



About

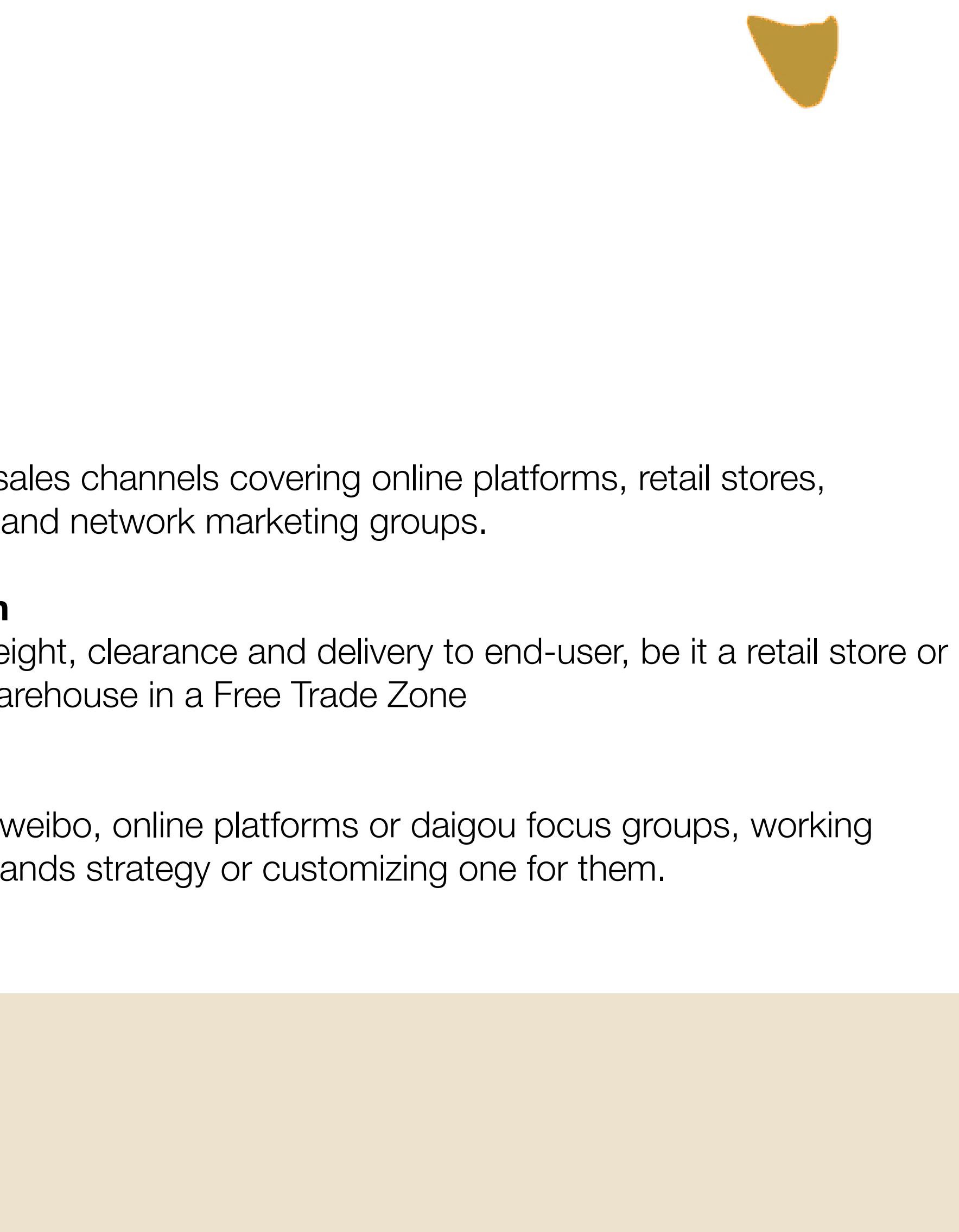
Health More is Australia's Pre-eminent CBEC distribution, sales and marketing company taking health, wellness, beauty and other products to China and South-East Asia. Health More is a key player in Australia's Cross Border trade industry, with a specialised focus on China and South-East Asia.

Our team has guided multiple Australian and New Zealand brands to successfully connect with Chinese consumers in a meaningful way, navigating them through the multiple layers of sales, marketing and distribution networks.

We are a diverse and passionate team that is the driving force behind our founders. Our team is located in Melbourne, Sydney, New Zealand, China, and Hong Kong.

We take pride in caring for and working with brands in this sector as if they were our own and we do not shy away from a challenge.

Health More develops and seeks partnerships that are founded on trust, integrity, and openness.



[Company brochure](#)

Health More's unique business model works with Australian and New Zealand brands and products to be promoted, sold and consumed by the growing Asian population, through the three pillars:

Sales

Multi-tiered sales channels covering online platforms, retail stores, wholesalers and network marketing groups.

