

Sydney, Australia – 10 August 2015

VITAMAN and Tim Cahill partner to bring 100% Australian men's grooming products to China

VITAMAN has partnered with football legend and Socceroo, Tim Cahill, to bring the best in men's grooming to China as part of the NSW Business Chamber's new **Export Growth China** program.

VITAMAN produces 100% Australian, all-natural grooming products for men. The complete range of face, hair, shaving, sport, and anti-aging products – specifically designed for men – contain the most pure, potent, and effective ingredients available in any men's range today. Using only true-to-nature Australian botanicals, all **VITAMAN** products are enriched with powerful antioxidant benefits that nourish, protect, and heal skin and hair like no other.

Tim Cahill, Australian football star turned Shanghai local, recently joined **VITAMAN** as a business partner, specifically focused on helping to introduce the brand to China – the place he's called home for the past 6 months. As a market known for its ability to launch brands into a trajectory of rapid growth, the record-holder for most goals scored in Socceroo's history believes that China is the most logical place to build and grow the **VITAMAN** brand overseas.

"Playing for Shanghai Shenhua has been an amazing experience so far – the love of football here is truly infectious and the fans are incredible," says Cahill, *"I've relished every opportunity to immerse myself in the Chinese culture."*

*"Partnering with **VITAMAN** in this capacity is a way for me to get involved with a brand that I truly believe in at a much deeper business level,"* added Cahill. *"I love the products – and I'm certain that once Chinese men get their hands on them, they will never want to use anything else."*

VITAMAN Director and Founder, Clare Matthews is equally ready to harness this unique opportunity to bring the best Australian products directly to discerning Chinese male consumers.

*"The Chinese male market signals a huge growth opportunity for **VITAMAN**,"* says Matthews. *"Recent trends show that Chinese men are becoming more and more concerned about personal appearance and grooming habits in growing numbers, but not at the risk of quality and purity."*

*"We are so excited to partner with both Tim and the **Export Growth China** team to show Chinese consumers just how incredible **VITAMAN** products truly are,"* concluded Matthews.

In fact, **VITAMAN's** all-natural, spa pedigree will be a key competitive differentiator in China.



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“With a population of more than 1.3 billion, China’s growing appetite for clean, green and safe products presents enormous opportunities for successful Australian SMEs such as VITAMAN that have a proven track-record of supplying high-quality products made from all-natural ingredients,” explains NSW Business Chamber General Manager, Paula Martin.

Export Growth China is a ground-breaking initiative from the NSW Business Chamber, which helps small and medium-sized Australian businesses achieve export success in the world’s largest consumer market.

VITAMAN’s range of men’s grooming products is currently on display at the **Export Growth China** custom-designed showroom at ShanghaiMart – a 280,000 m2 exhibition centre in the heart of Shanghai’s international trading district, the largest permanent trade centre in Asia.

For more information about **Export Growth China**, visit www.exportgrowth.com.au or call 1800 505 529. For more information about **VITAMAN**, visit vitaman.com.au.

Export Growth China is an initiative of the Australian Chamber movement and this activity received funding from the Australian Government.

The views expressed herein are not necessarily the views of the Commonwealth of Australia, and the Commonwealth does not accept responsibility for any information or advice contained herein.

About VITAMAN

- VITAMAN is the only premium, all-natural, all-Australian men’s grooming brand in the market.
- VITAMAN is manufactured 100% in Sydney, Australia.
- Spa-quality product range has been formulated specifically to address men’s unique grooming needs, using only native Australian botanicals sourced to the highest purity and quality standards.
- Potent organic white tea is the base of the majority of VITAMAN products, providing more powerful antioxidants and active benefits for the skin and hair than typical water-based products.

About Tim Cahill

- *Tim Cahill is a footballer who plays for Shanghai Shenhua as well as the Australian national team (Socceroos)*
- *Tim has partnered with VITAMAN in a much deeper capacity than a typical ‘brand ambassador’ or ‘spokesperson.’ This will allow him to be actively involved in helping the business grow.*
- *Throughout his football career, Tim has always looked for opportunities to differentiate himself and truly be a ‘pioneer.’ This is something he feels that both he and VITAMAN really have in common.*



About Export Growth China

- *Export Growth China* is an initiative of the NSW Business Chamber, delivered in conjunction with the Australia Chamber of Commerce & Industry and other State and Territory Chambers of Commerce across Australia.
- The program was officially unveiled by NSW Business Chamber at a ceremony in Sydney last November, attended by the Vice President of the China Council for the Promotion of International Trade, Mr Yu Ping, and representatives of Austrade and the New South Wales Government.

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