



Besunyen's Double Eleven Sales Amount Exceeded RMB 19.19 Million

碧生源牌奥利司他胶囊
Orlistat Capsule



At the 2018 Double Eleven Shopping Festival ended last month, Besunyen's sales amount exceeded RMB 19.19 million. Among all, Besunyen Orlistat Capsule, which was launched just for more than one year, achieved a sales amount of more than RMB 8.5 million in the whole network sales, nearly 60 times that of the same period of last year and even 184.65% of its whole year's sales amount in 2017. 65.2% of its sales amount in Double Eleven is from Tmall platform, 31.7% is from JD and 3.1% is from other platforms.

In order to be closer to the post-90s consumers and attract young people, Besunyen embarked on e-commerce transformation through Orlistat Capsules. The Company said that the success of the Orlistat Capsules represents a new sales approach and a more youthful form of interactive communication in the e-commerce field. It also proves that its e-commerce promotion and explosion-making keep pace with the times. In the next few years, Besunyen will continue innovating and making breakthroughs in the field of e-commerce, and develop more high-quality weight loss products.



企業通訊



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Background and Significance for Refreshing the Packaging of Besunyen Detox Tea and Slimming Tea in 2018



The packaging with images of plants has been used for five years since 2013. In order to adapt to the changing market environment, the Company needed to bring a new design to the product packaging.



Products with new packaging comprised of traditional Chinese elements has been launched for sale in four pilot cities since May 2018. The new packaging later underwent further upgrade in October 2018 based on the opinions of different parties. A refreshing classic packaging was then designed. New additions to the original packaging with herbal plant graphics include a hand-painted character wearing cheongsam. The new design, as a continuation of the original packaging, not only captures the beautiful curves of women but also exhibits a traditional, classical appearance. Such design can elevate the visibility of products and appeal to a broader consumer base.





Besunyen's Creative Journey Ignited Campuses

The 2018 Academy Awards Fall Contest came as expected, during which millions of students talked about their innovative dreams. This year is the 18th anniversary of Besunyen's establishment, and also, the 10th year cooperation between the Company and the Academy Awards. Through this activity, Besunyen once again conquered college students with its own charm, attracted the student group, and further spread the corporate culture and company brand.

With the theme "Love, Can Show It" and "Change the Curve to Change the World", Besunyen had given brand speeches and set up brand display areas in 15 universities, including Shenyang University of Technology, Northeast Normal University, Capital University of Economics and Business, Xi'an Technological University, Shandong Jianzhu University, Fujian Normal University, Shanghai Normal University, Zhejiang University, Sichuan University of Media and Communications, Hunan University of Commerce, Communication University of China, Nanguang College, Qingdao University of Technology, Zhengzhou University, Nanchang Institute of Technology, and Jinan University. The number of direct participants reached nearly 10,000, which achieved the expected effect of the brand communication.





Besunyen Donates to the 2018 Wildlife Guards Action

On November 30, 2018, 2018 Wildlife Guards Action & the 6th Wildlife Guards Awards, was successfully held in Beijing. Dilraba Dilmurat showed as the goodwill ambassador of the Wildlife Conservation Society in China.



Wild animals and plants are important parts of natural ecosystems and play an irreplaceable role in maintaining ecological security, promoting sustainable development, and inheriting human culture. The Chinese government has always been adhering to the concept of sustainable development, actively taking measures and actions to protect wildlife, and has made great achievements. Besunyen never forgets corporate social responsibility and has always been concerning about charity and the protection of wildlife. Through this donation activity, we hope to further promote the public and social enterprises' better understanding of the importance of wildlife protection and to drive the construction of ecological civilization and beautiful China.