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Shanxi Province: 20 Health Products are Banned for Illegal Promotion

The provincial food and drug regulator of Shanxi province said last week that it had pulled 20 health products from shelf as the products were doing illegal promotion.

Thanks to the lasting campaign to crack down illegal promotion of health food, the number of cases in this kind has dramatically decreased recently. Still, some health food vendors are conducting promotions that exaggerate the effect of the products, claim the product can cure a certain disease like drugs, promote in the name of expert, doctor or celebrity and other conducts that might mislead the consumers.

The involved products are banned from sales in any store of Shanxi province. (Source: Sanjin Metro Daily)

CFDA: It is Forbidden to Indicate Medical Effect on Cosmetics

In the recently released draft on the management of cosmetics label, it is stated that cosmetics are not allowed to indicate any medical effect on its label or exaggerate its function to mislead the consumers.

The draft also said that the function stated by the cosmetics should be scientific, accurate and based on experience and data. The function stated should be backed by official test institution with a testing report attached. Those functions which did not get tested in the experiment should be pointed out in the instruction book.



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The draft says the cosmetics that are sent out without charge in public place including hotels, bathing rooms and beauty salons also should abide by this regulation. (Source: Health Daily)

China to Increase TCM Export

China has seen a rapid increase in the export of traditional Chinese medicine (TCM) products in the past five years and will introduce more favorable policies and measures to help TCM go, said a senior health official.

Wang Guoqiang, vice-minister of the National Health and Family Planning Commission and director of the State Administration of Traditional Chinese Medicine made the remarks addressing the National TCM Science Conference which opened Sunday in Beijing.

"We are working on plans to further improve the exportation of both TCM products and services under an overall plan to bring the ancient medical science to the rest of the world," he said.



According to Wang, the nation's exports of TCM products valued up to more than \$3.13 billion in 2013 and the trend of a rapid increase has been evident. (Source: China Daily)

Conference on Senior Citizen's Nutrition and Health Held in Beijing

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and Health was held in the National Conference Center in Beijing recently.

With the rapid ageing of the society, the nutrition and diet of elderly people has been a key issue in China. According to statistics, the malnutrition of people older than 60 years old is a serious problem in China. 20% of elderly people living in the community lack for proper nutrition. 45% of elderly patients in hospital are suffering from malnutrition, while the percentage in nursing houses is over 60%.

According to the conference's organizer, the conference is aimed at mapping out better market plan to meet the demand from senior citizens with health food that are suitable to this group of people. Well-established brands should be fostered to serve the elderly.

The conference also present awards to quality products by outstanding companies that can serve as role model in the market. (Source: JKChina)

Consumers Seeking Protection from Pollution

Constantly frustrated with hazardous air quality, more Chinese consumers are turning to products aimed at protecting their health.

Beijing issued an alert for hazardous air, and it

urged residents to try to stay indoors as the city was choked by smog on Thursday after experiencing unusual blue skies during the Asia Pacific Economic Cooperation Meetings from Nov 5 to 11.

Meanwhile, many cities in neighboring regions, including the provinces of Hebei, Shanxi, Shandong and Liaoning, are also under heavy smog.

"As consumers become more sophisticated in the area of health and well-being, their ultimate goal for adopting healthy lifestyles has moved beyond simply functional benefits varying by life stages and different demographic groups," said Laurel Gu, a senior research analyst with the UK's Mintel Group.

According to new research by Mintel, 40 percent of the population bought items designed to protect themselves from the effects of environmental pollution in the past year.

The company's latest annual China Consumer Trends report also revealed that 47 percent of Chinese consumers are concerned about catching incurable diseases due to environmental pollution, and 38 percent are worried about developing respiratory diseases.

The Mintel report, carried out online, surveyed about 3,000 people between ages 20 and 49 from 10 cities across the country.

"Air pollution will continue to be a hot topic among the public," said Ailsa Gu, Mintel's insights manager for North Asia. "Health and skin care are major concerns for Chinese consumers, who worry about the effects of pollution."

At least a quarter of Chinese women who use body care or hand care products said they buy products that specifically claim to have anti-irritation, healing or antibacterial ingredients.

Cosmetics companies are now using PM2.5 terminology to promote their anti-pollution products and are trying to make consumers more aware of the personal effects of pollution, the

company said.

The PM2.5 scale measures the amount of particulate matter - particles smaller than 2.5 microns in diameter that can harm health - per cubic meter of air.

Companies have an opportunity to offer effective solutions and establish their brand in the antipollution market, which has the potential to grow further in the future, industry analysts said.

Cindy Li, 33, said that given the levels of pollution in some areas of China, she now chooses cosmetics more carefully than ever before.

