



引領業界 | 健康前行

Advancing the industry, safeguarding health



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 consumers.

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 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 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 保健食品的定義

[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. Ryan Tse

謝天澤先生

President

會長

Twenty Years of Brilliance, Stepping Towards a New Milestone: Celebrating the 20th Anniversary of the Hong Kong Health Food Association

On the occasion of the 20th anniversary of the Hong Kong Health Food Association, I am filled with gratitude and joy as I join all my fellow industry colleagues in reflecting on the remarkable journey we have undertaken together, and in looking forward to a future full of hope.

Over the past twenty years, the health food industry in Hong Kong has grown from its early beginnings to a thriving sector, from exploration to maturity — a journey made possible by the dedication and efforts of every member. I would like to extend my sincerest thanks and highest respect to all those who have contributed to the development of the industry!

Two Decades of Cultivation, Witnessing the Industry's Growth

For twenty years, the Hong Kong Health Food Association has stood united with the industry through challenges, witnessing its transformation and progress. From establishing initial industry standards to promoting consumer education; from fostering industry exchange to embracing new market trends, we have consistently adhered to our mission of "safeguarding industry interests, enhancing professional standards, and protecting consumer health," growing together with our members.

Back in mid-2008, market research revealed that approximately 34.8% of Hong Kong adults regularly consumed health supplements, with the estimated number of health supplement takers reaching around 2 million. At the time, the local health supplement market had already demonstrated signs of stability and modest growth.

Stepping into 2025, the health supplement market has expanded significantly, demonstrating strong growth momentum. According to a survey published in May 2024 by the Hong Kong Institute of Asia-Pacific Studies of The Chinese University of Hong Kong, over 60% (62.9%) of Hong Kong adults reported taking health supplements within the past six months. The user base has grown to 4 million—nearly double the figure recorded in 2008.

President's Report for HKHFA Year Book 2025

The report further indicated that the average monthly expenditure per user now stands at HKD 781.59. Based on this figure, the estimated total market spending over a six-month period has reached HKD18.5 billion. These figures reflect the increasingly important role that health supplements play in the daily lives of Hong Kong citizens.

Even more encouraging is the trend towards more rational consumer choice. Efficacy, safety, and brand trust have become primary considerations, indicating a maturing market that provides broader development space for high-quality products.

The Association has always emphasized industry self-regulation, actively advocating for member companies to comply with relevant regulations and ethical standards, ensuring transparent product information and accurate labeling. Simultaneously, we encourage the implementation of voluntary quality assurance mechanisms to further protect consumers' right to know and their health interests, building a bridge of trust between the industry and the public.

Seizing the Present, Jointly Creating a New Industry Landscape

Standing at the new starting point of our 20th anniversary, we are delighted to see the industry developing towards greater professionalism and innovation:

1. Diversifying Consumer Demand Drives Product Innovation

Demand from younger demographics for body shape management, mental wellness, and sports nutrition continues to grow; demand from the silver-haired generation for bone, joint, and cardiovascular health products is steadily rising; while traditional categories like vitamins, probiotics, and Chinese supplements remain widely popular. This diversified demand structure presents rich product development opportunities for the industry.

Message from the President

會長獻辭



2. Promoting and Supporting Member Enterprises in Enhancing Competitiveness

We will strengthen services for our members through various means such as technical seminars, regulatory consultations, and market analysis to help enterprises grasp the latest trends and regulations. Simultaneously, we encourage members to enhance cooperation with scientific research institutions, promote evidence-based product development, and continuously improve the overall innovation capability and professional standards of the industry.

3. Facilitating Industry Exchange and Market Expansion

This year, the Association successfully held several seminars and knowledge-sharing sessions on cross-border e-commerce regulations, promoting experience sharing and business cooperation among members, and consolidating industry strength to create business opportunities together. Leveraging Hong Kong's status as an international hub, our members are successfully exploring new markets, particularly in the Greater Bay Area and Southeast Asia. We are not only introducing world-class products to Hong Kong but also assisting local brands in "going global," showcasing the quality and innovation of Hong Kong's health food industry to the world.

Furthermore, the Association maintains close communication and collaboration with government departments and relevant bodies. We strive to fully represent the industry's current situation and concerns, promoting the sector's sustained and healthy development while ensuring consumer safety.

Looking to the Future, Joining Hands to Create a New Chapter

Looking ahead, we are full of confidence in the industry's prospects. The Association will take the 20th anniversary as a new starting point to promote the following strategic directions:

1. Strengthen Scientific Research Support, Promote Evidence-Based Health Products

The Association will enhance cooperation with scientific research institutions to support member enterprises in product research, development, and efficacy verification, fostering science-based, evidence-backed product innovation and elevating industry professionalism.

2. Expanding Market Presence and Enhancing Brand Value

We will assist our members in seizing economic opportunities by expanding into both Chinese Mainland and overseas markets through online channels. Simultaneously, we will continue to promote the "Quality Product Seal" to enhance consumer recognition.

3. Strengthen Talent Cultivation, Lay the Foundation for Development

The Association will collaborate with professional institutions to promote industry talent training programs, nurturing professionals in R&D, quality control, marketing, and more, thereby building a talent reserve for the sustainable development of the industry.

4. Deepen Public Education, Communicate Correct Health Concepts

We will launch a series of public education activities to disseminate scientific health knowledge, help the public establish rational consumption concepts, and promote the healthy development of the market.

Looking ahead, the Association will continue to champion a culture of industry self-regulation, encouraging businesses to operate with transparency and fulfill their social responsibilities. Together, we will uphold the industry's reputation and maintain consumer confidence.

Moving Forward Together: Shaping the Next 20 Years

Twenty years is a milestone, and even more so, a new beginning. We thank all members for your support and companionship over the past twenty years, allowing us to collectively witness the robust growth of Hong Kong's health food industry. In the future, let us continue to join hands, shoulder to shoulder, guided by professionalism, driven by the power of innovation, and committed to social responsibility, to jointly create an even more brilliant tomorrow for the Hong Kong health food industry!

I sincerely wish the Association ever-growing success and all our members prosperous businesses and good health!

香港保健食品協會 2025 年刊會長報告

輝煌二十載，邁向新里程：香港保健食品協會二十週年誌慶

值此香港保健食品協會成立二十週年之際，本人懷著感恩與欣喜的心情，與全體業界同仁共同回首我們攜手走過的輝煌歷程，展望充滿希望的未來。二十年來，香港保健食品行業從萌芽到茁壯，從探索到成熟，離不開每一位會員的堅持與付出。在此，我謹向所有為行業發展作出貢獻的同仁，致以最誠摯的感謝與最崇高的敬意！

廿載耕耘，見證行業茁壯成長

二十年來，香港保健食品協會與業界風雨同路，見證了行業的蛻變與進步。從最初建立行業標準，到推動消費者教育；從促進業界交流，到迎接市場新趨勢，我們始終秉持「維護業界權益、提升專業水平、保障消費者健康」的宗旨，與會員共同成長。

早在2008年中，市場調查顯示約有34.8%的香港成年人有服用保健食品的習慣，估算人數約為200萬。當時本地保健食品市場已呈現穩定，甚至略為增長的趨勢。

踏入2025年，保健食品市場明顯擴大，增長勢頭強勁。根據香港中文大學亞太研究所於2024年5月發表的調查報告，超過六成（62.9%）的香港成年人在過去六個月內曾服用保健食品，使用人數達400萬，幾乎是2008年的兩倍。

報告亦指出，服用者每月平均開支達港幣781.59元，推算市場於半年內的總支出高達約185億港元，反映保健食品在港人日常生活中的地位日益提升。

更令人鼓舞的是，消費者選擇產品時更趨理性，功效、安全性與品牌信任成為主要考量，反映出市場日趨成熟，為優質產品提供更廣闊的發展空間。

協會一向重視行業自律，積極倡導會員企業遵守相關法規與道德標準，確保產品資訊透明、標籤準確。同時，我們鼓勵推行自願性質的品質保證機制，進一步保障消費者的知情權與健康權益，建立業界與大眾之間的信任橋樑。

把握當下，共創行業新氣象

站在二十週年的新起點，我們欣喜地看到行業正朝著更專業、更創新的方向發展：

1. 消費需求多元化推動產品創新

年輕族群對體態管理、精神健康與運動營養的需求持續增長；銀髮族對骨骼關節、心血管保健產品的需求穩步上升；而維他命、益生菌與中式保健品等傳統類別依然廣受歡迎。這種多元化的需求結構，為業界帶來豐富的產品開發機會。

2. 推動和支持會員企業提升競爭力

我們將強化對會員的服務，透過技術講座、法規諮詢及市場分析等多元方式，協助企業掌握最新趨勢與規範。同時鼓勵會員加強與科研機構合作，推動以實證為基礎的產品開發，持續提升業界整體的創新能力與專業水平。

3. 促進業界交流與市場拓展

今年協會成功舉辦了多場研討會，並就跨境電子商貿規例舉辦知識分享會，促進會員間的經驗分享與業務合作，凝聚業界力量，共創商機。憑藉香港作為國際樞紐的地位，我們的會員正成功開拓新市場，特別是在大灣區及東南亞。我們不僅將世界級的產品引進香港，並協助本地品牌「走出去」，向全球展示香港健康食品業的優質與創新。此外，協會亦積極與政府部門及相關機構保持密切溝通與合作，務求

充分反映業界的現況與關切，並在保障消費者安全的同時，推動行業持續且健康的發展。

展望未來，攜手開創新篇章

展望未來，我們對行業前景充滿信心。協會將以二十週年為新起點，推動以下戰略方向：

1. 強化科研支持，推動實證保健

協會將加強與科研機構合作，支持會員企業進行產品研發與功效驗證，推動以科學實證為基礎的產品創新，提升行業專業水平。

2. 拓展市場空間，提升品牌價值

我們將協助會員把握經濟機遇，透過線上渠道拓展中國內地及海外市場，同時持續推廣「優質產品標誌」，提升消費者認知度。

3. 加強人才培育，奠定發展基礎

協會將與專業院校合作，推動行業人才培訓計劃，培育研發、質控、營銷等專業人才，為行業可持續發展儲備力量。

4. 深化公眾教育，傳遞正確保健觀念

我們將開展系列公眾教育活動，傳遞科學的保健知識，幫助市民建立理性的消費觀念，促進市場健康發展。

未來，協會亦將持續推動行業自律文化，鼓勵企業公開透明經營，善盡社會責任，共同維護行業聲譽與消費者信心。

同心同行，共創更美好的二十年

二十年，是一個里程碑，更是一個新開始。感謝各位會員二十年來的支持與陪伴，讓我們共同見證了香港保健食品行業的茁壯成長。未來，讓我們繼續攜手並肩，以專業精神為引領，以創新動力為驅動，以社會責任為擔當，共同開創香港保健食品行業更輝煌的明天！

衷心祝願協會會務蒸蒸日上，各位會員事業興隆，身體健康！

Message from the Vice Presidents

副會長獻辭



Ms. Vivien Chou

周薇薇女士

Vice President

副會長

Comprehensive health industry is now standing at a crucial crossroad. On one hand, the past COVID pandemic has made the public aware of the need in maintaining or improving their general health; on the other hand, the continuous self-education of consumers has enhanced their understanding of supplements. Consumers nowadays need better, more convincing and scientific products for their own needs.

