

The Launch of GoldPartner – Men

On 6 April 2007, the State Food and Drug Administration Bureau issued an approval document. After verification, the compound vitamins supplement, GoldPartner for men (“GoldPartner – Men”), produced by Shanghai GoldPartner Biotech Co., Ltd. was approved for production and distribution as it fulfills the stipulation of the Regulations of Food and Hygiene in PRC and the Management Regulations of Healthcare Product Registration (Document No.: 國食健字 G20070211). Since then, GoldPartner gets one more new product line. GoldPartner – Men was formally launched in the market on 23 July 2007.

With reference to the nature of the bodies of Chinese, three different types of GoldPartner were originally developed for middle-aged and elderly, women and children. Men aged from 18 to 50 were not covered. The Chinese Nutrition Society, the highest authority in setting up the nutrition standard in China, conducted a survey for 50,813 men. By referring to the prevailing diet customs, living habits and needs of most of the Chinese men, the society has then developed a vitamins supplement especially for men aged from 18 to 50. The supplement includes the elements of Zn, Se and Ca but not the Fe and Vitamin D, as the Chinese men are not lack of. It makes the product more scientific and focus on specific needs.

According to some large-scaled nutrition researches, not only the nutrition required by women, children and teenagers, and middle-aged and elderly are different, but the needs and the intake of vitamins by men aged from 18 to 50 are also obviously different from women, children and teenagers, and middle-aged and elderly.

The launch of GoldPartner – Men made the product become the first vitamin supplements in China, which, with four product lines, better fits for the needs of different group of people. It is more scientific and reasonable.