

Press Release



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Back into the fold

Cosmetics brand consolidates with Tupperware Brands Malaysia

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AFTER a few years operating independently, Nutrimetics is back in the stable of products under Tupperware Brands Malaysia. The move involves the consolidation of all areas of the business such as marketing, sales, training and distribution.

With the assimilation of Nutrimetics and Tupperware Brands sales force, consumers get a wider network of more than 80 purchase points and easy access to a range of products at the Tupperware Brands Business Centres.

Nutrimetics is a great fit for Tupperware brands, to reflect the company's increasing product diversity.

Nutrimetics is a line of cosmetics and skincare products.

"The cosmetics, fragrance and toiletries market in Malaysia is valued at RM1.9bil.

"We want to participate in this growth trend," Tupperware Brand South East Asia Markets area vice president and managing director David Wong said.

Wong said Tupperware's current product mix was 89% durable



It's official:
 (From left)
 Nutrimetics senior brand manager Scott Williams, Wong and Tupperware Brands Malaysia marketing director Christine Wong holding products from Nutrimetics.

products and 11% consumables.

With Nutrimetics' integration, he said the group was expecting the consumable products category to grow to 20% within the next two years.

"The integration will also provide a platform for sharing of best practices between these two brands and provide the sales

force with an opportunity to gain new skill sets and experience through Tupperware Brand's training programme", he added.

Recently, Nutrimetics launched its latest range of products named "Restore" – a unique formulation with an exclusive New Zealand antioxidant-rich Sauvignon Blanc concentrate face cream.

Malaysia will be the first country outside Australia to launch the Restore range, which is claimed to diminish pigmentation visibility.

■ *If you have a business-related event such as product launches, new appointments and store openings to highlight, e-mail us at metro@thestar.com.my*