Our association has focused on building our own quality certification system for the recent years. We now offer Quality Product Seal to encourage our members in pursuing perfection for their products. There are some companies in our industry, however, making untrue statements over 'Made in Hong Kong' labels after the rising trend of cross border e-commerce. Such misbehaviour has caught the attention of both media and official market regulation. The focus of our association's future work, therefore, would be further certification on cross border e-commerce to help consumers differentiate what is true and false and to help our members who insists 'Made in Hong Kong' standard in exploring new markets.

大健康產業正站在關鍵的十字路口。一方面，新冠疫情讓大眾更迫切希望保持或提升自己的身體機能；另一方面，大眾的自我教育讓他們對保健品的認知也在提升。今時今日的消費者需要更優質、更有說服力、更科學的大健康產品來滿足自己的需求。

近年來協會一直聚焦建立自己的品質認證，通過協會的優質產品標誌來鼓勵會員單位精益求精。跨境電商興起後，有部分商家通過轉口貿易的方式，誤導消費者產品是“香港製造”，已經引發媒體和國家市場監管關注。協會未來工作的重點將放在跨境電商認證方面，幫助消費者分辨良莠，協助堅守“香港製造”的會員拓展市場。

Message from the Vice Presidents

副會長獻辭



Mr. Terry Chiu

趙德賢先生

Vice President

副會長

This year marks a pivotal turning point for the health food industry, filled with both challenges and opportunities. Local consumption patterns are shifting rapidly, with demand surging across online and offline channels and placing unprecedented pressure on traditional business models. Although health foods still command the market's spotlight, we cannot overlook the significant obstacles arising from fierce competition.

As the Hong Kong Health Food Association celebrates its twentieth anniversary, we reflect on two decades of local brand transformation and emergence. The Association remains the bridge and fortress that binds our members together, delivering the most authoritative industry intelligence and professional resources. We take particular pride in "Made in Hong Kong" health supplements: thanks to rigorous production standards and innovative formulations, they have become both a seal of consumer trust and a core force driving market breakthroughs.

In my role as Vice-president, I recognize that navigating a rapidly changing market requires staying ahead of diverse distribution channels and policy developments. From establishing cross-border e-commerce in the Greater Bay Area to exploring blue-ocean markets overseas, we will release platform regulations, tax policies, and official guidelines in sync, enabling every member to tap emerging markets seamlessly and maximize brand value.

Today, the Association also embraces the dual roles of "Super Connector" and "Super Value-Enhancer," linking mainland and international resources to drive local R&D and production innovation. By leveraging policy incentives and industry trends, we will unite to magnify the strengths of "Made in Hong Kong," turning challenges into opportunities and these inflection points into keys to success under our new normal.

Let us join hands to rethink our strategies and champion "Made in Hong Kong" health foods through uncompromising quality and an innovative spirit. As we face the next wave of consumer demand, only through unity and shared success can we lead our local industry toward broader horizons.

這一年對保健食品產業而言，是充滿挑戰與機會的轉折之年。本地消費模式快速轉變，線上與線下需求同時升溫，傳統營運方式正承受前所未有的壓力。雖然保健食品依然穩居市場風口浪尖，但在激烈競爭與內捲環境下，我們不可迴避的困難亦不容小覷。

香港保健食品協會步入二十週年里程碑，二十年來見證本地品牌的蛻變與崛起。協會將持續成為各會員緊密聯結的橋樑與堡壘，輸送最權威的產業資訊與專業資源。特別值得驕傲的是「香港製造」保健品憑藉嚴謹生產標準和創新配方，正成為消費者信賴的品質保證與市場突破的核心動力。

身為協會副主席，我深知面對瞬息萬變的市場，唯有搶先掌握多元通路與政策動態，才能助力「香港製造」品牌破浪前行。從大灣區跨境電商布局，到海外藍海市場拓展，我們將同步發布平臺規則、稅務政策及官方指南，令每位會員無縫對接新興市場，最大化品牌價值。

當前，協會更肩負起「超級聯繫人」與「超級增值人」的雙重角色，連結內地與國際資源，推動本地研發與生產創新。透過政策紅利與產業趨勢，我們將齊心協力，把「香港製造」的優勢放大，將挑戰化為商機，將轉折點化為新常態下的勝出關鍵。

讓我們攜手革新思維，推動「香港製造」保健食品以過硬品質和創新精神，贏在未來的市場轉折點。面對新一波消費浪潮，唯有同心協力、共創共贏，才能引領本地產業邁向更廣闊的天地。

Message from the Vice Presidents

副會長獻辭



Ms. Nicole Leung

梁諾琳女士

Vice President

副會長

The Hong Kong health food market continues to grow steadily, with consumers increasingly valuing product quality, scientific evidence, and actual benefits. This trend is raising public health awareness. As products diversify, industry collaboration becomes crucial for healthy competition and sustainable development.

As an industry bridge, our association organizes regular exchanges, seminars, and workshops to facilitate knowledge sharing. This year's events included the "HKHFA x GS1 Seminar on Health Food Export Strategies to Southeast Asia," a meeting with Hon SHIU Ka-fai, JP on industry needs, and the "New Era of Health Foods" seminar with HKTDC on June 3. These activities help members stay informed on market and regulatory updates while strengthening cooperation.

As Vice President, I encourage all members to actively participate in our events. This platform enables information exchange, innovation, and partnership opportunities. Your involvement is key to consensus-building and industry progress.

Looking forward, we should enhance Mainland-Hong Kong cooperation to align health food standards and facilitate market access to the Greater Bay Area. We will also boost consumer education on science-backed health products. Together, let's seize new opportunities and contribute more actively to Hong Kong's health ecosystem — building a healthier future.

香港保健食品市場繼續穩步發展，規模持續擴大。我們觀察到，市民選擇保健食品時愈發注重產品質素、科學實證與實際效益，這趨勢有助進一步提升大眾的整體健康意識。面對市場上日益多元化的產品，業界同心協力、促進良性競爭與可持續發展顯得尤為重要。

本協會一直擔當業界橋樑，透過定期舉辦行業交流會、專題研討會及實務工作坊，促進會員之間的知識分享與經驗借鑑。今年，我們舉辦了多場實質活動，包括「HKHFA x GS1 拓展東南亞市場保健食品跨境出口策略研討會」、與邵家輝議員的交流會議探討業界需求，以及與香港貿易發展局於6月3日合辦的「健康食品的新時代：創新、趨勢與市場洞察」研討會等。這些活動不僅促進業界互動，也協助會員掌握最新市場動態及法規更新，共同應對行業挑戰，建立更穩固的互信與合作基礎。

作為副會長，我誠邀各位會員繼續積極參與協會各項活動，借助這個互動平台交流實用資訊、探索創新方向，並發掘潛在合作空間。大家的積極參與是凝聚共識、推動行業穩步前行的關鍵力量。

展望未來，我們應深化內地與香港合作，推動保健食品標準對接，讓香港產品更順利進入粵港澳大灣區市場。同時，加強消費者教育，引導大眾選擇具科研實證的高品質健康食品。我們將一如既往，團結業界力量，積極把握市場新機遇，務求讓保健食品行業在香港健康生態中扮演更積極、更具建設性的角色。讓我們攜手努力，共創更健康的未來。

Congratulatory Apothegms

賀辭

20th
Anniversary



Mr. YAU Ying Wah, Algernon, JP
丘應樺先生, JP

Secy for Commerce & Econ Dev
商務及經濟發展局局長

香港保健食品協會二十週年誌慶

倡 康 保 健
護 社 益 羣

商務及經濟發展局局長丘應樺



Congratulatory Apothegms

賀辭

20th
Anniversary



Dr Bernard CHAN Pak-li, JP
陳百里博士, JP

Under Secy for Commerce
& Econ Dev
商務及經濟發展局副局長

香港保健食品協會二十週年誌慶

廣凝同業
共護民康

商務及經濟發展局副局長陳百里



Congratulatory Apothegms

賀辭

20th
Anniversary



Mr NG Man-kit, Donald, JP
吳文傑先生，太平紳士

Director of Food and
Environmental Hygiene
食物環境衛生署署長

香港保健食品協會二十週年誌慶

康民裕業
績望並彰

食物環境衛生署署長吳文傑



Congratulatory Apothegms

賀辭

20th
Anniversary



Mr. CHAN Tsz-tat, CDSM
陳子達先生, CDSM

Commissioner of Customs
and Excise
海關關長

香港保健食品協會二十週年誌慶

良方壽世
鴻業永昌

海關關長陳子達



Congratulatory Apothegms

賀辭

20th
Anniversary



Dr the Honourable
LAM Ching-choi, GBS, JP
林正財議員, GBS, JP

Members of Executive Council
行政會議成員

香港保健食品協會二十週年誌慶

凝聚實力
邁進未來

行政會議成員林正財議員, GBS, JP

Congratulatory Apothegms

賀辭

20th
Anniversary



Mr Aaron LIU, JP
廖廣翔先生, JP

Director-General of Trade
and Industry
工業貿易署署長

香港保健食品協會二十週年誌慶

崇康尚健
匡業惠羣

工業貿易署署長廖廣翔



Congratulatory Apothegms

賀辭

20th
Anniversary



Dr WONG Wang, Christine, JP
黃宏醫生

Controller, Centre for Food Safety
食物環境衛生署食物安全專員

香港保健食品協會二十週年誌慶

宏籌遠策
業盛民康

食物環境衛生署
食物安全專員黃宏醫生



Congratulatory Apothegms

賀辭

20th
Anniversary

懋績嘉猷
同心同德

香港保健食品協會二十週年誌慶

食物環境衛生署環境衛生部

第一行動科助理署長(行動) 溫智舜先生



Mr. WAN Chi-shun
溫智舜先生

Assistant Director (Operations),
Operations Division 1
Environmental Hygiene Branch,
Food and Environmental Hygiene
Department

食物環境衛生署環境衛生部
第一行動科助理署長(行動)

