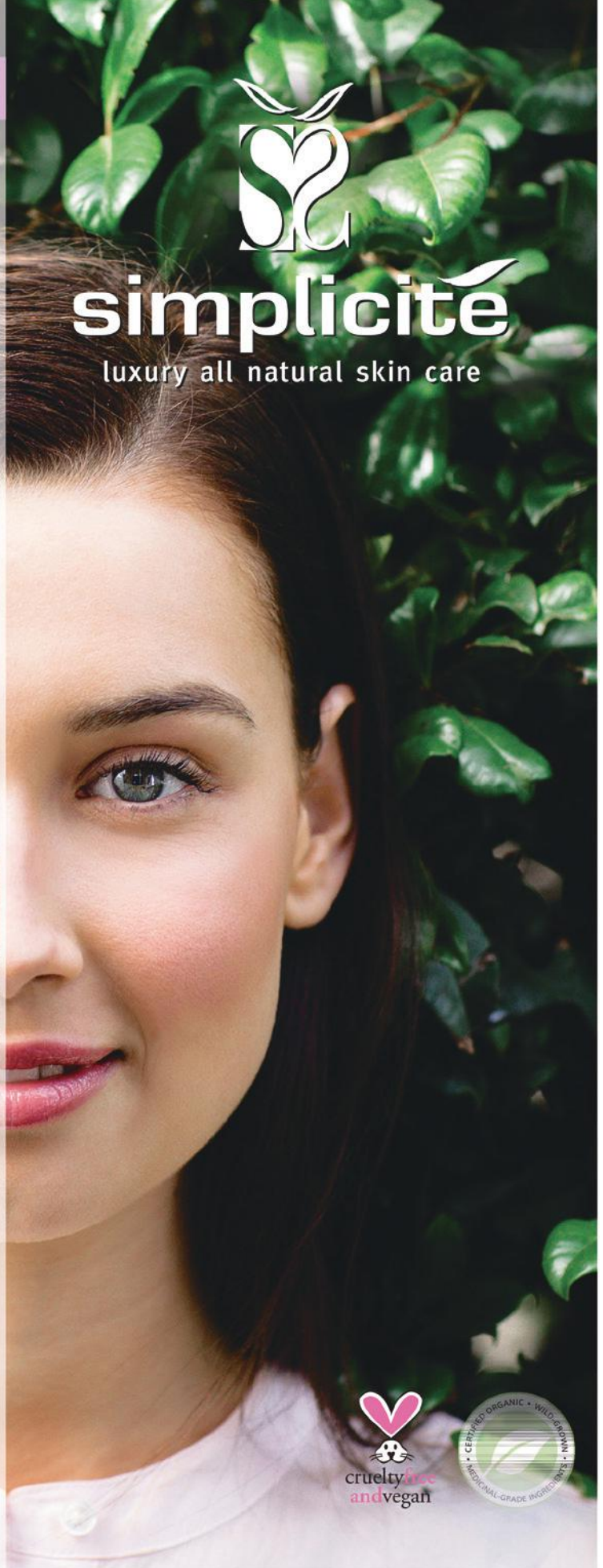


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Professor Wong shares his take on the local organic retail market with our publishing director, Ms. Yvonne Chang, who is also part of the Hong Kong Organic Resource Centre as a Governing Board Member.

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at the
core of
natural
retail



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Our Team

Publisher

GO Natural Marketing & PR Co Ltd

Publishing Director

Yvonne Chang

Project Manager

Wendy Wong

Copywriter

Carrie Leung

Translator

Kelly Wong

Editor

Wesley Wong

Art Director

Freddy Fung

Sales Manager

Annie Tsang

Cola Ma

Preshan Lee

Marketing Manager

Prince Wong

IT Manager

Chris Lee



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Printing Partner

Fortune Printing Int'l Ltd

Tel: 852-2896-0838

johnng@fortune-print.com.hk

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Suite 2201, Tower 2, Times Square,

Causeway Bay, Hong Kong

Tel: 852-8202-0126

info@GoNaturalMarketing.com

www.GoNaturalMarketing.com

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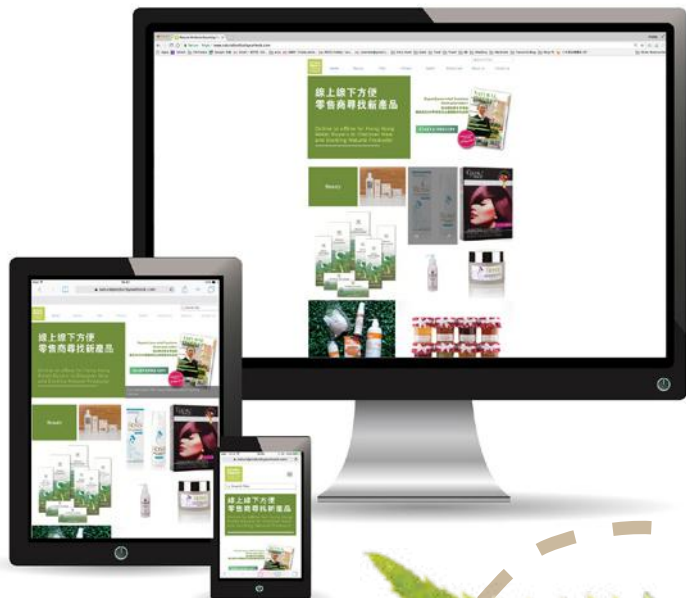
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Prologue 前言

The US meat alternative food maker Beyond Meat is expanding into its first overseas market, Hong Kong. The company's product, Beyond Burger was launched in Hong Kong-based Green Common's in-store bistros and supermarkets last April.

Hong Kong is a small city compared with other Asian countries. So why did Beyond Meat and other like-minded overseas companies, big or small, still choose Hong Kong as their first overseas market?

I think you can find some of the reasons from our interviews with Prof. Jonathan Wong, the Director of Hong Kong Organic Resource Centre and Ms. Diane Cheung, the General Manager of Watsons respectively.

While the local retail sales figures have been so disappointing in recent years, the sales of natural and organic health products, on the other hand, have been on the rise and I believe the trend will continue. As consumers become more sophisticated, demand for high-quality products is escalating through the roof.

12 years ago, since I got a chance to be part of the largest natural products trade show in the world, I have met so many overseas brand owners and suppliers who ask me the same question: Is there any cost and time effective way to break into the Hong Kong market? On the other hand, I have been asked by countless local buyers for ways to find their next best sellers.

I believe the answers lie in the Natural Products Sourcing Yearbook.

美國食物科技公司 Beyond Meat 正式進軍海外，香港是其海外首個發售點。今年四月起，香港 Green Common 於各概念店及餐廳正式推出其產品「未來漢堡」。

與其他亞洲市場相比，香港是一個很小的地方。那為什麼 Beyond Meat 和其他信念相近的海外公司，無論規模大小，都選擇香港作為他們進軍海外的第一個市場呢？

我想大家可以從香港有機資源中心黃煥忠教授和屈臣氏總經理張慧屏女士的兩篇專訪中找到一些答案。

雖然近年本地零售業的銷售數字強差人意，但另一邊廂，天然有機健康產品的銷量卻節節上升，而我認為這趨勢將會持續下去。而隨著消費者漸趨理性及成熟，他們對優質產品將有更大的渴求。

12年前，由我有幸參與主辦世界最大的天然產品貿易展覽會至今，我遇到無數海外品牌和供應商，他們都會問我同一個問題：究竟有沒有一個比較有效的方法打入香港市場？與此同時，很多本地買家則問我：怎樣可以尋找到更多高質素的新產品？

我相信他們都可以在「天然產品採購指南」中找到答案。

Publishing Director
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Eat a Bite out of the Lucrative Organic Retailing

有機零售漸成「肥田」耕開有人爭

An Interview with Prof. Jonathan Wong
Director of the Hong Kong Organic Resource Centre

香港有機資源中心 黃煥忠教授專訪



“Organic retailing” has recently become a magic phrase with strong market value. For a reality check, its market situation is somewhat like the story depicted in the famous Chinese classic literature Walled City: Outsiders find it too attractive to resist and are eager for getting a slice of it. But insiders realize that there is a long way to go. Professor Jonathan Wong shares his take on the local organic retail market and how HKORC can help retailers capitalize this fast-growing market in Hong Kong.

有機零售近年漸成 magic phrase，大家都覺得它很誘人，很有潛力。實情如何？當然就像文學經典《圍城》一樣，城外的人覺得它性感難擋，一腔熱血要闖進來，而城裡的業者，卻看到它未盡完善，有待突破的一面。香港有機資源中心總監黃煥忠教授跟我們分享他對本地有機零售市場的看法，以及協助零售商如何爭佔這快速增長的市場。

Fortunately, the organic sector keeps on growing. According to the survey on the “Local Consumer Behavior Towards Organic Food 2015” released by the Hong Kong Organic Resource Centre (HKORC), around 70% of local respondents had purchased organic products. One-third of them purchased organic food “at least once every two weeks”. In 2015, over 2 million households in Hong Kong spent around HK\$479 million on average a month on organic food, leading to an annual total spending of HK\$5.7 billion, which was an HK\$1.3 billion increase over the 2012 figure. The annual total spending on organic food is projected to exceed HK\$6.7 billion in 2016.

As consumers desire to buy more and more organic products, their buying frequency and total spending are on the rise. How can local organic retailers turn to a more proactive approach to tap in to this business opportunity? Where can they get the necessary resources to get things done? Are there any rules to follow? How can they obtain the certifications? How can they formulate a viable marketing strategy?

尚幸有機界始終在上升狀態，「香港有機食品消費行為調查報告2015」分析指，7成香港人曾購買有機食品，當中約 1/3 人「至少每 2 星期購買 1 次」有機食品。2015 年，約 200 多萬個香港家庭中，購買有機食品的總開支達到每月 4 億 7900 萬港元，全年 57 億港元，較 2012 年增長超過 13 億港元。2016 年全年有機消費估計超過 67 億港元。

既然大家為有機產品愈買愈愛，無論購買頻率及總消費金額都有上升趨勢。本地有機零售業者如何轉「守」為「攻」，哪裡有何資源可用？有何規範可循？應該找誰認證？如何加強推廣？

Who is Best to Help? 幫助有機零售界 等於幫助農戶

First stop for assistance with these issues is the HKORC. Those who have concerns about the organic sector, especially on organic farming, have already found that the HKORC sets the starting point at organic farmers. The number of local organic farms however is limited. According to the report conducted by the Conservancy Association, around 80% of Hong Kong farmland was abandoned. The value of farm produce (including the non-organic) in 2013 amounted to merely HK\$256 million, accounting for less than 0.1% of local GDP. To survive, organic farming should look to retailing. Prof. Jonathan Wong, Director of the HKORC states that the organization's mission is to connect farmers with organic retailers. By doing so, farmers are ultimately benefited.

The survey on “Local Consumer Behavior Towards Organic Food 2015”, also found that consumers' misunderstandings have been common since the launch of green food into the market:

- 30% of respondents misunderstood that “green food” is equivalent to “organic food”.
- 77% of them understood organic food as something absolutely natural.
- 68% of them refused to buy organic products without the presence of an “organic certification label” on them.

這四個問題的核心，都指向香港有機資源中心（HKORC）。歷來關注有機界，尤其香港有機農耕的人都知道，有機資源中心的起步點，是有機農戶。不過，本地有機農田本來就少，根據長春社報告，有8成農地荒置，（包括非有機）農作物產值至 2013 年只有 2.56 億元，佔本地生產總值不足百分之0.1。何況耕種要有出路，出口始終是零售。香港有機資源中心總監黃煥忠教授不諱言，他們的天命是幫助農戶，跟有機零售商走在一起，也是始於幫助農戶。

不過回顧「香港有機食品消費行為調查報告2015」發現，有機食品進入市場多年，許多人仍存有誤解，例如：

- 30%人以為「綠色」食品等於有機
- 77%人以為有機產品必屬天然
- 另有68%人因有機產品目前未有標籤而拒絕購買



Understand and Promote the Sector 有機零售生態 如何天天向上？

To build a good rapport with organic consumers, what should organic retailers do? According to Prof. Wong, understanding the business ecosystem of organic retailing is the key to the answer.

1. Consumers will change their purchase intention if they cannot check the authenticity of organic products. They would rather simply purchase non-organic items than risk a bad experience. To enhance public confidence, the HKORC has taken a decade to promote and refine the organic certification system.
2. Not only can products be certified, retailers can also be certified. In 2014, the HKORC launched the Quality Organic Retailers program to regulate the practice of organic retailing from sourcing to shelves to sales, including the separation of “organic” and “non-organic” items on the shelves, clear presentation of organic labels, upfront staff training on accurate knowledge and capability to explain to consumers the value of organic products to build market confidence.

