



KINO BIOTECH

康樂生技

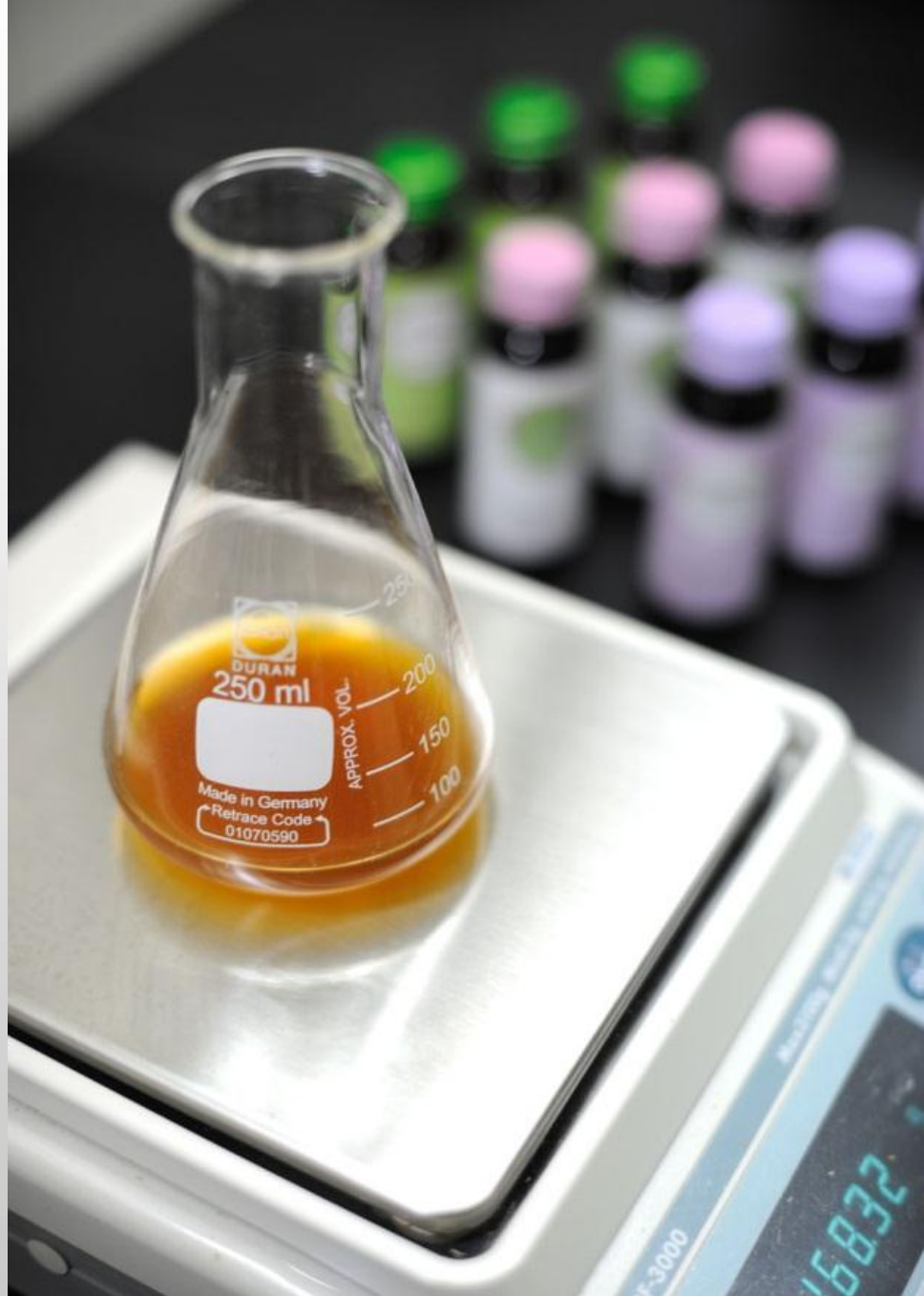


KINO BIOTECH

康樂生技

We are a leading integrated bio-nutraceutical and cosmeceutical company focused on product conceptualization, development, commercialization, brand marketing, sale and distribution of healthcare, beauty products and services.

We are dedicated to bringing the best innovative healthcare and beauty products and services to enhance and improve the quality of life for our customers.



