



Blackmores receives prestigious quality recognition from Chinese Government

Blackmores has been awarded the prestigious **Product and Service Quality Demonstration Company Certificate** from the **China Association for Quality Inspection (CAQI)**, an association under the supervision of the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ).

The certificate was awarded as part of the 2017 annual '315' Consumer Day in China. The Certificate recognises companies that have demonstrated exceptional product quality and service to consumers in China.

The Certificate is awarded only to companies who have no quality issues over a three year period with exceptional quality control and high social responsibility.

In 2017, a total of 2,000 certificates were issued to companies in China, with only about 200 being issued to foreign invested enterprises. In the health products category Blackmores was one of the 20 foreign companies to be awarded the Certificate. Blackmores is Australia's number one natural health brand with an 85 year heritage, reaching consumers in 16 markets.

Speaking in Beijing after receiving the award, Blackmores Managing Director Asia, Mr Peter Osborne said, "Receiving the Product and Service Quality Demonstration Company Certificate from the China Association for Quality Inspection is a huge honour for Blackmores and we deeply appreciate the support of CAQI and AQSIQ for recognising our product quality and service."

Mr Osborne also noted that, "Blackmores' commitment to quality ensures we consistently meet or exceed the expectations of our customers and comply with Australia and China's high regulatory standards and requirements. We source premium ingredients from approved raw material suppliers around the world, testing them in accredited laboratories for identity, purity and potency. Every Blackmores' product passes through more than 30 rigorous quality checks and tests before being released for sale."

"We're so proud to receive this recognition and would especially like to thank all of our suppliers who work so closely with us to ensure we provide the world's leading natural health solutions," said Blackmores Chief Executive Officer, Christine Holgate.

As a foreign company in China, Blackmores maintains strict compliance to the Quality Development Plan issued by the State Council, consistent with the views of President Xi Jinping and Premier Li Keqiang.

Speaking in Sydney today, Christine Holgate said, "We are extremely pleased that the Chinese Premier Li Keqiang is arriving in Australia this week and I look forward to participating in the program of his visit and to having the opportunity to discuss how we can make a positive contribution to his Healthy China 2030 vision."

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