要耕好有機消費者這塊「田」？有機零售商有甚麼可以做？黃教授說，大家應該先來認識有機零售業界的生態。

一，市民去買有機產品，如果不能辨真假，消費心態肯定是放棄，因為與其花錢買難受，那倒不如買普通產品好過，起碼不會買到一肚氣。所以，中心花了10年時間不斷推廣及優化有機認證系統，冀加強市民信心。

二，產品可以認證，零售商也可認證。2014年，HKORC推出「優質有機零售商」制度，規範零售商由入貨到上架到銷售，如何清晰分開「有機」與「非有機」產品，是否有給予清晰有機標籤，如何培訓銷售員正確知識，有能力向消費者傳達「為何有機產品」較優勝，最終建立市場信心。



Prof. Wong says that any retailers who meet 80% of the requirements are entitled to the Quality Organic Retailers logo. It functions as a kind of quality certification like the “Q-mark” but for organic products, enabling the public to easily identify the quality retailers. In 2016, there were 45 such retailers. This year, it is expected to exceed 50. The 2017 assessment will be completed very soon. The judging for the newly launched TOP Organic Retailers Awards will be completed in May and results will be announced in mid-June.

黃教授指，一個有機零售商如能達到要求的80%，就可享有上述「優質有機零售商」標誌，它的作用猶如「有機Q嘜」，讓普羅大眾輕易辨識到有水準的商舖。2016 年獲得「優質有機零售商」標誌的商舖共有 45 間，估計今年將突破 50 多間，而今年的評審快將完成，另外新舉辦的「至 Top 優質有機零售商選舉」，也將於 5 月完成，6 月中公布結果。



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Is Green Equivalent to Organic? 綠色不等於有機？

There are many labels available in the market. Prof. Wong states that consumers tend to confuse “organic product” with “green product” or take “green product” as “organic product” when they see the advertising phrase “natural and organic product”. But in fact they are not the same.

For instance, gaai choi or leaf mustard is a great summer produce. How can the vegetable substantiate its “organic” or “natural” claim?

Prof. Wong explains that gaai choi grown and sun-dried in a conventional method with the application of appropriate chemical fertilizers is called “natural leaf mustard”. However, can it be organic? Certainly not. The natural vegetable fails the organic certification standard because of the use of chemical fertilizers and pesticides.

Then, a follow-up question pops up: how can gaai choi grown with chemical fertilizers have a “natural leaf mustard” claim? Natural is something that is grown in the ground following the traditional agriculture method and processed in a natural way like raw drying in the sun without any application of chemical fertilizers.

黃煥忠教授說，市面標籤許多，消費者最易混淆的是：以為「綠色產品」即是「有機產品」，又或者看到「天然有機產品」的宣傳字眼後，又以為「綠色產品」即是「有機產品」，但其實當中有許多差異性。

舉例，夏天宜種芥菜，一棵芥菜甚麼時候是有機？甚麼時候是天然？黃教授解釋，以傳統方法種植，有適當採用化肥農藥，摘後按傳統生晒，這就是「天然芥菜」。但它是不是有機？當然不是，因為採用了化肥及農藥，便不能達到有機認證標準。

必然有人追問：那為甚麼施用了化肥仍稱得上「天然芥菜」？原來非經人工方法，在地培植，按傳統農耕法種植，以天然方法（太陽下生曬）處理，便屬天然。

Careful Choice of Words 嚴謹用字 勿混淆視聽

Prof. Wong reminded retailers of not creating the confusion. Take “organic aloe vera skincare product” as an example. If the word “organic” just refers to the aloe vera ingredients, but not to the whole product, the product definitely loses its claim of ‘organic’ if chemicals were added during the production. He also says that over recent years big enterprises tend to stick to

the fact. For instance, an “organic tofu” with added synthetic coagulants can only be labeled as a “product made with organic soy”.

During the annual “Organic Day” in March, Prof. Wong identifies some booths selling vegetable with claims that are not accurate. Even though the retailers didn’t do it on purpose, they should understand that it is easier to break than to build consumers’ confidence on organic products.

Long long ago, rural villages ran farm production where passers-by could see the growing processes. But now raw ingredients can be grown in Brazil, processed in Indonesia, packaged in the Philippines and marketed in Singapore. How can consumers tell if a product in their hand is organic? Therefore, they have to equip themselves with the necessary knowledge. The mobile app “Organic Buy” developed by the HKORC provides convenience to the public to locate organic retailers and farms on the go.

Experienced organic consumers know very well how to find genuine products with foreign certifications, such as Ecocert of Europe, USDA of the US and Soil Association of the United Kingdom.

Quoting the findings from the survey on the “Local Consumer Behavior Towards Organic Food 2015” again, 55% of the 764





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local respondents in 18 districts said they have seen the label issued by the HKORC before - 29% higher than for the USDA which is second highest.

In late 2014, the IFOAM (International Federation of Organic Agriculture Movements) strongly advocated “Organic 3.0” to ensure production transparency, lower operating costs, price reduction and better sustainability. However, Prof. Wong states that Hong Kong is still at the stage of “Organic 2.0” because there are only a few local farmers with the backup of a young processing industry. But we should not be discouraged nor be aggressive. Strengthening our certification system, raising consumers’ awareness of organic products and regulating the industry are high on the agenda. The integration of the CSA (Community Supported Agriculture) with the central certification system is the next goal.

黃煥忠教授稱，有機零售商最緊要勿混淆視聽，例如一款「有機蘆薈護膚品」，原來「有機」僅指原材料蘆薈，而不是指整個化粧品，皆因製造過程中添加了化學品，已失卻有機的資格。他又指近年大企業忠於事實，一件「有機豆腐」，假如只是材料有機，但添加了化學品石灰來製作，只會自稱「用有機黃豆做的產品」。

黃教授笑說，每年 3 月的「全城有機日」，他總會尋查到有菜檔報稱與實賣的不一致。雖然業者不一定有心欺瞞，但要知道消費者對於有機產品的購買信心，是建立難，破壞易。

遠古年代，小農村式作業，如何生產，人人路過皆見，但現在世界是

平的，原材料可能在巴西種植，印尼加工，菲律賓包裝，新加坡宣傳。如何識別眼前這一件產品是否真正有機，消費者也需要裝備自己的知識，HKORC 推出的手機 App「Organic Buy」，就為市民提供方便，可以用一個指頭搜尋本地有機零售店及農場。

資深有機消費者都懂得憑外國有機產品認證，例如：（歐洲）Ecocert，（美國）USDA，（英國）Soil Association等來分辨產品真偽，不過「香港有機食品消費行為調查報告2015」分析指，18 區 764 名市民當中，有 55% 表示曾經見過「香港有機資源中心」的標籤，比第二位的「USDA」高出 29%。所以黃教授有信心未來進口產品也會申請 HKORC 發出的認證，2014 年底，IFOAM（國際有機農業運動聯盟）倡「有機 3.0」，冀邁向生產透明，運作成本下調，價格下調，可持續度提升的美好願景。黃教授稱香港農戶少，加工業歷史不長，仍處於「有機 2.0」時期，但不必氣餒，應該先做好認證部份，提升消費者對有機產品的認知，以及業界的規範意識，將 CSA（社區支持農業）結合中央認證系統視為未來發展大方向，不必冒進。☀️



Hong Kong Organic Resource Centre (HKORC) 香港有機資源中心

Established in 2002, HKORC is the only independent incorporated third party organic certification agent in Hong Kong. The ORC-Cert was accredited by the International Federation of Organic Agriculture Movements (IFOAM) and ISO17065 in 2012. It is set up under the Agricultural Development Fund to facilitate the development of organic farming.

公司於2002年成立，香港有機資源中心為香港唯一獨立的第三者獨立有機認證機構，為香港的漁農和加工業界進行有機認證工作。ORC 認證於2012年獲得國際有機運動聯盟 (IFOAM) 的認可資格，認證工作達到國際水平。中心獲蔬菜統營處農業發展基金撥款，負責建立本地有機產品認證系統，以進一步推動本地有機農業發展。



Professor Jonathan Wong 黃煥忠教授

- Professor, Department of Biology, the Hong Kong Baptist University
- Director, Institute of Bioresource and Agriculture
- Director, Sino-Forest Applied Research Centre for Pearl River Delta Environment
- Director, Hong Kong Organic Resource Centre
 - 香港浸會大學生物系教授
 - 香港浸會大學生物資源與農業研究所總監
 - 浸大嘉漢林業珠三角環境應用研究中心主任
 - 香港有機資源中心總監

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Detox Trends: Cleanse Your Body, Mind & Spirit 排毒新趨勢：淨化身心靈



Forget everything you think you know about detox. This whole body-mind-spirit version offered by the Hong Kong Adventist Hospital is a relaxing, 3-day program that helps participants clear away the physical, mental, emotional and environmental clutters that may be weighing you down so you can take control of your life.

你大可以暫且放下你一直知道的各種排毒方法。香港港安醫院提供的是一個三天的旅程，幫助參加者輕鬆排毒之餘，同時潔淨身心靈。

A Holistic Detox Program 整全排毒養生計劃

The **NEWSTART Detoxing & Wellness Program** is one of the initiatives developed out of the **NEWSTART Lifestyle Program**. Lasted for 3 days and 2 nights, the detox and healthcare trip is regularly held at the Dongguan Mission Hills Resort.

“Recently, there are many studies focused on the Lifestyle Medicine, which is a scientific approach to decreasing disease risk and illness burden by utilizing lifestyle interventions such as nutrition, physical activity, stress reduction, rest, smoking

cessation, and avoidance of alcohol abuse. Lifestyle medicine is the recommended foundational approach to preventing and treating many chronic diseases,” said Alan Siu Yuk Lin, Registered Dietitian and the Manager of Lifestyle Management Center at the Hong Kong Adventist Hospital.

According to Siu, led by a team of professionals including physicians, registered dietitians, nurses, therapists, trainers and counselors, the Program will provide participants with professional advice on nutrients, workout habits and stress management and help them to learn special culinary rules, rainbow diet, hydrotherapy at home as well as some simple



stretch and fitness exercises. All of these remedies enable participants to change their current lifestyle, so as to achieve a healthy detox.

「新起點」排毒養生之旅是其中一個由「新起點」計劃衍生出來的活動，每年定期於東莞觀瀾湖度假酒店舉行，每次三日兩夜。

香港港安醫院健康生活促進中心經理及註冊營養師蕭鈺麟表示：「全球各地近年都有不少有關養生醫學的研究，養生醫學是經過實證證明，可通過營養學、運動、壓力管理、休息、戒煙和避免酗酒等生活方式，來減少疾病風險和疾病負擔的科學方法。」

蕭鈺麟指出，在運動生理學家、註冊營養師、護士、治療師、訓練員和健康教育導師的帶領下，「新起點」計劃中會就營養、運動習慣和壓力處理等方面提出專業意見，協助參加者學習特別的烹調原則、彩虹飲食法、家居水療、簡單的伸展及體能鍛鍊運動等，去改變目前的生活模式，達到健康排毒養生。

NEWSTART Lifestyle Program 「新起點」健康實踐計劃

The NEWSTART Lifestyle Program is originated from the Weimar Institute in California, and is advocated by renowned doctors and scientists, such as cardiologists Dr. Dean Ornish and T. Collin Campbell of Cornell University.

“NEWSTART” is an acronym for the eight lifestyle-principles: Nutrition, Exercise, Water, Sunlight, Temperance, Air, Rest and Trust in God. Participants stay in a health resort to restore their physical, psycho-social, and spiritual well being in a ‘lifestyle reconditioning’ program. The scientifically-supported program has helped more than 11,500 people attain better health.

「新起點」健康實踐計劃源自美國加州「威瑪學院」（Weimar Institute），目的是通過「重整生活模式」來預防和治療慢性退化性疾病，並得到多位知名醫生和科學家推崇，例如心臟外科及預防醫學權威 Dean Ornish 醫生、美國康乃爾大學的 T. Collin Campbell 博士等。

其英文名字「NEWSTART」代表了八項重要元素，分別是營養 (Nutrition)、運動 (Exercise)、水 (Water)、陽光 (Sunlight)、節制 (Temperance)、空氣 (Air)、休息 (Rest) 和信靠 (Trust in God)，希望參加者藉著此計劃重拾的生活重點。「新起點」以科學為基礎，推出以來已成功幫助11,500參加者改善健康。





Misconception: Fruit enzymes detox 排毒謬誤 - 『水果酵素』排毒法

Detoxification has been a hit among health conscious people, and there are many different approaches to reach the goal. However, Sui points out some of them are not appropriate at all. Taking the wrong approach in the long run may end up in health damage.

Take the Fruit enzymes detox for an example, such enzymes from fruits and vegetables will be destroyed by gastric acid in the gastric juice and intestinal juice when passing through the digestive system. The human body cannot absorb the enzymes directly and detox is not possible. Moreover, molds may reproduce enormously during the fermentation. Fruit enzymes may be contaminated with toxic bacteria that are dangerous to human health.

對於近年坊間經常流傳不同的排毒方法，蕭鈺麟不諱言當中涉及不少謬誤。

如長期透過錯誤的方法排毒，更會令身體健康受損。蕭鈺麟表示：「以『水果酵素』為例，這些酵素在通過消化道時，會被胃液及腸液中的胃酸破壞，根本不能直接被人體吸收並達到排毒功效。加上發酵過程中，有機會引起黴菌同時大量繁殖，最後所謂的『水果酵素』本身就受到嚴重的污染、含有『毒菌』，喝了對人體更加有害無益。」☀️





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O2O Strategy of Watsons to Help Consumers Make Healthier Choice

屈臣氏全新線上線下推廣策略



The exponential growth of e-commerce in Asia has led a number of brick-and-mortar retailers to reevaluate their e-commerce strategy. Ms Diane Cheung, the General Manager of Watsons Hong Kong, shares with us about the online to offline marketing strategy of Watsons in Hong Kong. A market research conducted by Watsons in 2016 shows that more than half of Hong Kong people their health is either poor or failing. And 90 percent of women under 30 have already bought or are considering buying vitamins and supplements.