"The poor air quality has had a negative effect on my skin," she said.

"Whether a product can protect my skin from airborne dust or other environmental conditions is one of the key factors that I consider."

In addition to an increasing number of air purification products being bought for homes, offices and cars, the Mintel report said the market is also likely to see people buying more wearable devices and clothes that measure and guard against dangerous levels of pollution, such as apps that monitor sleeping quality and heart rate, and devices that detect indoor air quality, temperature and humidity. (Source: China Daily)

China Jo-Jo Drugstores Posted Record Online Sales on "Singles Day China" with 265% Revenue Increase

China Jo-Jo Drugstores, Inc. (the "Company"), a leading China-based retail and wholesale distributor of pharmaceutical and healthcare products through its own retail and online pharmacies, today announced its online pharmacy posted the largest one-day sales on Singles Day China, or the Black Friday China ("Singles Day"), November 11, 2014 with total revenue increased by 265% year over year, on a one-day sales comparison basis.

In order to encourage online shopping, since 2009, large online retailers in China such as Tmall.com ("Tmall") of Alibaba Group Holdings China's largest B2C online retailer and JD.com have started to make various discount sales on November 11 every year. November 11, also called Singles Day, has become the largest online commercial event in China.

Highlights of the Company's online pharmacy sales on Singles Day include:

- Total one-day sales revenue reached approximately \$521,000 (RMB3.21 million), a 265% increase from the sales record on the same day of the prior year. The result vastly exceeded the Company's targeted sales goal of approximately \$325,000 (RMB2 million). The number of one-day online purchase orders increased 328% over the same day last year. In comparison, our regular daily online sale averaged at approximately \$42,000 (RMB 0.26 million) in October 2014, an increase of more than 250% from the same month in 2013.
- More than 90% of the Company's online sales were generated from our online pharmacy at Tmall, the Company's online stores at JD and YHD.com. The Company's official website generated the remaining sales.
- As of October 2014, our online pharmacy was ranked 10th on Tmall.com in the Pharmacy and Health Goods category

"We are very encouraged to see a great increase of our online pharmacy sales during the Singles Day online shopping festival this year. We will continue to offer quality and safe products on our e-commerce platform, and provide a better shopping experience to our customers," commented Mr. Liu, Lei, Chairman and CEO of China Jo-Jo Drugstore. "Looking ahead, the dramatic increase of our online pharmacy sales on Tmall encourages us to further pursue our online growth strategy which we believe to be one of biggest opportunities for us in 2015 and beyond." (Source: marketwatch)

Experts: Stroke Now Most Deadly Condition for Chinese

Stroke has become the No 1 killer of Chinese, and

stroke patients are getting younger, top health experts said recently.

The incidence rate of stroke increases 9 percent annually, which results in increasing mortality and disability among patients.

About 50 percent of stroke patients belong to the workforce and are younger than 65 years old, according to Wang Longde, an academic with the Chinese Academy of Engineering.



About 1.88 percent of China's population suffered a stroke in 2011, up from 0.27 percent in 1986, Wang told the media earlier this year. Wang, who is also vice-director of a special committee on stroke treatment under the National Health and Family Planning Commission, revealed that stroke affects more people in rural areas than in urban regions, and more males than females.

Studies by the committee also showed people aged between 60 to 64 are most likely to have stroke, and in the next 20 years, the stroke-patient population would probably increase two to three times, Wang said.

The higher one's education level is, the lower the risk of suffering a stroke. Also, smoking, hyperlipidemia (high lipid levels), hypertension and obesity are risk factors of stroke, which may explain why stroke strikes more in rural and more in males, according to Wang Yongjun, deputy president of Tiantan Hospital.

Wang says the public lacks awareness and

knowledge about stroke, which hinders the prevention and control of the condition.

Some believe stroke only happens to old people, some think stroke can only strike once, and some think only people with high blood pressure are at risk — which are all wrong, he says, adding that many elderly people even think an intravenous infusion will prevent stroke.

Since 2006, the committee has conducted a series of surveys and studies related to stroke, and also provided training to doctors in rural areas.

Every year in late October and early December, it also initiates an event lasting a week to educate the public on how to prevent and control stroke. (Source: China Daily)

Big Data Brings Rewards as Online Shopping Firms Get Creative

Unlike visiting brick-and-mortar stores, online shopping may seem a lonely experience as there are no salespeople fawning on you or recommending things that they think would interest you.

Though they lack in human interaction, online websites do know what you are looking for, thanks to big data technology.

Big data usually includes data sets with sizes beyond the ability of commonly used software tools to capture, curate, manage, and process data within a tolerable time.