Congratulatory Apothegms

賀辭

20th
Anniversary



Dr Vincent Chung Chi-ho
鍾志豪博士

Commissioner for Chinese
Medicine Development
醫務衛生局中醫藥發展專員

香港保健食品協會二十週年誌慶

鴻才臻萃
懋績常新

醫務衛生局
中醫藥發展專員鍾志豪



Congratulatory Apothegms

賀辭

20th
Anniversary



Dr Hon Kennedy WONG Ying-ho,
BBS, JP
黃英豪議員, BBS, JP

Functional Constituency -
Import and Export
功能界別 - 進出口界

香港保健食品協會二十週年誌慶

廿載耕耘
健行不息

功能界別 - 進出口界 黃英豪議員, BBS, JP

Congratulatory Apothegms

賀辭

20th
Anniversary



Hon Jeffrey LAM Kin-fung,
GBM, GBS, JP
林健鋒 大紫荊勳賢, GBS, JP

Members of Executive Council,
Legislative Council Member
行政會議成員 立法會議員

香港保健食品協會二十週年誌慶

健蘊天然
養御未來

行政會議成員、立法會議員

林健鋒 大紫荊勳賢, GBS, JP

Congratulatory Apothegms

賀辭

20th
Anniversary

敦
促
業
興

護
佑
民
康

香港保健食品協會二十週年誌慶

立法會議員、選舉委員會陳凱欣議員



Hon CHAN Hoi-yan
陳凱欣議員

Legislative Council Member,
Election Committee
立法會議員 - 選舉委員會

Congratulatory Apothegms

賀辭



Ms Sophia Chong
張淑芬女士

Executive Director - Hong Kong
Trade Development Council
香港貿易發展局總裁

香港保健食品協會二十週年誌慶

匯智創新
精研健食

香港貿易發展局總裁 張淑芬女士

Congratulatory Apothegms

賀辭

20th
Anniversary



Mr Tony TAI Chark-tong, JP
戴澤棠先生, JP

Chairman of Vocational
Training Council (VTC)
職業訓練局主席

香港保健食品協會二零二五年年刊

同心共創
健行未來

職業訓練局主席 戴澤棠, JP

Congratulatory Apothegms

賀辭

20th
Anniversary



Dr Lo Kam Wing BBS JP
盧金榮博士 BBS JP

President, Chinese
Manufacturers' Association of
Hong Kong (CMA)
香港中華廠商聯合會會長

香港保健食品協會二十週年晚宴誌慶

廿載耕耘促健康
同心共創好未來

全國政協委員、香港中華廠商聯合會會長

盧金榮博士 BBS JP 敬賀

Congratulatory Apothegms

賀辭

20th
Anniversary

廿載耕耘
健澤香江

香港保健食品協會二十週年誌慶

香港藥學會會長 沈明達先生



Mr. SUNG Ming Tat, Dick
沈明達先生

President - The Society of Hospital
Pharmacists of Hong Kong
香港藥學會會長

Congratulatory Apothegms

賀辭

20th
Anniversary



Mr Lawrence Lo
魯展雨先生

The Modernized Chinese Medicine
International Association
現代化中醫藥國際協會會長

香港保健食品協會成立二十週年誌慶

廿載耕耘
成果斐然

現代化中醫藥國際協會
會長 魯展雨 敬題

特殊食養 護民康健

香港保健食品協會二十週年誌慶

深圳市健康產業促進委員會
副會長 蔣亮 敬賀



Dr. Jiang Liang
蔣亮博士

Executive Head of the committee
of the International Forum on
Health Science and Technology
(IFHST) in Greater Bay Area.
粵港澳大灣區健康科技國際論壇
(IFHST)組委會執行負責人

Vice President of the Shenzhen
Health Industry Development
Promotion Association
深圳市健康產業促進委員會副會長

Congratulatory Apothegms

賀辭



Dr. Angela Lau
劉明欣博士

Founding President
創會會長

To All HKHFA Members and Friends,

Congratulations on HKHFA's 20th Anniversary for your great achievement and milestones! It all started in 2003 when the government published a Consultation Paper proposing the addition of new Schedule 4 to the "Undesirable Medical Advertisement Ordinance, Chapter 231 (UMAO) to include 13 types of health claims of orally consumed products. If the new legislation was passed, the health food industry would be severely threatened. At that time, there was no organization representing the industry to voice our concern and difficulties to the government, so several health food companies joined together to lobby with the government and HKHFA was established in April 2005. During the inception stage, there were less than 10 members, and with the hard work and dedication of all Presidents, Council members and all of you, HKHFA has around 100 members! I am very proud of all of your great success!

I look forward to your continued success and accomplishment! Best wishes to all of you with great health and prosperity!

Angela Lau
Founding President

Congratulatory Apothegms

賀辭

20th
Anniversary

行業翹楚
業界楷模

香港保健食品協會二十週年晚宴誌慶

香港保健食品協會名譽會長

蔡節禮先生



Mr. Samson Tso
蔡節禮先生

Honorary President
Hong Kong Health Food
Association
香港保健食品協會名譽會長

廿載領航
業界榮光

香港保健食品協會二十週年誌慶

香港保健食品協會名譽會長 陳家偉先生



Mr. Calvin Chan
陳家偉先生

Honorary President
Hong Kong Health Food
Association
香港保健食品協會名譽會長

Congratulatory Apothegms

賀辭

20th
Anniversary



Mr. Nasser Khan
簡立信先生

Honorary President
Hong Kong Health Food
Association
香港保健食品協會名譽會長

團結業界
保健惠民

香港保健食品協會二十週年晚宴誌慶

香港保健食品協會名譽會長

簡立信先生



Ms. Joanne Cheung
張玉儀女士

Honorary President
Hong Kong Health Food
Association
香港保健食品協會名譽會長

深耕廿載
弘揚健康
引領同業
共創新機

香港保健食品協會二十週年誌慶

香港保健食品協會名譽會長

張玉儀女士

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 President

名譽會長



Dr. Angela Lau
劉明欣博士



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



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. Nasser 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



Ms. Joanne Cheung
張玉儀女士
Managing Director
Concord Alliance Ltd.
董事總經理
康盟有限公司

Honorary Board

名譽顧問



Honorary Scientific Board 名譽顧問團



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、草本營養學等。

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 (2024-2025)

理事會 (2024-2025)



President 會長 (2024-2025)



Mr. Ryan Tse

謝天澤先生

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

Vice President 副會長



Ms. Vivien Chou

周薇薇女士

Executive Director
The Hong Kong Health Care
Centre Ltd.
香港保健中心有限公司
執行董事



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



Ms. Nicole Leung

梁諾琳女士

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 (2024-2025)

理事會 (2024-2025)



Honorary Secretary 秘書長



Ms. Alice Li
李麗嫦女士
Marketing Director
Amway Hong Kong Ltd.
市場總監
美國安利(香港)日用品有限公司

Honorary Treasurer 司庫

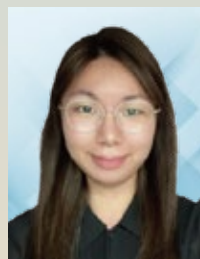


Ms. Mandy Wong
黃詠誼女士
Director, Marketing and
Communications
Nu Skin Enterprises Hong Kong,
LLC
美國如新企業香港分公司
推廣及企業傳訊總監

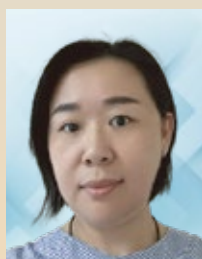
Council 理事 (by alphabetical order - last name 以英文姓氏排列)



Mr. Abraham Chan
陳宇齡先生
Chairman
PuraPharm Corporation Ltd.
主席
培力控股有限公司



Ms. Tiffany Chan
陳漪淨女士
Nutritionist
Concord Alliance Ltd.
營養師
康盟有限公司



Ms. Joey Chiang
鄭惠儀女士
Customer Service Director
Nu Life International (Asia) Ltd.
客戶服務總監
安永國際(亞洲)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

The Council (2024-2025)

理事會 (2024-2025)



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



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. 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



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. Eric Lun
倫偉祥先生
Deputy General Manager
The International Medical
Company Ltd.
副總經理
全球藥業有限公司



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



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

The Council (2026-2027)

理事會 (2026-2027)



President 會長 (2026-2027)



Mr. Ryan Tse

謝天澤先生

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

Vice President 副會長



Ms. Vivien Chou

周薇薇女士

Executive Director
The Hong Kong Health Care
Centre Ltd.
香港保健中心有限公司
執行董事



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



Ms. Nicole Leung

梁諾琳女士

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 (2026-2027)

理事會 (2026-2027)



Honorary Secretary 秘書長



Ms. Debby Chen
陳家瑩女士
Business Development Manager
Fortune Pharmacal Co. Ltd
業務發展經理
幸福醫藥有限公司

Honorary Treasurer 司庫



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

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



Mr. Abraham Chan
陳宇齡先生
Chairman
PuraPharm Corporation Ltd.
主席
培力控股有限公司



Tiffany Chan
陳漪淨女士
Nutritionist, Concord
Alliance Ltd.
康盟有限公司營養師



Ms. Joey Chiang
鄭惠儀女士
Customer Service Director
Nu Life International (Asia) Ltd.
客戶服務總監
安永國際 (亞洲) 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. 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



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

The Council (2026-2027)

理事會 (2026-2027)



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



Mr. Victor Lun
倫偉濤先生
Assistant General Manager
The International Medical
Co., Ltd.
助理總經理
全球藥業有限公司



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



Ms. Tang Wai Man, Vivian
鄧蕙敏女士
Director
Wai Yuen Tong (Health
Food) Limited
董事
位元堂(健康食品)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



Mr. Taky Woo
胡子冠先生
Director, Commercial and
Cross-Border, Hong Kong,
Macau and China
DFI Retail Group - Mannings
香港、澳門及中國商務及跨境董事
DFI 零售集團 - 萬寧

HKHFA 20-Year Milestones

香港保健食品協會20 年的里程碑



1. The Association was established in 2005.
2. Organised a seminar jointly with the Hong Kong Trade Development Council (HKTDC), the Food and Drug Administration of Guangdong Province, State Health Food Evaluation experts, and the China Health Food Association (January 2006).
3. Co-organised the International Health Food Symposium with The Hong Kong Polytechnic University (October 2006).
4. Met with Deputy Director of Health and Legislative Council Member Dr. Hon. Joseph Lee Kok-long to express industry views on the requirement for registration of health supplements containing vitamins and minerals as pharmaceutical products (July 2007).
5. Signed a Memorandum of Understanding with the Canadian Health Food Association during a business exchange event organised by HKTDC (August 2007).
6. Organised the Hong Kong Health Food Industry Delegation Trade Development Tour to Zhongshan and Guangzhou (July 2008).
7. Visited the Japan Hokkaido Trade Association (September 2008).
8. Conducted the first market survey in collaboration with the Social Sciences Research Centre of The University of Hong Kong (2009).
9. Presented the Industry Roadmap to the new Chief Executive of Hong Kong, Mr. C.Y. Leung, together with the Modernized Chinese Medicine International Association (MCMIA) (November 2011).
10. Released the "Position Paper on Health Food Regulation," Version 1.8 (2012).
11. Organised the Hong Kong Health Food Business Mission to Japan (June 2012).
12. Co-organised a seminar with the Hong Kong Productivity Council (HKPC) on the regulatory and trading environment of health food in Hong Kong (2012).
13. Organised the first Inter-Member Bowling Competition (September 2014).
14. Conducted a telephone survey titled "Hong Kong People's Awareness of Health Food" in collaboration with the Social Sciences Research Centre of The University of Hong Kong (2014).
15. Commissioned the Public Governance Programme of Lingnan University to conduct a telephone survey regarding the government's proposed ban on nutrition and health claims on formula products for children under three, in collaboration with the Hong Kong Infant and Young Child Nutrition Association and the Hong Kong Suppliers Association (December 2015).
16. Issued Free Sale Certificates (April 2016).
1. 協會成立於 2005 年
2. 與香港貿發局、廣東省食品藥品監督管理局、國家保健食品評審專家及中國保健食品協會共同舉辦講座，2006 年 1 月
3. 香港保健食品協會及香港理工大學合辦之國際保健食品研討會，2006 年 10 月
4. 與衛生署副署長、立法會議員李國麟醫生會面，就含維生素及礦物質之保健食品需登記為西藥品的要求表達業界意見，2007 年 7 月
5. 於香港貿易發展局舉辦之商務交流活動中，與加拿大保健食品協會簽署合作備忘錄，2007 年 8 月
6. 香港保健食品業代表團前往中山及廣州進行貿易考察，2008 年 7 月
7. 訪問日本北海道貿易協會，2008 年 9 月
8. 2009 年與香港大學社會科學研究中心進行首個市場問卷調查，2009
9. 香港保健食品協會與現代化中醫藥國際協會 (MCMIA) 向新任香港特首梁振英先生呈交業界發展路線圖，2011 年 11 月
10. 《保健食品法規立場文件》版本 1.8，2012 年
11. 香港保健食品業界日本商務考察團，2012 年 6 月
12. 與香港生產力促進局 (HKPC) 聯合舉辦香港保健食品監管及貿易環境講座，2012 年
13. 首屆舉辦會員公司保齡球比賽，2014 年 9 月
14. 2014 年與香港大學社會科學研究中心進行電話訪問調查「港人對保健食品的認知」
15. 政府建議禁止 3 歲以下嬰幼兒配方產品作營養及健康聲稱，香港保健食品協會、香港嬰幼兒營養聯會及香港供應商協會委託嶺南大學公共管治研究部進行電話民意調查，2015 年 12 月
16. 簽發自由銷售證書 (Free Sale Certificate)，2016 年 4 月

