



HKHFA

香港保健食品協會

Hong Kong Health Food Association

2021
YEAR BOOK 年刊



About HKHFA 協會介紹

Established in April 2005, the Hong Kong Health Food Association (HKHFA) is a non-profit organization representing the interest of its members and the local health food industry. The HKHFA aims at fostering the well-being of the public. It encourages the industry to exercise self-discipline and at the same time promotes communication between the government, the industry and the consumer.

香港保健食品協會於 2005 年 4 月成立，成為香港政府註冊的非牟利團體，代表會員及本地保健食品行業的利益。協會以香港市民的福祉為依歸，鼓勵同業實施自律操守，並促進業界、政府及消費者之間的溝通和了解。

Our Vision 我們的願景

HKHFA strives to become an authoritative and publicly trusted organization with wide industry representation and international vision.

協會致力成為權威性，有公信力，具國際視野及能代表保健食品界的組織。

Our Mission 我們的使命

HKHFA's mission is to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry and to provide consumers with the knowledge of the safe use of health food products.

為會員爭取合理的權益及地位，為業界締造優越的營商環境，為消費者提供安全使用保健食品的訊息。

Definition of Health Food 保健食品定義

[Health Food] refers to products taken orally in recommended dosing regimen, such as pills, capsules, tablets, granules, powders, liquids or semi-solids with health claims. They are neither conventional food nor products classified as pharmaceutical products (drugs) or pCm (proprietary Chinese Medicine).

They contain nutrients or other health-enhancing substances whose purpose to supplement the normal diet or adjust physiological functions of human body, but not for therapeutic uses in treatment of diseases.

[保健食品] 是指具建議服用量和保健功能聲稱的口服產品，包括丸狀、膠囊狀、片狀、粒狀、粉狀、液體或半固體的保健產品，但不包括傳統食品、西藥和中成藥。它們含有營養素或其他保健成分，能補充日常膳食供給的不足或調節人體機能，但不以治療疾病為目的。

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Message from the President

會長獻辭



Mr. Nasser Khan
簡立信先生
President
會長

Hong Kong Health Food Association (HKHFA) has been established for 16 years. We strive for a better and sustainable business environment for the industry, and to encourage continuous improvement of product and service quality. We continue to maintain communication with all stakeholders, and to promote and educate public correct interpretation of health food related information.

During 2020 and 2021, global economy has experienced churning waves under the pandemic. All member companies have accelerated the steps in looking for innovative ways of doing business including but not limited to selling model, promotion strategy and operation modality. It is fortunate that due to the need of consumers for products that can help enhance immune system during this period, the demand of health food can be kept steady. In addition, specific categories of health food also show significant growth. However, the difficulties faced at the supply chain will still be a major challenge for the industry.

Alongside with the rapid development of the Greater Bay Area, and the positive stand of our country towards health industry as a whole, this is certainly a valuable opportunity for the health food industry. The Association has related to government officials about the wish of the industry to liaise with China relevant departments for investigating the feasibility for Hong Kong health food to enter into the Greater Bay Area, in terms of certification of overseas products, tax preference, logistic setup, and establishment of a health food centre in Greater Bay Area.

As health food becomes more popular among Hong Kong consumers, we notice the need of a comprehensive product data base which would be beneficial to consumers, government departments, as well as mainland and overseas consumers who can search and get in hand information of health food selling in Hong Kong. This would help to increase transparency of the industry and products, hence build confidence among consumers which would benefits the industry in the long run.

Last but not least, I would also like to express my heartfelt gratitude to the Honorary Presidents, Honorary Advisors, Vice Presidents, Council members, Sponsors, Committees, Secretariat, and various organizations for their support and contributions, so that our Association can realize the spirit of “Cohesive Voice of Health Care” !

香港保健食品協會成立 16 年，一直致力為業界締造優越及可持續的營商環境，同時，亦推動業界提高自我監管，提升產品質量及服務質素，使香港市民能享用更優質的保健食品。我們積極與各持份者代表保持溝通，不斷推動保健宣傳及教育市民正確使用保健食品的資訊，秉承著對業界的承諾，擔任連繫各方的橋樑，使業界提升競爭力及有可持續的增長。

2020 及 2021 年，在新冠肺炎疫情下，全球經濟經歷了驚濤駭浪的衝擊。在此期間，各會員都加速變陣，無論在銷售模式、宣傳策略、營運思維各方各面，都努力不懈地尋找機遇。猶幸保健食品在此段期間，由於大眾對提升免疫力的需求明顯了，保持了一定程度的穩定銷情，某些類別的保健食品更有較顯著升幅。然而，行業面對供應鏈的種種困難，誠然是業界面對的一大挑戰。

隨著國家大力發展大灣區，以及對大健康業的肯定，配合積極政策，是業界可爭取的機遇。協會因此向政府反映了業界期望政府能與國內相關部門探討，在不同範疇例如設立香港及海外產品認證機制、稅務優惠、物流方案、設立大灣區保健食品中心等等各方面進行可行性研究。

此外，香港市民服用保健食品的情況越趨普遍，有感建立一個包含全香港保健食品資料的平台，有利消費者、政府部門、以致國內外消費者，都可隨時搜尋及掌握香港保健食品的產品資訊，增加透明度，提昇消費者信心，更有利行業發展。

最後，感謝我們的名譽會長、名譽顧問、副會長、理事會、贊助商、委員會、秘書處和各界機構過去的支持和貢獻，使會務得以圓滿，體現了協會的精神 -- 「凝聚保健力量」，本人謹代表協會向各位致以最衷心的感謝！

Message from Vice Presidents

副會長獻辭



Ms. Vivien Chou
Vice President

Formed in 2005 from a grassroots community of health food pioneers, the HKHFA strives for reasonable rights and status for our members, creates a superior business environment for the industry and, periodically disseminates the information on the safe use of dietary supplements and functional foods. We are proud supporters of these practices in recognition of the positive impact of health food and health supplements on our health, and in building a long-term sustainable economy.

During the COVID-19 2020-2021 pandemic challenge, this has been a new level of responsibility for our President Nassar who has led exceptionally well for organizing a team of Key Officers, assigning tasks, supervising activities, and ensuring the growth of our association. Thanks to our Key Officers of the Internal Affairs Committee have been working so diligently to ensure the continuous growth and development of HKHFA.

The COVID-10 pandemic has led to dramatic changes in our day-to-day lives. With more people focused on health and fitness improvement, the use of functional food and dietary supplement has risen dramatically. In fact, the nutritional supplement industry has predicted a highest growth in the next two decades. Before COVID-19, global demand for vitamins and dietary supplements centered around nutrients deficiency and concerns related to aging. The fast-growing categories has included also the use of functional food, Chinese medicine-related herbal products, along with dietary supplements to boost the immunity along the general health-oriented products for joint, gut, eye health and general physical and mental fitness.

With the increasing popularity of health foods and health supplements worldwide, I would like to invite members to take this opportunity, join hands with us, to lobby the Hong Kong government to support the development, service, provision, research and innovation of health foods and health products in the Greater Bay Area.

Our association needs your participation!



Mr. Danny Luk
Vice President

The Hong Kong Health Food Association has been established for 16 years. The association has always adhered to its mission to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry and to provide consumers with the knowledge of the safe use of health food products. As the Chairman of the Internal Affairs Committee, we also target to provide members with different services and activities, so that members can get help for business operation, and strengthen the communications between the industry. The Hong Kong Health Food Association has launched different awards to encourage member companies to actively participate in and support different activities of the association. Last year, 13 member companies received the Supportive Member Award, and 10 members received the Supportive Member (Individual) Award. We also encourage members to apply for the Quality Product Seal launched recently by the Association. Members can ride on this seal to raise up the quality of healthy to a higher level, thereby increasing consumer confidence in the product. In addition, we will launch a membership recommendation program in the near future, hoping to attract more industry friends to join and form a more comprehensive industry organization.

Although we stopped our activities for a while because of the epidemic, a bowling activity held right after the epidemic is alleviated and everyone enjoyed very much. Looking forward for another gathering in the near future.

Finally, I would like to thank all members for your support to the Health Food Association. The association will continue to maintain its commitment to maintain the rights of our members, protect the rights and interests of consumers and drives the health food market development.



Ms. Joanne Cheung
Vice President

In the past year, the COVID-19 pandemic has ravaged the world, seriously affecting the economy and threatening the health of the general public. The business environment has faced unprecedented challenges and crises, but it has also brought business opportunities to the health food industry. The pandemic has increased public health awareness, and the public started to look for and use health foods to improve health. The demand for immune boosting products has increased tremendously.

Social distancing and other infection control measures accelerated digital transformation of The Hong Kong Health Food Association. During pandemic, The Association maintained close liaison and cooperation with mainland China, including key developments in the Greater Bay Area, and various industry associations, government departments, overseas institutions and our members. The Association endeavored to provide up-to-date information, seek funding and resources for members and help our members expand networks and develop business opportunities during the critical time.

The Hong Kong Health Food Association is committed to fulfilling its corporate social responsibility and was awarded the 2020/21 "Caring Organisation" logo by The Hong Kong Social Council to recognize our dedication of caring services and contribution to the community. We will continue to engage with members to uphold industry standards, build a healthy and sustainable health food industry and serve the community.

Message from Vice Presidents

副會長獻辭



周薇薇女士
副會長

HKHFA 於 2005 年由健康食品先驅的草根社區成立，為我們的會員爭取合理的權利和地位，為行業創造優越的營商環境，並發布有關安全使用膳食補充劑和功能性食品的信息。我們感覺自豪，能夠理解，推動和支持健康食品和保健品對我們的健康和建立長期可持續經濟的積極影響。

在 2020-2021 COVID-19 大流行挑戰期間，我們的主席 Nassar 繼續帶領內部事務委員會團隊、分配任務、監督活動和確保我們協會的發展方面表現出色。感謝他和內部事務委員會主要官員們一直努力工作，以確保 HKHFA 的持續增長和發展。

隨著越來越多的人關注健康和健身的改善，功能性食品和膳食補充劑的使用量急劇上升。事實上，COVID-10 大流行給我們的日常生活帶來了巨大的變化。在 COVID-19 之前，全球對維生素和膳食補充劑的需求集中在營養素缺乏和與衰老相關的問題上。目前快速增長的類別還包括使用功能性食品、中藥相關草藥產品以及增強免疫力的膳食補充劑以及針對關節、腸道、眼睛健康和一般身心健康的一般健康產品。

營養補充劑行業預測未來二十年增長最快。隨著健康食品和保健品在世界範圍內越來越受歡迎，我想邀請各位成員藉此機會，與我們攜手，遊說香港政府支持健康食品產品不僅在香港，還應該要在大灣區的開發、服務、供應、研究和創新。

