

Newsletter



碧生源控股有限公司
Besunyen Holdings Company Limited

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Besunyen and Tmall Juhuasuan Prompt a Wave of Race Walking among Public



The “321 Every Step Counts” activity organised by Tmall Juhuasuan has prompted a wave of race walking among the public. Juhuasuan joined hands with Besunyen and other five brands to engineer the interesting “Walk For Discount” activity.

According to the data released by Juhuasuan, as of 22 March, the “Walk For Discount” activity attracted the participation of over 840,000 people, who contributed more than 4.6 billion steps, equivalent to around 3.23 million km, which is enough to go round the globe eighty times. The traffic was huge.

Besunyen’s Tmall Flagship Store and Medicine Flagship Store also joined the event. From 21 to 23 March, the classic, hot-selling Slimming Tea, Orlistat and L-carnitine coffee, etc., were sold at floor prices. With the discount obtained from Juhuasuan’s “Walk for Discount” activity, participants was able to get a very good deal. Besunyen set a sales record of RMB6.6 million during the period and closed the event with a completion rate of 110%.





Besunyen Makes Donation to an Educational Assistance Programme



On 19 April, the donation ceremony of the “Go To School 1200 Educational Assistance Programme” organised by China Children and Teenagers’ Fund and China National Radio was held. Besunyen donated RMB1.2 million to subsidise 1000 students from underprivileged families. China Children and Teenagers’ Fund also awarded the Benevolent Enterprise Certificate to Besunyen Holdings Company Limited and awarded Mr. Zhao Yihong the title of Ambassador of Love.

Mr. Zhao Yihong said at the ceremony: 2019 is a critical year in implementing the national poverty alleviation plan. During this period, Besunyen has been pondering how to undertake social responsibility and what practical actions could be taken for poverty alleviation. Mr. Zhao hoped that the donation could help send 1000 underprivileged children from Shanxi and Yunnan back to school and give them a chance to change their fate.

Mr. Zhao added 2019 marked the 19th anniversary of the founding of Besunyen. Since the Company’s establishment, Besunyen has been playing an active role in supporting philanthropic initiatives. Besunyen’s effort in undertaking social responsibilities can be seen in the setting up of the “Besunyen Special Charity Fund” and “Policy Connected and Collaborated, Caring Focus Foundation” and the implementation of the “Defense for Children in Pasture” activity. The Company has gained wide recognition from the society.



Besunyen Talks about Brand Rejuvenation



Mr. Lin Ruhai, Vice President of Besunyen, talked about brand rejuvenation with the students from Jinan University and Wuhan University. A young brand offers products that the young generation would use, creates contents that they would read and uses channels that they would go. As long as the young generation is willing to participate in the entire process, the brand is said to be successful. Therefore, Mr. Lin gave a talk titled “Besunyen, Let’s Get Young”, analysing what innovative measures Besunyen has adopted to earn resonance among young people and achieve rejuvenation from the perspective of products, contents and channels, among others.



A brand is built upon premium product quality and sound reputation. Mr. Lin said that to achieve this goal, Besunyen has focused on product research and development in recent years, successfully launching protein milkshake, meal replacement biscuits, enzyme powder and other hot-selling products. Besides, the packaging of its core products Besunyen Slimming Tea and Detox Tea were renewed and upgraded to accentuate the classical Chinese beauty.

Besunyen aspires to become the leader in China’s healthcare industry and allow everyone to have a slim body and young mentality. Looking forward, Besunyen will strive to rejuvenate the brand and incorporate trendy elements into traditional tea culture.

Besunyen's Pharmaceutical Segment Achieves Revenue Growth

Adopting a customer-centric development principle, Besunyen refined its product lines, R&D and production and sales management. In particular, its effort in product R&D has contributed to the revenue growth of medicines. In 2018, Besunyen's investment in R&D increased from RMB15.9 million in 2017 to RMB23.5 million. Meanwhile, with enhanced cooperation with research and development institutes, third party technology service companies, suppliers and outsourced processing manufacturers, the Company continued to promote the development of new products in four health foods, namely weight loss, laxation, throat clearing and liver caring.

In 2018, building on the research and development capabilities of Zhongshan Wanhan and Wanyuan, Besunyen completed the registration and filing of 6 types of eye drops and submitted a total of 21 invention patent applications. Meanwhile, the research and development team of the Company actively participated in a project group led by Professor Wang Linyuan of the School of Chinese Materia Medica of Beijing University of Chinese Medicine. A joint declaration with 12 units was made and approved as the sub-item of the List of the Modernisation of Chinese Medicine in 2018 by the Ministry of Science and Technology. Besunyen Runyuan Tea was successfully selected as the demonstrative research product of laxative product. In 2019, Besunyen will continue to promote business development and keep a close watch on market changes while promoting new product sales by leveraging its consolidated market foundation and established brand reputation. Meanwhile, it will promote the introduction of new products through self-development and commissioned processing to drive revenue growth.