HKHFA 20-Year Milestones

香港保健食品協會20 年的里程碑



17. Conducted the “Market Survey on Health Food in Hong Kong” with the Social Sciences Research Centre of The University of Hong Kong (2019).
 18. Participated jointly with the Mental Health Foundation (“Mind Mental Health Charity Foundation”) in the Hong Kong Council of Social Service’s “Caring Organisation” recognition programme (March 2021).
 19. Launched the “Quality Product Seal” initiative to promote trustworthy and high-standard health food products (May 2021).
 20. Donated COVID-19 testing kits and anti-epidemic supplies to NGOs during the pandemic (March 2022).
 21. Featured in TVB Jade Channel’s “Financial News” (2022).
 22. Appointed as a member of the Health and Wellness Training Board of the Vocational Training Council (VTC) (2023).
 23. Collaborated with The Technological and Higher Education Institute of Hong Kong (THEi) on academic programmes (May 2023).
 24. Held a meeting with the Consumer Council (June 2023).
 25. Organised a Greater Bay Area (GBA) Study Tour (September 2023).
 26. Participated in the Guangdong-Hong Kong-Macao Greater Bay Area Health Industry Innovation Development Roundtable Forum – Shenzhen (January 2024).
 27. Visited Zhuhai High-Tech Zone to understand government funding policies for the industry (January 2024).
 28. Participated in the Qiong-Hong Kong Economic Cooperation Exchange in Sanya (May 2024).
 29. Conducted a telephone survey titled “Market Study on Health Food in Hong Kong” with the Hong Kong Institute of Asia-Pacific Studies, The Chinese University of Hong Kong (September 2024).
 30. Organised a series of seminars on cross-border trade with China’s e-commerce platforms.
 31. Jointly organised an online forum “Cross-Border Trade” with the Haitang District Committee of Sanya Municipal Government, Modernized Chinese Medicine International Association (MCMIA), Hong Kong Cosmetics Industry Association, and Hong Kong Chinese & Western Medicine Staff Association (2025).
 32. Launched a VTC Internship Programme (April 2025).
 33. Met with Legislative Council Member representing the Wholesale and Retail sector, Hon. Peter Shiu Ka-fai, to discuss industry opinions on export documentation (April 2025).
17. 2019年與香港大學社會科學研究中心進行「香港保健食品的市場調查」
 18. 與非牟利機構「心晴慈善基金會」共同參與由香港社會服務聯會舉辦「關愛機構」嘉許，2021年3月
 19. 推出「優質產品標誌」計劃，以推廣可信及高品質的保健食品，2021年5月
 20. 新冠病毒期間，捐贈病毒檢測包及防疫用品去非牟利機構，2022年3月
 21. 接受無綫電視翡翠台《財經新聞》專訪，2022年
 22. 成為職業訓練局 (VTC) 健康及保健學科訓練委員會成員，2023 年
 23. 與香港高等教育科技學院 (THEi) 課程合作，2023年5月
 24. 與消費者委員會交流會議，2023年6月
 25. 大灣區考察團，2023年9月
 26. 粵港澳大灣區健康產業創新發展圓桌論壇 – 深圳站，2024年1月
 27. 參訪珠海高新區及了解對業界資助政策，2024年1月
 28. 瓊港經貿合作 (三亞) 交流會，2024年5月
 29. 2024年與香港中文大學亞太研究所進行電話訪問「香港保健食品的市場調查」，2024年9月
 30. 舉辦多場有關中國跨境電商平台之貿易研討會
 31. 與海南省三亞市海棠區常委、商務局黨組書記及局長、現代化中醫藥國際協會、香港化粧品同業協會及中西藥業職員協會共同舉辦「跨境貿易」線上論壇，2025年
 32. 職業訓練局實習生計劃，2025年4月
 33. 與批發及零售界立法會議員邵家輝交流業界出口文件的意見，2025年4月

Survey on Health Supplement Market in Hong Kong 2024

2024年香港保健食品市場調查



「2024年香港保健食品市場調查」結果

Hong Kong – September 25, 2024 — Organized by the Hong Kong Health Food Association, a territory-wide telephone survey was conducted from May to July 2024 by the Hong Kong Institute of Asia-Pacific Studies, The Chinese University of Hong Kong. The survey targeted Hong Kong residents aged 18 or above, with over 1,005 successful interviews. The aim was to gain an in-depth understanding of Hong Kong citizens' awareness and demand for health foods, as well as current market conditions and trends. A press conference was held today in the Legislative Council to release the survey findings.

Compared to the market survey conducted between 2019 and 2024, 23% of respondents reported increased consumption of health foods post-COVID-19. It is estimated that over 3.9 million people in Hong Kong have taken health supplements in the past 6 months. The estimated market expenditure is around HK\$18.5 billion, highlighting the sector's immense potential.

香港 - 2024年9月25日 — 由香港保健食品協會籌劃，並委託香港中文大學香港亞太研究所於2024年5月至7月展開全港性的電話調查，對象為年滿18歲的香港市民，成功訪問人數超過1,005人，目的為深入了解香港市民對保健食品的認識與需求及市場現況和趨勢，於今日在立法會舉行市場調查結果的新聞發布會。

2019年與2024年之間的市場調查相比，23%受訪者較新冠疫情前多購買保健食品，估算全港曾在過去6個月內服用過保健食品的人口數目超過390萬人，有服用保健食品的習慣，支出估算約185億港元，市場的潛力不容小覷。

Key Survey Findings

1. Rising Demand Due to Longer Life Expectancy and Health Awareness

As people in Hong Kong live longer and become more health-conscious, the demand for health foods continues to grow, drawing wide attention from all sectors. It is recommended that the government, academia, and industry provide more educational resources on health foods-via community events, promotional materials, and online platforms-to

enhance public understanding and correct usage. This will help improve public health and potentially reduce long-term healthcare costs.

2. Market Growth and Consumer Protection

With the increasing popularity of health foods and a growing market, it is recommended that the government establish a centralized information platform. This would

Survey on Health Supplement Market in Hong Kong

2024年香港保健食品市場調查



allow citizens to easily access information, scientific research, and usage guidelines on health food products, improving transparency and protecting consumer rights.

3. Support for Innovation and R&D

To meet evolving consumer needs, the government is encouraged to offer subsidies or incentives for companies to innovate and develop new health food products, further aligning with consumer expectations and demands.

4. Post-COVID Health Awareness

The pandemic heightened public awareness of health. More respondents are purchasing health foods than before COVID-19. Products that boost the immune system are particularly popular, reflecting a stronger desire among citizens to maintain good health.

重點調查結果

1. 隨著香港人壽命延長和健康意識提升，市場對保健食品的需求持續增長，引起社會各界的廣泛關注。建議政府，學術機構及業界應提供更多關於保健食品的教育資源，通過社區活動、宣傳材料和網上平台，提升市民對保健食品的認識和正確使用方法，從而提升市民健康水平，長遠減低醫療開支。
2. 保健食品越來越普及化，市場也在不斷增長。為了確保消費者的權益得到保障，建議政府建立一個集中化的資訊平台，使市民能夠方便地查詢保健食品的相關資訊、科學研究結果及使用建議，從而增強資訊透明度。
3. 為滿足消費者不斷變化的需求，建議政府提供資助或獎勵措施，鼓勵企業進行保健食品的創新與研發，以支持新產品的開發和推廣，進一步符合消費者的期望和需求。
4. 新冠疫情讓人們更加意識到健康的重要性，受訪者較新冠疫情前購買多了保健食品。一個強健的免疫系統能夠幫助身體抵抗疾病，因此，市民傾向於購買能幫助增強免疫力的保健食品。

Six Key Trends

1. Hong Kong People's Understanding of Health Supplements

The survey shows that 83.7% of respondents can clearly distinguish between health supplements and non-supplement products, and 76.6% of Hong Kong residents place significantly greater importance on health supplements. Over the past six months, 62.9% of respondents have used health supplements, with the most popular categories including vitamins and minerals (56.2%), probiotics (36.8%), and Chinese health supplements (26.8%). These figures indicate a notable increase in public awareness and acceptance of health supplements, laying a solid foundation for the industry's future development.

2. Changes Before and After the COVID-19 Pandemic

During the pandemic, 76.6% of respondents maintained stable purchasing power, with 23% reporting that their current purchase volume of health supplements had increased compared to pre-pandemic levels. In particular, demand for immunity-boosting products rose to 29.8%, reflecting a comprehensive enhancement of public health awareness.

3. Criteria and Analysis for Consumer Choice of Health Supplements

The survey also reveals that an estimated nearly 4 million people (approximately 3.939 million) had taken health supplements in the past six months, accounting for 62.9% of the adult population. More than half (50.6%) of consumers take health supplements daily, and 58.5% of respondents prioritize efficacy when selecting products, followed by price/value for money (35.1%) and word-of-mouth reputation (25.4%). This trend demonstrates consumers' rationality in choosing health supplements and their growing pursuit of an active, healthy lifestyle.

4. Current Consumer Spending on Health Supplements

Respondents spend an average of HK\$904.54 per month on Chinese health supplements, while spending on other types of health supplements averages HK\$577.00. The average monthly expenditure per health supplement user is HK\$781.59. The estimated total six-month spending by all health supplement users across the overall population is approximately HKD 18.5 billion, highlighting the diversity of the market and the varied demands of consumers.

