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Swisse unveils wellness products in India

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By **Vallari Mathure** | March 2, 2020



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Melbourne-based Australian health, wellness and natural skincare brand Swisse announced its launch into the Indian market. Discerning Indian consumers will now have access to high quality vitamins, supplements and skincare products from one of Australia’s largest vitamins, minerals and health supplements (VMHS) and skincare brands.

Swisse was founded by Mr Kevin Ring and opened its first stores in Melbourne, Australia, in 1969, where its headquarters are still based. Swisse’s expansion into the Indian market comes one year after it won both the prestigious Victorian Governor’s Export Award for e-commerce and the Australian Export Award for e-commerce.

Swisse’s launch into the Indian market has been supported by tailored assistance from the State Government of Victoria (Australia) through Global Victoria, and the Victorian Government Trade and Investment (VGTI) offices in India.

Initially, around 30 of Swisse’s most popular products, such as Swisse Liver Detox, Swisse Magnesium and Swisse Hair Skin Nails liquid, as well as targeted multivitamins for men and women, will be launched in India. Plans are afoot to also launch the healthy beauty range, including Swisse Manuka Honey Cleanser, Swisse Blood Orange Facial Serum and Swisse Collagen+ with peptides and vitamins C and E.

The launch in India coincides with Swisse’s 50-year anniversary. The brand was unveiled at a special event in Mumbai this afternoon, led by Bollywood star Ms Nushrat Bharucha. Other VIPs in attendance included Swisse Managing Director for Australia and New Zealand, Mr Nick Mann, Chief Strategy and Operation Officer, Mr Akash Bedi from H&H Group (Swisse’s parent company), the CEO of Global Victoria, Ms Gonul Serbest and Victoria’s Commissioner for South Asia, Ms Michelle Wade. Popular Australian and global Hollywood star Chris Hemsworth, of ‘Thor’ and ‘The Avengers’ fame and known nature lover, also sent in a special video message on the occasion.

Speaking at the event, Nick Mann, MD-Swisse, Australia and New Zealand, Mr Nick Mann said, “We are absolutely delighted to share our range of premium vitamins, herbal and mineral products, including beauty supplements and natural skincare, with Indian consumers.

Swisse sources the most nutrient-rich ingredients available world-wide, such as blood oranges from the foot of Mt Etna in Sicily and cranberries from Cape Cod, and have an unwavering commitment to quality, safety and effectiveness."

Akash Bedi, the H&H Group's Chief Strategy and Operations Officer, commented on the launch, "Swisse focuses on the Power of Nature, Science and Innovation – we choose the most nutrient-rich ingredients worldwide, and use advanced formulations based on scientific and traditional evidence to ensure our products are high-quality, safe and effective. We know that India has been pioneers in and cherishes individual health and wellness. Swisse aims to support Indian consumers in their aspirations to lead healthier and happier lives, particularly the younger generation who are striving for success in our competitive and fast-paced world."

Swisse has a wide range of products, many using vegetarian formulations targeted to support specific health functions, as well as products using local Ayurvedic ingredients, such as Indian turmeric. The brand is particularly known for its vitamins, herbal and mineral supplements that are targeted to age, gender and particular health benefit, and innovative beauty supplements.

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