

Product Line

The Blackmores Joint & Mobility product range is a series of supplements that enhance joint comfort, flexibility, and mobility. The supplements target consumers in their middle age and older who feel discomfort in their joints. Glucosamine sulfate, turmeric, and omega-3 fish oils have grown very popular due to their aid in reducing inflammation and for enhancing joint function (Blackmore, 2023).

These products are available in Malaysia through pharmacies, health stores, and online platforms. The product caters to an expanding market for preventive health among an aging Malaysian population with a lifestyle associated with joint issues.