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5. Purchasing Channels

Most respondents choose to purchase health supplements from chain stores (49.6%), followed by brand specialty stores (22.4%) and pharmacies (20.4%).

6. Sources of Information

The primary channels for receiving information about health supplements are friends or family (42.1%), television (27.4%), and social media (27.2%). This reflects the key role of social circles and media in influencing purchasing decisions and underscores the growing trend of e-commerce.

六大重要趨勢

1. 香港人對保健食品的認識

調查顯示，83.7%的受訪者能夠清晰區分保健食品與非保健食品，76.6%的香港居民對健康食品的重視程度顯著提升。在過去六個月中，62.9%的受訪者曾使用保健食品，最受歡迎的類別包括維他命和礦物質(56.2%)、益生菌(36.8%)以及中式保健食品(26.8%)。這些數據顯示市民對保健食品的認知與接受度已顯著提高，為行業的未來發展奠定了堅實基礎。

2. 新冠疫情前後的變化

疫情期間76.6%的受訪者保持穩定的購買力，其中23%的受訪者表示目前的保健食品購買量較疫情前有所增加，尤其是對於提升免疫力產品的需求增長至29.8%，反映出市民健康意識的全面提升。

3. 消費者選擇保健食品的標準和分析

調查還顯示，曾在過去6個月內服用過保健食品的人口數目估算接近4百萬(約3.939百萬)佔62.9%成年人口。超過一半(50.6%)的消費者每日服用保健食品，58.5%的受訪者在選擇產品時最看重其功效，其次是價格/性價比(35.1%)及口碑(25.4%)。這一趨勢顯示消費者在選擇保健食品時展現出理性，並對積極健康生活的追求愈發強烈。

4. 消費者在保健食品支出現況

受訪者平均每月在中式保健食品上的支出為港幣\$904.54，而其他類型的保健食品則為HK\$577.00，保健食品服用者每人每月平均支出HK\$781.59，整體人口中所有保健食品服用者的半年支出估算(約185億港元)，彰顯出市場的多樣性與消費者需求的多元化。

5. 購買渠道

最多受訪者會選擇於連鎖商店(49.6%)購買保健食品，其後依次為品牌專門店(22.4%)及藥房(20.4%)。

6. 資訊來源

接收保健食品消息的渠道主要通過朋友或家人(42.1%)、電視(27.4%)及社交媒體(27.2%)獲取保健食品資訊，反映出社交圈和媒體在影響購買決策中的關鍵角色，並強調電子商務的發展趨勢。

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士瀏覽。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 Sales (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 freely sold locally health food products 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。



Activities in 2024-2025

協會活動(2024-2025)



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增加協會於業界代表性及促進會員業務發展。

Co-Chairman 聯席主席

Ms. Vivien Chou
周薇薇女士

Ms. Joanne Cheung
張玉儀女士

Mr. Terry Chiu
趙德賢先生

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

Members 會員

Mr. August Yang 楊琪凱先生

Ms. Nicole Leung 梁諾琳女士

Mr. Lincoln Chan 陳志裕先生

Communication and Cooperation Activities in the Greater Bay Area and Mainland Health Industry

I) Guangdong-Hong Kong-Macao Greater Bay Area Health Industry Innovation Development Roundtable Forum – Shenzhen Station

The Hong Kong Health Food Association participated as a supporting organization, connecting with the Guangdong Provincial Drug Administration, Guangdong Provincial Market Supervision Administration, Medical Insurance Chamber of Commerce, and Shenzhen Health Industry Development Promotion Association to discuss policies and market outlooks for health foods in the Greater Bay Area. The forum aims to promote innovation, standardization, and diverse registration options for health foods in China.

大灣區及內地健康產業交流與合作活動

I) 粵港澳大灣區健康產業創新發展圓桌論壇 – 深圳站

香港保健食品協會作為支持機構，參加了圓桌論壇，連結政府廣東省藥監局、廣東省市場局、醫保商會、深圳市健康產業發展促進會等機構，探討大灣區健康食品的政策及市場展望。論壇旨在推動保健食品的創新、標準化及在中國註冊的多元化方案。



Activities in 2024-2025

協會活動(2024-2025)



Zhuhai High-tech Zone Promotion Conference

On January 16, 2024, Director Han Xuejiao of the Zhuhai High-tech Zone Business Bureau led a team to hold a promotion conference at the Hong Kong Health Food Association, covering the investment environment, industry development platforms, support policies, and domestic biomedicine approval policies in Zhuhai.

珠海高新區推介會

珠海高新區商務局韓雪嬌局長率領團隊於2024年1月16日在香港保健食品協會舉辦「珠海高新區推介會」，內容包括珠海高新區投資環境、產業展載體、扶持政策、境內生物醫藥審批政策等。



Zhuhai High-tech Zone Exchange Meeting 珠海高新區交流會

On March 22, 2024, the Hong Kong Health Food Association was invited by the Zhuhai High-tech Zone Business Bureau to visit Zhuhai for an exchange aimed at understanding the local medical health industry's commercial development and policy environment. The association visited two major manufacturing bases, gaining valuable experience and insights into the development potential of the Zhuhai High-tech Zone, looking forward to future cooperation opportunities.

2024年3月22日，香港保健食品協會受珠海高新區商務局邀請，前往珠海參觀交流，旨在了解當地醫療健康產業的商業發展和政策環境。協會參觀了萊特維健（珠海）和廣東醫穀（珠海）兩大製造基地，獲得了寶貴經驗。此次交流加深了協會對珠海高新區發展潛力的認識，並期待未來的合作機會。感謝珠海高新區商務局的熱情接待，這次活動將有助於推動協會的發展。

Activities in 2024-2025

協會活動(2024-2025)



Traditional Chinese Medicine Inspection Tour in Beijing and Baoding 北京、保定中醫藥考察團

From March 26 to 29, 2024, the Hong Kong Health Food Association was invited by the International Association for Modern Traditional Chinese Medicine to visit Beijing, Baoding, and Anguo, led by Vice President Ms. Vivian Chou. The delegation, consisting of 22 members, visited various institutions and bases, signing multiple strategic cooperation memorandums to deepen cooperation in traditional Chinese medicine.



2024年3月26日至29日，香港保健食品協會受現代化中醫藥國際協會邀請，前往北京、保定、安國考察，副會長周薇薇女士擔任團長。代表團共22人參觀了多個機構和基地，並簽署了多項戰略合作備忘錄，深化中醫藥合作。協會亦加強了與中國營養保健食品協會的聯繫，並了解了相關跨境法律法規及政策變化。我們期待未來能更多參與大灣區及中國行業發展，讓更多會員受益。

Hong Kong Health Food Association Participates in the 2024 Hainan-Qiong Economic Cooperation Exchange Conference 香港保健食品協會參與2024瓊港經濟合作三亞交流會

Invited from May 7 to 9, 2024, the Hong Kong Health Food Association attended the Hainan Sanya Qiong Economic Cooperation Exchange Conference, exploring local development and cooperation opportunities. Discussions with officials focused on cooperation potential between Hong Kong and Hainan, particularly regarding duty-free complexes and the free trade port.

香港保健食品協會應邀於2024年5月7日至9日前往海南三亞參加瓊港經濟合作交流會，深入了解當地發展及合作機遇。與副市長及官員的對話中，探討了香港與海南的合作潛力，特別是免稅綜合體及自貿港封關等議題。我們參訪了當地企業，了解產業發展，並提出在海南引入香港保健食品的建議，獲得官員的重視和分析。此次交流會將為會員帶來更多合作機會，促進共同發展。



Activities in 2024-2025

協會活動(2024-2025)



Cross-Border Trade Issues Roundtable 跨境貿易相關議題座談會



The Hong Kong Health Food Association, in collaboration with relevant agencies in Sanya, successfully held a roundtable on cross-border trade, discussing the latest opportunities and support measures in the cross-border import industry, including customs procedures and tax challenges.

香港保健食品協會聯同海南省三亞市相關機構成功舉辦了跨境貿易座談會，深入探討跨境進口行業的最新機遇及支持措施。三亞機場海關詳細介紹了跨境電商的報關流程。財

稅公司分享了企業在運營中面對的稅務挑戰，中國光大銀行三亞分行則介紹了跨境貿易結算及相關金融政策。協會期待與各領導及專業人士保持聯絡，攜手推動行業發展，拓展國內市場，創造更多商機！

Cross-Border E-commerce and Health Industry Exchange Activities 跨境電商及健康產業行業交流活動

JD International - Health Products Traditional Chinese Medicine Cross-Border E-commerce Seminar (Hong Kong Station)

On April 10, 2024, the Hong Kong Health Food Association co-hosted a seminar with JD Hong Kong agent Shopuzzle, aimed at providing Hong Kong health food companies with opportunities and strategies to tap into the mainland market.



京東國際·保健品中成藥跨境電商研討會(香港站)

2024年4月10日，香港保健食品協會與京東香港代理Shopuzzle聯合舉辦了保健品中成藥跨境電商研討會，旨在為香港保健食品企業開拓內地市場提供機會和策略。京東國際的高級品牌策劃師Marcela Yeung分析了大健康領域的趨勢，香港保健食品協會副會長趙德賢則分享了行業發展趨勢，強調協會的資源和支持。參加企業加深了對內地市場的了解，並與合作夥伴建立了聯繫，為未來市場拓展奠定基礎。此次研討會標誌著香港企業在開拓內地市場方面的重要進展。

Activities in 2024-2025

協會活動(2024-2025)



Tmall International and Hong Kong Health Food Association Cross-Border E-commerce Recruitment Meeting

天貓國際與香港保健食品協會跨境電商招商會



On April 26, 2024, Tmall International and the Hong Kong Health Food Association successfully held a cross-border e-commerce recruitment meeting, attracting various professionals to discuss the latest trends and strategies.

2024年4月26日，天貓國際與香港保健食品協會成功舉辦了跨境電商招商會，吸引了各方專業人士參加。專家們分享了最新趨勢和策略，探討了跨境電商的商機，並提供有關進駐方法和技巧的寶貴資訊，對行業新手和資深專家均有幫助。感謝所有嘉賓和合作夥伴的支持，期待未來更多交流與合作，共同推動跨境電商發展。

Xiaohongshu Workshop

小紅書工作坊

On May 24, 2024, GS1, the Hong Kong Health Food Association, and the Hong Kong Cosmetics Industry Association co-hosted a workshop introducing Xiaohongshu's operational methods and regulatory aspects, underscoring the importance of preparation for entering this emerging market.

2024年5月24日，GS1、香港保健食品協會及香港化妝品同業協會共同舉辦了「小紅書工作坊」。此次活動邀請了小紅書及其代營運商，介紹了平台的運營方式、演算法及相關法規。參與者對小紅書的影響力和運作模式感到驚訝，並認識到充分準備對於進入這一新興市場的重要性，以便更好地開拓商機。



JD Health x Hong Kong Health Food Association: Supporting a Healthy Hong Kong and Creating a Healthy Future Industry Seminar

京東健康 x 香港保健食品協會：助力健康香港，共創健康未來行業研討會



On March 7, 2025, the Hong Kong Health Food Association and JD Health co-hosted an industry seminar focusing on bringing quality health products to the Greater Bay Area through strong logistics and digital platforms.