電子商務在亞洲增長強勁，帶動實體零售商重新評估其電子商務戰略。香港屈臣氏總經理張慧屏女士，跟我們分享談香港屈臣氏於線上到線下的營銷策略。

根據屈臣氏2016年統計調查顯示，逾一半香港市民認為其健康狀況處於中等或差劣水平。此外，逾九成30歲以下受訪女士表示有購買或考慮服食維他命及保健品。

World Class Products Launching at Watsons Hong Kong 引入世界級產品

In response, Watsons Hong Kong introduced Holland & Barrett, the world-class health and food supplement brand with around 150 years of history, to Hong Kong consumers in December last year. At present, a comprehensive range of Holland & Barrett products are stocked in more than 200 Watsons stores in Hong Kong and its online store through Watsons.com.hk. Over 70% of purchasers are new customers.

With a presence in 16 country markets including Singapore, Mainland China, Middle East and Europe ... and now Hong Kong, Holland & Barrett is a well-loved household name in the UK and Ireland, where there are more than 800 stores. It's known for using only the finest ingredients, for product excellence and for its everyday affordable prices. It has won

a “Queen’s Award” in the UK for international trade, and was named “Retail Week’s Speciality Retailer of the Year 2016”.

有見及此，香港屈臣氏於去年十二月引進英國近一百五十年歷史的皇室認可保健品牌 Holland & Barrett。產品現於香港逾二百間屈臣氏分店及電子商店有售，買家中逾七成是新顧客。

Holland & Barrett 於英國及愛爾蘭是家傳戶曉的品牌，在該兩個地區有逾800間店舖。品牌憑上乘成份、優質產品和合理售價而深受顧客喜愛。於2016年，品牌更獲英女王頒贈英國業界最高殊榮的「英女王企業獎 - 國際貿易獎」，以及英國零售業的代表雜誌《Retail Week》頒發「2016年度專業零售商大獎」。其產品已於16個地區發售，包括新加坡、中國內地、中東及歐洲，現在更進軍香港市場。

Comprehensive Strategy to Raise Brand Awareness 全方位宣傳策略 提升品牌知名度

“We know that quality and safety are local consumers’ top concerns when it comes to their health. Holland & Barrett products are scrupulously tested for potency and purity, and we’re bringing their excellent staff training to Hong Kong, to make sure people get the right product for their needs,” said Ms Diane Cheung, the General Manager of Watsons Hong Kong”

Watsons has invested approximately HK\$5 million on online and offline marketing campaigns to promote Holland & Barrett in Hong Kong. The bus and tram advertising early this year was part of the overall campaign.

“We have also introduced over 150 products from Holland & Barrett, featuring formulas for cardiovascular, bone & joints, immune system as well as skin & beauty. Among them, Omega 3 Fish Oil and Vitamin C & Zinc Effervescent are hot items. They are available in Watsons stores and estore”, said Cheung.

香港屈臣氏總經理張慧屏女士表示：「屈臣氏了解到本港消費者於選擇保健產品時，會以品質及安全性為首要考慮因素。Holland & Barrett 產品是經過嚴謹的產品效能及純淨度測試，我們亦引進其品牌專業的員工培訓課程，使我們的健康顧問能為顧客提供詳細產品資料，讓他們可因應不同的需要選擇合適的產品。」

香港屈臣氏已投資近五百萬港元透過線上線下的宣傳廣告強勢推出 Holland & Barrett，包括由今年初於本港巴士及電車車身進行大型廣告宣傳。

「我們已引入 Holland & Barrett 逾一百五十款產品，包括針對三高、

骨骼關節、增強免疫力及健康美肌等方面，當中以奧米加3魚油丸及維他命C加鋅水溶片最暢銷，相關產品已於各屈臣氏分店及電子商店發售。」

Online - Wider Choice of Deals 線上：更多不同選擇

The online platform has been operating for 3 years where sales soared by 70 percent in 2016 from the previous fiscal year. A merchandise mix of approximately 5,000 products was sold online, including exclusive brands. In coming days, the online shop will offer a wider range of choice in different categories and Watsons also plans to extend its “click and collect” services to its branches in Macao. Not only do its online services provide customers with delivery services, but also allow them to opt for the “click and collect” service for a full spectrum of products.

“Watsons offers a more diverse range of products online. Some customers tend to do purchases via its online platform. Among 40% of transactions, customers chose to collect their goods at physical stores. This in turn drives the sales growth of physical stores. We expect to have a double digit increase in the number of physical stores this year,” said Cheung.

發展了三年的網上銷售平台，去年香港網上保健產品類別銷售按年增長70%，且銷售了約五千種產品，包括網上獨家商品。未來網購服務將會增加更多不同種類的貨品，更計劃於今年內將網購店取服務擴展至澳門分店。網購服務不但可以提供送貨上門，顧客還可以選擇「線上買，線下取」，讓顧客享有多元化購物選擇。

張慧屏女士表示：「屈臣氏在網上提供的產品種類較線下更多，部分香港消費者傾向於在屈臣氏網上平台購買，當中有四成的訂單會選擇於店舖提取產品，這也從中拉動了實體店舖業績增長，並期望今年目標實體店舖數目的淨增長可達雙位數字。」





Offline - Concept Store for Experiential Shopping 線下：主題店的購物體驗

According to Cheung, Watsons Hong Kong has six types of physical stores for different purposes, including Watsons Baby, Watsons Health and so on. Watsons Hong Kong operates in different store formats to cater the ever-changing market and diversified customer needs. Watsons has launched the first GenY Store in Kowloon Bay in September 2016 to meet the consumption pattern among the young customers.

Covering an area of almost 5,000 sq. ft., the store provides customers with around 8,000 unique products, of which over 300 are Watsons exclusives. With warm lighting, stylish brick wall and floor design, as well as the energetic and young staff in colourful uniforms, the store provides a contemporary and comfortable shopping environment for the young customers.

Apart from iBeauty and iKiosk that provide digital shopping experience for our young customers, pharmaceutical and beauty consulting service as well as in-store haircut are also available in the GenY Store to meet their needs.

Right now, Watsons Hong Kong offers 200 healthcare brands where 150 of them are exclusive to the retailer.

實體店方面，張慧屏女士指香港屈臣氏有6種店鋪類別，包括 Watsons Baby 及 Watsons Health 等，而為配合年輕客群需要，去年9月於九龍灣開設全新GenY店鋪。店鋪面積接近5,000平方呎，提供接近8,000款產品，當中超過300款更是獨家品牌。店內率先採用全新的屈臣氏店鋪設計，柔和的燈光、新穎的磚牆及地板，加上穿上不同顏色制服和充滿活力的年輕員工，為年輕消費者提供風格時尚及舒適的購物環境。

新店配備數碼美容體驗專櫃（iBeauty）及網上購物站（iKiosk），為年輕消費者帶來數碼化的購物體驗。店鋪更提供駐店藥劑師及美容顧問，全面照顧他們的需要。

香港屈臣氏現時提供逾200個健康產品品牌，當中有超過150個獨家品牌。☀️



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<http://medicine.utoronto.ca/news/chia-seeds-promote-weight-loss>



*資料來源 Source:

¹ Nutritional facts /10g: Japan Food Research Laboratories.

日本食品分析センター

² Japan Confectionery and Innovative Food Ingredients Research Center

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What 3 Dietitians Eat in a Regular Day?

營養師吃甚麼呢？

Indeed, what a day of eating looks like for our dietitians?

We asked 3 registered dietitians to share their food diary so we could see how dietitians typically eat.

想知道營養師會吃甚麼？

我們請來 3 位註冊營養師和我們分享一下他們一天的餐單，參考參考。

Chi-Wing Wong 黃志榮

A Registered Dietitian from the US
美國註冊營養師



Healthy Quick Tip 健康小貼士

For a start of the day, I always begin with something carbohydrates and protein. Carbohydrates are found in whole wheat bread, oatmeal, high-fiber cereal, porridge and noodles. Boiled egg, yogurt, tofu and mixed beans are rich sources of protein.

我會以碳水化合物加蛋白質為一日開始，碳水化合物食物包括全麥麵包、燕麥粥、高纖維穀物、白粥及麵條。蛋白質食物包括意蛋、乳酪、豆腐及雜豆。

Breakfast 早餐

High-calcium soya milk and no sugar breakfast cereal with a couple teaspoonfuls of chia seeds.

高鈣豆漿加無糖早餐穀物再加2茶匙奇異籽。

Lunch 午餐

I tend to increase my dietary fiber intake during lunch. A typical meal includes brown rice with tofu with a side dish of vegetables, and it completes with a bean-based or fruit-based dessert.

我會增加纖維攝取，例如：紅米飯配豆腐加碟菜，再加個以豆 / 水果製的甜品。

Dinner 晚餐

The portion of this meal should not be too big. I normally have half-a-bowl of brown rice with a variety of vegetables, such as eggplant and bell pepper that contain an ample supply of antioxidants. I also make curry with different types of beans to enrich my protein consumption.

份量唔會太多，我會食半碗紅米飯，增加唔同種類的蔬菜例如茄子及燈籠椒，藉此增加抗氧化元素。另外，會用豆煮咖喱，以增加蛋白質攝取。

My Favorite Healthy Restaurant in Hong Kong 我最喜愛的食肆

I highly recommend everyone have a try of the mobile app “EatSmart Restaurant” developed by the Department of Health. To become an eligible EatSmart Restaurant, they have to pass an assessment and ensure they can regularly offer at least 5 EatSmart dishes which are “More Fruit and Vegetables” and “3 Less” (less fat/oil, salt and sugar). You should be easy to locate one nearby, as there are currently more than 600 such restaurants in the region.

我會推薦大家可善用由衛生署衛生防護中心製作「有營食肆」應用程式尋找健康餐廳。要成為「有營食肆」，必須通過評估和確保每天能供應五款「有營菜式」，即「蔬果之選」及「3少之選」菜式。全港「有營食肆」已逾600間，總有一間在你附近，值得大家參考。

<http://restaurant.eatsmart.gov.hk>



Denise Fair

A Registered Dietitian from Canada
加拿大註冊營養師



Healthy Quick Tip 健康小貼士

I am a big fan of mindful eating. We tend to overeat when we are distracted (like watching TV, on our phones or iPads). When people pay attention and

focus on their meals they tend to eat slower, eat less and enjoy their food more. It really reduces your risk of overeating and allows you to feel more satisfied with your meal.

我是一個崇尚注重及享受飲食的人。當我們分心時，如看電視或手機iPad的時候，我們會傾向過度進食。但如果我們把注意力集中在面前的食物時，往往會吃得更慢和更少，並會更加享受食物的滋味。這正正可以減低暴飲暴食風險，讓我們真正品嘗到食物帶來的滿足感。

Breakfast 早餐

My go to breakfast is plain yogurt with berries and a few spoonfuls of raw muesli. This fills me up and provides lasting power. By adding protein to your breakfast, you will feel fuller longer.

我的早餐是原味乳酪配以漿果莓子，再加幾湯匙木斯里麥片 (muesli)，既飽肚又提供我足夠的能量。為早餐添加一點蛋白質，可令飽肚感更持久。

Lunch 午餐

I love eggs! I can't get enough of them. I usually have eggs of some form for lunch. They can be scrambled, poached or soft boiled. I tend to put them on an English muffin or tortilla. Sometimes a throw on a bit of avocado or cheese in with it. I usually vary up my side dish by rotating from yogurt, fruit or vegetables.

雞蛋 -- 我的至愛，百吃不厭！我通常都會用不同煮法的雞蛋作為午餐。時而炒蛋，時而水煮蛋，時而溫泉蛋，再把蛋放在英式鬆餅或者墨西哥薄餅上，有時候更會多加一些牛油果或芝士粒。配菜方面我會輪流選擇乳酪、水果或蔬菜來增加變化。

Dinner 晚餐

Dinners really vary as I have two children but there is either a large salad or a vegetable soup on the table. It is important to eat with your children as you are a role model for them on how to eat healthy and balanced. We always have lean meats, a starch and some vegetables. That doesn't mean we don't have an occasional pizza night though.

因為我有兩個小孩，所以每日的晚餐都要花點心思，但每餐必會有一個大沙律或蔬菜湯。與孩子吃飯是一件很重要的事情，你可藉此建立一個健康均衡

飲食的榜樣。晚餐我們總會有瘦的肉類、加以澱粉質食物和大量蔬菜，不過我們偶爾也會吃一餐意大利比薩！

My Favorite Healthy Restaurant in Hong Kong 我最喜愛的食肆

I have a few but I have been going to HOME recently. They have fresh salad and sandwiches with a great twist on flavors and combinations. I always add the egg on top to up my protein and to make sure I won't be hungry again in 2 hours!