我們的協會需要您的參與！



陸華先生
副會長

香港保健食品協會不經不覺已經成立 16 年，協會一直堅持使命，為會員爭取合理的權益及地位，為業界締造優越的營商環境，為消費者提供安全使用保健食品的訊息。而作為內部事務委員會主席，更希望為會員提供不同服務及安排活動，讓會員在營運方面得到幫助，業界之間亦可加強溝通。香港保健食品協會增設了不同獎項，鼓勵會員公司積極參與及支持協會不同活動。去年有 13 間會員公司獲得積極參獎會員公司獎及 10 位會員獲得積極參獎會員個人獎。而我們亦鼓勵會員申請協會首次推出的優質產品標誌，讓健康食品的品質提升到一個更高的水平，從而提高消費者對產品的信心。另外，我們將在不久將來推出會員推薦計劃，期望吸引更多業界朋友加入，組成更全面的業界組織，為保健食品業發聲。

雖然因為疫情關係而令我們一度停止活動，不過在疫情得以舒緩的情況下，大家已經急不及待，來一場保齡球比賽。期待在不久將來，我們可以再次和各會員聚首一堂。

最後，衷心多謝各位會員過去對保健食品協會的支持。協會將繼續保持承諾，維護協會會員權益及保障消費者權益，並驅動保健食品市場有秩序地發展。



張玉儀女士
副會長

過去一年，新冠疫情肆虐全球，嚴重影響各行各業的經濟及威脅市民健康，營商環境面對前所未有的挑戰及危機，但亦都為保健食品業界帶來商機。疫情令大家更加關注身體健康，不少市民開始接觸及使用保健食品以改善健康，尤其對提升免疫力的產品的需求大大增加。

社交距離及其他防疫措施加快香港保健食品協會的電子數碼化進程。於疫情期間，協會透過視像會議及網上平台，繼續與中國內地包括重點發展的大灣區及各行業協會、政府部門、海外機構及協會會員保持緊密聯繫及合作，確保業界得到最新行業資訊，為會員尋求資助及資源，拓展網絡和發展商機。

香港保健食品協會致力履行企業社會責任，獲香港社會服務聯會頒發 2020/21「同心展關懷」標誌，以嘉許協會實踐關懷精神和對社會的貢獻。未來會繼續與會員共同堅守行業的標準和宗旨，建設健康和可持續發展的保健食品行業，服務社會。

Congratulatory Apothegms

賀辭



Dr Bernard CHAN Pak-li, JP
陳百里博士，JP
Under Secretary for Commerce and
Economic Development
商務及經濟發展局副局長

香港保健食品協會二零二一年年刊

崇安尚健
倡範弘優

商務及經濟發展局副局長陳百里



Congratulatory Apothegms 賀辭



Mr. LO Sai Hung, Brian, JP
盧世雄先生, JP
Director-General of
Trade and Industry
工業貿易署署長

香港保健食品協會二零二一年年刊

崇康尚健
興業惠羣

工業貿易署署長盧世雄



Congratulatory Apothegms

賀辭



Hon SHIU Ka-fai, JP
邵家輝議員, JP
Legislative Councilor -
Wholesale and Retail
立法會批發及零售界議員

香港保健食品協會第十六屆週年致慶

盛譽傳承
繼往開來



邵家輝
太平紳士敬題

香港特別行政區 立法會議員



Congratulatory Apothegms 賀辭



Hon Jimmy Ng Wing-Ka, BBS, JP
吳永嘉議員, BBS, JP
Legislative Councilor -
Industrial (Second)
立法會工業界（第二）議員

香港保健食品協會十六周年誌慶

造福業界
共創商機

吳永嘉議員敬賀

Congratulatory Apothegms

賀辭



Hon YUNG Hoi-yan, JP
容海恩議員, JP
Legislative Councilor -
New Territories East
立法會新界東議員

香港保健食品協會十六周年誌慶

同心協力
共拓新機

立法會（新界東）議員容海恩



敬題



Congratulatory Apothegms 賀辭



Ms Gilly WONG Fung-han
黃鳳嫻女士
Chief Executive of
Consumer Council
消費者委員會總幹事

香港保健食品協會十六周年誌慶

保健重科研
信譽繫品質

消費者委員會

總幹事黃鳳嫻



敬賀

香港保健食品協會週年誌慶

聚賢創智 崇健宏康

香港貿易發展局總裁方舜文



Ms Margaret Fong
方舜文女士
Executive Director of Hong Kong
Trade Development Council
香港貿易發展局總裁

香港保健食品協會十六周年誌慶

引領同業 嘉惠保健 惠澤社群 力臻完善



Ms Anna LIN, JP, FCILT
林潔貽女士, JP, FCILT
Chief Executive of GS1
Hong Kong
香港貨品編碼協會總裁

Congratulatory Apothegms

賀辭



Dr Shi Lop Tak, Allen,
BBS, MH, JP
史立德博士
President of The Chinese
Manufacturers' Association of
Hong Kong
香港中華廠商聯合會會長

香港保健食品協會十六周年誌慶

協領同業迎機遇 團結一致譜新篇

香港中華廠商聯合會會長史立德博士敬賀



Mr Gordon Lo
老少聰先生
Director General of
The Federation of
Hong Kong Industries
香港工業總會總裁

香港保健食品協會十六周年誌慶

優質品冠 創意煥揚

香港工業總會總裁老少聰敬賀

香港保健食品協會十六周年誌慶

群策群力 共建未來

現代化中醫藥國際協會
會長 魯展雨 敬題



Mr. Lawrence Lo
魯展雨先生
President of Modernized Chinese
Medicine International Association
現代化中醫藥國際協會會長

香港保健食品協會十六周年誌慶

協會始創十六載 造福業界惠社群



Mr Philip Ho
何文錦先生
Chairman of Hong Kong
Suppliers Association
香港供應商協會主席

About HKHFA

協會簡介

Established in April 2005, the Hong Kong Health Food Association (HKHFA) is a non-profit organization representing the interest of its members and the local health food industry. The HKHFA aims at fostering the well-being of the public. It encourages the industry to exercise self-discipline and at the same time promotes communication between the government, the industry and the consumer.

Vision

HKHFA strives to become an authoritative and publicly trusted organization with wide industry representation and international vision.

Mission

HKHFA's mission is to campaign for the equitable rights and stature of its members, to foster a remarkable business environment for the industry and to provide consumers with the knowledge of the safe use of health food products.

Definition of Health Food

[Health Food] refers to products taken orally in recommended dosing regimen, such as pills, capsules, tablets, granules, powders, liquids or semi-solids with health claims. They are neither conventional food nor products classified as pharmaceutical products (drugs) or pCm (proprietary Chinese Medicine).

They contain nutrients or other health-enhancing substances whose purpose to supplement the normal diet or adjust physiological functions of human body, but not for therapeutic uses in treatment of diseases.

Commitment

As to Members

1. To proactively participate in government's policy-making process relating to the regulation of health food, to ensure that the industry is adequately consulted before and during the process of legislation, and to effectively convey members' views and concerns regarding changes in policies and regulations.
2. To aggressively lobby the government and the Legislative Council on regulatory issues affecting members.

As to Market

1. To respond quickly to news and events involving health food, and/or to issue expert statements on related issues in order to protect the interest of members and the industry, as well as to safeguard public health.
2. To keep members abreast of advances in new product development and health food sciences occurring around the world through newsletters, international symposiums and local seminars.

As to Consumers

1. To gain the trust of the public and the Government by promoting practice guidelines to members and the industry, and by advocating the importance of self-discipline.
2. To promote public education on the safe and proper use of health food products through the collaboration with local organizations and media, thereby creating a knowledge-based consumer market.

香港保健食品協會於 2005 年 4 月成立，成為香港政府註冊的非牟利團體，代表會員及本地保健食品行業的利益。協會以香港市民的福祉為依歸，鼓勵同業實施自律操守，並促進業界、政府及消費者之間的溝通和了解。

願景

協會致力成為權威性，有公信力，具國際視野及能代表保健食品界的組織。

使命

為會員爭取合理的權益及地位，為業界締造優越的營商環境，為消費者提供安全使用保健食品的訊息。

保健食品的定義

[保健食品]是指具建議服用量和保健功能聲稱的口服產品，包括丸狀、膠囊狀、片狀、粒狀、粉狀、液體或半固體的保健產品，但不包括傳統食品、西藥和中成藥。它們含有營養素或其他保健成分，能補充日常膳食供給的不足或調節人體機能，但不以治療疾病為目的。

承諾

對協會會員

1. 協會將積極參與政府就保健食品有關政策之制定及立法，確保業界就影響保健食品的新法例得到充分的諮詢，並有效傳達會員及業界對修改相關政策及法例的意見。
2. 就影響會員的規管問題積極與政府及立法會進行游說。

對市場

1. 就市場上有關保健食品的突發及具爭議性事件盡快作出回應，必要時發表專家聲明，以保障會員及業界的利益。
2. 透過會訊及舉行國際性研討會及本地會議為會員提供最新的相關消息及保健食品科研發展資訊。

對消費者

1. 與會員及業界推廣營商指引，倡導行業自律的重要性，藉此爭取公眾的信任。
2. 與本地機構及傳媒緊密合作，提倡教育市民安全及正確地使用保健食品，藉此締造一個富知識基礎的消費者市場。

HKHFA Service 協會服務

Voluntary Product Listing

Hong Kong Health Food Association has launched the “Voluntary Product Listing” service. Product data (such as company, brand & product name, key active ingredients, dosage form, pack size & country of origin) are provided by the participating member companies & displayed in our Association website for interested visitors to review. Visitors can even click the hyper-link of each product to obtain further information about the product or the company. This service is offered free to all of our members.

志願性產品表列

香港保健食品協會推出了「志願性產品表列」服務。產品資料(包括：公司、品牌及產品名稱，活性成分，劑型，包裝規格和生產國)由參與會員公司提供並列於本協會的網頁內，以供對此有興趣的人仕瀏覽。瀏覽者更可按個別產品內的超連結以得到更多關於產品或公司的資訊。此服務是本協會免費提供給各協會會員的。



Certificate of Free Sale (CFS)

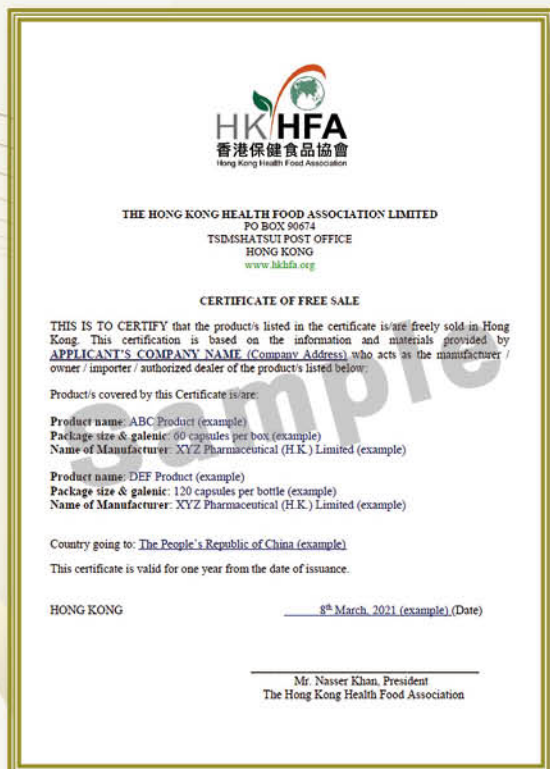
Certificate of Free Sale (CFS) is a formal document required by some foreign countries as an evidence of an orally consumed product which is freely sold in Hong Kong. Products that are registered by Department of Health, the certificate of product registration can serve the same purpose more conveniently.