The real impact of big data in online shopping was evident after the recently concluded "Double 11" shopping festival. Shoppers could find slightly different front pages when they visited Taobao and Tmall, the two major online websites of China's e-commerce giant Alibaba Group Holding Ltd. Based

on previous shopping records, Alibaba recommended goods that suit your tastes and needs, to ensure that there is something that will certainly interest you the moment you click on the website.

It is the use of these imaginative and high-tech skills that has enabled the Hangzhou-based company to set a Guinness World Record by scoring 57.1 billion yuan (\$9.3 billion) of sales within 24 hours on Tuesday.



According to a report by International Data Corp, the global market intelligence provider, the planning by companies involved in the online shopping festival and those hoping to take advantage of what is on offer, had been going on for several months with the help of cloud services and big data.

The report highlights how the use of big data is not just confined to providing consumer behavior data for advertising and promotional campaign purposes.

It has also helped e-retailers manage their online operations, inventory, and logistics more intelligently.



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Apart from making recommendations, big data has also helped make consumption-related predictions based on shopping records.

In a bonded warehouse near its head office in Hangzhou, Zhejiang province, Alibaba and its partners stocked thousands of items such as infant milk powder from Germany and Australia, cosmetics from Japan and South Korea, and food seasoning and other food products from countries across Southeast Asia weeks in advance.

Most of these goods were shipped well in advance not because they were actually purchased, but in anticipation of being blockbusters during the online shopping event.

"About 70 to 85 percent of the merchandise that is being stocked in the warehouses are sold to end-users," said Wan Lin, vice-president of China Smart Logistics, a consortium of Chinese shipping and package-delivery companies in which Alibaba holds a 48 percent stake.

In preparation for the biggest online shopping day of the year in China, Alibaba's Tmall platform launched presales, which required shoppers to pay deposits for items they planned to buy, with the rest payable on Tuesday.

"The presale model can effectively improve the supply chain. A big data analysis based on presales performance can offer precise predictions on consumer demand, and therefore we can make better preparations in terms of stocks," said Wan.

Xuan Jie, deputy director of the cross-border e-commerce development office at the Hangzhou Export Process Zone, said that by analyzing previous shopping data it is easy to find what shoppers tended to buy last year.

In the Hangzhou bonded warehouse, for instance, infant formula were prepared in two- and four-can packs before customers placed their orders online.

"With pre-packing, workers at the warehouse can speed up the whole shipping procedure, which can ease the logistical capacity pressure during the Nov 11 festival," he said. (Source: China Daily)

Chinese Gov't Firmly Backs Internet Development: Premier

The Chinese government vigorously supports the development of the Internet as a form of market expansion and job creation, Chinese Premier Li Keqiang said on Thursday.

Li made the remarks when meeting with participants of the first world Internet conference in Hangzhou, capital city of east China's Zhejiang Province.

China embraces the Internet and fosters the development of Internet with a market mindset. A majority of more than 10 million companies that registered in China this year are small or micro-sized and many of them are related to the Internet and information technology, said Li.



"China will continue improving Internet infrastructure and increasing the ratio of people's access to the Internet," he said.

China is willing to carry out cooperation and exchange with other countries in regards to the Internet and share the opportunities created by the Internet in the spirit of mutual opening-up and

respect.

The conference saw roughly 1,000 Internet professionals, officials and experts from more than 100 countries and regions in attendance.

The Internet is one of the greatest inventions in human history. After gaining access to the Internet 20 years ago, China has grown into a large Internet nation, Li said.

Boasting 632 million Internet users, China is a lucrative market for all the global Internet giants.

The invention has given birth to new technologies, new products and new business models, and many people, young and new graduates in particular, have realized their career and life dreams through the Internet. The Internet is a new tool to foster people's entrepreneurship and innovation and help people acquire a vast amount of knowledge, he added.

It is also a new platform for running the government through online services and better communication between itself and the people. It is a tool to help make the administration "well-organized, efficient and traceable," Li said, adding that the Internet can help the government find smart solutions to different problems.

Internet breakthroughs represent not only a science and technology revolution, but also a societal revolution to ensure social justice, as everyone now has an equal access to the market

and the outside world, he stressed.

China will support innovation in Internet technology and services, while sticking to Internet management in accordance with Chinese laws and regulations, Li said.

The three-day conference opened on Wednesday in the scenic river town of Wuzhen in Zhejiang. (Source: Global Times)

China Updates is published weekly by the U.S. – China Health Products Association, a non-profit organization dedicated to the promotion of dietary supplements and nutritional ingredients. The association's major focus is the continued development of China's overall natural health product industry as well as offer business services to its global members.