我有好幾間心水餐廳，但我最近經常光顧HOME。他們的沙律新鮮和三文治有不同的風味和組合變化。我總會多要一隻蛋來增加蛋白質，確保未來的2小時我也不會再餓了！



Photo courtesy : HOME

Tracy Simaika

A Registered Dietitian from Canada and a Certified Diabetes Educator
加拿大註冊營養師及認可糖尿病教育者



Healthy Quick Tip 健康小貼士

Having a little snack container of mixed nuts or dried fruit like crispy, crunchy banana chips in my bag keeps crazy hunger attacks at bay for both myself and my toddler. This allows us to get home to our next meal without picking up a sweet treat or bakery item and helps keep everyone happy and energized in the mean time.

我的手袋裏會有一個小食物盒，放有一些混合果仁乾果和香蕉脆片，方便我和小寶實肚餓時隨時可吃。這不單讓我們回家吃正餐前避免多吃甜點糕餅，更可使我們感覺滿足及充滿能量。

Breakfast 早餐

I keep breakfast very simple with yogurt containing live cultures, some muesli with nuts for protein and topped with a good amount of berries and pomegranate seed. So colorful, delicious, and chalked full of antioxidants.

我的早餐非常簡單。一些含活性菌的乳酪 (live culture yogurt)，木斯里麥片 (muesli) 配以果仁來保充蛋白質，並加上大量的漿果莓子和石榴籽，色彩豐富又美味可口，更含相當份量的抗氧化物。

Lunch 午餐

Because I'm busy with kids and work, I tend to use either leftovers or finger type foods to make sure I have time to eat. Planned leftovers are fantastic way to cook once and eat twice. If there aren't any, I often make a little snack platter for lunch with olives, hummus, cheese, whole grain bread or crackers and cut up vegetables.

因為工作繁忙又要照顧小孩，所以午餐我大多會吃昨晚剩下的「隔夜菜」或是可以用手來吃的簡單食物以確保我有足夠時間用餐。烹飪剩菜是非常好的「煮」意，煮一趟、吃兩餐，何樂而不為。如果沒有剩菜的話，我會以橄欖、鷹嘴豆蓉、芝士等配以全麥麵包或餅乾，再加上一些切好的蔬菜來做一個美味的小食拼盤。

Dinner 晚餐

I've been making a conscious effort to have at least 3 different vegetables on the table at this meal and to attempt one or two vegetarian dinners for my family weekly. It can be easy to just do meat/fish with noodles/rice/pasta and call it a day, so adding in colorful vegetables, both hot and cold, is really important for increasing our variety, fiber, vitamin and mineral intake.

我盡可能會有至少3種不同種類的蔬菜，並嘗試每週有吃一兩次素食晚餐。如果只以肉類或魚類配以麵條、米飯或意粉，那就非常簡單了；但我會再加入大量色彩豐富的蔬菜，可熱可冷的。這樣便能確保我們能攝取到不同種類的食物、纖維、維他命和礦物質。

My Favorite Healthy Restaurant in Hong Kong 我最喜愛的食肆

It is the chain Pret A Manger. This is the perfect spot when I'm on the go to grab a healthy quick bite. They include fresh, simple ingredients and lots of veggies. My favorites are their pine nut and avocado wrap and the salmon quinoa protein bowl.

我最喜歡的香港健康餐廳是 Pret A Manger 連鎖店。他們提供方便快捷的健康食品，包含新鮮簡單的食材和大量蔬菜。我的最愛是他們的牛油果烤松子仁薄餅卷和三文魚藜麥沙律。



Photo courtesy : Pret A Manger

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www.melora.co.nz



Authentic Sustainability - the Springboard for ecostore's Global Expansion

真正的可持續發展 - ecostore 全球拓展的跳板

New Zealand eco products pioneer ecostore is well known for its sustainability standards and for being purpose-led. Combined with innovative business development, the company is in a rapid growth phase as it takes its brand to a growing global audience.

新西蘭環保產品先鋒 ecostore 以其永續性，及目標為本的方針而聞名。結合其創新的業務發展模式，帶領品牌踏入迅促發展的階段，並且衝出海外面對日益增長的全球消費群。





Since it began in the Northland region of New Zealand in 1993, it has cemented its reputation as a trusted manufacturer of sustainable products and this has been the foundation of recent expansion.

From their ecovillage in New Zealand, Rands and his co-founder and wife Melanie Rands' original idea was to source products that could keep the water leaving their land as pure as the water that came in. As the company grew they started receiving messages from people who said ecostore's products were beneficial for health conditions like eczema and asthma, so people's health became as important to the business' mission as environmental protection.

Ecostore was also founded as part of a pioneering social action model – the ultimate purpose through its not for profit arm Fairground Foundation is to fund projects that challenge the status quo and encourage businesses around the world to follow suit and adopt freely shared IP.

始創於1993 年的 ecostore 在新西蘭北部地區起家，其可持續產品製造商之地位贏得商譽，也奠定了該公司近年向外拓展的基石。從新西蘭環保村莊時開始，Rands與他的聯合創辦人，即其妻子 Melanie Rands 有個原先意念，就是採購對水源來回循環不構成污染的產品。隨著企業發展，他們開始收到外界對 ecostore 產品的評價，就是產品對濕疹和哮喘等患者有良好作用。自此以後，關顧人類健康便成為企業的使命，跟其環保使命同樣舉足輕重。

ecostore的部份商業模式也是建基於開創性社會行動模式 - 終極目標是透過其非牟利支部「公平原則基金」(Fairground Foundation)資助一些打破常規的項目，以及鼓勵全球企業仿效和採用共享知識產權。

Certified Eco Factory 真正的環保工廠

“We have come so far in 20 years, from a humble outfit in the far north of New Zealand to being ready to take on the world,” says ecostore co-founder Malcolm Rands. “We’ve got the top scientists and technologists and our manufacturing plant is world leading. We are actually the most certified eco factory in the Southern Hemisphere.”

Among the factory's certifications are Enviromark Diamond, New Zealand's highest accreditation available for commitment to the health of the environment, and CarboNZero, which recognises carbon footprint reduction.

ecostore 聯合創辦人 Malcolm Rands 表示，「廿多年來，我們從新西蘭遠北地區開始小本經營，發展到現今正向全球進發的企業，公司雲集頂尖科學家和科技人才，製造工廠更位居全球領先之列。我們更是南半球之中，擁有最多認證的環保工廠。」

「我們的製造工廠獲得多項認證，當中包括新西蘭最高級別認證「環保鑽石」(Enviromark Diamond)認證，以及「零碳排放」(CarboNZero)認證。」





Full Disclosure 全面披露產品成份資料

Authenticity and transparency continue to underpin the ecostore business model. It offers customers full ingredient lists and in depth information about each ingredient online. Rands says this is especially important in an industry where greenwashing is common, and it's an important opportunity to inform and empower people to make conscious choices about the products they buy.

“We have quickly established a reputation that has set us apart from our competitors,” Rands says. “Our competitors vary in size, but many are multi-nationals with huge budgets. We believe our transparency, our authenticity and our ethical business methods set us apart.

“The level of trust we have established by being so open with

customers is a real point of difference that's drawn like minded companies to work with us, and helped us attract some great people to work with in the business itself.”

維持真確性和透明度不斷鞏固 ecostore 的商業模式。該公司在網上為顧客提供全面的產品成份清單，並披露每種成份的詳細資料。Rands認為，由於漂綠(greenwashing)已是業內十分普遍的做法，全面披露產品成份資料的做法就更顯重要，同時亦可藉此機會向大眾傳達正確訊息 - 就是在購物時，他們應有能力作出具環保意識的選擇。

「我們很快便建立了知名度，使我們顯得比其他競爭對手更勝一籌。」Rands自豪地說。「我們的競爭對手各具規模，且大都是跨國企業，擁有龐大的資金預算。我們相信維持透明度、真確度和奉行富道德的公平營商手法，使我們別樹一格。」

「我們對顧客開放資訊，從而建立一定程度的信任，這就是我們與眾不同之處。這亦幫助我們吸引到理念相同的企業與我們並肩作戰，並吸納樂意投身環保事業的人材。」

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Eco-science Innovation 環保科學的創新

Ecostore has also committed to using sustainably-sourced plant and mineral-based ingredients rather than petrochemicals wherever possible and it makes sure each ingredient is safer for people's health and for the planet. It uses the precautionary principle, which means if there is any doubt over the safety of an ingredient, it simply seeks a safer alternative.

“We will pay a premium for our raw materials just so we can guarantee that we have got the most sustainable, ethically-sourced raw material in our products,” says research and development manager Huia Iti. “ecostore’s innovation really excites me and we are looking to utilise waste streams which can be turned into functional raw materials and used in our products.”

Hong Kong is one of many markets ecostore sells in – including several others in Asia, as well as Australia and New Zealand.

Ecostore was recently presented with a top national award – the New Zealand Environment Ministry’s Green Ribbon Award – for the Carbon Capture Pak. The company converted from its regular plastic bottles to these new bottles made from renewable sugarcane that capture carbon dioxide from the atmosphere as it grows, helping people reduce their carbon footprint. The bottles are also fully recyclable in the same way as regular plastic.

Finding an alternative to the traditional bottles was a big priority for the company, Rands says. “Plastic is one of the world’s greatest problems. Finding a safer alternative has been a priority and with sugarcane-based high-density polyethylene (HDPE) available to ecostore, we’ve been able to manufacture plastic bottles made from sugarcane. It’s huge for ecostore and the world.”

ecostore 承諾只會採用以可持續方法採購的植物和礦物性成份，盡量避免使用石化材料，從而確保每種成份對人體健康和地球都是更安全的。ecostore 堅守有疑勿用的預防性原則，即該公司一旦對任何成份的安全性有懷疑，必定不會採用，並尋求更安全的替代品。

「我們會支付原材料的溢價，以確保全線產品使用的是由道德採購方法而來的可持續原材料。」ecostore 研發部經理 Huia Iti 直言，「ecostore 的創新真的令人振奮，我們從善用廢水入手，把它們轉化為具功能性的原材料，並用於旗下產品之中。」

香港是 ecostore 的銷售市場之一，除此以外，還包括全球其他國家和地區，以及澳洲和新西蘭。

最近 ecostore 獲頒新西蘭頂級殊榮 - 由環境局授予「綠絲帶獎」，以表揚其 Carbon Capture Pak 甘蔗樽的貢獻。該公司放棄一直沿用的膠樽，轉用可循環再生的甘蔗瓶。甘蔗能吸收大氣層的二氧化碳，幫助人類減少碳排放。甘蔗瓶跟一般塑料一樣，可完全循環再造。

尋求可以取代傳統膠瓶是 ecostore 優先實踐的重大目標。「處理塑膠是世界上最迫切解決的難題之一，尋求更安全的代取品一直是我們的優先考慮，採用由甘蔗提煉的高密度聚乙烯 (HDPE)，讓我們可以生產甘蔗環保瓶，這對 ecostore 和全球著實是一項重要的成就。」Rands總結說。





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Carbon fiber ECO Yoga Towels

Small amounts of Carbon fiber
Organic ECO polyester blend
combined with carbon fiber.
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Sustainable ECO Cork Block

Made of 100% sustainable, all-natural
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best combination of comfort and
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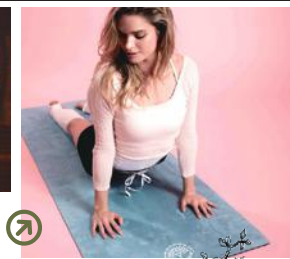
Carbon fiber mix eco-polyurethane for
the cover surface to keep moisture and
sweat from seeping into the mat and
breeding bacteria

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Small amounts of Carbon fiber Organic ECO
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100% Natural Rubber



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New in Natural

These product launches captured the attention of us. Here's why.

全新產品，值得關注！



ODYLIQUE Gentle Herb Shampoo

溫和草本洗頭水

The award-winning organic shampoo is an all-in-one solution that doubles as a shampoo and conditioner suitable for all hair types and is recommended for those with psoriasis, eczema, and dermatitis. Named "Best Shampoo for Sensitive Scalps" in the prestigious Guide des Meilleurs Cosmétiques 2015-16.

獲獎無數的洗頭水亦是護髮素，適合各種髮質，以及受牛皮癬、皮膚炎和濕疹問題困擾人士使用。獲法國美容天書 Guide des Meilleurs Cosmétiques 2015-16 評為專為敏感頭皮使用的最佳洗髮水。 Page 50

ZK'IN Clarifying Exfoliator

淨白去角質磨砂

The COSMOS certified organic exfoliator has Oat kernel flour and coffee seed powder that help remove dead skin cells and impurities while the high aloe vera content make this product calming as well as exfoliating. Free from microplastics.

獲COSMOS有機認證，蘊含燕麥粉和咖啡籽粉，有助清除死皮和污垢雜質，而高含量的蘆薈可舒緩皮膚以及去角質。產品不含任何塑膠微粒。

Page 2



BABY GAGA Organic Insect Repellent

有機防蚊小天使

A natural, non-greasy balm that protects children from insects and relieves the skin affected by insect bites. It was awarded the Hong Kong Baby Products – Eco Design Award 2011 by HKTD and Top Choice Award 2014 by Baby Maternity and Creative Child Magazines, US.