Currently, Hong Kong has no specific regulation for health food. Being the only trade Association representing the local industry, it takes up the responsibility in issuing CFS to health food products freely sold locally based on the evaluation of genuine information provided by the applicant.

自由銷售證服務

鑒於香港仍未有保健食品的法例，因此現時沒有香港官方機構能為保健食品發出「自由銷售證」。本會已推出保健食品「自由銷售證」的嶄新服務。

「自由銷售證」可以是跨境貿易常用的文件，證明產品在出口地區可以自由銷售，方便境外入口商辦理通關程序亦說明產品的出口地，一般是由香港的出口公司申請。



Founder Members 創會會員



Infinitus (Hong Kong) Company Limited
無限極 (香港) 有限公司



Nu Skin Enterprises Hong Kong, LLC
美國如新企業香港分公司



PuraPharm International (Hong Kong) Limited
培力國際 (香港) 有限公司



The Hong Kong Health Care Centre Limited
香港保健中心有限公司

Honorary Presidents 名譽會長



Dr. Angela Lau
劉明欣博士
Hong Kong Country Manager
Regional Director,
Hong Kong & Taiwan
Sunrider International (Hong Kong) Ltd.
香港分公司經理暨區域總監
香港仙妮蕾德股份有限公司



Mr. Samson Tsoi
蔡節禮先生
Vice Director
Business Development (Corporate)
Mekim Limited
副業務發展總監
美儉有限公司



Mr. Calvin Chan
陳家偉先生
Chairman & CEO
CATALO Natural
Health Group
主席及行政總裁
家得路天然健康集團

Honorary Board 名譽顧問

Honorary Scientific Board 名譽科學顧問團



Professor Georges Halpern (M.D., Ph.D., D.Sc.) is praised for his exceptional achievements in medical science research.

赫喬治教授, M.D, Ph.D, D.Sc. 曾為香港理工大學應用生物及化學科技學系的藥物學榮譽特聘教授，郝教授曾到過七十個國家做研究工作及講學，在醫學研究領域中擁有卓越的成就。



Professor H.W. Yeung (Ph.D.) is a pioneer and innovator in the research and education of Chinese medicine in Hong Kong and abroad.

楊顯榮教授, Ph.D. 是中醫藥研究與教育的創新及先驅者，現任國際中醫藥學會祕書長暨出版主任。楊教授曾任香港中文大學中藥研究中心總監，也曾於香港浸信會大學成立促進中藥的研究院並擔任總監之職。



Professor Patrick Choy (Ph.D., M.D.(Hon), FAHA, FIACS) is well known for his dedication in academic medical teaching and research and has assisted in drafting health product laws for Canada..

蔡鎮潮教授, Ph.D., M.D.(Hon), FAHA, FIACS 現為香港大學醫學院院長客席顧問，同時亦是加拿大曼尼托巴大學醫學院（研究）副院長、生物化學及遺傳醫學教授、研究及治療動脈粥樣硬化中心總監。



Dr. M.S. Wong (B.Sc., Ph.D.) owns extraordinary expertise in food nutrition, functional food, nutraceuticals, and phytonutrients.

黃文秀教授, B.Sc., Ph.D. 現任香港理工大學應用生物及化學科技學系副教授及現代中藥研究所副所長。黃教授專長的研究課題包括食物營養學、功能食物、治療營養學、草木營養學等。

Honorary Advisor 名譽顧問



Dr. Ka Hing Wong (B.Sc., Ph.D.) is the Director of Research Institute for Future Food at the Hong Kong Polytechnic University.

黃家興博士 B.Sc., Ph.D. 為香港理工大學未來食品研究院院長。

Honorary Legal Advisor 名譽法律顧問



Mr. Jesse Kwok, is a Solicitor in Hong Kong, England & Wales, Notary Public, and China-appointed Attesting Officer.

郭匡義律師 持中國法學碩士，為國際公証人、中國委托公証人。

Honorary Regulatory Advisor 名譽法規顧問



Mrs. Mary Catherine Cheng is a registered pharmacist and registered Authorized Person in Hong Kong. She was a Senior Pharmacist in the Pharmaceutical Service of the Department of Health.

鄭陳佩華女士 是香港註冊藥劑師和香港持牌製造商獲授權人。她曾任衛生署藥劑部高級藥劑師。

The Council (2020-2021) 理事會 (2020-2021)

President 會長



Mr. Nasser Iqbal Khan
簡立信先生

Chairman & CEO
Nu Life International (Asia) Ltd.
董事局主席及首席執行官
安永國際亞洲有限公司

Vice President 副會長



Ms. Vivien Chou
周薇薇女士
Executive Director
The Hong Kong Health Care
Centre Ltd.
執行董事
香港保健中心有限公司

Vice President & Honorary Treasurer 副會長暨名譽司庫



Mr. Danny Luk
陸華先生
General Manager
NU SKIN Hong Kong & Macau
NU SKIN Enterprises Hong Kong, LLC
如新港澳總經理
美國如新企業香港分公司

Vice President & Honorary Secretary 副會長暨名譽秘書長



Ms. Joanne Cheung
張玉儀女士
Managing Director
Concord Alliance Ltd.
執行董事
康盟有限公司

The Council (2020-2021)

理事會 (2020-2021)

Council Members 理事 (by alphabetical order - last name 以英文姓氏排列)



Mr. William Cao
曹偉勇先生

General Manager (H.K. District)
CR Care Company Ltd.
香港區總經理
華潤堂有限公司



Mr. Andy Ko
高國安先生

Deputy Managing Director
China Inspection &
Certification (H.K.) Ltd
副總經理
中國檢驗有限公司



Mr. Abraham Chan
陳宇齡先生

Chairman
PuraPharm Corporation Ltd.
主席
培力控股有限公司



Mr. Benny Lam
林曉斌先生

Managing Director
Natural Health Care
Development Ltd.
董事
仙然康實發展有限公司



Mrs. Melody Kwok-Chan
陳郭詩慧女士

Director – Corporate Strategy
& Development
Sa Sa Cosmetic Company Ltd.
企業策劃及發展總監
莎莎化妝品有限公司



Mr. Clement Lee
李振強先生

Head of Sales and Marketing,
HK & Macau
Infinitus (HK) Company Ltd.
香港及澳門業務及市場營業
負責人 (香港及澳門)
無限極 (香港) 有限公司



Mr. Ali Fung
馮偉昌先生

General Manager
Amway Hong Kong Ltd.
總經理
美國安利 (香港) 日用品有限公司



Ms. Lily Mong
蒙燦櫻女士

Managing Director
Noble Health Company Ltd.
董事總經理
樂寶健康有限公司



Mr. Kan Wai Kee, Brendon
簡偉基先生

Regulatory Affairs Manager
DFI Retail Group – Mannings
法規事務經理
DFI 零售集團 – 萬寧

The Council (2020-2021)

理事會 (2020-2021)

Council Members 理事 (by alphabetical order - last name 以英文姓氏排列)



Mr. Pak Siu Wa
白韶華先生

Managing Director
China Commercial
Link (H.E.) Int'l Ltd.
董事總經理
中國惠恩國際有限公司



Ms. Veronica Sze
施潔瑜女士

Director, Corporate Affairs
Wyeth (Hong Kong)
Holding Company Ltd.
集團事務總監
惠氏(香港)控股有限公司



Mr. Pang Siu Hin
彭少衍先生

Managing Director
Hin Sang Hong Company Ltd.
董事總經理
衍生行有限公司



Mr. Ryan Tse
謝天澤先生

Director
Vita Green Health
Products Co., Ltd.
董事
維特健靈健康產品有限公司



Ms. Monica Sin
冼敏英女士

Divisional Manager
Consumer Health Division
DCH Auriga (Hong Kong) Ltd.
部門經理
奧利佳(香港)有限公司



Mr. William Tsui
徐啟雄先生

Director General
Mekim Ltd.
常務總監
美儉有限公司



Ms. Fanny So
蘇蕙恩女士

General Manager
Rich One Beauty & Health
Product Ltd.
總經理
富一金箔健品有限公司



Mr. Henry Yeung
楊志豪先生

Business Director
Catalo Natural Health Foods Ltd.
業務總監
美國家得路天然健康食品有限公司

The Council (2022-2023) 理事會 (2022-2023)

President 會長



Ms. Joanne Cheung
張玉儀女士

Managing Director
Concord Alliance Ltd.
執行董事
康盟有限公司

Vice President 副會長



Ms. Vivien Chou
周薇薇女士
Executive Director
The Hong Kong Health Care
Centre Ltd.
執行董事
香港保健中心有限公司

Vice President & Honorary Treasurer 副會長暨名譽司庫



Mr. Danny Luk
陸華先生
General Manager
NU SKIN Hong Kong & Macau
NU SKIN Enterprises Hong Kong, LLC
如新港澳總經理
美國如新企業香港分公司

Vice President & Honorary Secretary 副會長暨名譽秘書長



Mr. Ali Fung
馮偉昌先生
General Manager
Amway Hong Kong Ltd.
總經理
美國安利(香港)日用品有限公司

The Council (2022-2023)

理事會 (2022-2023)

Council Members 理事 (by alphabetical order - last name 以英文姓氏排列)



Mr. William Cao
曹偉勇先生

General Manager (H.K. District)
CR Care Company Ltd.
香港區總經理
華潤堂有限公司



Mr. Kan Wai Kee, Brendon
簡偉基先生

Regulatory Affairs Manager
DFI Retail Group – Mannings
法規事務經理
DFI 零售集團 – 萬寧



Mr. Abraham Chan
陳宇齡先生

Chairman
PuraPharm International (H.K.) Ltd.
主席
培力國際 (香港) 有限公司



Mr. Benny Lam
林曉斌先生

Managing Director
Natural Health Care Development Ltd.
董事
仙然康寶發展有限公司



Mr. Terry Chiu
趙德賢先生

Executive Director
Easy Health Hong Kong Limited
執行董事
依時健有限公司



Mr. Boris Lee
李廣生先生

Deputy Managing Director
China Inspection Company Ltd.
副總經理
中國檢驗有限公司



Mr. Huang Ban Chin
黃雍勝先生

Director
Best World Lifestyle (HK) Co. Ltd.
董事
全美世界美容保健有限公司



Mr. Clement Lee
李振強先生

Head of Sales and Marketing,
HK & Macau
Infinitus (HK) Company Ltd.
香港及澳門業務及市場營業負責人
(香港及澳門)
無限極 (香港) 有限公司

The Council (2022-2023)

理事會 (2022-2023)

Council Members 理事 (by alphabetical order - last name 以英文姓氏排列)



Ms. Doris Lo
羅潔梅女士
Senior Manager
Avia Corporate Advisory Limited
高級經理
輝亞企業顧問有限公司



Mr. Ryan Tse
謝天澤先生
Director
Vita Green Health Products Co., Ltd
董事
維特健靈健康產品有限公司



Mr. Jerry Man
文宇亮先生
Senior Operation Manager
Nu Life International (Asia) Ltd.
營運及市場拓展總監
安永國際 (亞洲) 有限公司



Mr. William Tsui
徐啟雄先生
Director General
Mekim Ltd.
常務總監
美儉有限公司



Ms. Lily Mong
蒙燦櫻女士
Managing Director
Noble Health Company Ltd.
董事總經理
樂寶健康有限公司



Ms. Joy Wong
黃麗琮女士
Product Manager
Catalo Natural Health Foods Ltd.
產品經理
美國家得路天然健康食品有限公司



Ms. Veronica Sze
施潔瑜女士
Director, Corporate Affairs
Wyeth (Hong Kong)
Holding Company Ltd.
集團事務總監
惠氏 (香港) 控股有限公司

16th Anniversary Dinner & Award Ceremony

16週年晚宴暨頒獎典禮

16 Years of Dedication Amidst Challenges

The 16th Anniversary Dinner and Award Ceremony held on 30th November 2021 has marked another milestone of Hong Kong Health Food Association reaching its 16 years of establishment.

