

1st issue

July 2017

InfiniTreasure

Health Infotainment by Infinitus

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Celebrate! Infinitus wins in Monde Selection quality award again

A total of 9 Infinitus products were granted with the Monde Selection award on 29th May 2017, in Malta. This is the third consecutive year for Infinitus to win the Monde Selection award.

"Infinitus' recognition demonstrated that its herbal health products have met the highest international food standards and obtained an internationally recognized quality passport," said Mr. Patrick de Halleux, Chairman of Monde Selection.



Since 1961, the Brussels-based Monde Selection has been evaluating, testing and awarding consumer products with its unique quality label.

966 enterprises from 87 countries with nearly 2700 products were evaluated this year. Other gold award winners include Coca-Cola, Meiji and Brand's.



Monde Selection Award Winning Products of Infinitus :

- Infinitus Health Tonic
- Infinitus Beetroot Blended Juice
- Infinitus Blueberry & Blackcurrant Blended Juice
- Infinitus Gold Kiwifruit Blended Juice
- Infinitus Gold Peach Blended Juice
- Infinitus Zhi Xing Solid Drink
- Infinitus Chang Yan Solid Drink
- Infinitus Yan Dong Solid Drink
- Phytocare Toothpaste



Game changing! Infinitus cooperates with Nobel laureate

Infinitus (China) Company Limited, appointed the Nobel laureate Professor Jules A. Hoffmann as an Infinitus Scientific Advisor, and the signing ceremony took place on 6th March 2017.

Infinitus will establish a strategic partnership with Prof. Hoffmann and his team from the French National Centre for Scientific Research (CNRS), and will carry out in-depth cooperation in anti-virus activities, gut immunity and other fields with traditional Chinese health concept to favor the application of research to traditional Chinese herbal health products.

The cooperation will further strengthen Infinitus' R&D capability in immune regulation, from which consumers will benefit via high-quality traditional Chinese herbal health products with more remarkable effects.



Prof. Hoffmann commented, "The efficacy of traditional Chinese herbal health products is getting more and more attention nowadays. Its important role in immune regulation has become a global academic interest, which warrants the development of basic research in this area. Given the significant achievements and the solid strength in R&D, Infinitus is an ideal partner for such undertakings."

Best moments Lee Kum Kee 129th anniversary



On 22nd April 2017, more than 1,000 representatives from the Lee Kum Kee Family, the management team, long-service employees as well as long-term partners around the globe gathered together to reflect on the founding history of the corporation.



At the 129th Lee Kum Kee Founder's Day gala dinner, Mr. Lee Man Tat, Chairman of the Lee Kum Kee Group, expressed his gratitude towards senior staff and long-term partners. We were reminded of the importance of being constantly aspirational and innovative in our contribution to the healthy development of the enterprise.

Lingzhi,
“The Mushroom
of Immortality”



Editor's pick & health tips!



Lingzhi (Reishi) is known as the “fairy grass” or the “mushroom of immortality”. It was only reserved for royal consumption to promote longevity and improve health in ancient China.

It is a type of fungi, documented as a rare and precious herb in Shennong’s Herbal Classic, the oldest herbal medicine guide in China.

According to modern scientific studies, Lingzhi contains ganoderma polysaccharides and ganoderic acid. It is believed that Lingzhi can help to nourish the body and regulate weak constitution by boosting “Qi” and hence support the immune system.



Health Tips

Daily superfood - make your own **Lingzhi coffee**

- A cup of coffee
- 1-2 capsules of Royal Lingzhi Plus (open up the capsules and pour the powder in)
- Milk (optional)
- Sugar (optional)

Simply mix the fresh-brewed coffee with all the ingredients together, and your Lingzhi coffee is done!

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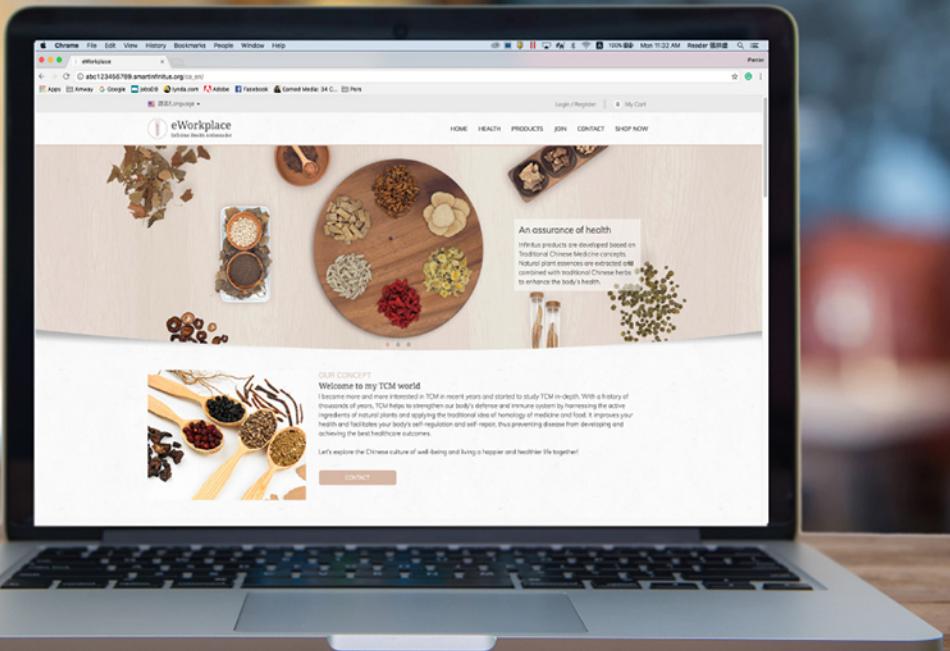
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