天然配方，清爽不油膩，保護兒童免受蚊叮蟲咬，並可快速舒緩患處的刺痛和痕癢。榮獲香港貿易發展局2011年度嬰兒產品環保設計獎及美國雜誌 Baby Maternity 和 Creative Child 2014 年的 Top Choice Award。 Page 52



Y-NOT NATURAL Omega 369

Sports Oil Rub with Vitamin E

運動舒緩油

Australian Aborigines have used one secret ingredient in their healing arsenal for thousands of years. The natural healing comes from the Emu bird, only found in Australia. The Emu oil significantly reduced swelling from inflammation within 6 to 12 hours when applied directly.

含有特殊蠶絲蛋白萃取物的營養補充食品，為你提供優質營養，讓思緒更靈活。 Page 18



ROSSI UVEMA Seaweed, Turmeric and Green Clay Mask

祛痘淡斑海藻薑黃綠泥面膜

An intense natural cleanser designed to help problem and oily skin that may suffer from acne and outbreaks. The blend includes bladderwrack and kelp seaweed powder. No parabens, sulphates, petrochemicals, PEGs, phthalates, plastic fillers or other synthetic chemicals.

這天然深層潔面面膜專門針對油性及患有暗瘡問題的皮膚而設。配方成份包括生長於北美太平洋海岸岩石的海藻 (bladderwrack) 和海帶粉末。絕對不含對羥基苯甲酸酯，硫酸鹽，石化產品，PEG，鄰苯二甲酸鹽，微塑料物料或其他合成化學物。 Page 3



FIG+YARROW Bath+Body Oil {Meadow} 沐浴潤膚油 {草原}

This multi-purpose bath & body oil is a rich soothing blend that's made with skin-enhancing botanicals and floral essences. Besides bath soak, moisturizer and massage, it can be used to as an oil cleanser for face, a hair mask for dry hair strands, or a moisturizer for dry hands and cracked cuticles.

這美國製造的多功能沐浴潤膚油結合了植物花卉精華，能深層滋潤肌膚之餘更能提升感官的享受。除了浸浴，潤膚和作按摩油之外，它更可以用作洗面油、髮膜修補受損秀髮及護手霜滋潤雙手和指甲。 Page 50

NATIVE ESSENTIALS Hyaluronic Skin Booster 透明質酸活肌啫喱

As an aromalogist, the founder combined the initial fascination with Asian and Pacific botanical wisdom and her long-term passion and knowledge of European Herbalism and Aromatherapy. The Booster is a naturally derived, odorless, clear gel that makes your skin deeply hydrated, toned and more elastic.

品牌創辦人是一名芳香學家，結合她對亞太植物研究的初衷，和歐洲草藥與香薰療法的熱愛而成。這活肌產品是一種天然、無味的透明啫喱，可令肌膚深層補濕，水嫩飽滿和更具彈性。 Page 12



VITAMAN Deodorant – Ocean 海洋香止汗香體噴霧

With 87% certified organic and 99% naturally derived ingredients, it is a long lasting natural body spray that offers high deodorizing performance and is the perfect alternative to synthetic chemically based deodorants. Natural, fresh mint aroma masks body odor longer than conventional deodorants.

含 87% 有機認證和 99% 天然成份的天然止汗香體噴霧，非一般化學合成的同類可比。薄荷氣味清新，香氣比傳統香體噴霧更持久。

Page 24



SIMPLICITE Rosewood Face Oil 紅木面部護理精華油

This product contains a combination of seven plant oils and extracts. The star ingredient is rosewood, which is said to have wound-healing and tissue-regenerating properties. It can be used to help prevent signs of aging, as well to reduce the onset of blemishes and blackheads.

此產品結合了7種植物油和精華露。最關鍵元素是其紅木成份，具有幫助傷口癒合和細胞組織再生的功效。它更可以防止衰老跡象，以及減少面部瑕疵和黑頭。

Page 5



MATA Manuka Golden Ale 麥蘆卡蜂蜜金啤

The is a very smooth, clean tasting golden colored ale edged with a hint of NZ's native Manuka honey. The Manuka honey offers the beer some very unique herbal notes and a slight residual sweetness which is ready to pleasure your tongue!

這新西蘭手工有機啤酒，帶有當地特產的麥蘆卡蜂蜜風味，口感順滑，味道清純。麥蘆卡蜂蜜為啤酒添加一種非常獨特的草本香氣和輕輕的甘甜餘韻，為你的味蕾帶來非一般的快感！ Page 33



HEXAPI Honey Bee Bears 蜂蜜熊仔軟糖

With 11% pure honey, these tasty treats have a subtle sweetness of honey that is sure to become a family favorite. The natural remedy works great for a sore throat. Made in Germany.

由11%純蜂蜜製成的蜂蜜軟糖。味道不過甜，健康有益，可緩解喉嚨痛但並無藥物成份。德國製造。 Page 28



APPLE SWEET Wu San Fuji Apple 互生富士蘋果

Grown in 1,300 meter-height loess plateau in a Yan'an at the northern part of the Shaxxin province, the apple is fairly large in size and sport a red exterior with a dense, juicy, creamy white interior. Passed 194 tests from CASTCO and awarded organic product conversion certification.

生長於陝西省北部延安，海拔1300米的黃土高原上。體積碩大，果皮通紅，形狀圓潤大如棒球一般。果肉緊密，甜美和清脆。品質通過香港權威檢機構CASTCO的194種檢測，並獲得國家認可機“杭州萬泰認證有限公司”發出有機轉換認證證書。 Page 66



SNACKMATE Whole Dried Cranberries (individual packaging) 原粒紅莓乾 (獨立包裝)

Whole dried cranberries, not sliced. With a vibrant red color, they are plump, sweet and tangy in flavor. The individually packed snacks are a great way to stay healthy foods while on the go. No artificial colorings and flavorings.

不是切片而是原粒紅莓乾。粒粒圓潤飽滿，顏色鮮紅且味道酸甜。獨立包裝方便攜帶，任何時候都可以吃到健康有益的小吃。不含人造色素及調味料。 Page 38



GREEN AT HEART Israel Fresh Medjool Dates 以色列有機鮮椰棗

There are in fact hundreds of varieties of dates in the world. In Britain it is the 'king of dates', the Medjool – soft and sticky with a rich, honeyed, almost caramel flavour. Low calories, fat free, cholesterol free; an excellent source of fiber and a good source of potassium, niacin, and vitamin B-6.

全球的棗數以百種。在英國椰棗 (Medjool) 更被譽為「棗中之王」。它柔軟帶粘性，具濃郁的蜜糖和焦糖味。低熱量、無脂肪、零膽固醇，並含豐富膳食纖維、鉀、菸酸和維他命B-6。 Page 58

GREEN COMMON Beyond Burger

Sold out in an hour at its US Whole Foods debut, the very game-changing Beyond Burger is arriving Hong Kong this April. Looks, cooks and satisfies like fresh ground beef, this protein-packed vegan burger is cholesterol-free, antibiotic-free, hormone-free and GMO-free.

於美國Whole Foods Market 開賣一小時火速售罄的未來漢堡Beyond Burger，今年4月登陸香港。100% 植物製造，零動物成份、零膽固醇，無激素、抗生素、基因改造，色香味及營養價值猶勝傳統漢堡。 Page 1





NUTRIHKCASA Mexican Organic Sweet Agave Powder 墨西哥有機龍舌蘭糖霜

Came from the blue agave plant in Mexico, this inulin-rich organic sweetener is low on GI and great as a healthy alternative to sugar and sugar substitutes. Soluble in cold water, allowing it to be incorporated into cereals, bakery products, and beverages.

由墨西哥藍龍舌蘭提煉而成的有機糖霜，含豐富的菊糖，低升糖指數（GI），是極佳的糖或代糖的健康替代品。其水溶性，可方便加入穀物、烘焙產品和飲料中。 Page 16



VMO Hydroponic Ice Plant 蔬菜統營處水耕冰菜

Fresh, crispy and taste a bit salty. It contains vitamins, minerals, Inositol, pinitol and beta-carotene, which helps to promote fat burning, lower blood sugar and cholesterol. Ice plant is an ideal source for salad and trendy cuisine.

菜味青爽中帶點鹹，味道似鹹蓮霧。纖維細小含維生素、礦物質、肌醇、松醇及β-胡蘿蔔素，具促進脂肪燃燒、降低血糖值及膽固醇效用。可作為沙律菜和新潮料理的食材。 Page 61

SALBA Organic Chia Whole Seeds 超營奇亞籽

Salba is the only registered varieties of chia seeds in the world—Sahi Alba 911 and 912, which has more Omega-3, protein and dietary fibre than any other chia seed. It boasts high levels of Omega-3 even if heated to 220°C, making it a perfect fit for any hot dish.

超營奇亞籽是目前唯一已註冊的種子（911 & 912類別），具有最高含量的奧米加3，豐富植物蛋白質及膳食纖維。其奧米加3 耐熱程度更高達攝氏 220度，是烹調冷熱菜式的最佳營養拍檔。 Page 29



HOBBS FAMILY FARM Australian Certified Organic Chicken 澳洲有機認證走地雞

The leading producer of organic free-range chicken is dedicated to rearing premium quality chicken using strict certified organic farming methods. The taste and texture is superior, the meat is lean and succulent. Feed on organic grown grain, no growth promotants, no chemical fertilizers and pesticides, no GMO grain.

澳洲Hobbs農場是當地著名的有機走地雞農場，在嚴格的有機認證標準下飼養雞隻。雞肉質細嫩，脂肪含量低但肉汁豐富。只選用有機穀物飼養，絕不使用激素促成生長和化學肥料、化學農藥或含經基因改造飼料。 Page 4



BIOGREEN O'Tigres Organic Black Bean Powder 有機青仁黑豆粉

While all beans are good for your heart, beans with darker seed coats possess the most antioxidants. Black beans are also the only beans that boost your brainpower, thanks to their being full of antioxidant compounds called anthocyanins.

雖然所有豆類都對心臟有益，但是豆皮越深色的就具有越多的天然抗氧化物。黑豆更是唯一可以提升腦力的豆，因為它們蘊含一種名為「花青素」的抗氧化物。 Page 6



PREMIBIO Rice & Tilia Cereals 柏美有機大米及椶櫚樹嬰兒米糊

To help you and your little one enjoy quality sleep that you both so deserve, we recommend this nighttime cereals with Tilia, a medicinal flower that can help your baby to fall asleep and keep sleeping through the night.

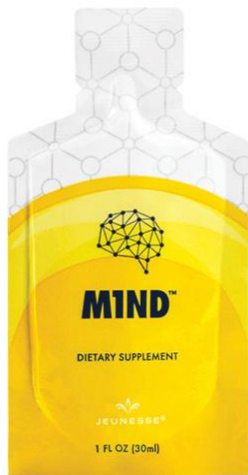
含椶櫚樹的米糊特別適合你和小寶實晚間享用，好讓你倆好好甜睡一覺。椶櫚樹是一種藥用花類植物，可提高睡眠質素，使嬰孩較易入睡，熟睡至天亮。 Page 54



IMMUNRISE Formulated Middle Age Goat Milk Powder 中老年裝羊奶粉

With the Fibersol®-2 and LIPOCAL® added in the goat milk powder, Immunrise's powerful formula is capable of improving your digestive health and providing good source of calcium to strengthen your bones.

配方加入豐富水溶性纖維Fibersol® 2及非動物活性鈣源LIPOCAL®, 前者臨床實證有助促進消化, 後者可為中年人補充額外所需鈣質, 強健骨骼。 Page 62



JEUNESSE M1ND 敏動力

M1ND is a dietary supplement featuring clinically shown CERA-Q that supports memory and L-theanine that helps reduce mental distribution.

含有特殊蠶絲蛋白萃取物的營養補充食品, 為你提供優質營養, 讓思緒更靈活。 Page 10



HEALTH HARVEST Rainforest Honey 熱帶雨林野生蜂蜜

Sialang Honey (Tualang Honey) is produced by an Asian type of bee called Apis dorsata, in nests hanging from the high branches of the tualang trees found in the tropical rainforests in the Southeast Asia region. So raw in nature with enzymes, vitamins, minerals, antioxidants and aromas 100% reserved.

來自東南亞熱帶雨林的稀有的野生蜂蜜品種 - 亞洲大蜜蜂。不經加熱和加工, 100% 天然保留蜂蜜的所有營養, 包括酵素、酵母、維他命、礦物質及天然抗氧化劑。 Page 60



GOOD DAY Organic Chlorella Dietary Supplement 100% 純正有機綠藻精華

Chlorella is powerful detoxifying green algae that are proven to effectively remove toxins including pesticides, heavy metals, alcohol, and environmental toxins from the liver and kidneys. Good Day is certified organic by USDA NOP.

綠藻是一種有強效排毒的超級食物, 証實能有效從肝臟和腎臟排走各種毒素, 包括農藥、重金屬、酒精和生活中的環境毒素。產品獲美國農業部有機認證。 Page 41 & 42



MELORA Manuka Honey UMF20+ 麥蘆卡蜂蜜

Sustainably sourced from vast natural plantations in some of the remotest regions of New Zealand. The honey is guaranteed to be at least UMF®20. The UMF® grading system appraises natural markers found in Manuka Honey and assures purity and quality.

