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Danone launches â??Our Health, My Choiceâ?? campaign in Malaysia

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Danone, a leading multi-local food and beverage company building on health-focused and fast-growing categories, and Shopee, a leading e-commerce platform in Southeast Asia and Taiwan, launches the first Super Brand Day in Malaysia, â??Our Health, My Choiceâ?? on Shopee Mall to provide consumers with access to Danoneâ??s full Specialized Nutrition (SN) portfolio for the whole family. The SN portfolio in Malaysia focuses on growing-up milk products for children. With more people going online to shop for health products, the collaboration aims to support more families to make informed nutrition choices and discover products that support their health and nutrition needs.



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In line with its mission to bring health through food to as many people as possible, Danone ensures that its product portfolio provides the right nutrition across age groups with scientifically researched nutrients.

Deborah Chong, Head of E-commerce, Danone Specialized Nutrition Global, said, "We have witnessed incredible growth of our business online, including a 20 times growth across Southeast Asia during the Shopee 12.12 Birthday Sale last year. With more people turning to e-commerce platforms like Shopee to seek convenient and reliable product options, we believe this collaboration will further scale our presence in the region. Prioritizing consumersâ?? health is crucial for us and we believe this Super Brand Day, which focuses on our â??Our Health, My Choiceâ?? theme, lets us show our care and appreciation for our customers by providing convenient access to products that support their health and nutrition needs."

Starting 15th July, shoppers can look forward to a host of exclusive deals on Shopee Mall, including:

- **Attractive Gifts with Purchase:** Get attractive gifts with purchase of Danoneâ??s Specialized Nutrition products from Dugro, Mamil & AptaGro.
- **Special bundles/deals for more savings:** Check out exclusive carton deals and save up to 30%. Grab limited time discount vouchers up to RM40
- **Earn loyalty points with Dugro Brand Membership:** Earn points with every Dugro purchase and redeem exclusive products or gifts via the Brand Membership page.