香港保健食品協會與京東健康於2025年3月7日聯合舉辦一場行業研討會。京東健康分享了其跨境電商經驗，展示如何通過強大物流網絡和數字平台將全球優質健康產品引入大灣區。GS1介紹了編碼在產品溯源中的重要性，強消費者信心，而本地OEM製造商探討了香港在高品質保健食品生產方面的優勢及滿足市場對個性化產品的需求。

Activities in 2024-2025

協會活動(2024-2025)



Lectures Organized with VTC, HKTDC, and GS1 職業訓練局、香港貿發局及GS1合共舉辦3場講座

I) Talent Recruitment Campaign | HKHFA x VTC Internship Program Lecture

The Hong Kong Health Food Association and the Vocational Training Council held a lecture to attract top industry talent, targeting students in health and life sciences.

I) 搶人才大行動 | HKHFA x VTC 實習計劃講座

香港保健食品協會與職業訓練局舉辦的實習計劃講座旨在吸引頂尖行業人才，主要針對健康及生命科學學系的學生，涵蓋藥劑、醫療保健及個人護理等領域。講座重點介紹應用營養學及食品科技的課程，強調雙贏合作、行業深耕及學生分享實習經歷，展示實習對個人成長和職業成就的促進作用。此合作加強了教育機構與企業的聯繫，為香港企業的未來注入活力。



II) HKTDC x HKHFA "New Era of Health Foods: Innovation, Trends, and Market Insights" Seminar

On June 3, 2025, the Hong Kong Trade Development Council and the Hong Kong Health Food Association co-organized a seminar providing the latest market trends and business opportunities.

II) HKTDC x HKHFA 「健康食品的新時代：創新、趨勢與市場洞察」研討會

香港貿易發展局與香港保健食品協會於2025年6月3日合辦了健康食品的新時代研討會。此次活動為業界提供了最新的市場趨勢與商機，幫助參與者掌握電商行銷技巧與平台操作策略，並探索如何利用內地與東盟市場的數據導向運營模式。我們也與來自學術界、企業及電商平台的業界翹楚進行交流，建立潛在的商業合作與夥伴關係。

III) HKHFA x GS1 Expanding Southeast Asian Market Health Food Cross-Border Export Strategies Seminar

Successfully held on July 11, 2025, this seminar focused on key strategies for health food companies expanding into the Southeast Asian market.

III) HKHFA x GS1 拓展東南亞市場保健食品跨境出口策略研討會

研討會於2025年7月11日成功舉行，專注於保健食品企業拓展東南亞市場的關鍵策略。多位講者分享見解，包括LAZADA的劉志浩先生分析電商平台運作模式，香港保健食品協會的趙德賢先生介紹產品從研發到上市的過程，鄭天恩先生提供自由銷售證明的申請指導，羅潔梅女士解釋相關法規，最後陳志裕先生介紹GS1HK二代條碼系統，助力企業全球化。



Activities in 2024-2025

協會活動 (2024-2025)



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。

Co-Chairman 聯席主席

Mr. Danny Luk 陸華先生

Mr. Timothy Cheng 鄭天恩先生

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

Members 會員

Mr. Eric Lum 林洪柏先生

Ms. Lily Mong 蒙燦櫻女士

Mr. Lincoln Chan 陳志裕先生

Mr. Benny Lam 林曉斌先生

Mr. Ross Li 李英明先生



The Hong Kong Health Food Association has been awarded the "Caring Organisation" emblem by the Hong Kong Council of Social Service for 4 years, recognizing its active fulfilment of corporate social responsibility and care for society. The "Business Cares" initiative, initiated by the Hong Kong Council of Social Service (HKCSS), aims to promote strategic partnerships between the business sector and the social service sector, raise public awareness of good corporate citizenship, and create a more inclusive society.

The association focuses on the mental health of its member companies. In collaboration with the Joyful Mental Health Foundation, the association has organized a Decoupage Bag Workshop, to help members relax their minds and bodies, release stress and negative emotions, and improve their psychological well-being. In the future, the Hong Kong Health Food Association will continue to work together to actively promote social responsibility and a culture of care in different fields.

協會連續4年獲得香港社會服務聯會頒發同心展關懷

香港保健食品協會獲香港社會服務聯會頒發「同心展關懷」標誌，表揚其積極履行企業社會責任，關懷社會。

「商界展關懷」計畫由香港社會服務聯合會（社聯）發起，旨在促進商界與社會服務界之間的策略夥伴關係，推廣並提高公眾良好企業公民意識，打造更具包容性的社會。協會關注會員公司成員的精神健康，協會聯同心晴慈善基金會舉辦了一場蝶古巴特工作坊，以幫助會員放鬆身心，釋放壓力和負面情緒，改善心理健康。

香港保健食品協會將繼續共同努力，在不同領域積極推動社會責任和關懷文化。

Activities in 2024-2025

協會活動(2024-2025)



Hong Kong Health Food Association Bowling Championship 2025

香港保健食品協會保齡球錦標賽 2025

The “Hong Kong Health Food Association Bowling Championship 2025” successfully concluded on August 8, 2025, at the Top Bowl bowling alley in Kai Tak Sports Park. This year, a total of nine teams participated, and we appreciate the support from our members. We also invited several guests to present awards and cheer on the participants, which made the atmosphere even more lively. On the day of the competition, we had the following guests serving as award presenters. Thank you all for your attendance and support.

President of the Hong Kong Health Food Association –

Mr. Ryan Tse

Vice President of the Hong Kong Health Food Association –

Ms. Vivien Chou

Vice President of the Hong Kong Health Food Association –

Mr. Terry Chiu

Honorary President of the Hong Kong Health Food Association –

Ms. Joanne Cheung

Council Member of the Hong Kong Health Food Association –

Ms. Veronica Sze

《香港保健食品協會保齡球錦標賽2025》已於2025年8月8日完滿結束，比賽於啟德體育園 Top Bowl 保齡球館內進行。今年共有9隊參賽隊伍，多謝會員支持。我們更邀請到多位嘉賓為活動頒獎及打氣，令氣氛更加熱烈。

比賽當日，我們邀請了以下嘉賓擔任頒獎嘉賓，感謝大家的出席與支持。

香港保健食品協會會長 – 謝天澤先生 (Mr. Ryan Tse)

香港保健食品協會副會長 – 周薇薇女士 (Ms. Vivien Chou)

香港保健食品協會副會長 – 趙德賢先生 (Mr. Terry Chiu)

香港保健食品協會名譽會長 – 張玉儀女士 (Ms. Joanne Cheung)

香港保健食品協會理事 – 施潔瑜女士 (Ms. Veronica Sze)

The results of the competition are as follows:

“Team Competition”

Champion: Concord Alliance Limited

Runner-up: The Hong Kong Health Care Centre Limited

Second Runner-up: Nu Life International (Asia) Ltd.

Congratulations to the winning teams! The champion, runner-up and third place winners will receive a certificate and cash vouchers worth \$1,500, \$1,200 and \$900 respectively.

“Individual Competition”

Best Male Golder: Mr. Vincent Wong (Concord Alliance Limited)

Best Female Golder: Ms. Chris Poon (The Hong Kong Health Care Center Limited)

Congratulations to the above winners, who will receive a certificate and a \$500 cash voucher.

Lucky7 Prize: CATALO Natural Health Science Ltd.

The Lucky7 Prize is a new award this year. The team with the most “7s” on their score sheet will receive a cash prize of \$300.

Sponsoring Member Company

We would like to express our gratitude to the following member companies for sponsoring cash and gifts for this event, making it possible for the event to be held smoothly.

- Nu Skin Enterprises Hong Kong, LLC
- Mekim Limited
- The Hong Kong Health Care Center Limited
- Concord Alliance Limited
- Wyeth (Hong Kong) Holding Company Limited
- Vita Green Health Products Co. Ltd.
- Nu Life International (Asia) Ltd.

(In no particular order)

比賽結果如下:

《團體賽》

冠軍：康盟有限公司 Concord Alliance Limited

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

季軍：Nu Life International (Asia) Ltd.

恭喜以上各優勝隊伍，冠亞季軍可獲得獎狀一張，及分別獲得現金禮券\$1,500、\$1,200 及\$900。

《個人賽》

最佳男球手：Mr. Vincent Wong (康盟有限公司)

最佳女球手：Ms. Chris Poon (香港保健中心有限公司)

恭喜以上各優勝者，可獲得獎狀一張及現金禮券\$500。

《Lucky7幸運獎》：家得路天然健康科學有限公司

Lucky7幸運獎是今年新增獎項，是分數表上出現最多數字“7”的隊伍，可獲現金獎\$300

贊助會員公司

特此鳴謝以下會員公司為本次活動贊助現金及禮品，令活動得以順利舉行。

- 美國如新企業集團香港分公司 Nu Skin Enterprises Hong Kong, LLC
 - 美儉有限公司 Mekim Limited
 - 香港保健中心有限公司 The Hong Kong Health Care Centre Limited
 - 康盟有限公司 Concord Alliance Limited
 - 惠氏(香港)控股有限公司 Wyeth (Hong Kong) Holding Company Limited
 - 維特健靈健康產品有限公司 Vita Green Health Products Co. Ltd.
 - Nu Life International (Asia) Ltd.
- (沒有特定順序)

Activities in 2024-2025

協會活動(2024-2025)



All guests and contestants took a group photo together at the end of "The Hong Kong Health Food Association Bowling Competition 2025".
《香港保健食品協會 保齡球錦標賽2025》比賽完結，所有嘉賓與參賽者共同合照。



Mr. Terry Chiu, The Vice President of the Hong Kong Health Food Association, presented the Champion Award of "Team Competition" to Concord Alliance Limited
香港保健食品協會副會長-趙德賢先生，頒發《團體賽》冠軍獎狀予康盟有限公司。



Ms. Veronica Sze, The Council Member of the Hong Kong Health Food Association, presents the Second-Place Award of "Team Competition" to Hong Kong Health Centre Limited
香港保健食品協會理事-施潔瑜女士頒發《團體賽》亞軍獎項予 香港保健中心有限公司。



Ms. Veronica Sze, The Council Member of the Hong Kong Health Food Association, presented the Third-Place Award of "Team Competition" to Nu Life International (Asia) Ltd.
香港保健食品協會理事-施潔瑜女士頒發《團體賽》季軍獎項予 安永國際亞洲有限公司。



Ms. Vivien Chou, The Vice President of Hong Kong Health Food Association, presents The Highest Score Player (Man) Award to Mr. Vincent Wong (Concord Alliance Limited).
香港保健食品協會副會長-周薇薇女士頒發《個人賽》最佳男球手予 Mr. Vincent Wong (康盟有限公司)。



Ms. Vivien Chou, The Vice President of Hong Kong Health Food Association, presents The Highest Score Player (Woman) Award to Ms. Chris Poon (Hong Kong Health Centre Limited)
香港保健食品協會副會長-周薇薇女士頒發《個人賽》最佳女球手予 Ms. Chris Poon (香港保健中心有限公司)。



Ms. Joanne Cheung, The Honorary President of Hong Kong Health Food Association, presents the Lucky-7 Award to CATALO Natural Health Limited
香港保健食品協會名譽會長-張玉儀女士頒發《Lucky7 幸運獎》獎項予 家得路天然健康科學有限公司。

Activities in 2024-2025

協會活動(2024-2025)



Members' Company Tour 「會員公司深導行」參觀活動



The "Members' Company Tour" is an initiative aimed at enhancing industry knowledge by visiting fellow member companies. On June 6, 2025, HKHFA visited the factory of Vita Green in Tai Po InnoPark once again. During the visit, members learned about the daily operations across various departments, including product research and development, production lines, packaging, quality control, and laboratories. We could truly feel Vita Green's passion for maintaining exceptionally high standards in the products they provide to consumers.