採用來自新西蘭一些極偏遠地區的天然種植園的蜂蜜, 並確保其採集的持續性。蜂蜜保證至少達 UMF®20 標準。UMF® 評級系統是用來評核在麥蘆卡蜂蜜中發現的天然特徵成份質量, 保證其純度和品質。UMF®分數越高代表濃度越高。 Page 34

NUTRIGAYA Bodhii Calm

It is a natural health supplement made of Ashwagandha root powder extract. Known for its relaxing and fortifying effects on nervous system, it is used to protect against stress, support immunity, promote longevity and enhance overall energy and well-being.

這天然保健食品是由有「印度人參」之稱的 Ashwagandha 的根部提煉粉末而成。它不但有助鬆弛及強化神經系統, 並可舒緩壓力, 提高免疫力, 延年益壽, 增強體力和健康。 Page 8





CLESIGN Eco Yoga Mat 環保瑜珈墊

Say goodbye to those bunched up towels during hot yoga class or hesitating in postures because you are afraid of slipping. The cork surface of our mats is comprised of suberin, a natural waxy, oily substance providing unparalleled grip even when completely submerged underwater.

高溫瑜珈課時再不需要墊毛巾了！你可以放心去做出各種動作而不用再擔心會滑倒。我們的環保瑜珈墊表面加有一種由suberin製造而成的「水松」。Suberin是天然油性蠟物質，即使完全浸在水裡面也能提供極佳的抓著力。 Page 40



MYBU French Lavender, Geranium & Forest Pine Soy Candle 法國薰衣草、天竺葵、松香大豆蠟燭

This blend is simply divine! Soothing and calming, the non-toxic scented candle delights you with aromatherapy from 100% pure essential oils. The creator of MYBU crafts each of her candles with great care and passion.

這個配搭的味道真神奇！給人一種很舒緩和平靜的感覺。香味滿溢的大豆蠟燭以100% 純精油香薰配方製造，不含有毒物質。每一瓶都是創造者人手精心巧製而成，百分百香港製造。 Page 8



ECOSTORE Lemon Laundry Powder (Top & Front Loader) 檸檬洗衣粉 (適用於上置式和前置式洗衣機)

It is safely super concentrated to give you up to 64 washes (front loader) per 1 kg pack. Essential oil based fragrances used are compliant to International Fragrance Association Standards while minimizing the number of allergenic fractions they contain.

性質溫和但配方超濃縮，1千克裝平均可洗滌機洗衣物64次，經濟實惠。香料蘊含的精油符合國際香精協會標準，減少引發敏感的機會。

Page 71

PURE DIRECT Free Standing RO System 7572 沛力達直立式純水系統7572

Using the Reverse Osmosis (RO) technology, the filter equipped has a pore size of approximately 0.0001 micron that can remove bacterium, viruses and dissolved heavy metal effectively. It supply high quality hot, room and cold drinking water for corporations.

配備的濾芯具採用密度最高的逆滲透技術（濾孔僅納米的1/10）能有效隔除細菌、病毒、水溶性重金屬，為企業提供高質素的冷、熱、溫飲用水。

Page 69





“綠藻 - 是少數能提供整全營養，而同時有排毒效用的鹼性超級健康食品”

Arlene - Frances Wu 伍雅芬小姐
營養學家、食物安全管理學碩士、素食營養治療師、
加拿大認證自然療法醫師及英國認證素食營養治療師

其他保健效用:

- ✓ 抗高血壓 血糖血脂
- ✓ 固本培元，病後進補
- ✓ 為素食者補充營養
- ✓ 提高兒童腦力
- ✓ 防止便秘，清除宿便
- ✓ 預防宿醉

甚麼是綠藻？

綠藻又稱為小球藻，是生長於淡水的單細胞藻類植物，跟生長於海水中的海藻完全不同，並早在30億年前已於地球上出現。1890 年間由荷蘭微生物學者拜林克所發現。1931年和1961年，兩位科學家 Otto Warburg 和 Melvin Calvin 因研究小球藻而分別獲得諾貝爾醫學獎和化學獎。

強效保健功用 - 強效排毒 淨化身體

二次大戰核爆後，綠藻於日本曾被廣泛使用作清除體內如鈾、鎘和鉛等放射物質的食品。

綠藻的葉綠素含量是所有植物之冠，其細胞壁有三層結構，含有可結合重金屬、化學溶劑、殺蟲劑及農藥的微纖維，再藉淋巴系統，由解毒器官排出。再加上綠藻有豐富的解毒酵素 - 穀胱甘肽，故綠藻的排毒功效絕非其他天然食物可比。

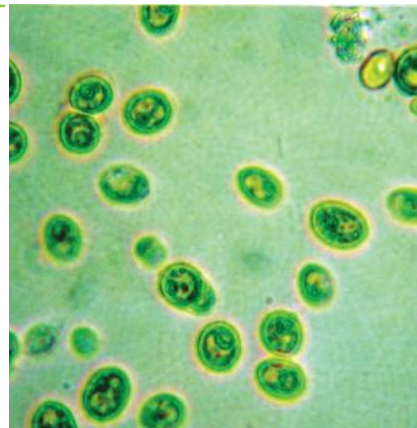
綠藻亦是鹼性的天然食物，可平衡都市人因常吃蛋白質食物如肉類、乳酪製品、蛋類等酸性食物所引致的酸性體質，預防疾病。

獨特保健功用 - 提供整全營養 增強免疫力

綠藻細胞與人體紅血球體積相似，所以又稱為「綠血球」。綠藻含有獨特的球藻生長因子 (Chlorella Growth Factor)，含有核蛋白 (DNA)、核糖核酸 (RNA)、氨基酸及多醣類等成分，有效修復人體細胞和受損基因，提高正常細胞再生能力，增強免疫力，促進新陳代謝，幫助手術後及傷患復原，並有抗衰老效用。

英國 Nutrition Journal 發表一項綠藻的人體測試研究發現，健康狀況良好的自願參與測試者於連續服用綠藻8個星期後，體內的自然殺傷細胞 (Natural Killer cell) 數量大大提高，証實綠藻能有效提升免疫能力，預防各種炎症及頑疾。

綠藻含豐富蛋白質，並有大量纖維，所以又有「海中蔬菜」的稱號。超過20種維他命及礦物質，包括維他命A、B1、B2、B6、B12、C、E、胡蘿蔔素、菸鹼酸、泛酸、葉酸、鈣、鎂、鉀、硒、磷、碘、鐵、鋅、銅及葉綠素。這些都是製造血球和細胞之基本物質。



以下是100克綠藻與同等份量食物的營養比較。

- 蛋白質是牛奶的20倍、牛肉的2倍
- 鐵質是菠菜的30倍
- 葉綠素是菠菜的5倍
- 維他命B2是牛奶的300倍
- 維他命B6是青花菜的22倍
- 葉酸是菠菜的7倍
- 纖維是牛蒡的2倍
- 核酸是沙丁魚的17倍
- B胡蘿蔔素是胡蘿蔔素的1.5倍

綠藻，是名符其實的超級食品之母。



鹼性
排毒淨化

超級
健康營養
食品



Good Day 綠藻 健康產品比其他同類品牌優勝之處？

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- ✓ 於室外無污染的環境下，以天然日光培植，品質有別於一般溫室培植的綠藻
- ✓ 專利破壁技術，體弱人士亦能吸收而不會虛不受補，保健效果更勝一籌
- ✓ 成份100% 天然有機
- ✓ 榮獲多項品質檢測，安全可靠



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Good Day 綠藻健康食品

Natural & Sustainable Cosmetic Predictions for 2017

天然及可持續化妝品市場 2017年展望

Ecovia Intelligence gives its prediction for sustainable cosmetics for 2017

Ecovia Intelligence 跟我們分享今年有關天然及可持續化妝品市場的預測



Natural & Organic Cosmetics – healthy growth is continuing in the global market. North America and Europe have the largest markets, however the highest growth rates are envisaged in Asia. Greenwashing will remain a major industry issue, with many brands opting for certification to legitimise their natural and organic marketing claims...

天然和有機化妝品 – 於全球市場維持健康地發展。北美和歐洲市場規模最大，但預計以亞洲增長最快。「漂綠」仍然是業內的主要問題，令許多品牌選擇把產品進行認證，只確保產品更符合天然和有機產品的聲明...

Green Certification Schemes – Natural and organic will remain the main certification schemes for green cosmetics, however fragmentation is expected to continue. Organic Monitor finds there are currently over 30 such standards for cosmetics and personal care products, with most in Europe. COSMOS and Natrue will vie for leading standard spots in Europe, whilst NSF ANSI 305 and USDA NOP are popular schemes in North America.

綠色認證 – 綠色化妝品仍然會選擇天然和有機認證，但至於會採用哪一機構的認證卻有不同的意見。我們發現目前全世界有超過30種不同的化妝品和個人護理產品的標準，而大多數標準皆來自歐洲的機構，其中在歐洲 COSMOS 和 Natrue 擁有領導地位，而 NSF ANSI 305 和 USDA NOP 則在北美較受歡迎。

Ethical Labels – the number of ethical labels is predicted to rise this year, with more crossovers from the food industry. The ‘free-from’ craze is expected to continue; expect to see more gluten-free and non-GMO claims on product packs, as well as the traditional paraben-free, silicone-free, SLS-free claims.

道德標籤 – 隨著化妝品採用的原材料跟食品的關係越來越密切，道德標籤的數量預計今年會上升。以“非xxx”或“不含xxx”為旗號的聲稱將繼續增加，例如：「無麩質」、「非基因改造」、「不含羥基苯甲酸酯」、「不含矽靈」及「不含SLS」等聲稱將經常出現於產品包裝上。



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Sustainable Sourcing – more investment will go into sustainable sourcing of natural ingredients. Organic personal care brands such as Neal's Yard Remedies, Weleda, and L'oreal have been the frontrunners with such projects; expect to see more large cosmetic firms and ingredient firms make sustainable sourcing commitments.

可持續採購 – 企業將會投入更多投資於天然原材料的可持續採購，例子包括這方面的先驅有機護膚品品牌 Neal's Yard Remedies、Weleda和歐萊雅。我們預計將有更多的大型化妝品公司和原材料公司會作出可持續採購的承諾。2016年，歐萊雅便於「可持續化妝品高峰會」獲得「可持續美容獎」，以表揚其利用藜麥殼萃取物作原材料的貢獻。

Green Materials – the range of green materials will expand this year. A number of renewable feedstock is now being used to develop green cosmetic ingredients: algae, food waste / byproducts, tobacco, as well as traditional plant-based

materials. However, the use of these green materials brings many technical issues when formulating products.

綠色原材料 – 今年將有更多原材料被發掘為綠色原材料，例如藻類、食品廢料/副產品、煙草以及其他傳統的植物性材料。然而，當使用這些綠色材料在研製產品時，科研人員將面對許多技術性問題。

Sustainability Metrics – metrics will continue to gain prominence as large cosmetic firms look to measure and reduce their environmental footprints. Carbon footprints are the most widely used, however more companies are likely to consider energy, water, resource usage, waste and social parameters.

可持續發展指標 – 隨著大型化妝品企業尋求量度和減少其環境足跡，可持續發展指標勢將佔盡風頭。碳足跡是最廣泛使用的指標，然而，有更多公司會考慮其他參考因素，包括能源、水、資源運用、廢物和社會參數。

An update on the natural & organic cosmetics market, certification schemes, green materials and sustainable packaging will be given at the **Sustainable Cosmetics Summit**. The next edition will be hosted in Paris on 6-8 November 2017.

「可持續化妝品高峰會」將討論更多有關天然有機化妝品、各國的認證制度、綠色原材料和可持續包裝的最新市場發展動態。下一屆將於2017年11月6至8日於巴黎舉行。

www.sustainablecosmeticssummit.com



Renewable, biodegradable,
sustainably sourced and derived
from quinoa husk in Bolivia

來自玻利維亞可再生、可生物降解及可持續
採購的藜麥殼

Photo courtesy : L'Oreal

Sustainable Quinoa Husk Sourcing Program by L'Oreal

Quinoa husk (the shell that protects the seed) was previously considered as a waste of agro-food industry and was therefore not used. Since 2015, L'Oreal has partnered with Bolivian growers for the sustainable sourcing of quinoa husk, which is used as an exfoliating ingredient in skin care products. The programme allows 250 families of Bolivian growers to benefit from training in sustainable farming practices and, from an additional income.

歐萊雅的藜麥殼採購計劃

藜麥殼過去一直被認為是農業食品工業的廢物，因此從未被好好運用。歐萊雅自2015年起跟玻利維亞種植者合作，以可持續採購方式購買對方的藜麥殼來製造各種磨砂護膚品。此計劃讓250個玻利維亞種植者的家庭得到可持續耕作的訓練之餘，並為他們帶來額外的收入。☀️

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How to Create your Own Brand with Contract Manufacturing?

如何利用承包製造建立自家品牌？

If you start a small business that markets your product designs, you will most likely begin by manufacturing the items yourself. However, growth will quickly make that impossible. We have invited an industry expert from New Zealand to provide practical answers to your toughest questions about contract manufacturing.

