



KINO BIOTECH
康樂生技

Kino Biotech Pte Ltd is 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.

With over 5,000 point of sales, our healthcare and beauty products are widely sold all over Asia, catering to more than 1.5 billion consumers in China, Singapore, Malaysia, Vietnam, Thailand and Indonesia. Kino Biotech's proprietary brands include Kinohimitsu, Activa and Xpertise.

KINOHIMITSU

FREEDOM TO LIVE

“No. 1 Selling Collagen brand in Singapore”

(Guardian, Watsons & Unity)



activa

XPERTISE



At Kino Biotech, we are dedicated to bringing forth the best innovative healthcare and beauty products and services that enhance and improve the quality of life for our customers.

Our Visions

To be the world's leading biotech company

Our Mission

Strives to bring the best innovative healthcare and beauty products and services to consumers by transforming the promise of modern science and biotechnology with the power of nature into products and services that enhance and improve lives.

Our Values

The People of Kino Biotech are our source of strength

To promote teamwork, trust, respect and continuous self-improvement.

To compete intensely and win.

To create value for consumers, staff and stockholders

Responsibility

To be responsible, ethical and to contribute to society and communities in which we operate.

To innovate

To be creative, resourceful, adaptable and proactive.

To challenge existing alternatives to develop quality healthcare and beauty products and services through science-based evidence.

“We set out to help **people feel happier, healthier and more confident** in their bodies and in their lives everyday.”

Our Awards & Accolades

With a strong focus in product R&D as well as a strong range of quality and effective products, our company has won numerous awards, including accolades conferred by the media, business associations and partner retailers.

From Euromonitor Research House, during 2008 to 2010, Kinohimitsu was named the No. 1 Brand, occupying 60% of the market share in the Beauty Functional Drink category.

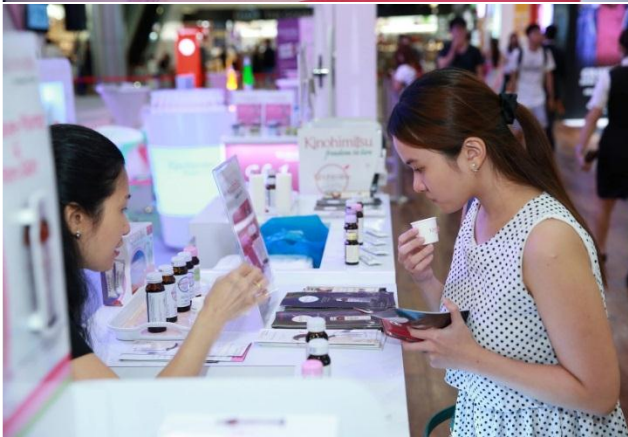
In 2015, the company was the winner of the **Most Improved Local Brand** at the 11th Singapore Media Awards 2015, emerging tops amongst brands like Mount Elizabeth Hospital and M1. It was also one of the finalist for the Strongest Brand category.

Kinohimitsu was also named the **Best Growth Brand of the Year** and the **No. 1 Inner Beauty Brand** at Watson's HWB Awards 2015. It also secured the top spot for the **Best Brand Award** at the Unity People Choice Awards 2015.



Year	Product Type	Award
2012	Collagen Diamond 5300	<ul style="list-style-type: none"> Watsons Health Wellness and Beauty (HWB) Awards 2012 Best Selling Oral Beauty Drink (Singapore) HWB The Readers' Choice Best Beauty Drink (Malaysia)
	D'Tox Juice	<ul style="list-style-type: none"> Beverage Innovation Functional Drinks Awards – Winner of Best Targeted Health Drink (International) HWB Reader's Choice Best Beauty Drink (Malaysia) Watsons' Best Co-op Marketing (Health) Award Guardian Best Customer's Choice Award
	Collagen Men KilosCut	<ul style="list-style-type: none"> Guardian Best Men's Supplement Award (Malaysia) Guardian Best Slimming Aid Award (Malaysia)
2013	Beauty Drink	<ul style="list-style-type: none"> Watsons HWB Awards 2013 – Best-selling Oral Beauty Oral Drink (Singapore) Guardian Best Beauty Drink Award (Malaysia)
	KilosCut	<ul style="list-style-type: none"> Guardian Best Slimming Aid Award (Malaysia) The Cite Cosme Beauty Award – The Special Beauty Supplement Award (Malaysia) Watsons Best Concourse Award
	Collagen Diamond 5300	<ul style="list-style-type: none"> The Cite Cosme Beauty Award – The Special Beauty Supplement Award (Malaysia)
	J'pan Stemcell Drink	<ul style="list-style-type: none"> Beverage Innovation Awards 2013 @ Drinktec– Finalist of Best Beverage Ingredient The Cite Cosme Beauty Award – The Special Beauty Supplement Award (Malaysia)
2014	Collagen Diamond 5300	<ul style="list-style-type: none"> BHG Best Selling Supplement 2014 (Singapore) John Little Top 10 Star Supplement 2014 (Singapore) Guardian Health & Beauty Awards 2014 (Singapore) HWB 2014 (Singapore) Aesthetics & Beauty Awards 2014 (Singapore)
	UV-Bright	<ul style="list-style-type: none"> Her World Beauty Awards 2014 (Singapore)
	Collagen Men	<ul style="list-style-type: none"> World Beverage Innovation Awards 2014 @ BrauBeviale – Best New Beverage Concept (Singapore)
	BB Drink	<ul style="list-style-type: none"> World Beverage Innovation Awards 2014 – Best Beverage Ingredient (Singapore)
	Overall	<ul style="list-style-type: none"> Industry Class Sector Health & Beauty Retailing Award 2014 (by ASEAN Retail Chains & Franchise Federation)
2015	Collagen Diamond 5300	<ul style="list-style-type: none"> Watsons HWB Awards 2015 – Best Selling Collagen Guardian Health & Beauty Awards 2015 – Beauty Enhancer Collagen Drink
	EyeBright	<ul style="list-style-type: none"> World Beverage Innovation Awards 2015 @ BrauBeviale – Finalist for Best Children's Drink Watsons 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)
	Victory Drink	<ul style="list-style-type: none"> World Beverage Innovation Awards 2015 @ BrauBeviale - Finalist for Best Sports or Fitness Drink
	Overall	<ul style="list-style-type: none"> Watsons HWB Awards 2015 – Best Growth Brand of the Year (Health & Wellness) Watsons HWB Awards 2015 – No. 1 Inner Beauty Brand Unity Popular Choice Awards 2015 – Best Brand Award Singapore Media Award 2015 – Winner for Most Improved Local Brand Singapore Media Award 2015 – Finalist for Strongest Brand
2016	Overall	<ul style="list-style-type: none"> Singapore Service Class (S-Class) Award

Our Atrium Events



Featuring our Kinohimitsu Beauty Bar



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