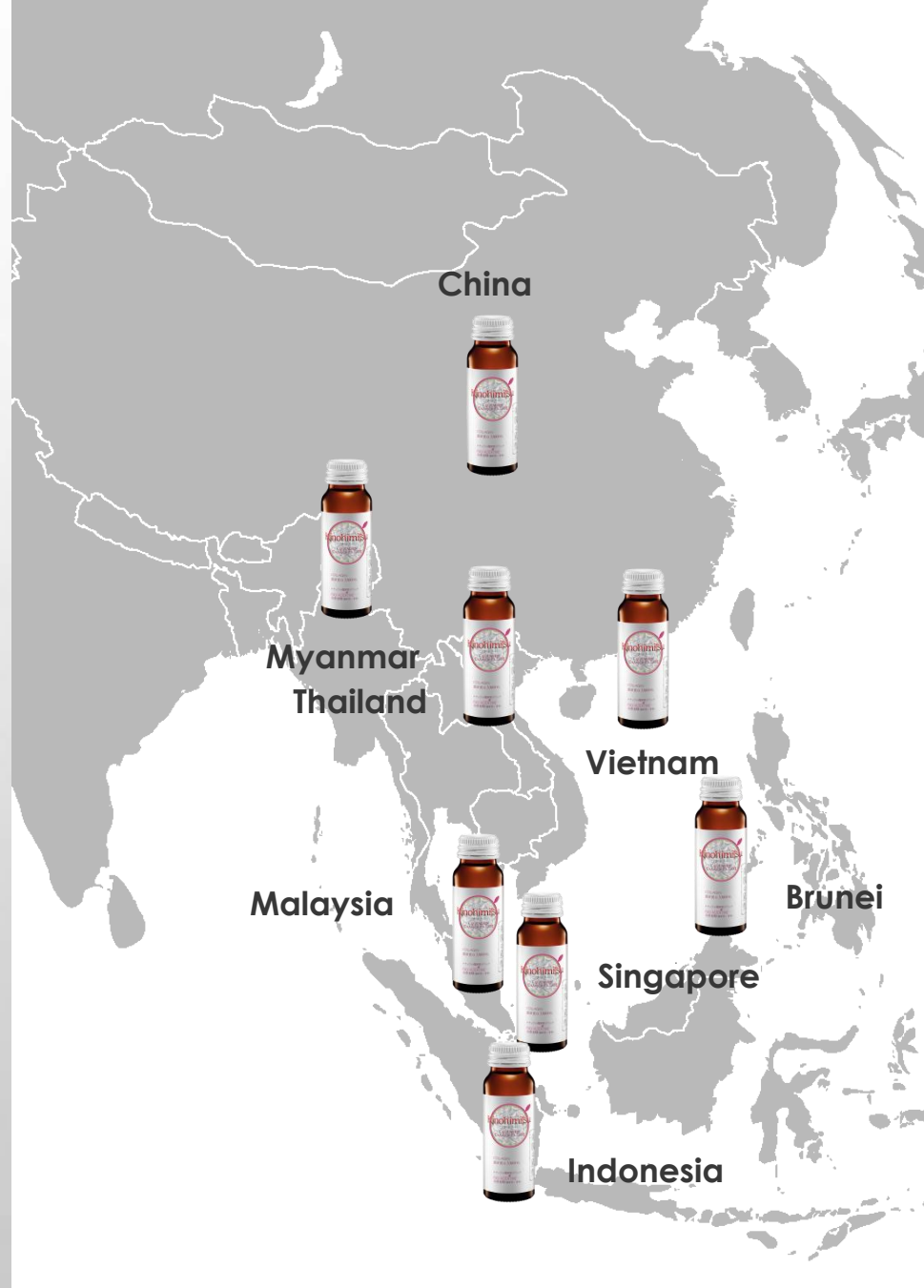
OUR PRESENCE

Catering to over 1.5 billion consumers in China, Singapore, Malaysia, Vietnam, Thailand and Indonesia, our healthcare and beauty products are widely sold all over Asia,

KINOHIMITSU

activa

XPERTISE





KINOHIMITSU

FREEDOM TO LIVE

HOW DID WE STARTED?

A team of scientists & passionate botanic health activists ventured into the rainforest in search of new plants and herbs. They discovered a new network of positive energy and healing properties of plants that could benefit mankind.

In the pursuit of a lifestyle inspired by the goodness of nature, this team successfully uncovered the secret of plant life and established Kinohimitsu.



OUR STORY

QUALITY ASSURED

Kinohimitsu offers safe and effective consumption of natural products. Kinohimitsu improves your life without making any demands and intrusions on your time and energy, giving you the freedom to live a better life.

All Kinohimitsu products possess nature-based extracts that is vital to nature's self-regulating system.