Distribution

Managing freight, clearance and delivery to end-user, be it a retail store or a bonded warehouse in a Free Trade Zone

Marketing

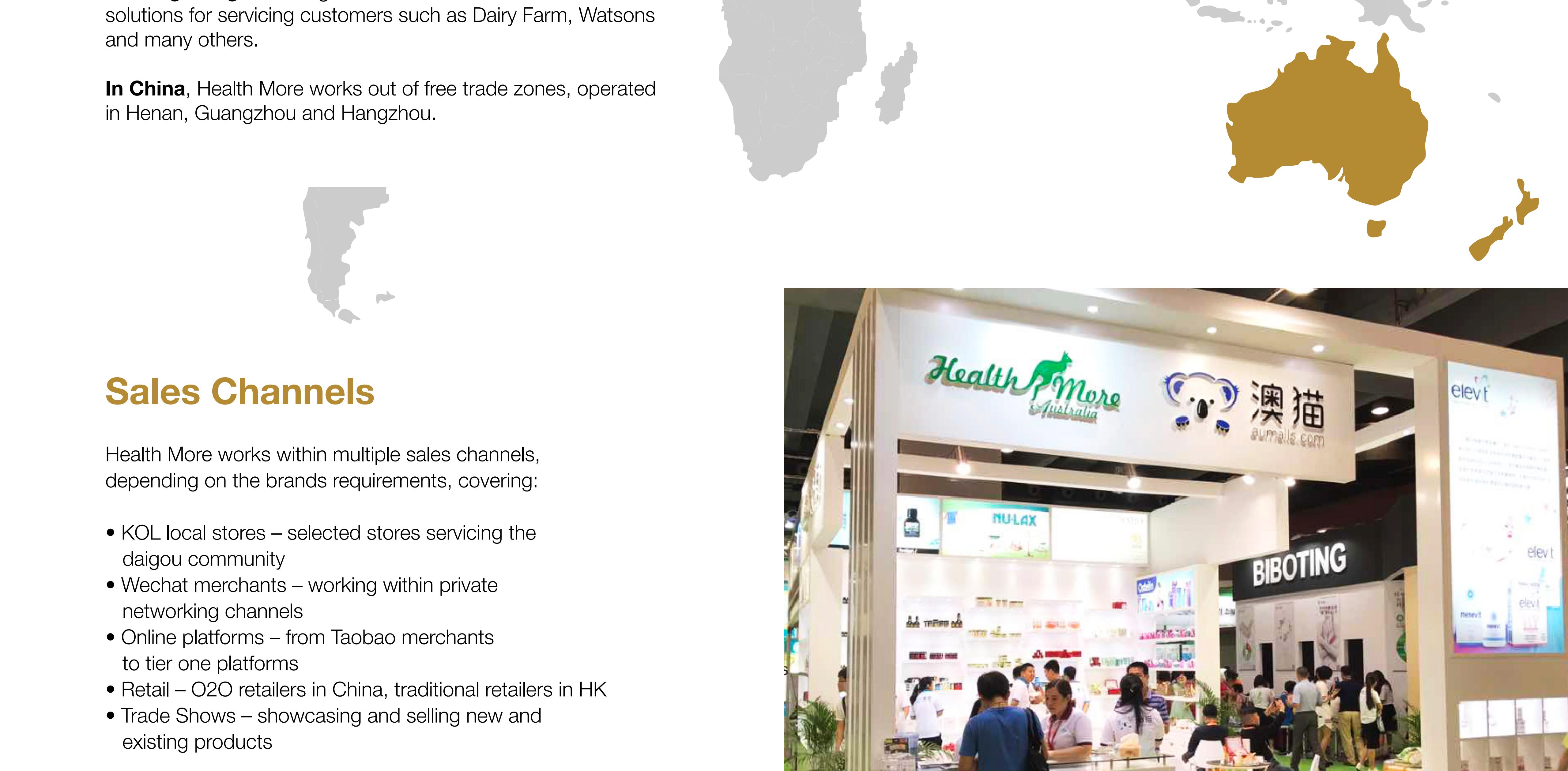
Via wechat, weibo, online platforms or daigou focus groups, working within the brands strategy or customizing one for them.

Who We Work With

Working with over 140 of Australia and New Zealand's health and wellness brands, Health More is referred to internally as their 'export division' as we care as if it is our own brand, working with them as either an exclusive distributor, master distributor or distribution partner.

Some of which are mentioned below:

- Nulax
- Natio
- Breath Pearls
- Lucas Paw Paw
- Ostelin
- Lifestream
- Lifespace
- Fernfresh
- Voost
- A2 Milk
- Natures Own
- Cenovis
- MEO
- Nutrition Care
- Gaia



Distribution

A key element to Health More's ability to serve the massive demand in Asia, is their ability to freight orders from 0.5kg up to 40ft container loads of stock to any destination throughout Asia. This is achieved with both with their own facilities in Melbourne, Sydney, Auckland and Hong Kong along with their strategic alliance with Mainfreight

Sales Channels

Health More works within multiple sales channels, depending on the brands requirements, covering:

- KOL local stores – selected stores servicing the daigou community
- Wechat merchants – working within private networking channels
- Online platforms – from Taobao merchants to tier one platforms
- Retail – O2O retailers in China, traditional retailers in HK
- Trade Shows – showcasing and selling new and existing products



Marketing

Health More develops marketing programs to suit the brand, covering:

- Daigou engagement – targeting daigou both locally and in China, driving awareness and hype, promoting sharing and reposting amongst other daigou.
- Wechat activation – targeting daigou, buying agents and taobao merchants, driving product awareness, education and key benefits.
- Platform engagement – working within the tier one platforms marketing calendar, selecting themes/events suitable to brands and products.
- Trade show activations – targeting key buying groups and retailers. Providing education, new product launches and sampling.

