



First company that can comprehend Functional Nutrition, advance assessment technology, DNA and Stem Cell products all together under the same PHRM umbrella. Not only providing a total health solution for their customers, but also providing a promising opportunity for their distributors to cover different aspects of the health industry in a unique platform.

### **HISTORY**

NU LIFE was founded in 1991 by the two brothers Dr. Jawid Khan and Mr. Nasser Khan. Their humble beginning started in a small office in Mong Kok, which is still the heart of Hong Kong. They started with 3 products and they now have more than 50 products in Asia, and their range covers products from less than HK\$100 up to HK\$5 million Stem Cell products.

As NU LIFE started in 1991, they were one of the pioneers in the fourth wave of the Nutrition Revolution, which demonstrates the benefits of Functional Nutrition.

Comparatively speaking, NU LIFE were very advanced at that time in the Asian market. Therefore, a lot of educational work had to be done in order to distinguish themselves from the rest of the health food market.

In addition, even some of their manufacturers at that time did not understand why NU LIFE did not sacrifice the quality and kept to a lower cost. In order to keep the product quality, they even suffered from product shortage, they were willing to wait for the natural ingredients instead of using synthetic vitamins.

After 30 years of persistence, Functional Food Concentrates is now a unique standard for NU LIFE's nutritional products.

Through many years of dedication and hard work, NU LIFE has received more than 60 prestigious awards, certificates and

### **MARKET**

Established in 1991, NU LIFE was a pioneer in Asia's Functional Nutrition industry, and holds the distinction of being the region's first provider of Functional Food Concentrates (FFC). They target people who are health conscious, and are looking for high quality nutrition products.

NU LIFE target the rapidly expanding nutrition market through the direct selling model and, although they have less than 1% of market share, they successfully target the most high-end consumers in the Hong Kong market, and are able to build up a prestige image within the industry.

Despite the fact that the world economy was struck by COVID19, NU LIFE generated more than HK\$50 million of sales in 2020 in HK alone so the COVID 19 pandemic could be a turning point in the industry, as the demand for nutritional products was growing while the public became more health conscious. In the early stage of the pandemic, part of the city was under lock down and people wanted to stay at home. Therefore NU LIFE successfully shifted a remarkable portion of their sales from retail store to online business. Also, they were able to conduct weekly online training for their sales force, and make sure they have the most updated knowledge in the rapidly changing health industry in recent years.

Besides providing high quality Functional Food Concentrates, NU LIFE will promote the Personalised Health Risk Management (PHRM) concept. Under this all-in-one concept, they use advance assessment technology and expert advice to tailor make total solutions and education for their consumers, so that they can prevent degenerative diseases more effectively than ever. In addition, NU LIFE will focus more

effort to enhance the online experiences for their customers. All they need is a smart phone and they can have health and wealth in their hands.

### **ACHIEVEMENTS**

Since 2012, NU LIFE has adopted the ISO 9001 management standard for "Supply of Healthcare Products". In addition, all their FFC products are certified by STC, and are safe for consumption. Therefore, NU LIFE are proud to say, "We are only selling products that we, and our families, take."

As NU LIFE have been in the Hong Kong health industry and direct selling industry for more than 30 years, they have a lot of innovative ideas throughout the years. For example, NU LIFE is the first company that brought the "Functional Nutrition" concept into the Asian market. They are also the first direct selling company that have a truly global bonus system.

Now NU LIFE are proud to say that they are the







achievements worldwide. Besides Superbrands, they recently won the “Most Reliable Wellness Brand”, “Wellness CEO of the Year”, “Hong Kong Most Outstanding Enterprise Awards”, “HKHFA Quality Product Seal” in 2021 and the “Hong Kong Health Supplement Gold Card” in 2020.

As a responsible corporate citizen, the company also continues to pledge its service to the community by actively participating in charitable events including the Walks For Millions, the Joyful Foundation, Orbis, Lifeline Express to name just a few. Over the years, NU LIFE has donated more than HK\$ 30 million.

## PRODUCTS

NU LIFE launched the Healthy Gut Campaign in 2019, and repackaged their probiotic and prebiotic products as “Healthy Gut Mabo”. Together with their “Healthy Gut Campaign”, NU LIFE successfully obtained hundreds of thousands of views in social media, and were able to sign up thousands of new customers in just a few months.

In 2020, the COVID 19 pandemic created a new opportunity for the industry. NU LIFE’s SupaC (Vitamin C product) and ProtekU Plus (Anti-Oxidant product) became the most popular combination for their customers. As Vitamin C combined with anti-oxidant are essential to enhance our immune system as well as our respiratory system.

## RECENT DEVELOPMENTS

In 2017, NU LIFE obtained the license for direct selling in Mainland China, since then, they actively promote their brand in Mainland China, and they recently opened new offices

in major cities such as Beijing, Shanghai and Nanjing to serve customers and distributors across the country.

In 2017, NU LIFE signed a strategic partnership with Re-Stem and become the exclusive agent in China to promote their Autologous Adipose Stem Cells Anti-Aging Service, which brought them to enter the era of Stem Cells!

## PROMOTION

NU LIFE have been using the direct selling model to promote NU LIFE products since 1991, most of the budget goes to reward the distributors who successfully promote the brand for them.

Recently, as the entry level cost for using social media to promote is more affordable and the promotional tools can also be easily shared by their distributors among their customers, NU LIFE now actively make use of social media as one of their major promotion channels.

As intestinal cancer become one of the most deadly diseases in Hong Kong, NU LIFE have launched the Healthy Gut Campaign since 2019. In order to arouse people’s concerns, they have conducted thousands of questionnaires in Hong Kong to study the relationship between our lifestyle and intestinal disease. Their findings are very useful in terms of educating the public on how to prevent intestinal disease. Moreover, their roadshows cover all the districts in Hong Kong, so that they can convey their message effectively to the general public.

In order to reach out the younger generation, NU LIFE have been using social media platforms such as Facebook, YouTube and IG to promote the Healthy Gut Campaign, which includes videos, photos, leaflet, etc

## BRAND VALUES

NU LIFE’s mission is “Committed to Promoting Health and Wealth”

In order to pursue the highest quality, NU LIFE are only selling products that they, and their families, take.

NU LIFE’s logo is a symbol of a mother bird nurturing a baby bird. In addition, NU LIFE’s logo looks like the Chinese character: “Heart”. Which means they serve their customers wholeheartedly.

Besides providing high quality nutrition products to families in Asia, they also train up thousands of entrepreneurs and let them fulfill their dreams by participating in the direct selling industry.

In order to ensure the consistency of the products’ quality, NU LIFE has been awarded the quality stamp “STC Certified” Mark since 2012. In this highly competitive market, many consumers are misled by propaganda strategies and there is no way to judge the quality or authenticity of products and services. NU LIFE has been awarded the STC certificate and stamp, enabling consumers to identify at a glance that their products are of the highest quality.

[www.nulife.com](http://www.nulife.com)

## THINGS YOU DIDN’T KNOW ABOUT NU LIFE

- Nu Life is the only Hong Kong based company, among the member companies of the Hong Kong Direct Selling Association, which has focused on the direct selling business for more than 30 years.
- In its efforts to help distributors realise their personal goals and dreams, in 1991 Nu Life became the first direct selling company in the world to launch global profit sharing awards.
- Nu Life was the first company in Hong Kong to introduce and promote the concepts of “Functional Food Concentrates” and “Green Your Body”.
- Nu Life is the first direct selling company in Hong Kong to obtain ISO9001-2008 certification under the scope of “Supply of healthcare product”.
- After 30 years of hard work, NU LIFE has won more than 60 different awards.