如果你是擁有自家設計產品的初創小企業，那麼你應該也很想自行製造產品吧。然而，業務增長的速度可能令這難於實行。我們邀請了一位新西蘭行業專家，為你解答有關承包製造的各種問題。

1. What is contract manufacturing?

Contract manufacturing is working with brand marketers, wholesalers, distributors, and retailers who want products made with their own label but do not want the added expense of having to set up their own manufacturing facilities and quality systems.

Other customers may source their own raw materials for the contract manufacturer to manufacture into a finished product form. This is sometimes known as toll manufacturing.

1. 什麼是承包製造？

承包製造商跟品牌營銷人員、批發商、分銷商、零售商合作，幫助他們製造自家專屬品牌的產品之餘，無須因為要添置製造器材及檢測系統而要付出額外的開支。

有些客戶也可將自己的原材料提供給承包製造商進行生產，這種服務叫做「委託製造」。

2. How is contract manufacturing different from private label service?

Contract manufacturing is the process of outsourcing the manufacturing of your company's products to another company, typically under contract. For the agreed-upon price, the contract manufacturer acts as your factory, producing and shipping units of the product on your behalf.

This allows the product owner to be able to offer a wide range of products under their brand names without the need for investment in full scale manufacturing capability.

A private label service company, on the other hand, has a stock of formulas ready to be bottled and sold under your brand name.

2. 承包製造與自創品牌代工製作有何不同？

承包製造是外判的公司，通常參考客戶的產品製造流程，再商定承包內容和價格，目的是彌補客戶的不足，讓客戶能擁有更多元產品之餘，無需投入大量投資。

至於自創品牌代工製作則已擁有一系列的配方可供客戶選擇，隨時候命代工生產，以客戶的品牌推出市場。





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HOW IT WORKS



FILL



WEIGH



PAY



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Prémibio is an innovative French baby food producer committed to offer the highest quality organic ingredients to babies. Founded in 2007, it is now the fastest growing organic baby food producer in France.



ProNatura - Organic Fruit and Vegetables (dry & juices)

"Choosing to distribute fruit and vegetable only from organic farming, ProNatura defends a lifestyle, a mindset, where the notion of durability prevails over productivity, where the attachment to the land is a shared feeling".

Henri de Pazzis, Founder of ProNatura



Dao - Organic Biscuits made in Provence

Dao Biscuits are hand-made in a family owned biscuit factory in Manosque, Provence. Dedicated to provide a tasty experience and using exclusively the highest quality ingredients, Dao offers a beloved range of delights, in sweet and savoury form.



La Finestra sul Cielo

Since 1978, La Finestra sul Cielo selects high quality organic food for the well being of its consumers and in harmony with nature. All products from La Finestra sul Cielo are free-from : sugar and sugar derivatives, milk & dairy products, eggs and products of animal origin.



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3. Are contract manufacturing services only for cosmetics?

Not at all. There are so many contract manufacturers available in the market who specialize in custom manufacturing almost any type of consumer product including dietary supplements, complementary medicines, therapeutic goods and personal care products.

They should also be capable of managing everything from ingredient sourcing and formulation, through to testing, documentation and international compliance for you.

3. 承包製造僅限於化妝品嗎？

當然不是。承包製造商可代製造不同種類的消費品，包括膳食補充劑，輔助藥品、治療物品和個人護理產品。

他們亦可為客戶提供全面服務，包括原料採購、配方、製作及產品測試，並協助取得符合國際規定的相關證明文件。



4. How much should I expect to pay if I use a contract manufacturing company?

A number of factors contribute to the ability of the contract manufacturer to be competitive in pricing. For examples:

- Currencies fluctuation
- The experience and knowledge of the contract manufacturer
- Contract manufacturers' proximity to raw material sources and air & sea shipping facilities as this will affect handling costs.

4. 如果我與承包製造商合作，應該支付多少費用呢？

多個因素會影響服務收費，例如：

- 外匯兌換率

- 承包製造商是否有相關的製作經驗及知識
- 承包製造商是否靠近原材料供應地方，以便削減航空或海運的運輸成本。

5. How do I choose a contract manufacturer?

This choice is entirely dependent on the type of product you as the brand marketer wants to make and the markets you are trying to access.

You need to choose a contract manufacturer that...

- Has a wide range of capabilities
- Can supply the required export documentation to access all markets
- Can offer the quality you can trust, as well as being a reliable service provider
- 'New Zealand Made' label can be used if the contract manufacturers are Kiwi-based

5. 如何選擇承包製造商？

這完全取決於你的產品類型及市場。良好的承包製造商需具備以下條件：

- 具備多方能力，提供全面的服務
- 可針對不同國家市場提供適當的出口文件
- 提供高品質服務，誠實可靠
- 如果承包製造商是新西蘭公司，能否提供「新西蘭製造」的標籤

6. Do contract manufacturing companies require that I give them my recipes? How do I protect them, if so?

In a contract manufacturing arrangement, you share your recipe with the contract manufacturer and they make it for you.

In this case, it's better to choose a manufacturer who offer no code products or stock items of their own so they are not competing with you in the market place.

In addition, we encourage all brand marketers should have a confidentiality agreement or non-disclosure agreement to protect your recipe and other confidential business information.

6. 承包製造商要求提供產品配方？我該如何保障品牌的所有權益？

如果客戶要提供產品配方的話，我們鼓勵客戶跟承包製造商商談之前，先簽署保密協議，確保配方不會外洩。

另外，在這種情況下，最好避免選擇擁有自家產品的製造商，減少競爭機會。☀️

Information Provider



Alaron is New Zealand's leading New Zealand Ministry of Health and Australian Therapeutic Goods Administration (TGA), Good Manufacturing Practice (GMP) Certified, Private Label, custom contract manufacturer.



Do you want a New Zealand based GMP Certified Manufacturer with quality you can trust and experience you can depend on?



At Alaron we are the ideal partner for all your needs. Whether you have your own formulas, or would like us to create a range of natural products, we will guide you through from inception to shelf.

We specialise in custom manufacturing of dietary supplements, complementary medicines, therapeutic goods and personal care products. We are trusted by companies globally to deliver outstanding and reliable products. We can manage everything from ingredient sourcing and formulation, through to testing and international compliance.

We have been producing high-quality products for our clients for 25 years. Our focus on quality and exceptional customer service means you can rely on us to produce a compliant, safe product to take to market.



Product Concepts Only





More than a Trade Show — Natural Products Expo West

非一般的展覽會 - 美國西岸天然產品博覽會

Having engaged in the tradeshow business for over a decade, I have attended a host of international fairs around the globe as part of my job exposure. All tradeshow I visited have health and beauty in focus, such as foods, cosmetics, green, natural and organic products. Among them, Natural Products Expo West is one my favourites. I give a thumbs up to the event not only because I was the organizer of the fair, but also because it is more than a tradeshow -- the most representative of its kind for our industry to celebrate, connect and have fun.

Anaheim, California is famously, home to Disneyland, one of the happiest place on Earth. However, thousands of visitors who came to Anaheim on a hot weekend in mid-March found their happy place at the city's convention centre where is home to Natural Products Expo West.

在我過去十多年於展覽會行業的生涯中，四出觀摩世界上不同的展會就是我工作的一部分。而所有我曾經參觀過有關食品、化妝品、環保或天然有機產品為題的展覽中，「美國西岸天然產品博覽會」

(Natural Products Expo West) 一定是我最喜愛的展覽會之一！作為曾經是這個展覽會主辦機構的一分子，我得承認我是偏心的。但更重要的是，Expo West本身並不僅僅是一個展覽會 - 它是我們天然產品業界一年一度最重要的盛會，大家藉著這一連3日的展覽會聚首一堂、吃喝玩樂！

安納海姆 (Anaheim) 是美國加州縣的第2大城市，除了是加州迪士尼樂園的所在地外，更是 Expo West舉辦的地方，每年3月中旬的一個炎熱週末，吸引數以幾萬人前來歡度。



One of the best parts of Expo West is the complimentary early morning yoga. Expo days are long, so start the day off right and get centered and rejuvenated before embarking on the show floor. Held on the Grand Plaza Main Stage from 7:30 to 9am every day during the show. The sessions are followed by brand-sponsored breakfast. This is a free breakfast open to all attendees and exhibitors of the show! Many vegan and gluten-free options are available.

每天上午七時半至九在大廣場主舞台舉行的免費清晨瑜珈班是 Expo



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West 一個我很喜歡的節目。作為主辦，工作時間都很長，所以早上來做做瑜伽，讓身心注滿能量，應付繁忙的一天開始。瑜伽班後，便是由不同公司贊助的早餐會，早餐會是費用全免的，食物全部都是天然有機素材煮成，部分更是全素和不含麩質！當然，你必須是參展商或參觀者才可享用這些免費早餐。



If you are a retailer looking for ways to boost your store's flair, The Retail Store Tour provides an good opportunity to immerse yourself in the natural retail landscape as industry experts provide tips and in-person examples that illustrate how to merchandise products and run a successful retail business. Editors from the organizer act as your intrepid tour guides, who offer snacks, insights into the natural retail landscape and hilarious jokes throughout the day. They'll bring you back to the convention center that afternoon for more trade show fun.

This year, 145 attendees joined the Tour which made three hour-long stops at three distinct retailers, Clark's Nutrition in Chino, Sprouts Farmers Market in Huntington Beach and Mother's Market & Kitchen in Santa Ana, each offering their own points of distinction that have helped make them key establishments in their communities over the years.

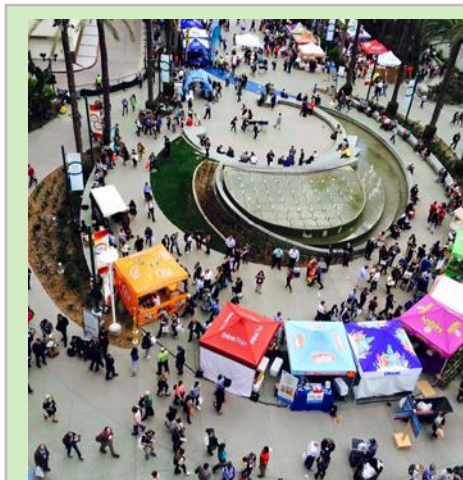
如果你是零售商，想為自己的店鋪注入新動力、新元素，我誠意推

介你參加每年同期舉辦的「零售商店半天遊」。今年的半天團有145人參加，早上八時登上旅遊巴，由主辦的多位編輯帶領，沿途一邊品嚐健康零食，一邊談天說地，聊聊行業動態。到達加州多間天然產品零售店後，除了有店長帶領大家參觀外，零售店的管理層更會現身說法，跟大家分享營商之道。整個旅程於下午二時左右結束，大家可以回到展覽中心，繼續各種採購活動。今年的「零售商店半天遊」拜訪了三間不同的零售商，分別是Clark's Nutrition, Sprouts 和 Mother's Market & Kitchen。

Each evening, from Thursday through Saturday, the organizer schedules free live music parties (along with food and drinks) at the Grand Plaza to entertain the attendees under the California sky each night. The outdoor music arena was a great place to unwind and listen to some tunes.

Between the after-show festivities, dinners, exhibitor events and networking parties, sometimes, it can be hard to decide what to do.

晚上當展館關門後，更精彩的節目陸續有來！從星期四到星期六，於大廣場上舉行的免費現場音樂派對都吸引幾千名人士參加。在加州的星空下，音樂、美食、飲品，為大家辛勤的一天劃上完美的句號！☀️



Fast Facts - Natural Products Expo West 2017

Organizer 主辦: New Hope Network

Year of first show 首屆舉行年份: 1981

Location 地點: Anaheim Convention Center, Anaheim, California, USA

Show floor square footage 展館面積: Over 1 million gross 超過100萬平方呎

No. of industry attendees 出席買家數目: 80,000+

No. of exhibiting companies 參展商數目: 3,100

No. of countries of represented 來自國家數目: 124

2018 Dates 下屆展覽會日期: 7-11 March 2018

www.expowest.com

Photo courtesy: Natural Products Expo West

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COCONUTS

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Spray Dried Powder : Coconut Milk, Coconut Water

FUNCTIONAL INGREDIENTS

Spray Dried Powder : Turmeric, Ginger, Red Ginger, Cinnamon, Green Coffee, Mangosteen Rind and more

VANILLA & COCOA

Vanilla / Cocoa : Liquid Extract, Spray Dried Powder, Oleoresin, Oil ; Chocolate : Liquid Extract, Syrup

TEA & COFFEE

Black Tea / Green Tea : Spray Dried Powder
Robusta / Arabica Coffee : Concentrate, Liquid Extract

FRUIT & VEGETABLE

Spray Dried Powder : Coconut Water, Strawberry, Orange, Sour Lime, Avocado, Mango and more

SEASONING INGREDIENTS

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USA NOP ORGANIC



FSSC 22000:2010



ISO 14001:2004



ISO 9001:2008



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中老年裝羊奶粉

IMMUNRISE FORMULATED MIDDLE AGE GOAT MILK POWDER

富含日常人體營養所需的維生素A,D,E,C及大量的鐵鎂鋅。并且其中添加了FIBERSOL-2，這是一種高品質食用膳食纖維素，可以有效的促進人體消化系統。配方中還加入了LIPOCAL，一種極具活性的鈣，可以有效的滋養骨骼和關節。所有的這些高品質的營養成分，全部是針對中老年人身體設計。

Our Middle Age formula contains a rich set of **Vitamin A, D, E, C and Zinc, Magnesium, Iron** for nutritional needs. **FIBERSOL-2** is added, which is a great source of dietary fiber that help to improve digestive system. The addition of **LIPOCAL**, a great bioactive **Calcium** is enriched to support one and joints. All of these ingredients are great nutrition for middle aged people.



