

Headline	A brand that you can trust		
MediaTitle	The Star		
Date	07 Jun 2016	Color	Full Color
Section	StarSpecial	Circulation	338,368
Page No	R4	Readership	1,032,000
Language	English	ArticleSize	618 cm ²
Journalist	N/A	AdValue	RM 31,102
Frequency	Daily	PR Value	RM 93,306



A brand that you can trust

THE love for Blackmores comes from the trust on the brand in delivering the world's best natural health solutions that become people's first choice in healthcare. The company achieves this by translating its unrivalled heritage and knowledge into innovative, quality-branded healthcare solutions that work. Its enthusiasm and belief in a natural, holistic approach to health inspire it to excel in everything it does.

Blackmores' strong commitment to quality ensures that its products consistently meet or exceed the expectations of customers as well as comply with high regulatory standards across the globe. Its work of quality includes working with the highest quality raw material suppliers to source and select the best possible ingredients available.

Developing products is done by a highly experienced and dedicated team of formulators, including naturopaths, chemists, scientists and product development pharmacists, who base each formulation on comprehensive reviews of the latest scientific advancements in natural medicine.

Independent chemical and microbiological testing is commissioned at licensed laboratories for its products. Blackmores also works with a variety of regulatory and government bodies to understand the complexities of each market's requirements and successfully achieve compliant registrations.

The brown glass bottle is unique to Blackmores – it is its symbol of uncompromising quality and striving for excellence.

Since day one, Blackmores believes in empowering people to take control of their health. Therefore, it offers free personalised lifestyle, dietary and supplementation recommendations for consumer health and well-being via its naturopath consultation. Essentially, naturopathy is a system that focuses on building health and encouraging the body's self-healing process through holistic health education with the ultimate goal of achieving holistic health and well-being. The naturopath consultation can be arranged at any Blackmores Concept Store through appointment.

On the Australian front, Blackmores Institute has been established with the purpose of becoming a centre of excellence in the field of natural health research and edu-

cation. It brings together the best minds, knowledge and evidence, and is dedicated to sharing this knowledge with the wider scope of healthcare professionals, researchers, industry and consumers. In 2015, the company brought Blackmores Institute to Malaysia by conducting the Blackmores Institute Symposium, participated by over 200 pharmacists and academicians.

As a prominent supplement brand in Malaysia and with the recent Nielsen Scan Data* report, it is evident that Blackmores is the No.1 health supplement brand in Malaysia and dominating the No.1 market share in four key product segments, namely fish oil, multivitamins, glucosamine and CoQ10.

With consumers' recognition on its brand status, Blackmores is inspired to improve people's lives by delivering the world's best natural health solutions.

As a responsible corporate citizen, Blackmores demonstrates care, respect and passion for the environment and its community. Blackmores' employees are encouraged to participate in a charitable scheme whereby a certain percentage of their taxable pay is deducted each payday and placed in an interest-bearing trust account. The company matches this and twice yearly each participating employee nominates a registered charity to receive the donation. These funds have gone wide and far to support environmental projects, including the planting of mangrove trees in Kuala Selangor, the cleaning up of the Serendah Waterfalls surroundings and Kuala Gandah Elephant Sanctuary and organised outings for orphanages to bird parks, the national science centre and the **Forest Research Institute Malaysia (FRIM)**.

This year, Blackmores steps up contribution to more social purposes.

* Blackmores (Malaysia) Sdn Bhd calculation based in part on data reported by The Nielsen Company based on scan data from seven key account chains for Total Health Supplement category and Blackmores' product definition for the Health Supplement category for 12 months ending June 2015 in Total Malaysia (Copyright © 2015, The Nielsen Company (M) Sdn Bhd).

Headline	A brand that you can trust		
MediaTitle	The Star		
Date	07 Jun 2016	Color	Full Color
Section	StarSpecial	Circulation	338,368
Page No	R4	Readership	1,032,000
Language	English	ArticleSize	618 cm ²
Journalist	N/A	AdValue	RM 31,102
Frequency	Daily	PR Value	RM 93,306