HACCP



FINALIST

WELLNESS AMPLIFIED

Energise your body's ability to be at its best through natural, scientifically-proven and enjoyable solutions



DETOX

A buildup of toxins from the environment and lifestyle can compromise our physical and mental health.

D'TOX PLUM JUICE

- ✓ **Beverage Innovation Functional Drinks Awards**
(Winner of Best Targeted Health Drink, International)
- ✓ **HWB Reader's Choice Best Beauty Drink** (Malaysia)
- ✓ **Watson's Best Co-op Marketing** (Health Award)
- ✓ **Guardian Best Customer's Choice Award**



Kinohimitsu Singapore

HEALTH

Comprehensively formulated to support your overall wellness needs.

EYEBRIGHT

- ✓ **World Beverage Innovation Awards 2015**
Finalist (Best Children's Drink)
- ✓ **Watson HWB Awards 2015**
(Best Selling New Vitamin Supplement)
- ✓ **Guardian Health & Beauty Awards 2015**
(Most Innovative Product)
- ✓ **Unity Popular Choice Award 2015**
(Best New Product – Eye Care Supplement)



Darren Ang, Blogger

BEAUTY

Your secret to shining bright from the inside out.

COLLAGEN DIAMOND 5300

- ✓ **Watsons HWB Awards 2015**
(Best Selling Collagen)
- ✓ **Guardian Health & Beauty Awards 2015**
(Beauty Enhancer Collagen Drink)
- ✓ **BHG Best Selling Supplement 2014**
- ✓ **John Little Top 10 Star Supplement 2014**
- ✓ **Aesthetics & Beauty Awards 2014**



MEN

Bringing out the charm for him.

COLLAGEN MEN

- ✓ **World Beverage Innovation Award 2014**
(Best New Beverage Concept)
- ✓ **Guardian Best men's Supplement Award**
(Malaysia)

World
Beverage
Innovation
Awards 2014@
BrauBeviale
FINALIST



William Tan, Assistant Director

EFFECTIVE DELIVERY SYSTEMS

With our tested and proven delivery systems, we help you feel always at your best.



OUR CUSTOMERS

WHO ARE OUR BRAND AMBASSADORS?

Our products are ideal for a wide ranging target audience. More specifically, we aim to serve 4 segments of consumers:



CLOSET EXPLORER

I am inspired by lifestyle influencers and other product users. I will read reviews before purchasing. Its important that my queries get answered. I enjoy sharing good finds with friends!



BEAUTY JUNKIE

When I shop, I love finding new and trending items. I look out for products with unique selling points. These products deserved to be shared with others!



BALANCE SEEKER

Wish I have a personalised tool to help me track my beauty levels. Don't confuse me with so many cosmetic & beauty products out there.



QUICK FIXER

I look for products and services that are worth my time and money. Mobile apps, on-time delivery and convenience are definite must-haves for me.

A REFRESHE SEAMLESS BRAND EXPERIENCE

Our new retail concept incorporates in-store digital touch points and futuristic shopping encounters.



1. Amplify

Showcase consumer's wellness stories from the community and create engagement through the Smile booth vending machine.

2. Discover

An interactive area where consumers can create their personal Wellness Plan and the Wellness Check Stations and learn more about the product stories at the interactive ingredients bar

3. Select

Create you tailored regimen from you Wellness Plan at the Assembly tables. Products may be further explained.

