



Anagenix Support: Selling to Brands – all about the Opportunity

Find the customer

Identify emerging brands, risk takers, innovative marketers

Create stand-out opportunity

Get creative

Listen first

What are their objectives and needs?

Show them the potential

Data, testimonials, other market success

Strategically align

Build a story that aligns with their objectives

Add value

NPD support, toolkits, partnerships, co-marketing

All about the opportunity (Lung Health)

1. 25% of global COPD is in China
2. Air pollution levels in China exceed WHO standards by up to 6 times
3. Impact on children's lung development and overall lung health is a top priority amongst mothers
4. High prevalence of respiratory illness (seasonal, known pathogens, etc.)



Find the Customer



NutriBase

- Developed/run by medical professionals
- Target market children and families
- Wide retail distribution
- Invest in testing, clinicals and build testimonials
- Premium products

Listen First

Strategy + Needs

- NutriBase sell a system of immune support products (prevention, during infection)
- Bliss probiotics and elderberry (me-too ingredients in a highly competitive market).
- Mum and child a high value category
- Children health a top priority for mum
- Mum will invest on the health of the child



Strategically Align + Create a Stand Out Opportunity

- BerriQi positioned as a unique solution for post-infection recovery
- Phlegm, mucus and cough are big pain points for mum
- Mum is stress and child takes longer to return to school
- BerriQi reduces the post-infection period
- Concept testing with BerriQi amongst children showed visible and convincing evidence of reduced phlegm, mucus and cough

The advertisement for BerriQi (NUTRIBASE) is set against a vibrant pink and blue background. At the top, the brand name '纽倍思 | NUTRIBASE' is displayed in white and yellow. Below it, the main headline reads '换季营养要给力 宝贝喝出自护力' (Seasonal nutrition needs power, babies drink for self-protection). A list of benefits is presented in yellow boxes: '清爽Fei部' (Refreshing throat), '畅快呼吸' (Smooth breathing), '咳不容缓' (Coughing is urgent), and '舒爽自在' (Comfortable and free). The central image shows a baby in an orange shirt sitting on a white sofa, with a blue speech bubble saying '小宝贝 别咳嗽' (Little baby, don't cough). In the foreground, a pink box of BerriQi is shown, featuring a large white 'N' and the text '纽倍思 NUTRIBASE 复合果汁饮品' (BerriQi NUTRIBASE Compound Fruit Juice Drink). At the bottom, three circular icons represent the ingredients: '6000mg/瓶' (6000mg/bottle) for the first ingredient, '1000mg/瓶' (1000mg/bottle) for the second, and '100mg/瓶' (100mg/bottle) for the third. The Anagenix logo is positioned in the bottom right corner.

Strategically Align + Create a Stand Out Opportunity

- Opportunity to extend range and launch a complete system of pre-during-post infection solution with BerriQi driving the sales.
- Visible improvement with BerriQi in a day convince mothers of its effectiveness
- NutriBase went on to launch an adult range for the entire family



Anagenix.

Strategically Align + Create a Stand Out Opportunity

- Concept tested among senior population in karaoke session (sang better, voice is clearer with reduction in phlegm/mucus)



严选护肺产品，波森莓养肺实力好



为什么肺健康对中老年很重要

疫情后大家普遍认识到，老年人要格外注重肺部健康，因为感冒发烧容易导致老年人发生肺部“细胞因子风暴”。

所谓细胞因子风暴是由于机体受到感染或者某些药物的作用下，促进血液里的细胞大量释放了一些细胞因子，这些细胞因子大量同时释放会造成身体各脏器功能损伤，发生急性呼吸窘迫等问题。