400g

家庭裝羊奶粉

IMMUNRISE FORMULATED FAMILY GOAT MILK POWDER

成分主要含有維生素C和E，從而提升免疫力和皮膚健康。并且其中添加了FIBERSOL-2，這是一種高品質食用膳食纖維素，可以有效的促進人體消化系統。配方中還加入了LIPOCAL，一種極具活性的鈣，可以有效的滋養骨骼和關節。家庭裝的配方營養更加廣泛，適合全家人食用。

Our family formula contains **VITAMIN C and VITAMIN E** to support immunity and skin health. **FIBERSOL-2** is added, which is a great source of dietary fiber that help to improve digestive system. The addition of **LIPOCAL**, a great bioactive **Calcium** is enriched to support bone and joints. All of these ingredients are important for the whole family.



400g

兒童裝羊奶粉

IMMUNRISE FORMULATED CHILDREN GOAT MILK POWDER

成分包括BB12益生菌和低聚果糖，其中益生源和益生菌相輔相成，可以促進兒童的消化系統，低聚果糖對比其他糖類不會被口腔內細菌利用，因而具有防齲齒作用。配方中還含有海藻鈣DHA和牛磺酸成分，其中海藻鈣DHA可以促進大腦發育，由于海藻DHA是植物DHA更容易被兒童消化吸收。牛磺酸有助於兒童眼睛保護和發育。另一方面此配方中還加入了LIPOCAL，一種極具活性的鈣，可以有效的滋養骨骼和關節。兒童裝配方羊奶粉，其配方不但考慮了兒童對於營養的需求，在原料上更是精益求精，對兒童的發育生長所提供的營養成分更具針對性。

Our Children Goat formula contains **BB-12 Probiotic and FOS** to support digestive health. **Algae DHA** is added to assist in brain development. **Taurine** is enriched to support eye health. The addition of **LIPOCAL**, a great bioactive **Calcium** is enriched to assist bone development. All of these ingredients are great nutrition for children.



400g

生產廠家：艾瑞塔營養品有限公司（綠色新西蘭集團）
地址：59 Druces Road, Wiri, Auckland
網址：www.immunrise.co.nz

Manufactured in New Zealand by: Amrita Nutrition Limited (ULI 2266)
59 Druces Road, Wiri, Auckland, New Zealand
Mobile: +64211049990 Email: michael@amritanutrition.co.nz

TRADE SHOW CALENDAR 2017

JUNE

1-2 SUSTAINABLE FOOD SUMMIT (EUROPE EDITION)

Amsterdam, The Netherlands
www.sustainablefoodssummit.com

8-11 BIOFACH AMERICA LATINA – BIOBRAZIL FAIR

Sao Paulo, Brazil
www.biobrazilfair.com.br/2017

20-22 HEALTH INGREDIENTS /FOOD INGREDIENTS CHINA

Shanghai, China
www.figlobal.com

20-22 HEALTHPLEX & NUTRACEUTICAL CHINA

Shanghai, China
www.hncexpo.com

20-22 CPHI CHINA

Shanghai, China
www.cphi.com/china

25-27 SUMMER FANCY FOOD SHOW

New York, USA
www.specialtyfood.com

25-28 IFT

Las Vegas, Nevada
www.ift.org

JULY

4-5 SCS NATURALS IN COSMETICS London, UK

www.naturalsconference.com

6-9 VIII HALL OF COCOA & CHOCOLATE

San borja, Lima – Perú
www.salondelcacaoychocolate.pe

10 2017 COSMETIC INNOVATOR OF THE YEAR AWARDS

Las Vegas, USA
www.icmad.org/events/icmad-city-awards

12-13 ORGANIC PRODUCE SUMMIT

MONTEREY, USA
www.organicproducesummit.com

AUGUST

17-21 HONG KONG FOOD EXPO

Hong Kong, China
www.hktdc.com

22-24 HI KOREA

Seoul, Korea
www.hi-korea.net

24-26 BIOFACH JAPAN / ORGANIC EXPO

Yokohama, Japan
organic-expo.jp

29-31 WELLNESS INDIA EXPO

New Delhi, India
www.wellnessindiaexpo.com

30 Aug – 1 Sep NATURAL & ORGANIC PRODUCTS ASIA

Hong Kong
www.naturalproducts.com.hk

SEPTEMBER

5-6 VITAFOODS ASIA

Marina Bay Sands, Singapore
www.vitafoodsasia.com/biofac

6-8 ASIA FRUIT LOGISTICA

Hong Kong, China
www.asiafruitlogistica.com

8-11 SANA

Bologna, Italy
www.sana.it

14-16 NATURAL PRODUCTS EXPO EAST

Baltimore, USA
http://www.expocast.com

14-16 BIOFACH AMERICA LATINA

Baltimore, USA
https://www.biofach-america.com

16-19 CHFA EXPO EAST

Toronto, Canada
www.chfa.ca

18-20 SUSTAINABLE FOOD SUMMIT (LATIN AMERICAN EDITION)

Sao Paulo, Brazil
www.sustainablefoodssummit.com

20-21 IN-COSMETICS LATIN AMERICA

Sao Paulo, Brazil
latinamerica.in-cosmetics.com

26-27 NATURAL COSMETICS CONFERENCE

Berlin, Germany
www.naturkosmetik-branchenkongress.de

26-30 SUPPLY SIDE WEST

Las Vegas, USA
west.supplysideshow.com/

27-29 EXPOALIMENTARIA

Lima, Peru
www.expoalimentariaperu.com/en

OCTOBER

7-11 ANUGA

Cologne, Germany
www.anuga.com

9-11 BIOFACH INDIA

Delhi-NCR, India
www.biofach.de

11-12 IN-COSMETICS NORTH AMERICA

New York, USA
northamerica.in-cosmetics.com/

19-21 PMA FRESH SUMMIT

New Orleans, USA
www.freshsummit.com

22-24 NATEXPO

Paris, France
www.natexpo.com

31 Oct – 2 Nov IN-COSMETICS ASIA

Bangkok, Thailand
asia.in-cosmetics.com/

NOVEMBER

3-4 VEGANFACH

Cologne, Germany
www.veganfach.com

9-11 19TH ORGANIC WORLD CONGRESS

New Delhi, India
owc.ifoam.bio/2017

12-13 SUSTAINABLE COSMETICS SUMMIT (ASIA PACIFIC EDITION)

Hong Kong, China
www.sustainablecosmeticssummit.com/Asia/

14-17 COSMOPROF ASIA

Hong Kong, China
www.cosmoprof-asia.com

15-16 NATURAL PRODUCTS SCANDINAVIA

Malmö/Mässan, Sweden
www.naturalproductsscandinavia.com

28-30 FOOD INGREDIENTS /NATURAL INGREDIENTS EUROPE

Frankfurt, Germany
www.figlobal.com

DECEMBER

8-10 RRAW FOOD & ORGANICS

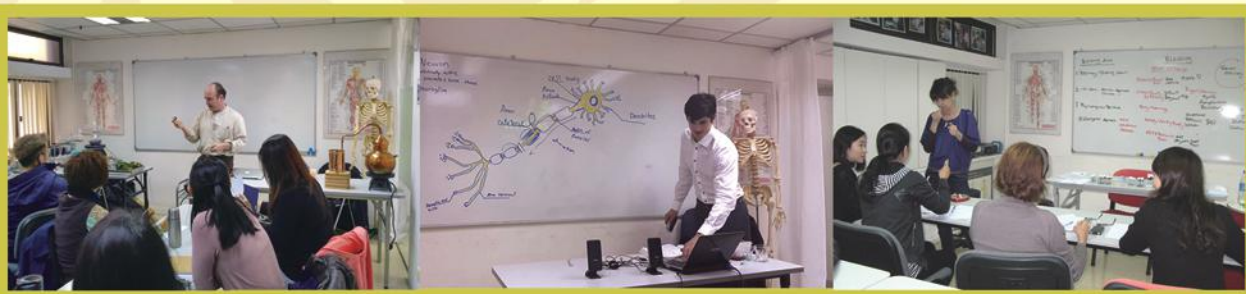
The F1 Pit Building, Singapore
www.rrawfood.com

Disclaimer: No responsibility is taken for the correctness of this information. Errors and alterations excepted. Fair dates and exhibition sites are subject to change by the respective trade fair organisers.



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顧問諮詢 Consultation

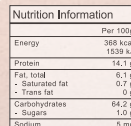
- 本地食物及營養資料標籤 Food & Nutrition Information Labelling of Hong Kong
- 本地食物及藥物條例 Local food & drugs law
- 不良醫藥條例 Undesirable Medical Advertisements Ordinance
- 上架食物標籤申請建議 Consultation of food products registration slotting to retail shop and chain store
- 乎合規格之商業申請建議 Apply local business registration

健康認知及培訓及項目 Wellness Training & Project

- 企業人員健康認知及培訓
Corporate Wellness & Training
- 本地社會服務機構合作項目
NGO & Local Project
- 企業社會責任活動策劃
Design Corporate Social Responsibility
(CSR) Programme

平面設計及品牌建立 Graphic Design & Branding

- 平面設計
Graphic Design
- 包裝設計
Packaging Design
- 印刷及製作
Printing & Producing
- 產品品牌建立
Product Branding



Nutrition Information	
	Per 100g
Energy	368 kcal 1539 kJ
Protein	14.1 g
Fat, total	6.1 g
- Saturated fat	0.7 g
- Trans fat	0 g
Carbohydrates	84.2 g
- Sugars	1.5 g
Sodium	5 mg



Caring Company 2010-14



Hong Kong's Green Awards 2010
Green Office Management Bronze SME



Hong Kong's Green Awards 2011
Green Office Management Bronze SME



Hong Kong's Most Valuable Companies 2014
Green Solutions & Advisory Services

綠色食品 …由無污染環境中開始

隨著人們生活水平的不斷提高，崇尚自然、注意安全、追求健康的消費觀念越來越普及，使得綠色食品的出現變成了一種時代的要求。

而關注健康一直是蘋果悅的宗旨！為了令一向注重健康、喜歡有機飲食、生活上盡量遠離食物添加劑和激素的香港人，我們只售賣純天然，無添加有機水果及香港製造的果汁及水果健康食品。

健康的蘋果……

近年蘋果悅與互生創辦人平叔攜手合作，共同開拓及管理“互生-蘋果悅”果園。果園已經連續四年通過香港食物安全檢測中心測驗，今年更獲得313項測驗合格通過，證明我們的蘋果絕對不含重金屬、有害農藥或防腐劑等有害物質。

果園亦已連續三年獲得有機轉換証證書，證明我們的種植過程及蘋果均符合有機產品認證實施規則的要求。而我們更有望於2018年可獲得有機認證證書。



蘋果悅工坊

蘋果悅的蘋果製品，全部採用自家果園的蘋果，全天然，無添加。

我們的蘋果片的做法分兩階段：先用已去核及切片的蘋果以六十至六十二度焗約四小時，見到表皮緊繃收縮就可調至四十八至五十度，再烤十二小時，出來的果片仍能保持酸甜和嚼勁，不會如乾硬無味的餅乾。



蘋果悅
Apple Sweet
Workshop Limited

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樽裝冷榨果汁

我們的11款樽裝冷榨果汁，全部經冷榨生產，全天然，無加糖及無加防腐劑。



健康蘋果小吃

蘋果片絕對不含添加劑及人造色素，是小朋友或成年人健康零食的選擇。



蘋果蜜及蘋果果醬

純正天然蘋果蜜
(不含任何添加劑及防腐劑)



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成份天然

本產品成份由自然環境中抽取，較傳統除甲醛：如光觸媒這類化學催化劑產品更為天然安全。

多國認證

而本產品已接受超過20個國家檢驗認證，更於2008年北京奧運受奧運場館官方使用。

本港測試

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香港九龍新蒲崗五芳街23-25號
緯綸工業大廈13樓全層

13/F, William Enterprises Industrial Building,
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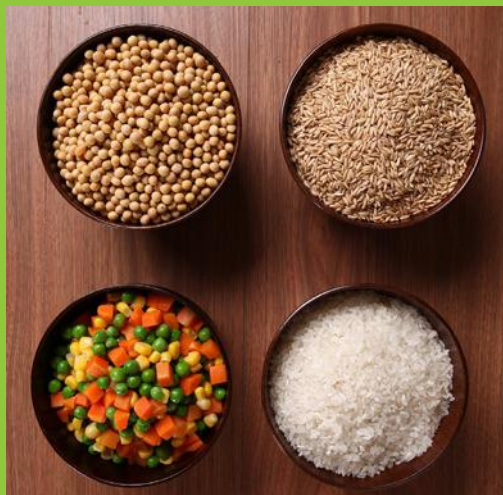
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