Renowned guests from different sectors including government officials, councilors, university professors, representatives of major chambers of commerce, partners and members of the Association gathered together at the Sheraton Hotel, Tsim Sha Tsui to celebrate the event. More than a decade ago, health food did not enjoy a high level of public awareness. Thanks to the years of hard work of the Association and the industry, health foods are widely accepted by the public and the industry has been able to flourish.

It was our honour to have Dr. Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development, to be our officiating guest and delivered an opening speech in the ceremony. It is impressive to see the efforts made by the Association over these years to enhance the acceptance of healthy food products, fortify product development, strengthen competitiveness of health food in Hong Kong, and deliver the correct and up to date health information to the public.

Speaking at the dinner, Mr. Nasser Khan, President of the Hong Kong Health Food Association, said that the coronavirus has wreaked havoc around the world, seriously affecting the business environment in many ways. The President summarized the efforts of the Association over the past year, which has been working tirelessly to help members to get through the tough period by providing members with a large number of information pertaining to the industry and market conditions. Through diversified publicity channels, exhibitions, and trade interflows, the Association aims to create more opportunities for members to expand their networks not only in Hong Kong, but also the Greater Bay Area and internationally.

In order to recognize member companies who have contributed remarkably to the industry, the society and consumers, the “Most Outstanding Performance Health Food Company Award” was ever introduced and presented during the night. The purpose is to encourage continuous improvement in the industry and to enhance industry standards, ultimately benefiting consumers. Up to 13 companies were shortlisted for the award. Companies are evaluated based on five criteria including their mission and leadership, marketing strategy and public awareness, product development and innovation, customer service, and corporate social responsibilities. The three prizewinning companies with outstanding performances were Amway Hong Kong Ltd., Vita Green Health Products Co., Ltd., and Wyeth (Hong Kong) Holding Company Limited (names listed in no particular order).

Moreover, “the Quality Product Seal” accreditation was newly introduced. Nu Life International (Asia) Ltd. and Best World Lifestyle (HK) Co. Ltd. were accredited by the Committee. This is an acknowledgement to verify safety specifications and production standards, providing quality assurances to the consumers.

The President and Vice Presidents together appreciated the selfless service of the Council and support from members. We can assure that the newly elected Council will carry forward the cause and forge ahead into the future to bring Hong Kong Health Food Association to the next level !

16th Anniversary Dinner & Award Ceremony

16 週年晚宴暨頒獎典禮

深耕細作十六載 迎難而上創新猷

香港保健食品協會於 2021 年 11 月 30 日舉辦了十六週年晚宴暨頒獎典禮，當晚有來自不同層面及界別的嘉賓，包括政府部門代表、議員、大學教授、各大商會代表、合作夥伴及協會會員，冠蓋雲集，於尖沙咀喜來登酒店，一同分享過去一年的努力及成果。十多年前，大眾對於保健食品認知不多，有賴協會多年默默耕耘，播下堅實的種子，時至今日，保健食品廣為大眾接受，業界得以蓬勃發展。

當晚榮幸邀請到商務及經濟發展局副局長陳百里博士，JP 為大會主禮嘉賓並致開幕詞，欣見保健食品協會多年來致力提高健康食品的認受性、鼓勵同業研發新產品，加強香港保健食品競爭力，同時將正確的健康訊息帶給市民，為市民的健康把關。

香港保健食品協會會長簡立信先生在晚宴上致辭，冠狀病毒肆虐全球，嚴重影響營商環境，會長總結協會過去一年的努力，在嚴峻的環境下，仍然努力不懈，堅守崗位，繼續為會員提供大量的行業資訊和市場狀況，透過多元化的宣傳渠道、展覽會、商貿配對和行業交流活動等，幫助會員拓展香港、大灣區和國際企業的網絡，發展商機。

此外，當晚還頒發首次舉辦的「卓越表現保健食品企業大獎」，目的為褒獎行業內的優秀企業，對社會、業界及消費者的貢獻，鼓勵業界持續進步，提昇行業標準，最終令消費者受惠。多達 13 家入圍公司競逐是次獎項，競爭十分激烈。大會根據 5 大範疇的評分標準，包括：營商理念及領導模式、產品研發與創新、市場策略、顧客服務及企業社會責任，最終由 3 家公司獲得是次獎項，排名不分先後：美國安利（香港）日用品有限公司、維特健靈健康產品有限公司，及惠氏（香港）控股有限公司。

今年，保健食品協會更推出優質產品標誌（Quality Product Seal），產品經過委員會核實安全規格及生產標準，將獲頒此標誌，讓大眾在選擇產品時更有保障。首兩家獲獎公司分別為安永國際亞洲有限公司，及全美世界美容保健有限公司。

總結當晚活動非常緊湊，席上會長及副會長一同嘉許過往一年為協會盡心盡力服務與表現出眾的理事及會員。隨著新一屆理事會上任，亦標誌著協會開展新的里程！

16th Anniversary Dinner & Award Ceremony

16 週年晚宴暨頒獎典禮

Event Highlights

活動花絮



Group photo of guests and council members in the Hong Kong Health Food Association 16th Anniversary Dinner.

香港保健食品協會 16 週年晚宴嘉賓及理事大合照。



Group photo of Vice President, Mr. Danny Luk (left 1), Vice President, Ms. Joanne Cheung (left 2), Honorary President, Mr. Calvin Chan (left 3), President of The Chinese Manufacturers' Association of Hong Kong, Dr. Allen Shi, BBS MH JP (right 3), President, Mr. Nasser Khan (right 2) and Council Member, Mr. Ali Fung (right 1).

副會長陸華先生 (左一)，副會長張玉儀女士 (左二)，名譽會長陳家偉先生 (左三)，香港中華廠商聯合會會長史立德博士 BBS MH JP (右三)，會長簡立信先生 (右二) 及理事馮偉昌先生 (右一) 於晚宴合照。



Group photo of Vice President, Ms. Joanne Cheung (left 1), President, Mr. Nasser Khan (left 2), Head of Trade Controls of Customs and Excise Department, Mr. Philip Li (middle), Honorary President, Mr. Calvin Chan (right 2) and Honorary President, Dr. Angela Lau (right 1).

副會長張玉儀女士 (左一)，會長簡立信先生 (左二)，香港海關貿易管制處處長李民佳先生 (中)，名譽會長陳家偉先生 (右二) 及名譽會長劉明欣博士 (右一) 於晚宴合照。

16th Anniversary Dinner & Award Ceremony

16 週年晚宴暨頒獎典禮

Event Highlights

活動花絮



President, Mr. Nasser Khan made an opening remark for the Hong Kong Health Food Association 16th Anniversary Dinner.

會長簡立信先生為香港保健食品協會 16 週年晚宴致開幕辭。



President, Mr. Khan (left) and Under Secretary for Commerce and Economic Development of Commerce and Economic Development Bureau, Dr. Bernard Chan Pak-li, JP (right) presented the Most Outstanding Performance Health Food Company Award 2022.

會長簡立信先生 (左) 聯同商務及經濟發展局副局長陳百里博士, JP (右) 頒發卓越表現保健食品企業大獎。



Under Secretary for Commerce and Economic Development of Commerce and Economic Development Bureau, Dr. Bernard Chan Pak-li, JP (right 2) and President, Mr. Nasser Khan (right 1) witnessed the inauguration Ceremony.

商務及經濟發展局副局長陳百里博士, JP (右二) 及會長簡立信先生 (右一) 為宣誓儀式作監誓見證。



The newly elected President, Ms. Joanne Cheung (front) led the oath-taking ceremony with new council members (back).

新一屆會長張玉儀女士 (前) 帶領新任理事們 (後) 進行宣誓。



Under Secretary for Commerce and Economic Development of Commerce and Economic Development Bureau, Dr. Bernard Chan Pak-li, JP (left) and President, Mr. Nasser Khan (right).

商務及經濟發展局副局長陳百里博士, JP (左) 及會長簡立信先生 (右) 於晚宴合照。



Mr. Nasser Khan (left) and President of The Chinese Manufacturers' Association of Hong Kong, Dr. Allen Shi, BBS MH JP (right).

會長簡立信先生 (左) 及香港中華廠商聯合會會長史立德博士 BBS MH JP (右) 於晚宴合照。

Recognition & Award

嘉許與獎項

HKHFA Most Outstanding Performance

Health Food Company Award 2022

香港保健食品協會「卓越表現保健食品企業大獎 2022」



In order to recognize outstanding performance and achievements of our member companies in the Health Food industry, we have newly launched this HKHFA Most Outstanding Performance Health Food Company Award. Alongside with the benefits of the award in terms of upgrading company image and increasing brand exposure, the Award will at the same time encourage the industry to strike for continuous improvement in every aspect. The unremitting efforts of the member companies to strive for excellence will eventually benefits not only the industry but the consumers as a whole.

Up to 13 companies are shortlisted for the award. Companies are evaluated based on five criteria including their mission and leadership, marketing strategy and public awareness, product development and innovation, customer service, and corporate social responsibilities. Three companies have won this prestigious award. They are (names listed in no particular order):

Amway Hong Kong Ltd.

Vita Green Health Products Co., Ltd.

Wyeth (Hong Kong) Holding Company Limited.

為表揚成功及表現卓越的企業，協會新設立此「卓越表現保健食品企業 2022」獎項，表彰在各方面都有突出表現的會員公司。除了可增強公眾對公司品牌信心外，更能鼓勵業界不斷追求優化，持續進步。期盼企業的不懈努力，不但強化業界，消費者亦受惠於更優質的保健食品。

首屆推出反應熱烈，多達 13 家入圍公司競逐是次獎項，大會根據 5 大範疇的評分標準，包括：營商理念及領導模式、產品研發與創新、市場策略、顧客服務及企業社會責任，選出 3 家最優秀公司獲得此大獎，排名不分先後：

美國安利（香港）日用品有限公司

維特健靈健康產品有限公司

惠氏（香港）控股有限公司

Recognition & Award 嘉許與獎頂

HKHFA Most Outstanding Performance Health Food Company Award 2022

香港保健食品協會「卓越表現保健食品企業大獎 2022」



Amway

Amway Hong Kong Ltd. was awarded the Most Outstanding Performance Health Food Company Award 2022. Mr. Ali Fung (middle), General Manager, received the award on stage.

