

HBC appoints Lithy as additional distributor in China

11 June 2024 | News

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Hofseth Biocare ASA (HBC) has announced the appointment of Lithy One-Health Group Technology Co. Ltd (Lithy) as an additional distributor in China. Based in Shanghai, Lithy has agreed with HBC to distribute its science-led marine nutrition ingredients, including ProGo bioactive peptides, OmeGo full spectrum omegas, and CalGo natural, undenatured type II collagen, to supplement manufacturers across the country. Lithy, established in 2002, has three subsidiaries that supply botanical extracts and dietary supplement ingredients to the Chinese nutraceutical and pharmaceutical markets. In addition, Lithy has in-house manufacturing capabilities and several ready-to-go formulations using HBC ingredients.

James Berger, Chief Commercial Officer for HBC, stated, "We are excited to take this important step in our partnership with Lithy to establish additional distribution in China of our science-led marine nutrition ingredients and to further develop product formulations that are ready-to-go to market via brand owners."

HBC is a Norwegian consumer and pet health company that specialises in science-led marine nutrition. The company is founded on the core values of sustainability, traceability, and optimal utilisation of natural resources.