

# One Health

# GO DIGITAL

# with HK Trusted

# Product



Go Digital

## One Health International Limited 同健有限公司

Soothing the Health Need of Urbanite with  
Locally-developed Health Products  
本港研發保健品 紓緩都市人健康需求



### About the Company 公司簡介

Found in 2018, "One Health" was established by the former team of The Institute for The Advancement of Chinese Medicine (IACM) Ltd, a subsidiary of Hong Kong Baptist University (HKBU). Their goal is to develop premium natural health products with efficacy so as to improve people's health conditions and quality of life.

「同健」是由前香港浸會大學屬下浸大中醫藥研究所團隊於2018年創建，旨在開發以科研為本之優質保健產品，提升大眾的健康水平與生活質素。

### Background 背景

The evolving pandemic has put citizens on high alert to care for their own health. Found in 2018, "One Health" has been building a solid footing locally in times of pandemic, with its university-led clinical trial and laboratory certification. Offering 2 major categories of 6-7 products each, namely oral and external use supplements, the brand's Spleen Care and Throat Care Granule are crowned the flagship products.

In addition to addressing local market needs, "One Health" also identified opportunities in the humid South China region, but the main hurdles, as the health supplements enter into Mainland markets, are the complicated processes, such as applications for health supplements and Chinese medicine certificates, or custom declarations. The company must also consider the promotion and management of the fragmented sales channels, or it may market to no avail.

疫情持續反覆，市民更關注自己健康狀況。2018年面世的「同健」，以大學臨床研究實證及化驗所測試認證作賣點，疫情期間在本地市場逐漸站穩陣腳。品牌產品現提供口服及外用產品2大類，各有6-7款產品，主打為健脾化濕沖劑及清熱利咽沖劑。

產品除了供應本地市場需求，公司認為產品在濕氣重的華南地區亦應受歡迎；只是健康產品如要大量入口國內手續非常複雜，既需要保健品証、中成藥証、出入口報關等，同時要審慎考慮各個零散分銷渠道的推廣與營運，否則投資有機會如泥牛入海。

"As health products entering the Mainland market, we found the main hurdles have been the complicated processes which may takes months or years to complete. We find the programme aptly address our needs for a start, providing professional customer service and operational support at a cost-effectively manner. Mainland consumers will also find our products trust-worthy with GS1 HK's authentication label."

「健康產品如要大量入口國內手續非常複雜，可能要等一年半載才可完成。我們在內地市場剛起步，所以信港商城頗切合我們需要，既有專業的國內團隊提供客服營運支援，大大減少額外營運成本；而產品亦加入GS1 HK防偽標籤，讓內地消費者對我們正版港貨更有信心。」



Ms. Carry Yu, CEO  
行政總裁 余寶珠女士

### GS1 standards used or solution (s) / service (s) applied

- Trusted Market x WJH Programme
- REAL Barcode / QR Authentication Solution
- Consumer Caring Scheme

### 應用的GS1標準或方案/服務

- 「信港商城+唯家薈」O2O平台
- 「真的碼」條碼/QR碼驗證解決方案
- 貼心企業嘉許計劃



## Solutions

“One Health” decided to try out GS1 HK’s “Trusted Market x WJH” programme, to speed up its product listing in the Mainland O+O (online & offline) markets using the Custom’s Green Channel\*, facilitating sales and logistics for gauging better market response.

The programme offers one-stop omni-channel marketing services, covering customs declaration, products listing, cross-border and mainland logistics and storage, brand promotion to offline display. In about 2 months’ time, “One Health” products are already selling in the Mainland markets. Partnering with various large-scale reputable pharmacies for physical point-of-sales, the company’s products are listed on product display stands and digital kiosks, which enables mainland consumers to experience the products and connect them offline to online.

Products listed onto the platform via the programme will be given an exclusive anti-counterfeiting “REAL Barcode / QR” by GS1 HK to ensure the authenticity of its source, boosting confidence for the mainland consumers.

On top of product quality, the company is recognised by GS1 HK’s 10<sup>th</sup> Caring Consumer Scheme for their customer-first strategy, always listening to their needs and feedback, for example pledging to confirm orders within 24 hours and arranging delivery as quick as possible.

\* Zenecom, holding company of WJH, is a cross-border e-commerce pilot enterprise approved by the Chinese government

## Benefits

Supported by GS1 HK’s REAL Barcode / QR label, GS1 HK’s “Trusted Market x WJH” programme helps:

1. Facilitate HK health products access to the restrictive China market in 2 months’ time
2. Enable O2O sales channels and enjoy one-stop omni-channel marketing services
3. Boost Mainland consumers’ confidence with a mark of quality and authenticity

## 解決方案

「同健」決定與GS1 HK合作小試牛刀，透過「信港商城x唯家薈」的官方報關通道\*，將產品更快在國內線上線下市場上架，加速跨境銷售及付運、探索市場反應。

「信港商城+唯家薈」項目為「同健」提供一條龍服務，由產品報關報備、平台上架、跨境及內地物流及存倉、品牌推廣以至線下佈點等，至今兩個多月已在國內發售。配合與內地大型連鎖藥房合作的線下佈點，「同健」產品在藥房的展示架及智能售賣機出現，讓內地消費者親身體驗，實行O+O推廣及銷售。

而所有經此項目的上架產品，均擁有GS1 HK提供的專屬二維碼防偽標籤「真的碼」，確保貨源真實性，為內地消費者提供正貨信心保證。

在確保卓越品質之外，「同健」獲本會第10屆「貼心企業嘉許計劃」的表揚，褒獎其一直以客為先、願意聆聽顧客需要，例如他們堅持24小時內覆實訂單、儘快送貨到顧客手上等貼心舉措。

\* 唯家薈母公司牽你康是中國政府批准的跨境電商試點單位(綜試區)的企業

## 效益

「同健」選用GS1 Hong Kong的「信港商城+唯家薈」O2O平台，配合「真的碼」去支援其業務：

1. 助香港保健品在約2個月時間內打入諸多限制的國內市場；
2. 打通國內O2O線上線下佈點，提供全渠道一站式市場推廣服務；
3. 憑「真的碼」提振消費信心，成為正貨及品質的標記。

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