美國安利(香港)日用品有限公司榮獲卓越保健食品企業大獎，由總經理馮偉昌先生(中)代表接受嘉許。



VITA GREEN
維特健靈

Vita Green Health Products Co., Ltd. was awarded the Most Outstanding Performance Health Food Company Award 2022. Mr. Tony Wong (middle), Commercial Director, received the award on stage.

維特健靈健康產品有限公司榮獲卓越保健食品企業大獎，由商務總監黃嘉康先生(中)代表接受嘉許。



Wyeth[®] Nutrition

Wyeth (Hong Kong) Holding Company Ltd. was awarded the Most Outstanding Performance Health Food Company Award 2022. Ms. Traci Chow (middle), Business Executive Officer, received the award on stage.

惠氏(香港)控股有限公司榮獲卓越保健食品企業大獎，由總經理周秀翹女士(中)代表接受嘉許。

The Best of Nature And Science

天然精華，科學精粹

Amway is a health and wellness company, committed to provide an extensive range of quality products through the power of nature and science, empower by our highest environment standards. As one of Amway's top selling brands, Nutrilite™ harness the power of plants, delivering innovative and natural health solutions.

安利產品以天然、健康及環保生活為重點，結合精湛科技，為顧客提供優質健康產品。作為安利旗下最暢銷品牌之一，紐崔萊™所秉持的使命承傳安利的營運理念，堅持在萃取天然精華和結合尖端科技的基礎上，生產獨一無二的紐崔萊™營養補充品，帶給人們健康的生活。



Harnessing the Power of Nature Nutrilite™ is committed to bring earth's finest nutrients to customers around the world. This is done through extracting the best from nature with phytonutrients through innovation, as well as investing in personalization while holding some of the highest environmental and traceability standards.

Nutrilite™ possess over 190 patents since established in year 1953. Nutrilite™ products are supported by more than 500 scientists, researchers, and technical professionals in laboratory internationally. Through extracting the best from nature with phytonutrients, we provide science-based products covering vitamins & mineral, probiotics, and functional health products such as Traditional Chinese Medicine.

Sustainability Nutrilite™ owns more than 6,000 acres of organic farmland in the U.S., Mexico and Brazil, where we grow, harvest and process plants using sustainable farming methods. We have strict quality standards to ensure that only the highest-quality plants are used to make ingredients for our products.

Pure, Safe and Effective Nutrilite™ believes people have the right to understand the products they buy, and Nutrilite™ Traceability makes that possible. In fact, each and every one of our botanicals goes through an extensive traceability along every step of the journey, from choosing the botanical to packaging. Besides, our scientists perform numerous tests and quality evaluations monthly to guarantee our supplement's quality. It helps us guarantee that our products are pure, safe, and effective. The process provides our customers with confidence in our products.

Global Rank Nutrilite™ is the world's #1 selling vitamins and dietary supplements brand¹ and the world's #1 selling protein supplements brand².

結合自然與科學 紐崔萊™以天然精華為出發點，結合高科技的製作過程，並遵循嚴格的品質管理和貫徹維護自然環境為原則，致力為顧客提供最優質的營養補充品。

自1953年以來，紐崔萊™在營養學和植物營養素方面的研究已取得多項重要成果，獲得專利近190項。紐崔萊™曾萃超過500位國際精英的科研團隊，持續進行植物栽種、植物萃取、營養學等領域的研究，甚至以西方的先進科技，結合東方草本植物探究，為全球人類提供有效的營養解決方案。

超越有機 為了獲得純淨、高營養價值的原料，紐崔萊™於美國、墨西哥及巴西均擁有有機農場，致力可持續農耕的耕種方式，以尊重大自然力量為原則，令土壤資源可以生生不息，使農場得以完善運作，真正培養出優良的植物原料。

嚴格把關 紐崔萊™認為消費者有權了解產品的原材料來源及製造過程，為了生產純淨、安全和有效的優質產品，並遵循「從種子到成品 一站式追蹤」的原則，從篩選種植品種開始至產品包裝，每個環節皆嚴格把關，這也是紐崔萊™與其他營養補充品最大的不同之處。同時，我們的科研團隊每月進行多次測試和檢測，確保每款營養補充品均符合安全性、純淨度和身分認證的精確標準。

全球銷售第一 紐崔萊™是全球銷售第一的維生素及營養補充品品牌¹，及全球銷售第一的蛋白質營養補充品品牌²。

¹ Source Euromonitor International Limited; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2020.

² Source Euromonitor International Limited; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2020.

¹ 根據歐睿國際有限公司(Euromonitor International Limited) 2020年數據：維生素及營養補充品、全球品牌名、基於零售價的零售總額及%占比

² 根據歐睿國際有限公司(Euromonitor International Limited) 2020年數據：維生素及營養補充品、全球品牌名、基於零售價的零售總額及%占比



Founded in 1993, Vita Green currently operates 3 “GMP” certified pharmaceutical factories (two of which have met the “PIC/S GMP” standard), 9 overseas offices and over 70 retail stores and counters. The Company manufactures and distributes a variety of well-known original brands, some of which have been awarded “Hong Kong Top Brand”, such as Vita Green Lingzhi, Vita Hair and G. E. Yunzhi Essence. Vita Green adopts a vertically-integrated operational mode and all its products are manufactured in accordance with international standards.

Vita Green is recognized as the most reputable and assuring brand in the minds of the Hong Kong population, as well as being the market leader in Hong Kong. Vita Green is synonymous with premium quality and has been awarded with numerous awards, such as “Supreme Brands”, “Hong Kong Top Brand”, and “Reader’s Digest Trusted Brand Platinum and Gold Awards”. All these awards are based on appraisal by professional judges and the general public, hence demonstrating the position of Vita Green among consumers and professionals. Vita Green believes that only best products improve health. Best products must be produced by adhering strictly to the highest standards in every detail from research, material selection, production and quality control.

Our factories in Hong Kong and Guangxi are both GMP (Good Manufacturing Practice) certified, meaning that the whole manufacturing process is carried out under rigorous control, and finished products meet the highest standards. Our GMP certificates are reviewed annually by the Department of Health of Hong Kong and SFDA of China to maintain strict standards, allowing us to offer products of consistently high quality, year after year.



“ 維特健靈深信
只有最優質的產品，
才能改善大眾的健康。 ”

維特健靈深信只有最優質的產品，才能改善大眾的健康。因此，我們對保持高標準有嚴格的要求，由研究、選材、生產過程，以至檢驗，每一個細節都要求一絲不苟，所以產品質素有絕對保證。

維特健靈位於香港及廣西的三間藥廠，均榮獲GMP(Good Manufacturing Practice) 認證 (即優良藥品製造規範)，證明整個生產程序有嚴謹的控制及監察，完成品能達到最高的標準。GMP是世界衛生組織訂下的藥品生產規範，每年都由政府重新審核，以維持高度嚴謹的標準，保證提供最高質量的產品。

維特健靈健康產品有限公司創立於1993年，現營運有 3 間「GMP」藥廠、9 個海外辦事處及超過 70 間專門店及專櫃，生產及推廣的品牌達數十項，包括榮獲「香港名牌」的「五色靈芝」、「維新烏絲素」、「盈活雲芝」等暢銷品牌。當中 2 間藥廠更榮獲「PIC/S GMP」認證，採用「一條龍」生產模式，將最優質的產品帶給大眾。



由維特健靈成立至今，維特健靈憑著傑出的品牌形象，從一間本地公司發展成跨國公司，並成為客人心目中最具口碑和信心保證的信譽品牌，更一直佔據市場的領導地位。其優質又貨真價實的健康產品，獲得消費者一致推崇，備受高度肯定。多年來，維特健靈贏得多個由具公信力的主辦機構所頒發的獎項，包括「超級品牌」、「香港名牌」及《讀者文摘》信譽品牌白金獎及金獎等等，全由專業評審及普羅大眾選出，足見品牌在顧客及專業界心目中的地位。

「營」聚科研成果 共享健康未來

Wyeth Nutrition develops scientifically-designed nutritional products with premium-quality to meet the needs of infants and young children, as well as pregnant and lactating mothers. As pioneers in infant nutritional science, our mission is to provide the best nutritional support for future healthy outcomes. For more than a century, Wyeth Nutrition has leveraged clinical rigor, scientific research, world class manufacturing and product safety standards to drive scientifically-sound solutions that offer parents confidence, help nourish children and support their healthy futures.

Wyeth Nutrition Hong Kong Caring for Your Nutrition Need

Established in 1985, Wyeth Nutrition Hong Kong is primarily responsible for the sales, distribution and promotion of safe and quality nutrition products, including follow-on formula, growing-up formula, prenatal and lactating supplements, and adult supplement, in Hong Kong and Macau. Commitment to innovation is a sustaining hallmark for our business. Aiming to enhance the health of young children, women and adults, we participate in collaborative partnerships with various stakeholders, including health care professionals, non-governmental organizations, as well as our customers. We are committed to maintaining our product leadership, as well as contributing to the well-being of our society by supporting corporate social responsibility programs.

Awards

We are glad to have received Quality Food Traceability Scheme recognition from GS1 Hong Kong since 2015, which aim to recognize enterprises which demonstrate excellence in food traceability practices. We have also received recognition from GS1 Hong Kong with the fifth consecutive year of Consumer Caring Scheme award, which aims to recognize local enterprises which demonstrate excellence in consumer care. Wyeth Nutrition Hong Kong received Caring Company Award for 9 years in a row and Corporate Citizenship Award for 5 times over the past few years, in recognition of our dedication to serve the society we operate in.



Wyeth Nutrition develops scientifically-designed nutritional products with premium-quality to meet the needs of infants and young children, as well as pregnant and lactating mothers. 惠氏營養品一向致力研發以科學為本的優質營養品，以滿足嬰幼兒、孕婦和授乳母親之需要。

惠氏營養品

惠氏營養品一向致力研發以科學為本的優質營養品，以滿足嬰幼兒、孕婦和授乳母親之需要。作為嬰幼兒營養品的領導者，我們的使命是透過提供最佳的營養以促進健康。超過一個世紀以來，惠氏營養品透過嚴格的臨床實驗、科學研究、國際級的生產模式和產品安全標準，為廣大父母提供以科學為本的信心保證，協助培育小朋友及為他們的健康奠下基石。

惠氏營養品香港 關顧您的營養需要

惠氏營養品香港成立於1985年，主要負責香港和澳門地區的產品銷售和分銷業務，推廣優質安全的營養產品，包括較大嬰兒配方奶粉、幼兒成長配方奶粉、產前和哺乳期營養

補充品及成人營養產品。致力創新多年來一直是我們的品質標誌。我們與不同的持份者建立夥伴合作關係，包括醫護人員、非政府組織以及顧客，旨在促進兒童、婦女及成人的健康。我們不僅致力保持產品的領先地位，更透過支持不同的企業社會責任計劃，希望為社會帶來更大裨益。

獎項

我們很高興自 2015 年起獲得香港貨品編碼協會的「優質食品源頭追蹤計劃」之認可，該獎項旨在嘉許企業於食品安全獲得卓越表現。我們亦連續五年獲香港貨品編碼協會認可並頒發貼心企業之加許，旨在表揚於業務經營上致力「以客為先」的本地企業。惠氏營養香港連續9年獲得「商界展關懷」計劃之加許和5次獲得香港企業公民計劃，以表彰我們對關懷社會的貢獻。

Recognition & Award 嘉許與獎頂



HKHFA Quality Product Seal (QPS) 2021 香港保健食品協會“優質產品標誌”2021

By introducing the Quality Product Seal (QPS) Award in 2021 for the first time, the Association aims not only at providing more services and values for members, but to also bring the quality of health food to the next level, ultimately further strengthen consumers' confidence towards health food. Products that can meet specific stringent requirements and with supporting documents provided can be awarded this QPS seal. The seal can be applied on relevant awarded products, and can be used on various platforms, for example, product leaflet, store display, company website, advertisement and social media channels. The awarded products will also be exhibited in HKHFA website, increasing its exposure and assurance to consumers.

