



Besunyen Has Been Deeply Engaged in the Big Health Industry since Its Establishment 21 Years Ago

- ◆ On 26 September 2021, Besunyen celebrated its 21st anniversary. Over the years, Besunyen has continuously focused on the big health industry, starting from the classic products, Besunyen Detox Tea and Besunyen Slimming Tea, focusing on “weight loss and weight management” as well as “laxative and gastrointestinal health”, adhering to the corporate philosophy of “natural herbs, safety and health”, and guarding national health with high-quality products. In terms of production environment, process technology and quality control, Besunyen strictly follows the craftsman spirit, deeply focuses on product safety, and becomes the synonym with the “therapeutic tea” in China. It was rated as the key special participation and demonstration R&D unit of the national key R&D plan “Research on Modernization of Traditional Chinese Medicine” by the Ministry of Science and Technology, and won the “Top Ten Most Credible Health Products Brands” in China successively from 2010 to 2018.
- ◆ Facing the pressure brought by the pandemic, Besunyen has been continuing to innovate, adjusting its development strategy and committing to corporate digital transformation. Through the strategies “consolidating superior products, expanding new and hot products, increasing promotion channels and improving service quality”, Besunyen presents a stable, sustainable and healthy development trend.



企業通訊



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Resonates with Youth Creativity: Besunyen & Academy Awards College Creative Tours Successfully Concluded



- ◆ In early September, Besunyen held five online classes together with the Academy Awards, and more than 100,000 students gathered in the broadcast rooms. Through two-way interaction, the connection between the brand and young consumers has been enhanced.
- ◆ From late September to October, eight offline activities were well conducted, and Besunyen Orlistat weight-loss capsule “Little Blue Box” was launched in Xi’an Institute of Business and Technology, Shandong Institute of Arts and Crafts, Nanguo Business College of Guangdong University of Foreign Studies, Shanghai Normal University, Anhui University, Changchun Normal University, Liaoning Communication University and Tianjin Normal University. “Little blue box” became a beautiful landscape with its good-looking appearance.
- ◆ Young Besunyen not only devotes itself to the national health, but also sticks to the brand rejuvenation for more than ten years, supporting the youth creative industry and realizing entrepreneurial dreams for millions of students.





Online Evaluation of Besunyen & Academy Awards Successfully Concluded



- ◆ During 26-30 October 2021, twelve experts and Besunyen's enterprise judges formed an online judge panel to carefully and rigorously review and discuss nearly 20,000 original works collected from the autumn solicitation activities of Besunyen & Academy Awards, and finally determined all the prizes of Besunyen thesis.
- ◆ In recent years, the number of works collected by Besunyen has been increasing year by year. The students have deepened their understandings of Besunyen Orlistat weight-loss capsule "Little Blue Box", and not only integrated the current hot topics and forms into the expression of creative works, but also resonated with young consumers. Besunyen's brand tonality is implanted into the work creation and life, realizing the two-way interaction with millions of college students.





The “2021 Health Food Industry Innovation Seminar” Co-organized by Besunyen was Successfully Held in Beijing

- ◆ On 10 September, the “2021 Health Food Industry Innovation Seminar” organized by the Research Center for Development and Regulation of Food and Drug Industry, Chinese Academy of Social Sciences and co-organized by Besunyen was held in Beijing. At the seminar, the signing ceremony of Besunyen's participation in the “2021 China Health Food Industry Development Research (Blue Book) Project” was also held.
- ◆ Science and technology have a profound impact on people's way of life and production, changing the development trend of food industry. Mr. Zhang Yongjian, director of the Research Center for Development and Regulation of Food and Drug Industry, Chinese Academy of Social Sciences, pointed out that the integration of concept innovation, system innovation, management innovation, scientific and technological innovation and product innovation based on new environment, new idea, new thinking, new logic and new method is the reconstruction and reengineering of the core competitiveness of enterprises, the transformation and upgrading of food enterprises, and the most important driving force to realize the transformation of traditional enterprises into modern ones.
- ◆ For Besunyen, consolidating management foundation, strengthening management capabilities and cultivating core competitiveness are the core essentials to achieve high-quality and long-term developments. Besunyen shall actively leverage scientific and technological innovations to ensure product safety and efficacy as well as promote the transformation and upgrading of health food industry.