纽倍思通过与新西兰皇家科学院合作，将波森莓带到中国，满足国人在疫情后日益高涨的养肺护肺需求，而波森莓良好的护肺体验，也给大家带来净修双效的畅快呼吸快感。



纽倍思携手新西兰皇家科学院，让波森莓走进中国



强国强身|何质彬院士航天梦报告会圆满举行，纽倍思波森莓护肺强肺获肯定

2023.09.28 11:08

+ 关注

9月26日，由广东省直属机关老年协会主办的“强国建设，民族复兴-贺中秋迎国庆何质彬院士航天梦报告会”在广东大厦圆满举行，来自广东省市和军队的老领导、老将军、老干部以及社会各界人士共计三百余人齐聚一堂，著名主持人马志海、国家一级演员唐彪等出席本次活动。



Show them the Potential + Add Value

- Anagenix support through entire journey – from early concept to clinical trial
- Provided data, marketing and education
 - In-vitro, In-vivo, Ongoing clinicals and publications
 - Why BB + Apple vs BB only
 - Understanding of unique anthocyanins in BerriQi
 - Why NZ. US vs NZ BB
 - Patents
 - Mindmaps, Farm, How It work, Scientist videos
 - Testimonial videos
- Support for tailoring the messaging to what's relevant to their success

Show them the Potential + Add Value

- Formulation support: 8g – adults, 6 g – child. High dose for quick efficacy
- Strong testimonials and customer satisfaction led to high repurchase rate (because it works with BerriQi)
- Strong retailer support as a result
- Secured 40T business for 2025 (contract in place)

纽倍思® | NUTRIBASE®

好评反馈

纽倍思波森莓通常三至七天就有反馈

我家小的每次感冒必成肺炎，这次看他流鼻涕我就慌了，刚好看到有这个想着试试，还没到的时候先喝了一天可舒，第二天鼻涕就不流了，第二天到了后结合波森莓还有送的接骨木莓一起喝，早晚各一次，就咳嗽了两天，而且听声音声音不重，以前每次咳嗽声音是很重很深的，这次就是偶尔的干咳，到了第三天晚上我已经没有听见他咳嗽了，这也太给力了，这效果真的惊喜到我了，希望可舒厂家多备点货，我家的已经喝完了，还好这次波森莓买的足够多，后期给他调理三个月看看，之前每个月都感冒一两回

收起

用户当天追评

还有一点我忘了说，它这个平喘挺好的，我儿子一感冒就会喘，没有一次例外，这次居然不喘了，真心得感谢这么好的产品！！

儿童款5盒*150ml (共75小瓶) (再送1盒接骨木莓15瓶)

纽倍思® | NUTRIBASE®

好评反馈

效果确实真的好，所以孩子避免什么打针了，输液了是吧，避免很多，这个是伤身体的事儿，确实挺好，这个事儿。

备着心里有底

孩子感冒咳嗽了，还有别的症状，支不支的，没有高烧打点滴，轻症咳嗽，就早晚给我个波森莓吧，就给我备着心里有底，备着心里有底，波森莓本来还有，结果就给孩子不舒服就给孩子备着心里有底，所以也不咳，上次咳嗽波森莓治疗快四五天就好了，确实还好，我家宝宝说饮料可好喝了，上次咳嗽吧，四五天就好了，我又巩固了几天，三天时候就不咳嗽了，声音基本没了，也没什么很

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效果反馈二

16:06

详情

戚薇-母婴营养师

【调理案例分析】

基本信息：
59岁，男。自从2022.12阳后，总是呼吸不畅，干咳，运动明显气短

检测结果：
2023-3-1胸部CT可见8mm*6mm肺部玻璃结节灶。

调理方向：
波森莓协助修复受损的肺部组织，抗炎抗菌；
D3抑制肺部炎症反应，增强肺部对病原的防御能力。

随访：
2023-11-1胸部CT双肺正常，肺部结节消失！

调理前 调理后

2023-3-1肺玻璃结节8mm*6mm
2023-11-1肺玻璃结节消失

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效果反馈一：

2024.02.22 每天2瓶

右肺结节变小了，左肺的也小到不用标识了

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