協會致力提升對會員的服務價值，今年首次推出“優質產品標誌”，目的除了希望將保健食品提昇至更高品質層次外，更希望藉此進一步增強消費者對保健食品的信心。產品只要符合特定品質要求，並能提供相關品質證明，便可獲頒“優質產品標誌”。獲頒“優質產品標誌”的產品可以貼上協會專屬的標誌，亦可在各平台例如相關產品的目錄及單張、店鋪擺設、公司網頁、宣傳廣告及社交平台等展示。協會的網頁亦會展示出獲頒“優質產品標誌”的產品，大大增加產品的曝光率及消費者信心。



安永國際亞洲有限公司為首間榮獲優質產品標誌的公司，合共五款產品得獎，由香港區營運及市場拓展總監文宇亮先生（中）代表接受嘉許。

Nu Life International (Asia) Ltd. was the first company to receive the Quality Product Seal (QPS). There were five awarded products in total. Mr. Jerry Man (middle), Senior Operation Manager, received the award on stage.



全美世界美容保健有限公司兩款產品榮獲優質產品標誌，由市場經理林洪柏先生（中）代表接受嘉許。

Two products from Best World Lifestyle (HK) Co. Ltd. received the Quality Product Seal (QPS). Mr. Eric Lum (middle), Marketing Manager, received the award on stage.

Recognition & Award 嘉許與獎頂



HKHFA Quality Product Seal (QPS) 2021 香港保健食品協會“優質產品標誌”2021

The following are the products being awarded the QPS.

以下為獲頒“優質產品標誌”的產品。

Nu Life International (Asia) Ltd. 安永國際亞洲有限公司

SupaGut 益菌優營素

ATPower 細胞活能寶

SupaLingZhi 超級靈芝皇

Essential Fatty Acid 健體脂肪酸

LiverProtek 活肝寶



Best World Lifestyle (HK) Co. Ltd. 全美世界美容保健有限公司

Avance SUPER EPA 2000 維格爾超級魚油 2000

Avance CHEWABLE ZINC 維格爾口嚼鋅



Recognition & Award 嘉許與獎頂

HKHFA Award Program 香港保健食品協會嘉許計劃

The Association has initiated the award program to recognize member companies and individuals who are involved actively in the Association's activities, and who have contributed much effort in supporting the Association. We have presented 12 corporate awards and 10 individual awards during the 16th Anniversary Dinner held on 30 Nov 2021.

協會推出的會員嘉許計劃，已於 2021 年 11 月 30 日舉行的十六週年晚宴中公佈了，共頒發了十二個公司獎項及十個個人獎項，以答謝和表揚一些積極參與會務、為協會出心出力的會員公司和會員。今年亦再接再厲，繼續凝聚各會員公司，齊心協力為業界發展共同努力。

Supportive Member to Association (Gold Award) 積極參與會員公司 (金獎)

Catalo Natural Health Foods Ltd.
美國家得路天然健康食品有限公司



Concord Alliance Ltd.
康盟有限公司



Mekim Limited
美儉有限公司



Recognition & Award 嘉許與獎頂

HKHFA Award Program 香港保健食品協會嘉許計劃

Supportive Member to Association (Gold Award)
積極參與會員公司 (金獎)

Nu Life International (Asia) Ltd.
安永國際亞洲有限公司



The Hong Kong Health Care Centre Ltd.
香港保健中心有限公司



Nu Skin Enterprises Hong Kong, LLC
美國如新企業香港分公司



Wyeth (Hong Kong) Holding Company Ltd.
惠氏 (香港) 控股有限公司



Recognition & Award 嘉許與獎頂

Supportive Member to Association (Silver Award)

積極參與會員公司 (銀獎)

Infinitus (H.K.) Co. Ltd.
無限極 (香港) 有限公司



Supportive Member to Association (Bronze Award)

積極參與會員公司 (銅獎)

Amway Hong Kong Ltd.
美國安利 (香港) 日用品有限公司



Noble Health Co., Ltd.
樂寶健康有限公司



Perfect Resources (HK) Ltd.
完美資源 (香港) 有限公司



Suntory Beverage & Food Hong Kong Ltd.
三得利食品飲料香港有限公司



Recognition & Award

嘉許與獎頂

Recognition to Supportive Individual 積極參與會員 (個人獎)



From left to right :

Ms. Cecilia Wong
Ms. Sukie Lai
Dr. Jennifer Wan (received by representative)
Mr. Bryant Chan
Ms. Veronica Sze
Ms. Joy Lim
Mr. Timothy Cheng
Ms. Lily Mong
Ms. Jasmine Ip
Ms. Doris Lo (Apology)

由左至右：

黃婉絲女士
黎杏儀女士
溫萬芬教授 (由代表接受獎狀)
陳澤仁先生
施潔瑜女士
林之瑤女士
鄭天恩先生
蒙燦櫻女士
葉錦芬女士
盧潔梅女士 (未有到場領獎)

Nu Skin Enterprises Hong Kong, LLC
Nu Skin Enterprises Hong Kong, LLC
The Hong Kong Health Care Centre Limited
Concord Alliance Ltd.
Wyeth (Hong Kong) Holding Company Limited
Wyeth (Hong Kong) Holding Company Limited
Mekim Limited
Noble Health Company Limited
Nu Life International (Asia) Limited
Avia Corporate Advisory Limited

美國如新企業香港分公司
美國如新企業香港分公司
香港保健中心有限公司
康盟有限公司
惠氏 (香港) 控股有限公司
惠氏 (香港) 控股有限公司
美儉有限公司
樂寶健康有限公司
安永國際亞洲有限公司
輝亞企業顧問有限公司

HKHFA Activities

協會活動

The Council has established 3 Committees in order to have a better development of the Association by taking up different responsibilities. They are External Affairs Committee, Internal Affairs Committee and Strategic & Regulatory Committee.

理事會成立 3 個工作委員會，負責推展不同範疇的會務工作，分別為外部事務委員會，內部事務委員會及策略發展委員會。

External Affairs Committee 外部事務委員會

Objective 目的

To handle the Association's external activities and to increase awareness of Association as well as to enhance the visibility and business opportunities of members.

處理協會外部事項以提升協會於業界代表性及促進會員業務發展。

Activities 工作範圍

- Public Relations 公共關係
- Marketing possibility 營商機遇
- Editorial Board 編審部
- Exhibitions 展覽會

Co-Chairman 聯席主席

Ms. Vivien Chou 周薇薇女士

Ms. Joanne Cheung 張玉儀女士

Members 會員

Dr. Jennifer Wan 溫萬芬女士

Mr. Jacky Zou 鄒銳先生

Ms. Vivian Lam 林鈺淇女士

Mr. Terry Chiu 趙德賢先生

Mr. Henry Yeung 楊志豪先生

Natural and Organic Asia (NOA) 2020

亞洲天然及有機產品博覽 2020

Asia Natural and Organic Expo 2020 provides the industry with the latest international and local market information, including the sustainable development of future food products and the current status of the organic industry in Hong Kong. The Hong Kong Health Food Association, as the VIP and supporting organization of the exhibition, also set up a booth in the exhibition to promote the mission and services of the Association.

亞洲天然及有機博覽 2020 為業界提供最新國際及本地市場資訊，內容包括未來食品的可持續發展及香港有機業的現況等。香港保健食品協會作為展覽大會之貴賓及支持機構，亦於展覽中設置攤位，推廣協會宗旨及服務。



Vice President Ms Joanne Cheung (3rd from the left) visited Natural and Organic Asia Expo 2020 Promotion Booth

副會長張玉儀女士 (左三) 參觀亞洲天然及有機博覽 2020 展覽攤位

HKHFA Activities 協會活動

Natural and Organic Asia (NOA) 2021 亞洲天然及有機產品博覽 2021

The Hong Kong Health Food Association (HKHFA) attended the opening ceremony of the Natural and Organic Asia 2021. During the expo, Vice President of HKHFA, Ms Joanne Cheung & Associate Professor of School of Biological Sciences HKU, Jennifer Wan shared about the Health Food and Dietary Supplement Trends in 2021 and Beyond in the NOA Academy. The talk allows audience to know more about the health food market and gain insight into product research and sustainable development. As a supporting organization of the NOA, HKHFA also set up a booth to promote its vision and services.

香港保健食品協會獲邀出席亞洲天然及有機博覽 2021 開幕典禮，並於展覽會期間，參與亞洲天然及有機學堂。本會副會長張玉儀女士及香港大學生物科學學院溫萬芬教授分享保健食品 2021 及未來的趨勢，讓觀眾更了解保健食品市場，前瞻產品研發及可持續發展。作為亞洲天然及有機博覽 2021 的支持機構，本會亦設置攤位，推廣協會宗旨及服務。



Vice President Ms Joanne Cheung (right) and Associate Professor of School of Biological Sciences HKU, Jennifer Wan (left) shared about the Health Food and Dietary Supplement Trends in 2021 and Beyond in the NOA Academy
副會長張玉儀女士 (右) 及香港大學生物科學學院溫萬芬教授 (左) 於天然有機學堂分享保健食品 2021 及未來的趨勢



President Mr Nasser Khan (1st from the right) visited the booth at Natural and Organic Asia 2021
會長簡立信先生 (右一) 參觀亞洲天然及有機博覽 2021 展覽攤位

HKHFA Activities 協會活動

Caring Organization Scheme 2020/21 同心展關懷 2020/2021

The Hong Kong Health Food Association was nominated by Joyful (Mental Health) Foundation to participate in the 2020/21 Caring Organisation Scheme, and was awarded the "Caring Organization" certificate issued by The Hong Kong Council of Social Service. The Association will continue to work with members to promote mental health and actively serve the society.

