

## Client Ref. KPL

### The client

We are working with a large direct selling company in the USA, with a presence in many overseas markets and a range of established nutrition, personal care, skin care and home-care product brands that positively impact the health and wellness of its end-consumers. These brands are recognized as innovative, backed by science and are successfully marketed and sold by an extensive entrepreneurial network, who are always looking to introduce the next generation of consumer products.

### The search

The client is actively searching for commercially ready, emerging (and soon to become leading) consumer products for the health and wellness sector, which they can initially introduce into Hong Kong and/or Canada and potentially for further international expansion. They wish to continue their introduction of innovative branded products and partner with smaller companies looking for a foothold in lucrative markets, ensuring their customer base is offered the widest range of effective and truly innovative early-stage products that have yet to become mainstream. Many consumers are influenced to invest in new products by personal and social recommendations, and recognize the need to improve the following elements to ensure a healthy lifestyle and continual well-being:

	Edgy	Convenience	Intuitive	Alternative	Natural	Sustainable	
HEALTH	Mental	Healthy food/diet	Essential nutrients	Hydration			WELLBEING
	Exercise	Petcare	Beauty/image	Homecare			
	Fertility	Sleep	Childcare	Mindfulness			
	Enhance	Track	Prevention	Self-Assessment	Deliver		

Products should be demonstrable and intuitive to use but provide a step-change over current offerings. The product offering could include devices and/or consumables, subscriptions, digital interaction, customized products, service offerings, etc., but **MUST be able to be sold directly to the consumer without ongoing product support**. The client is **NOT interested in products that are seen as “me-too” devices or commodity products** e.g. health supplements in traditional form (pill, capsule, tablet).

*Commercially, the product / range / brand should: -*

- be unexpected, unique and relevant, demonstrable, ground-breaking with the potential to become mainstream
- offer a compelling reason to buy, with a unique founder/development story
- be a finished end-product, not an enabling technology to be integrated into a product
- have a high perceived value (price can range from low to 100's of US\$ for devices)
- work as represented, legal & safe to use by a consumer with freedom to operate in Hong Kong or Canada
- be ready for sale (or already on sale in other markets) and have the flexibility to scale manufacturing (i.e. flexibility on volume ramp-up)

### What the client can offer

The client is able to leverage its extensive person-to-person network to deliver new products, having already introduced various brands and supporting products to their global consumer base. This opportunity would appeal to: early-stage companies that have completed development of their product but require assistance in marketing and distributing their product; and more established companies with limited exposure wishing to scale-up or enter new markets. The client would require a period of exclusivity in the Hong Kong and/or Canada markets, and is open to discussing the most appropriate form of collaboration to ensure innovative products reach the market quickly and effectively. Please send preliminary information on any potential partner to Diane Kolonko via [diane@strategicallies.co.uk](mailto:diane@strategicallies.co.uk)