

# THE LAND

SE EARLY GENERAL NEWS  
HD **Thursday's recipe for success**  
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CONVINCED there was a global market for his product from the customer feedback he was receiving, Christopher Dean bought an around-the-world ticket, packed a bag of samples and literature, and turned up on the doorsteps of pharmacies and natural health stores.

"I had no appointments. I just struck up conversations with owners and managers," he said.

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"Overwhelmingly I got positive reinforcement about the viability of the product and the lack of competing products."

At its peak, his **company**, Thursday Plantation, which kicked off in a small way about 40 years ago on the North Coast, exported to 35 different countries.

When it expanded through the **acquisition** of Greenridge Health and aromatherapy range SunSpirit, Thursday Plantation became TP Health.

It was sold to New Zealand health supplement giant Thompsons, whose boss Roger Sanderson had visions of making it Australasia's biggest complementary health care **company**.

That plan struggled and Todd Capital stepped in five years ago when Integria Healthcare was born.

Thursday Plantation, with its range of 30 products, today remains the number one brand in Integria's stable of 12 complementary health labels.

Today, 65 per cent of Thursday Plantation product is sold domestically and the rest is exported, with the big overseas markets being the US, Canada, the United Kingdom, New Zealand, South Africa and Asia.

Acne gel and foam in **Hong Kong** is the star as the biggest selling acne treatment product in that country.

In the past six months, 86,000 units of 10 gram acne gel and 30,000 units of acne foam were sold in **Hong Kong**, said Integria's **operations** manager at Ballina Reece Ryan.

In the past year, 70,000 units of 10 millilitre pure tea tree **oil** have also gone to **Hong Kong**.

"We are now setting our sights on **China**, where we see huge potential, but dealing with regulatory processes is proving a challenge," he said.

Mr Ryan has been with Thursday Plantation for 25 years.

When he started, sales amounted to \$200,000 annually.

When Thursday Plantation Health sold, the label was turning over \$24 **million**.

In recent years it has still grown at as much as 30 per cent annually.

**CO** thrsdp : Thursday Plantation

**IN** i258 : Cosmetics/Toiletries | icnp : Consumer Goods | ipcare : Personal Care Products/Appliances | ialtmed : Alternative Health Practitioners | i951 : Health Care/Life Sciences | iphhp : Healthcare Provision

**RE** nswals : New South Wales | apacz : Asia Pacific | ausnz : Australia/Oceania | austr : Australia

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