香港保健食品協會獲心晴慈善基金提名參與2020/21 同心展關懷計劃，並得到由社會服務聯會頒發「同心展關懷」証書，協會將繼續與會員一起致力推廣精神健康，積極服務社會。



The “Mindfulness at Work” Online Workshop 靜觀工作坊

The “Mindfulness at Work” online Workshop organized by the Hong Kong Health Food Association and Joyful (Mental Health) Foundation was held on 23rd February 2021. The workshop aimed to let members to know mindfulness and how to connect our body and mind through mindfulness under new normal. Members are encouraged to apply it to daily life, so as to strengthen our awareness of facing stress in daily life. Miss Lau Hoi Ching (counselling psychologist) from Joyful (Mental Health) Foundation was the speaker of the workshop. After attending the workshop, participants increased their knowledge of mindfulness and understand the relationship between mindfulness and decompression as well as physical and mental health, which helps enhance personal awareness and happiness at work at the same time. By learning the methods and skills of mindfulness, it can also help participants to improve their concentration as well as efficiency at work. We hope that this workshop will help more members and organizations improve our resilience in new normal.

由香港保健食品協會與心晴行動慈善基金合辦的網上【靜觀工作坊】於2021年2月23日圓滿結束。今年香港保健食品協會為了讓各會員於疫情下可以透過不同靜觀修習體驗活動，學習連結身心，並應用至日常生活中，加強我們面對生活壓力的覺察，特意邀請到心晴行動慈善基金（劉凱晴輔導心理學家）合辦【靜觀工作坊】。完成工作坊後，可讓參加者增加對靜觀的認識，了解靜觀與減壓與身心健康的關係，提升個人的覺察能力及工作中的快樂感，透過學習靜觀的方法和技巧，提升在工作中的專注力，從而提升工作的效率。

希望經過今次工作坊，在疫情影響下能幫助更多會員機構提高企業抗逆力。



Mindfulness workshop 靜觀工作坊

HKHFA Activities

協會活動

New Smart Anti-counterfeiting Technology Pilot Program 新智慧防偽技術先導計劃

The Hong Kong Health Food Association supports the Hong Kong Productivity Council to organize the "New Smart Anti-counterfeiting Technology Pilot Program" to help Hong Kong's pharmaceutical and health food industries experience new smart anti-counterfeiting platform technology, anti-counterfeiting labels and traceability technologies, protect product brands, enhance corporate quality management capabilities, and promote innovative control system to ensure consumer safety.

香港保健食品協會支持生產力局舉辦《新智慧防偽技術先導計劃》，協助香港藥品及保健食品行業體驗新智能防偽平台技術、防偽標籤及溯源技術，保護產品品牌，提升企業質量管理能力、促進監管系統創新、保障消費者安全。



Vice President Ms Joanne Cheung (4th from the left) attended the "New Smart Anti-counterfeiting Technology Pilot Program" seminar

副會長張玉儀女士（左四）出席《新智慧防偽技術先導計劃》研討會

International Conference of The Modernization of Chinese Medicines and Health Products (ICMCM) 2021 國際現代化中醫藥及健康產品會議 2021 (ICMCM)

Hong Kong Health Food Association attended the International Conference on Modern Chinese Medicine and Health Products. The conference invited 12 industry experts and scholars from 5 countries and regions to give speeches and communicate with the audience on the theme "Global Combination of Traditional Chinese and Western Medicine for infectious diseases: Clinical Research and Product Development". The conference also had successful cases sharing of Chinese medicine and health products commercialisation in Hong Kong and the Greater Bay Area.

香港保健食品協會出席國際現代化中醫藥及健康產品會議。會議邀請 12 位來自 5 個國家及地區的業界專家及學者，就主題「全球中西醫結合防治新冠肺炎及其相關疾病：臨床研究和產品研發」發表演說並與觀眾交流，會議還分享了中醫藥及健康產品在香港及大灣區商業化的成功案例。



Vice President Ms Joanne Cheung (2nd from the right) and Ms Vivien Chou (3rd from the right) attended the International Conference on Modern Chinese Medicine and Health Products.

副會長張玉儀女士（右二）及周薇薇女士（右三）出席國際現代化中醫藥及健康產品會議

HKHFA Activities

協會活動

HKHFA 16th Annual General Meeting

協會第 16 屆會員週年大會



Group photo of The 16th Annual General Meeting
第十六屆會員週年大會會員合照

The 16th Annual General Meeting (AGM) of The Hong Kong Health Food Association was held successfully on November 23, 2021. Owing to the Covid-19 pandemic, it was broadcasted in parallel to the members through zoom platform. Mr. Nasser Iqbal Khan (President), Ms. Vivien Chou (Vice President), Ms. Joanne Cheung (Vice President and Honorary Secretary), Mr. Danny Luk (Vice President and Honorary Treasurer), Mr. Jesse Kwok (Honorary Legal Advisor), council members and ordinary members attended the meeting or joined via Zoom platform. The President, the Treasurer and committee chairmen have presented President Report, Financial Report, and Committee Reports respectively, which were adopted by members at the meeting.

香港保健食品協會第十六屆會員週年大會已於 2021 年 11 月 23 日完滿舉行，今年因疫情關係，同步利用 ZOOM 平台作網上直播。會長簡立信先生，副會長周薇薇女士，副會長及名譽秘書長張玉儀女士，副會長及名譽司庫陸華先生，名譽法律顧問郭匡義律師及多名理事和會員親身出席或透過 ZOOM 平台參與大會。會長、司庫及各委員會分別發表了年度報告、財政報告及會務報告，並於會議上獲得通過。

Internal Affairs Committee 內部事務委員會

Objective 目的

To coordinate among members and strengthen the internal networking; to handle enquiry from members.

負責會員內部交流，處理有關會員的事項。

Activities 工作範圍

- Membership affairs 會員事務
- Free Sales Certificate 自由銷售證明書
- Annual Dinner 週年晚宴
- Members activities 會員活動

Chairman 主席

Mr. Danny Luk 陸華先生

Members 會員

Mr. Timothy Cheng 鄭天恩先生 Ms. Lily Mong 蒙燦櫻女士
Mr. Angus Lau 劉俊傑先生 Mr. Benny Lam 林曉斌先生
Mr. Ryan Tse 謝天澤先生

HKHFA Activities

協會活動

Bowling Contest and Fun Carnival 2021

保齡球錦標賽暨嘉年華 2021

The Hong Kong Health Food Association has held the Bowling Contest and Fun Carnival 2021 on September 10. There were total 10 teams and everyone enjoyed the game very much. Each team was mixed with representatives from different member companies, so that everyone can get to know each other while having fun.

Kenny Chung from Nu Life International (Asia) Limited, Maisy Lam from Wyeth (Hong Kong) Holding Company Limited and Kenneth Lee from Concord Alliance Limited (Meiriki) jointly won the Team Champion. They also won the Individual Champion, 1st runner up and 2nd runner up of Individual Contest respectively. The 1st runner-up of Team Contest was Benji Yeung from Catalo Natural Health Foods Limited, Timothy Cheng from Mekim Limited and Jakie Fok from Wyeth (Hong Kong) Holding Company Limited. Vincent Wong of Concord Alliance Limited (Meiriki), Angus Lau of Perfect Resources (HK) Limited and Gary To of The Hong Kong Health Care Centre Limited won the 2nd runner up of Team Contest. Angus Lau also won the Most Welcome Bowler.

We were honoured to have Mr. Danny Luk, Association Vice President, Treasurer and Chairman of Internal Affairs Committee, Ms. Vivien Chou, Association Vice President and Co-Chairman of External Affairs Committee and Ms. Joanne Cheung, Association Vice President, Secretary and Co-Chairman of External Affairs Committee to join the Bowling Contest and Fun Carnival and present the awards. Thanks to the following members who sponsor for the event (names in alphabetical order): Amway Hong Kong Limited, Concord Alliance Limited (Meiriki), Mekim Limited, Nu Life International (Asia) Limited, Nu Skin Enterprises Hong Kong, LLC, Perfect Resources (Hong Kong) Limited, The Hong Kong Health Care Centre Limited, and Wyeth (Hong Kong) Holding Company Limited.

香港保健食品協會於9月10日舉辦了保齡球錦標賽暨嘉年華2021。當日有10組比賽隊伍，各人都施展渾身解數，樂在其中。是次比賽特別安排每組混合不同公司代表，讓大家可以在玩樂時藉此互相認識。

比賽最後由安永國際亞洲有限公司的Kenny Chung，惠氏(香港)控股有限公司的Maisy Lam及康盟有限公司(日本命力)的Kenneth Lee合作贏得「隊制賽冠軍」。他們更分別贏得「個人賽冠、亞及季軍」。「隊制賽亞軍」分別來自美國家得路天然健康食品有限公司的Benji Yeung，美儉有限公司的Timothy Cheng及惠氏(香港)控股有限公司的Jackie Fok。而「隊制賽季軍」有康盟有限公司(日本命力)的Vincent Wong，完美資源(香港)有限公司的Angus Lau和香港保健中心有限公司的Gary To。Angus Lau在現場更同時贏得「最受歡迎保齡球手」。

當日我們更要請到協會副會長、司庫暨內部事務委員會主席陸華先生，協會副會長暨外部事務委員會聯席主席周薇薇女士及協會副會長、秘書暨外部事務委員會聯席主席張玉儀女士到來為我們頒獎。同時亦多謝以下會員公司贊助支持保齡球活動(排名不分先後): 美國安利(香港)日用品有限公司，康盟有限公司(日本命力)，美儉有限公司，安永國際亞洲有限公司，美國如新企業香港分公司，完美資源(香港)有限公司，香港保健中心有限公司，及惠氏(香港)控股有限公司。

HKHFA Activities 協會活動



大會贊助:



NU LIFE
INTERNATIONAL
since 1991



Mr. Danny Luk, the Association Vice President, Treasurer and Chairman of Internal Affairs Committee (Right) photo with the "Most Welcome Bowler".

協會副會長、司庫暨內部事務委員會主席陸華先生 (右) 與「最受歡迎保齡球手」合照



Ms. Vivien Chou, the Association Vice President and Co-Chairman of External Affairs Committee (Middle) photo with the "Team Winners"

協會副會長暨外部事務委員會聯席主席周薇薇女士 (中) 與「隊制賽」各得獎者合照



Ms. Joanne Cheung, the Association Vice President, Secretary and Co-Chairman of External Affairs Committee (2nd from the Right) photo with the "Individual Winners"

協會副會長暨外部事務委員會聯席主席張玉儀女士 (右二) 與「個人賽」得獎者合照

HKHFA Activities 協會活動

Strategic & Regulatory Committee 策略發展委員會

Objective 目的

To liaise with important and related government and media in order to further the business development and benefits of members.

與相關政府部門及媒體交流聯繫以增加會員業界發展。

Activities 工作範圍

- Familiar with Regulatory: UMAO, 1+7 labeling, related regulations
- UMAO, 1+7 標籤, 保健食品條例等
- Strategic affairs 策略事務
- White Paper 白皮書

Co-Chairman 聯席主席

Mr. Nasser Khan 簡立信先生

Ms. Veronica Sze 施潔瑜女士

Members 會員

Ms. Doris Lo 羅潔梅女士 Mr. Paul Leung 梁忠良先生

Ms. Sukie Lai 黎杏儀女士 Mr. Howard Ng 吳君豪先生

Ms. Kitty Chan 陳紫琪女士 Mr. Benny Lam 林曉斌先生

Ms. Jasmine Ip 葉錦芬女士

Amendment of Article of Association

The amended Article of Association in accordance with the New Companies Ordinance (Chapter 622) is passed in the Extraordinary General Meeting on 21 Oct 2020 and is recorded with the Companies Registry. This helps the Association to keep up to date with effective operation to cope with the needs for upcoming development.

