



Media Release

12 May 2017

Evolution of Australia's largest probiotics brand in China

China's voracious appetite for Australian health products has led probiotics specialist, Evolution Health, to invest significant marketing resources in its *Life-Space* brand tailored to Chinese consumers.

Recording a 350 per cent sales growth in China over the FY15-FY16 period, the privately-owned family business this week announced a collaboration with Tamia Liu as its goodwill ambassador which will see the popular actress become the face of its *Life-Space* brand in China.

Evolution Health's Managing Director Ben McHarg said while Chinese consumers covet Australian products for their clean and green appeal, there is no doubt understanding the local market and tailoring strategies accordingly is an important part of building trust and loyalty.

"Over the last two and a half years we've invested substantial time in the Chinese market looking at what inspires and motivates our customers to buy products beyond being Australian-made, and celebrity endorsement is a key influencing factor.

"Tamia Liu was selected for this role not only because she's a popular and famous Chinese actress but because she fits the brand values as a mother and role model. Through this collaboration we aim to develop greater relevance and brand awareness in this massive market."

Since entering China in 2014, *Life-Space* has been widely supported by Chinese consumers and is now the largest Australian probiotics brand in that country.

Among the leading brands that sells through the E-Commerce/Cross Border model, the *Life-Space* Flagship Store was the top performing probiotic store in the 2016 '11.11 Singles' Day promotion' on TMall, outselling its nearest rival, USA Hyperbiotics, by more than 50 per cent.

The *Life-Space* brand is also preparing for imminent launches into a number of key markets through Asia, Europe and North America. Says McHarg, "We believe our brand has global appeal and we see a real opportunity to contribute to the health and wellbeing of consumers across many more countries."

Established in 2006, Melbourne-based Evolution Health has grown exponentially over the past 3-5 years with the *Life-Space* brand driving growth. The company's premium formulations, shelf stable products and a focus on the mother, baby and child demographic has resonated particularly in China.

Evolution Health is a finalist in the AustCham Westpac Australia-China Business Awards to be announced on 18 May and a regional finalist in the EY Entrepreneur Awards.

The company was ranked number 7 in the 2016 BRW Fast 100 list.

Ends

For further information contact:

Jenny Littlewood

PR to Evolution Health

Tel: 03 9522 9909/0403 359 864

E: jenny.littlewood@communicado.com.au