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First in natural healthcare education

In this issue



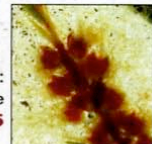
Natural beauty
page 22



Margo Marrone
page 25



Nick Kirkbride
page 20



Learning file:
Tea tree
page 15

BUSINESS NEWS

News in brief

A'kin secures distribution in Fresh & Wild



The complete comprehensive collection of natural skin, hair and body care from best-selling Australian brand is now available in Fresh & Wild stores. Distribution for the entire range has been secured following double digit month on month growth in sales. Fresh & Wild — the UK's largest

organic and natural foods retailer — “tested the water” with the A'kin hair care and body washes. After running an A'kin promotion earlier this year, product sales have consistently remained 20% higher than the period prior to the promotion.

VMS: bridging the price gap between economy and premium products

In September Principle Healthcare, the North Yorkshire based VMS company, launched eight new products into pharmacy, ranging from children's omega-3 lemon and orange Fruit Explosions to cider vinegar capsules, under the Principle brand name. Says Principle Healthcare marketing director Bruce Carlin: “When we set up Principle Healthcare in 2002 we saw an opportunity in the marketplace to provide quality vitamins and supplements at affordable prices.” For example, new products in the Principle Extra Benefits range include: Active Mind and Joint Care (£4.99 for 30 capsules); Optimum Oil Omega 3, 6 and 9 (£5.99 for 250ml); Glucosamine Gel (£4.99 for 100ml); Glucosamine and Chondroitin Effervescent (£4.99 for 20 tablets). For more information phone 01756 792600.

[A'kin]

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