



DKSH brings IsoWhey meal replacement protein shakes to Malaysia

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To strengthen its regional footprint in Asia



DKSH Business Unit Consumer Goods has been appointed by Australian Health Vitality to drive growth for IsoWhey, a range of halal-certified meal replacement protein shakes, in Malaysia.

DKSH Malaysia will provide full Market Expansion Services, including marketing and sales, distribution, and logistics as well as field marketing services for three IsoWhey products – IsoWhey Mixed Whey Protein with Vanilla Flavour 448g, IsoWhey Mixed Whey Protein with Chocolate Flavour 448g, and IsoWhey Mixed Whey Protein with Coffee Flavour 448g – covering all chain and independent pharmacies in West Malaysia.

Made with pure grass-fed whey, IsoWhey protein shakes are low in lactose and filled with nutrients, probiotics, and digestive enzymes to help ease bloating and digestive discomfort – an ideal meal replacement alternative for health-conscious consumers who want to maintain an optimum weight.

Puneet Mishra, Vice President, Fast Moving Consumer Goods, DKSH Malaysia, said: “By leveraging our rich market knowledge and distribution expertise in the chain pharmacies channel, we are excited to support Australian Health Vitality in expanding their market reach in Malaysia, as well as to promote healthy digestion among the health-conscious consumers with IsoWhey.”