「會員公司深導行」是以參觀會員公司設施，了解行業知識為目的。2025年6月6日，本會有幸再次參觀「維特健靈」位於大埔創新園的廠房，了解多個部門工序流程，包括產品研發、生產、包裝、品管及實驗室等等，從中感受到「維特健靈」對於產品品質的堅持，和精益求精的態度，獲益良多。

Activities in 2024-2025

協會活動(2024-2025)



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。

Co-Chairman 聯席主席

Ms. Joanne Cheung

張玉儀女士

Ms. Veronica Sze

施潔瑜女士

Activities 工作範圍

Familiar with Regulatory: UMAO, 1+7 labeling, related regulations 熟悉 UMAO, 1+7 標籤, 保健食品條例等

Strategic affairs 策略事務

White Paper 白皮書

Members 會員

Ms. Doris Lo 羅潔梅女士

Mr. Lesile Wong 黃彥邦先生

Mr. Benny Lam 林曉斌先生

Ms. Nicole Leung 梁諾琳女士

Ms. Kitty Chan 陳紫琪女士

1. Proposed Amendments to the Preservatives in Food Regulation 2024 (Cap. 132BD)

The "2024 Food Preservatives (Amendment) Regulation" will take effect on December 30, 2024, with a 24-month transition period ending on December 29, 2026. The government will review and update food safety legislation in phases, starting with preservatives and antioxidants. The amendments aim to align local standards with international ones, enhancing consumer protection and promoting food trade. The regulation updates definitions based on Codex Alimentarius standards and expands the permitted list to 58 substances, increasing allowable "additives-food" combinations from about 900 to approximately 2,000.

1. 《2024年食物內防腐劑規例》(第132BD章)建議修訂

《2024年食物內防腐劑（修訂）規例》於2024年12月30日生效，並設有24個月的過渡期直至2026年12月29日。根據行政長官的施政報告，政府將分階段審視和更新食物安全法例，首階段針對防腐劑和抗氧化劑。修訂旨在使本地和國際食物安全標準保持一致，強化消費者保障及促進食品貿易。新規例根據食品法典委員會的標準更新了防腐劑和抗氧化劑的定義，並擴大准許的名單至58種，將「添加劑—食物」組合的最高准許含量從約900個增加至約2,000個。

資料來源：

https://www.cfs.gov.hk/english/whatsnew/whatsnew_fstr/whatsnew_fstr_Proposed_Amendments_Preservatives_Food_Regulation.html#%E9%A3%9F%E7%89%A9%E5%85%A7

https://www.cfs.gov.hk/tc_chi/whatsnew/whatsnew_fstr/whatsnew_fstr_Proposed_Amendments_Preservatives_Food_Regulation.html#%E9%A3%9F%E7%89%A9%E5%85%A7

Activities in 2024-2025

協會活動(2024-2025)



2. Proposed Amendments to the Food Adulteration (Metallic Contamination) Regulation 2024 (Cap. 132V)

The 2024 Chief Executive's policy address proposed reviewing the Food Adulteration (Metal Contaminants) Regulation to enhance public health and improve regulatory effectiveness. The government will align maximum allowable levels of metal contaminants in food with international standards, adding 27 new levels and updating 9 existing ones, raising the total from 144 to 171. Public consultation was completed on February 26, 2025.

2.《2024年食物攙雜(金屬雜質含量)規例》(第132V章)建議修訂

2024年行政長官施政報告提出檢視《食物攙雜(金屬雜質含量)規例》，以加強公眾健康保障並提升規管成效。政府將參考國際標準，建議修訂以確保食物中的金屬污染物含量上限與國際接軌，新增27個指明食物的金屬含量上限，並更新9個現有的上限，使規例附表第2部的含量上限總數由144個增加至171個。公眾諮詢已於2025年2月26日完成。

3. Public Consultation on Proposal on Regulation of Konjac-containing Jelly Confectionery

On April 25, 2025, the Hong Kong Center for Food Safety confirmed konjac as a safe food additive. However, due to the choking risk posed by small cup konjac jelly, particularly for children and the elderly, the Center recommends amending the Food and Drugs Regulations (Cap. 132W) to prohibit such products if they are 45 mm or less in height or width. It also proposes requiring bilingual warnings on the packaging of all pre-packaged jellies containing konjac to mitigate choking risks.

3. 蒟蒻果凍規管建議的公眾諮詢

香港食物安全中心於2025年4月25日根據食品法典委員會確認蒟蒻為安全的食物添加劑，但小杯裝蒟蒻果凍因其獨特設計和結實質地，可能增加兒童和長者的哽噎風險。為此，食安中心建議修訂《食物及藥物(成分組合及標籤)規例》(第132W章)，包括禁止高度或寬度為45毫米或以下的小杯果凍產品含有蒟蒻成分，以及要求所有含蒟蒻的預包裝果凍外包裝標示中英文警告，預防哽噎風險。



4. The Hon Shiu Ka-fai, BBS, JP Exchanges Views With The Hong Kong Health Food Association On The Industry's Needs

On April 29, 2025, the Hong Kong Health Food Association met with Legislative Council member Hon Shiu Ka-fai to discuss the industry's needs regarding production processes and documentation. Mr. Shiu contacted the food safety commissioner to enhance communication between the industry and the government, uphold the reputation of health food products, and protect consumer rights. He also shared insights on the National Two Sessions and the industry's challenges. The association looks forward to closer cooperation with Mr. Shiu and government agencies to promote industry prosperity and health.

4. 邵家輝議員, BBS, JP與香港保健食品協會交流業界需求

於2025年4月29日，香港保健食品協會與批發及零售界立法會議員邵家輝先生會面，深入交流保健食品業界在生產流程及文件規範方面的需求。邵議員迅速聯繫食安專員，促進業界與政府的溝通，維護保健食品的聲譽，保障消費者權益，並創造拓展出口市場的條件。他亦分享了對全國兩會精神的見解，並探討業界的挑戰與未來發展。協會期待與邵議員及政府機構建立更緊密的合作關係，推動行業的繁榮與健康發展。

20th Anniversary Dinner & Award Ceremony

20 週年晚宴暨頒獎典禮



20th Anniversary Dinner, Inauguration & Award Ceremony 20 週年晚宴暨理事會就職及頒獎典禮

The Hong Kong Health Food Association held its 20th Anniversary Dinner, Inauguration & Award Ceremony. That evening, guests from various sectors and backgrounds attended, including deputy directors and heads of government departments, Legislative Council members, professors from the Polytechnic University, representatives from chambers of commerce, partners, and association members. Everyone gathered together to share the efforts and achievements of the past year. More than a decade ago, the public had limited knowledge of health foods. Thanks to the association's years of dedicated work, a solid foundation was laid, and today, health foods are widely accepted by the public, allowing the industry to thrive.

香港保健食品協會舉辦了二十週年晚宴暨理事會就職及頒獎典禮，當晚有來自不同層面及界別的嘉賓，包括政府部門副局長、處長、立法會議員、理工大學教授、商會代表、合作夥伴及協會會員，冠蓋雲集，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。



Group photo of honorable guests, presidents and council members in the Hong Kong Health Food Association 20th Anniversary Dinner
香港保健食品協會20週年晚宴名譽嘉賓、會長及理事大合照

20th Anniversary Dinner & Award Ceremony

20週年晚宴暨頒獎典禮



President, Mr. Ryan Tse made an opening remark for the Hong Kong Health Food Association 20th Anniversary Dinner

會長謝天澤先生為香港保健食品協會20週年晚宴致開幕辭



Officiating guest Under Secy for Commerce & Econ Dev, Dr Bernard CHAN Pak-li, JP delivered a speech

主禮嘉賓商務及經濟發展局副局長陳百里博士, JP致辭



The newly elected President, Mr. Ryan Tse (middle) President, led the oath-taking ceremony with new council members

新一屆會長謝天澤先生(中)帶領新任理事們進行宣誓



Under Under Secy for Commerce & Econ Dev, Dr Bernard CHAN Pak-li, JP witnessed the Inauguration Ceremony

商務及經濟發展局副局長陳百里博士, JP為宣誓儀式作監誓見證

Dr. Bernard Chan, Deputy Secretary for Commerce and Economic Development, officiated at the cake-cutting ceremony with the new Council to celebrate the 20th Anniversary.

商務及經濟發展局副局長陳百里博士與新理事會舉行切餅儀式慶祝20周年紀念



20th Anniversary Dinner & Award Ceremony

20 週年晚宴暨頒獎典禮



Ms. Joanne Cheung, Honorary President (first from left); Hon. Shiu Ka-fai, JP, Member of the Executive and Legislative Councils (second from left); Mr. Lau Wui-ping, Vice President of the Hong Kong Trade Development Council (third from left); Mr. Ryan Tse, President (fourth from left); Ms. Lin Shun-heung, Managing Director of Meiriki Japan company Limited (fourth from right); Ms. Mok Wai-ye, Manager (third from right); Ms. Nicole Leung, Vice President (second from right); and Mr. Calvin Chan, Honorary President (first from right).

名譽會長張玉儀女士(左一)、行政及立法會議員邵家輝JP(左二)、香港貿易發展局副總裁劉會平先生(左三)、會長謝天澤先生(左四)、日本命力執行董事連舜香女士(右四)及經理莫惠儀(右三)、副會長梁諾琳女士(右二)及名譽會長陳家偉先生(右一)



Mr. Terry Chiu, Vice President (first from left); Dr Lo Kam Wing BBS JP, President of Chinese Manufacturers' Association of Hong Kong (second from left); Mr. Ryan Tse, President (third from left); Dr. Bernard Chan, Deputy Secretary for Commerce and Economic Development (Middle); Ms. Lin Shun-heung, Managing Director of Meiriki Japan company Limited (third from right); Ms. Nicole Leung, Vice President (second from right); Mr. Calvin Chan MH, Honorary President (first from right)

副會長趙德賢先生(左一)、香港中華廠商聯合會會長盧金榮博士 BBS JP(左二)、會長謝天澤先生(左三)、商務及經濟發展局副局長陳百里博士(中)、日本命力執行董事連舜香女士(右三)、副會長梁諾琳女士(右二)及名譽會長陳家偉先生 MH(右一)



Ms. Nicole Leung, Vice President (first from left); Ms. Lily Mong, Managing Director of Noble Health Limited (second from right); Ms. Anna Lin, JP, Chief Executive of GS1 Hong Kong (center); Mr. Ryan Tse, President (second from right); and Mr. Calvin Chan, Honorary President (first from right).