4. Assess

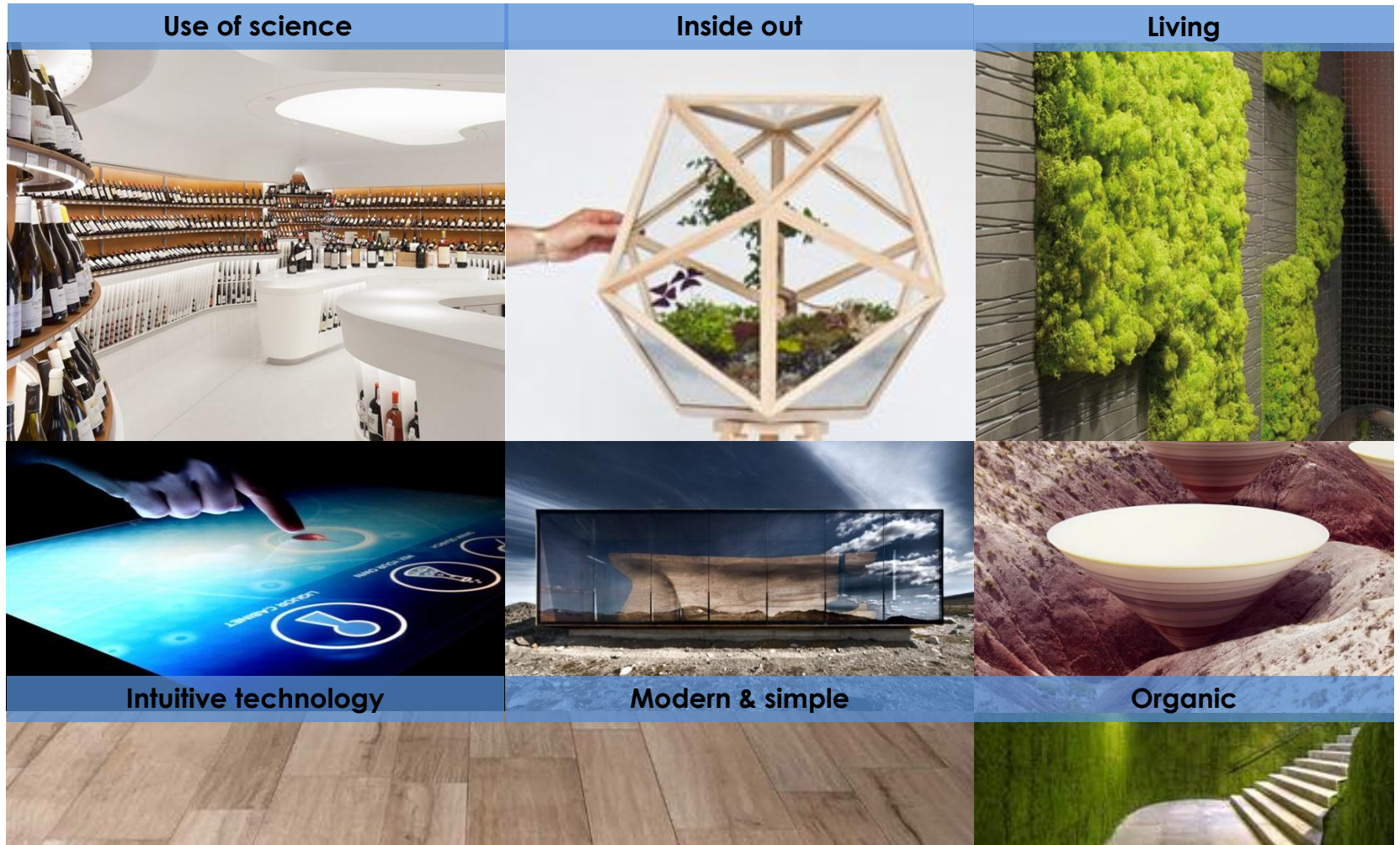
Provide consumers with an immersive wellness understanding through personal assistance with a Kino expert or workshops.

5. Track

Customers may access also their Kino Wellness Plan, consult with Kino Experts and replenish their supplies out-of-store.

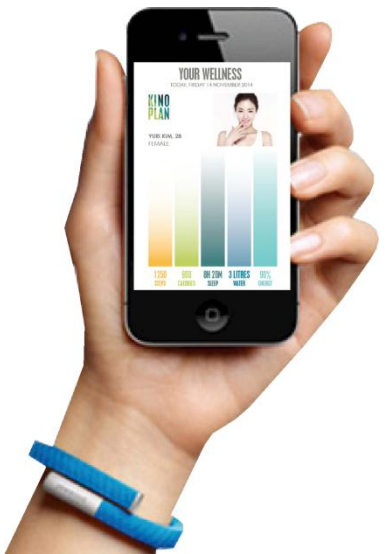
WELLNESS PLAY GARDEN

A place where science meets nature.











