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Besunyen Launches New Product Herbal Tea with Healthcare Function TEA+ Catches Woman's Heart

First Product to Develop and Integrate Herbal Tea Market Extensively

- In addition to its existing two major products – Slimming Tea and Detox Tea, Besunyen has continuously conducted R&D for new product development for 15 years since its establishment. Recently, Besunyen has announced a new launch of “TEA+” brand of herbal tea. It reveals that the company starts to explore functional herbal tea market.
- “TEA+” herbal tea is newly introduced in May 2015. The product is particularly designed for meeting the demands of modern women. It is positioned on white-collar-city women who pursuit for quality of life. “TEA+” herbal tea is the first new product to develop herbal tea market among Company's three innovative products in 2015.
- “TEA+” places heavy emphasis on the concept of “natural, green, pollution-free, healthy tea beverage” and it collaborates with Yuanchanghou, a tea producer, to ensure that all of raw materials are natural and pure. Founded in 1912, Yuanchanghou is one of the Chinese established tea brands with a century of long history. It's for sure that an established brand would preserve perfect technology in tea manufacture.
- Making from quality of materials, the first four kinds of floral teas have been launched into the market. The Company is also planning to introduce other new flavors up to ten flavors in total to satisfy different consumers' preference.
 - “Rose Pu'er Tea”: It is blended from superior French roses along with pu'er tea to create rich floral aroma and tea astringency.
 - “Honey Pomelo White Tea”: It is mixed by Fuding white tea with honey pomeloes to generate a slight of tea scent.
 - “Original Ginger Tea”: It is combined from ginger with Fujian black tea to highlight ginger flavor.
 - “Red Dates Ginger Tea”: It is assorted from selective Royal Red Dates of Qing dynasty with fine ginger to make you feel warm and energetic.
- The bag of “TEA+” is composed of bio-degradable corn fiber from Japan. It's very friendly for environmental protection. In addition, the triangle shape of bag demonstrates a high quality feeling.



The slogan of “TEA+”: “Pamper yourself and renew your beauty!” It fully reflects contemporaries with elegance and positive attitude to the human life. Besunyen will provide consumers with more new products and bring them with more power from tea.





Besunyen Introduces “Larlly” Orlistat to Penetrate Weight-Loss Market

A Global Exclusive OTC Weight-Loss Medicine with FDA, EMA and SFDA Certifications



- On 16 April 2015, Guangzhou Runliang Pharmaceutical Co., Ltd., owned by Besunyen as to 80% of share, announced that it had obtained the exclusive distribution right of Orlistat manufactured by Zhejiang Hisun Pharmaceutical Co. Ltd, for ten years, effective from 2014. “Larllly” Orlistat is introduced to the market through careful evaluation by Besunyen’s weight-control experts. The objective is to provide consumers with various choices in addition to Besunyen Slimming Tea.
- Orlistat is an exclusive obesity control medicine which is allowed for the use in prescription and availability in OTC with FDA, EMA and SFDA approvals. Currently it’s the only weight-loss drug in OTC worldwide. More than 40 million people have successfully reduced their weights by taking Orlistat all over the world so that it becomes the hottest sales in weight control category nowadays. “Larllly” Orlistat has been introduced into the first-tier cities of China for market test and it will be expanded to whole country in the near future. The retail price of Orlistat is RMB398 / 24 capsules.
- Orlistat is a long active gastrointestinal lipase inhibitor which prevents triglyceride from being hydrolyzed into absorbable non-esterified fatty acid and monoacylglycerol. Therefore the fat cannot be digested and absorbed by human small intestine. It is the way to control weight by reducing energy intake. In addition, the molecule of Orlistat cannot be absorbed by small intestine so that it doesn’t go into blood circulation for human body. As a result, there is no impact on central nervous system while people are taking it. Certainly it causes little side effect.
- “Larllly” Orlistat is the first obesity control medicine that Besunyen attempts to penetrate in weight-loss category in OTC field. In the future, Besunyen will continue to focus on other OTC categories and provide consumers with more fantastic products.



New Launch Presentation of “TEA+” and “Larlly” Orlistat Receives Enthusiastic Response from Stock Analysts and Media



Conference with investors and analysts

- In order to promote the new introduction of “TEA+” herbal tea and “Larlly” Orlistat, Besunyen took a press interview and conducted two conferences for investors and analysts in Hong Kong on 7 May. Mr. Zhao Yihong, Chairman, Executive Director and CEO of Besunyen, together with Ms. Zhao Yunhua (COO), Ms. Wangjuan (CFO) and Mr. Zhao Yixing (General Manager of Guangzhou Runliang Pharmaceutical Co., Ltd.), delivered a detail presentation for two new products to investors, analysts and press.
- The three events have drawn an incredible response and attracted 25 investors and 7 pressmen. They are very interested in these two new products and they have raised many questions in the conferences. These conferences held in Hong Kong play an important role for promoting public to be aware of new products as well as for pushing the sales.



Media interview



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