副會長梁諾琳女士(左一)、樂寶健康有限公司董事總經理蒙燦櫻女士(右二)、香港貨品編碼協會總裁林潔貽女士 JP (中)、會長謝天澤先生(右二)及名譽會長陳家偉先生(右一)



Mr. Ryan Tse, President (first from left); Mr. Wan Chi-shun, Assistant Director (Operations) of the Food and Environmental Hygiene Department (center); and Mr. Terry Chiu, Vice President (first from right).

會長謝天澤先生(左一)、食物及環境衛生署助理署長(行動)溫智舜先生(中)、副會長趙德賢先生(右一)

20th Anniversary Dinner & Award Ceremony

20 週年晚宴暨頒獎典禮



Mr. Ryan Tse, President (third from left); Ms. Anna Gu, Representative of the Hong Kong Office of Sanya Demonstration Zone for Hainan-Hong Kong Economic Cooperation. (second from left); Mr. Raymond Yip, Chief Liaison Officer of the Hong Kong Service Centre of Guangzhou Nansha New Area (first from left); Hon. Shiu Ka-fai, JP, Member of the Executive and Legislative Councils (third from right); Mr. Ryan Tse, President (second from right); and Ms. Joanne Cheung, Honorary President (first from right).(center); and Mr. Terry Chiu, Vice President (first from right)

名譽會長謝天澤先生(左三)、瓊港經濟合作三亞示範區 香港辦公室代表谷安娜女士(左二)、廣州南沙新區香港服務中心首席聯絡官葉澤恩先生(左一)、行政及立法會議員邵家輝 JP(右三)、會長謝天澤先生(右二)及名譽會長張玉儀女士(右一)



Mr. Jesse Kwok, Honorary Legal Advisor (third from left); Mr. Nassar Khan, Honorary President (second from left); Mr. Samson Tsoi, Honorary President (first from left); Mr. Ryan Tse, President (center); Ms. Joanne Cheung, Honorary President (third from right); Mr. Calvin Chan, Honorary President (second from right); and Mr. Terry Chiu, Vice President (first from right).

名譽法德諮詢郭匡義律師(左三)、名譽會長簡立信先生(左二)及陳家偉先生(左一)、會長謝天澤先生(中)、名譽會長張玉儀女士(右三)及陳家偉先生(右二)、副會長趙德賢先生(右一)



Dr. Wong Ka-hing, Director of the Research Institute for Future Food, The Hong Kong Polytechnic University.

香港理工大學未來食品研究院院長黃家興博士



Mr. Ryan Tse, President (first from left); Dr. Helen Chan, Chairman of Vita Green Health Products Company Limited (center); and Mr. Lee Man-kai, Commissioner for Trade Controls, Hong Kong Customs and Excise Department (first from right).

會長謝天澤先生(左一)、維特健靈健康產品有限公司主席陳曦齡博士(中)、香港海關貿易管制處署長李民佳先生(右一)

Recognition & Award

嘉許與獎項



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

(by alphabetical order – last name 以英文姓氏排列)

The Association has initiated an award program to recognize member companies and individuals who are actively involved in the Association's activities and have made significant contributions in supporting the Association. We presented 12 corporate awards and 12 individual awards during the 20th Anniversary Dinner held on 18 November 2025.

協會推出的會員嘉許計劃，已於2025年11月18日舉行的第二十屆週年晚宴中公佈了，共頒發了十二個公司獎項及十二個個人獎項，以答謝和表揚一些積極參與會務及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。



From Left to Right

Ms. Tiffany Chan
Mr. Timothy Cheng
Mr. Benny Lam
Mr. Eric Lum
Ms. Joey Chiang
Ms. Joanne Cheung
Ms. Lily Mong
Mr. Brendon Kan
Ms. Doris Lo
Ms. Veronica Sze
Mr. Eric Lun
Ms. Cecilia Wong
Mr. August Yang

Concord Alliance Ltd.
Mekim Ltd.
Natural Health Care Development Ltd.
Best World Lifestyle (HK) Co. Ltd.
Nu Life International (Asia) Ltd.
Honorary President
Noble Health Company Ltd.
DFI Retail Group – Mannings
Avia Corporate Advisory Limited
Wyeth (Hong Kong) Holding Company Ltd.
The International Medical Co. Ltd.
Nu Skin Enterprises Hong Kong, LLC
The Hong Kong Health Care Centre Ltd.

由左至右

陳漪淨女士
鄭天恩先生
林曉斌先生
林洪柏先生
鄭惠儀女士
張玉儀女士
蒙燦櫻女士
簡偉基先生
盧潔梅女士
施潔瑜女士
倫偉祥先生
黃婉絲女士
楊棋凱先生

康盟有限公司
美儉有限公司
仙然康寶發展有限公司
全美世界美容保健有限公司
安永國際(亞洲)有限公司
名譽會長
樂寶健康有限公司
DFI零售集團 – 萬寧
輝亞企業顧問有限公司
惠氏(香港)控股有限公司
全球藥業有限公司
美國如新企業香港分公司
香港保健中心有限公司

Recognition & Award

嘉許與獎項



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)

(by alphabetical order – company name 以公司英文名稱排列)



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

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



CATALO Natural Health
Science Ltd.
家得路美國天然健康科學
有限公司



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



Concord Alliance Limited
康盟有限公司



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



Easy Health Hong Kong
Limited
依時健有限公司



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



Mekim Limited
美儉有限公司



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

Recognition & Award

嘉許與獎項



HKHFA Award Program 香港保健食品協會嘉許計劃

Supportive Member to Association (Silver Award) 積極參與會員公司 (銀獎)

(by alphabetical order – company name 以公司英文名稱排列)



Best World Lifestyle (HK) Company Limited
全美世界美容保健有限公司



GS1 Hong Kong Limited
香港貨品編碼協會有限公司



Noble Health Company Limited
樂寶健康有限公司



The International Medical Co. Ltd.
全球藥業有限公司



Supportive Member to
Association (Silver Award)
積極參與會員公司 (銀獎)

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

Recognition & Award

嘉許與獎項



HKHFA Quality Product Seal (QPS) 2025

香港保健食品協會“優質產品標誌”2025

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，於2021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、店舖擺設、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。

The following are the products being awarded the QPS.

以下為獲頒“優質產品標誌”2025的產品。

(by alphabetical order – company name 以公司英文名稱排列)



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

PARACLEAR 清蟲素



Paraclear is a herbal formula, professionally formulated by herbal nutrition experts, based on ancient recipes to help eliminate microorganisms in the body. Use all-natural and safe methods to help the body expel harmful parasites and microorganisms. These natural ingredients are believed in traditional medicine and naturopathic medicine to have antiparasitic, antibacterial or immunomodulatory effects by directly inhibiting microorganisms, repelling parasites, alleviating symptoms or supporting body detoxification.

清蟲素是一種草本配方，由草本營養專家專業配製，根據古法配方，有助去除體內微生物。利用純天然和安全的方法幫助身體把有害的寄生物以及微生物排出體外。這些天然材料在傳統醫學和自然療法中被認為可以透過直接抑制微生物、驅蟲、緩解症狀或支持身體排毒來達到抗寄生蟲、抗菌或調節免疫的作用。

Recognition & Award

嘉許與獎項

20th
Anniversary

PYCNOPHY 疲樂振

Pycnophy is a well-formulated functional food concentrate (FFC) with super high antioxidant activity. Its active ingredients are Broccoli Powder, Tomato Powder, Pine Bark Extract and Pycnogenol®.

疲樂振是一種經專業調配的功能性濃縮食品(FFC)，有非常高的抗氧化能力。主要成份為西蘭花精華、蕃茄精華、松樹皮精華和Pycnogenol®。



Enzyme Design Limited 安迪生物科技有限公司



Scientific anti-aging, maintenance and regeneration. Scientifically proven β-NMN effectively boosts NAD⁺ levels, revitalizing at the cellular level, providing you with lasting energy support, creating a new way of healthy living, and beginning your journey of anti-aging.

- DNA repair
- Skin rejuvenation
- Sleep regulation
- Metabolism improvement
- Physical performance enhancement
- Immune system strengthening

科學逆齡，養護再生，科學驗證β-NMN有效提升NAD⁺水平，從細胞層面煥發活力，為您提供持久能量支援，打造健康生活新方式，開啟逆齡之旅。

- 修復DNA
- 美肌逆齡
- 調節睡眠
- 改善代謝
- 提升體能
- 增強免疫力



Members

會員機構



Founder Member 創會會員

Infinitus (HK) Company Ltd.	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 (HK) Ltd.	培力國際 (香港) 有限公司
The Hong Kong Health Care Centre Ltd.	香港保健中心有限公司
Zigen Pharmaceutical Ltd.	時珍科技藥業有限公司

Ordinary Member 普通會員

A. Menarini Hong Kong Limited	美納里尼香港有限公司
Acc Biotech Limited	速動生物科技有限公司
AJC Investment Limited	美康萊環球有限公司
Allways Health-Care Corporation Limited	永盛國際企業有限公司
Amway Hong Kong Limited	美國安利 (香港) 日用品有限公司
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¹以蜜甘含量比較 - 2023年2月香港標準及檢定中心化驗報告 "2025年部資料" 根據Ipsos於2023年3月至4月訪問502位香港中式保健用品家進行之香港中式保健用品品牌研究結果，位元堂是最受訪者選購的中式保健品牌。 (Ipsos Hong Kong Limited版權所有) * 根據Ipsos於2023年針對香港保健用品用戶所做的網上調查結果 (樣本數=1000名香港保健用品用戶) · 圖片只供參考

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*根據香港醫護市場調查及策劃有限公司在 2025 年 3 月至 5 月期間收集到 35 位自評有睡眠問題的醫護人員在產品使用後的數據及意見。94% 醫護人員信賴 Peaceful Night® Mind Full 與 Sharp Focus 醫護人員實測進行中，預計 2025 年 11 月完成。



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*根據Nielsen 尼爾森2002年9月-2020年8月全港整體靈芝零售調查報告 (© 2021 The Nielsen Company版權所有) 及 IQVIA 2020年11月-2024年10月全港整體靈芝零售調查報告 (IQVIA 版權所有)。

**本港大學2004年報告，服用五色靈芝72小時後，免疫蛋白分子提升可達4倍。

*Data on file; 以相等於3.3克靈芝的原料作測試之結果。

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星級代言人
黃智雯



[^]根據維新烏絲素(超微粉配方)2025滿意度調查報告的受訪者認同度:98%用家認同12天內能防脫髮;
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△根據BioGaia 調查結果 (截至2024年12月)

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*資料來源：CSG 2024, CATALO商家調查，於2024年3月8日至4月3日期間按照ISO20252及ESOMAR準則受訪。

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