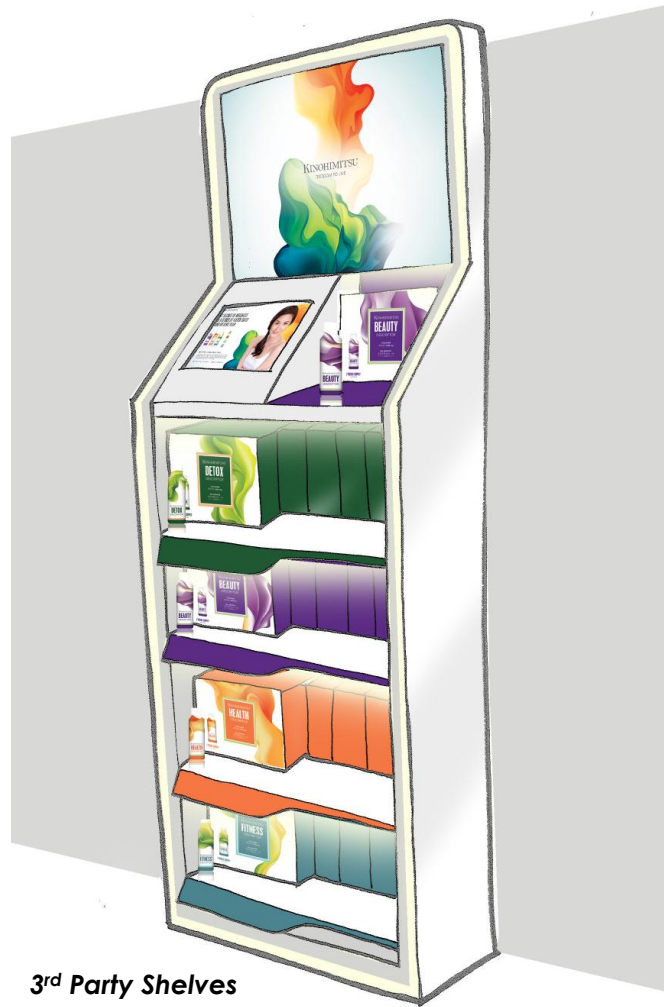


MY KINO WELLNESS PLAN

With in-store health checks and interactive online and mobile touch points, each of our customers enjoy their personalised Kino Wellness Plan with the freedom to control and monitor their lives.



OTHER BRANDED TOUCH POINTS



3rd Party Shelves



Pop Up Concept

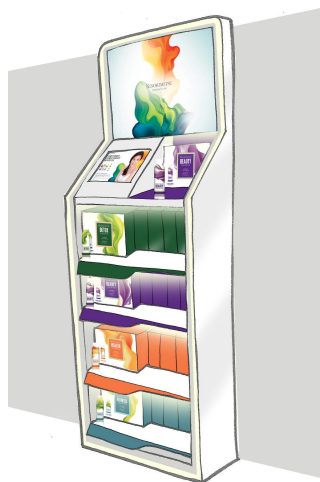
OUR RETAIL CHANNELS ACROSS ASIA



Branded stores in Shanghai, China



Shop-in-shops in OG (Singapore)



3rd Party shelves with partner stores like Watsons, Guardian, Sasa, Tesco and Carrefour.



Pop-ups and special events



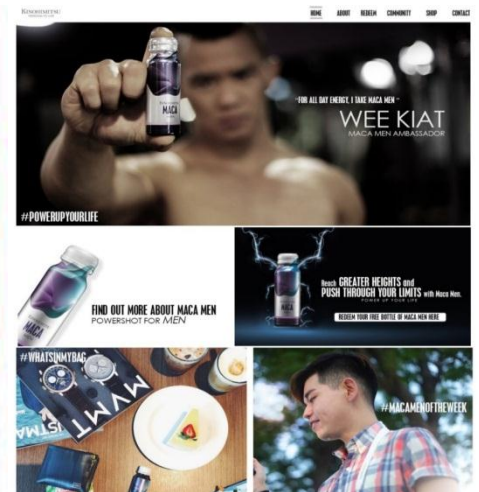
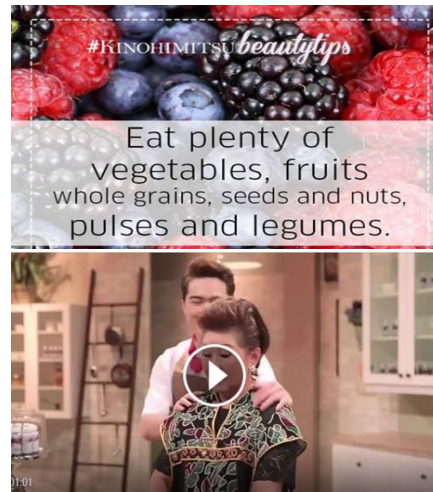


360° MARKETING

Connect with us:



OUR MARKETING ACTIVITIES AT A GLANCE



CONNECTING WITH OUR CUSTOMERS

We connect with our customers through relevant brand experiences, making them more confident of themselves and active advocates of Kinohimitsu.



OUR KINO TEAM

Justin Chua

Manager, Special Projects

justinchua@kinobiotech.com

+65-6281 3888 (O)

+65-9855 2708 (HP)

Jodley Wu

Marketing Executive

jodleywu@kinobiotech.com

+65-6281 3888 (O)

+65-9025 0803 (HP)