修改組織章程

根據新修訂的《公司條例》第 622 章，協會的更新組織章程已於 2020 年 10 月 21 日舉行的特別會員大會獲得通過，並已通過公司註冊處審核存檔，盼更能切合協會未來發展需要，達至更好的運作效能。

HKHFA New Logo and Catchphrase

HKHFA 新標誌及標語

To enhance the image of the Association, a new logo for the Association is designed and in use. This help to project the ambition of the industry to expand into other markets including the Greater Bay Area and globally. The catchphrase "Cohesive Voice of Health Care" is created as well to clearly define the position of the Association and be a united force of the industry.

協會今年更新了標誌，為協會帶來了新形象，亦包含了業界冀邁向國際及大灣區市場的宏願。協會亦經理事會投票，選出了「凝聚保健力量」作為協會標語，以凸顯出協會的定位及業界團結一致的精神。



HKHFA Activities

協會活動

Meeting with Dr. Bernard Chan, JP, Under Secretary for Commerce and Economic Development

與商務及經濟發展局副局長 陳百里博士，太平紳士會面

The President Mr. Nasser Khan, Honorary President Mr. Calvin Chan, Vice Presidents Ms. Vivien Chou and Ms. Joanne Cheung have met with Dr. Bernard Chan on 9 July 2020. The mission, vision, structure, work and future development of the Association is introduced. We have also expressed the Association's intention to apply for the Trade and Industrial Organisation Support Fund and have elaborated the framework of the proposal. The call from the industry to open up the market for health food in Greater Bay Area was conveyed. Dr. Chan had acknowledged the needs of the industry and acceded to help and support the healthy growth of the industry.

會長簡立信先生、榮譽會長陳家偉先生、副會長周薇薇女士及張玉儀女士於 2020 年 7 月 9 日與商務及經濟發展局副局長陳百里博士，太平紳士會面。協會向陳副局長介紹了協會的理念、架構、工作及未來的方向，闡述了協會正在籌備申請的工商機構支援基金計劃大綱，亦表達了業界對於儘快開展大灣區保健食品市場的訴求。陳副局長亦表達了對於協會及業界的積極支持。



The President Mr. Nasser Khan (2nd from the left) presented certificate of appreciation to Dr. Bernard Chan, JP (middle), Under Secretary for Commerce and Economic Development

會長簡立信先生 (左二) 於會後致送感謝狀予商務及經濟發展局副局長陳百里博士，太平紳士 (中)

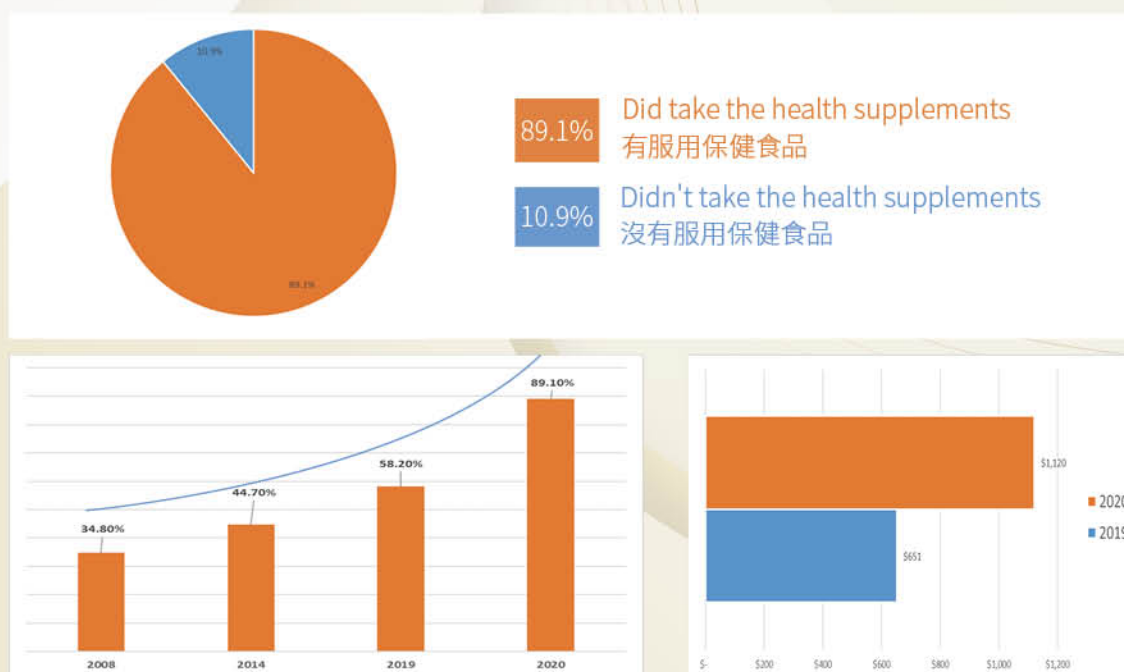
HKHFA Activities

協會活動

2020 Survey on Health Supplements Market in Hong Kong 2020 年香港人對保健食品使用情況的市場調查

In order to better understand the market trend under the pandemic situation, the Association has conducted a survey on respondents' habit of taking health supplements during pandemic in 2020 and compared to the survey in 2019. The survey result is encouraging. The survey is conducted during the period of 5th to 18th Oct 2020, by distributing electronic questionnaires through HKHFA members and other trade associations. 570 questionnaires are collected successfully. 90% of the respondents have taken health supplements in the past 6 months, a significant increase as compared to 60% in 2019. On average, respondents spent \$1120 on each month for health supplements. Compared to 2019 (\$651), there was an increase of \$469. 38% of the respondents have increased health supplements purchase under the pandemic situation. Vitamins and minerals, probiotics and dietary fiber, and omega 3 series are the three most popular categories of which respondents have increased purchase.

為了更準確掌握疫情下的市場變化，協會把握時機，於 2020 年 10 月份進行了一次快速的市場調查，得到了令人鼓舞的結果。是次調查於 2020 年 10 月 5 日至 18 日期間進行，以電子問卷形式，透過香港保健食品協會、香港直銷協會會員、香港供應商協會及現代化中醫藥國際協會會員向外發放，成功收集了 570 份問卷。有九成被訪者在過去六個月內有服用過保健食品，較 2019 年調查結果有六成人在過去六個月內有服用過保健食品有明顯升幅；被訪者於 2020 年每月購買保健食品的平均花費為 \$1120，較 2019 年的 \$651 增加了 \$469。38% 被訪者在疫情後購買多了保健品，而維他命及礦物質、益生菌及膳食纖維、奧米加油系列，是最多被訪者增加購買的類別。



90% of the respondents have taken health supplements in the past 6 months, a significant increase as compared to 60% in 2019.

九成被訪者在過去六個月內有服用過保健食品，較 2019 年調查結果有六成人在過去六個月內有服用過保健食品有明顯升幅

In average, respondents spent \$1120 on each month for health supplements. Compared to 2019 (\$651), there was an increase of \$469。被訪者於 2020 年每月購買保健食品的平均花費為 \$1120，較 2019 年的 \$651 增加了 \$469。

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Acknowledgements 鳴謝

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香港保健食品協會鳴謝以下委員會和公司機構的支持，順利編製 2021 年刊。

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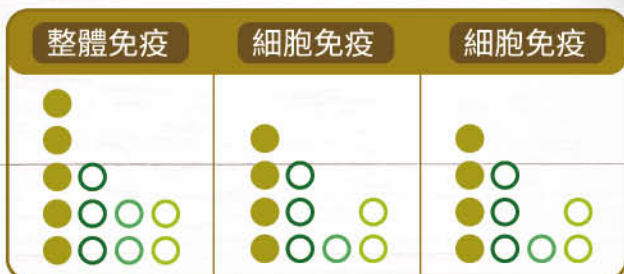
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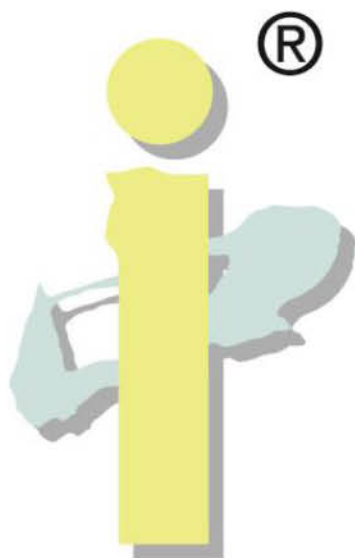
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* 美國哈佛醫學院《臨床微生物學評論》

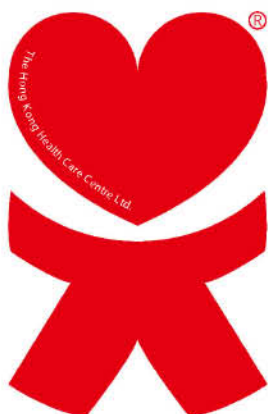
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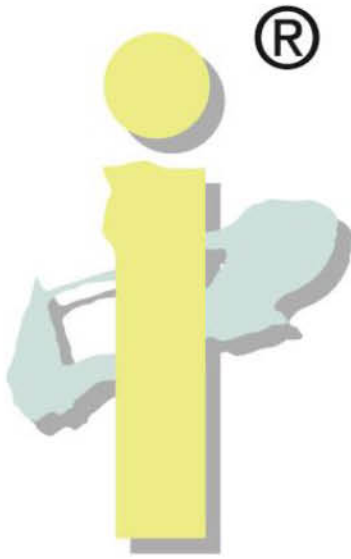


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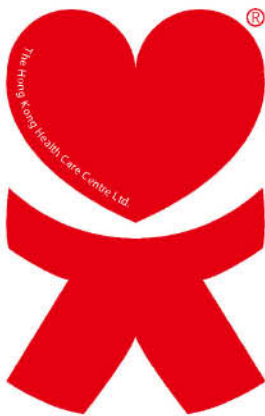
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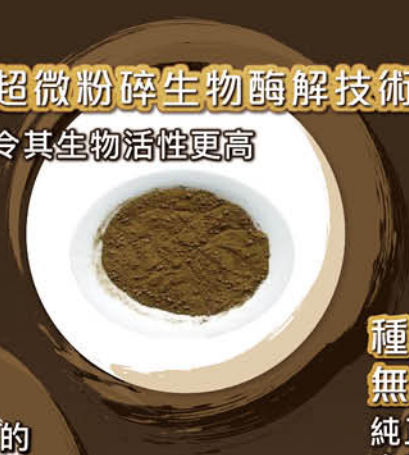
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林志彬教授
中國靈芝研究先驅

今年的9月29日上午，杭州市市民健康生活馆在杭州举行了一场题为《灵芝增强免疫力与疫情防控》健康公益讲座，邀请了中國药理学会名誉理事长、著名灵芝研究学者、北京大学医学部林志彬教授讲解灵芝增强免疫力，尤其是当下疫情阶段，如何通过灵芝来达到自我防护的效果。



林志彬教授詳解
靈芝增強免疫力與
疫情防控



超級靈芝皇
詳細介紹





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