



23 September 2019

Blis takes out National Marketing Award

Dunedin based Blis Technologies walked away with the Health and Beauty sector award at the 2019 TVNZ New Zealand Marketing Awards held in Auckland earlier this month. Blis, in concert with their advertising agency, Insight NZ Limited entered ThroatGuard PRO into the awards competing with entries from other notable companies including the other finalist in the category Fisher & Paykel Healthcare.

Blis has been working with its appointed agency, Insight NZ Limited on a brand campaign to lift awareness and understanding of the novel ThroatGuard PRO proposition resulting in the brand establishing itself as the number 1 product in the Throat Lozenge Category in pharmacies. Chief Marketing Officer, Julie Curphey, said "it's been three years of hard work from the wider Blis team and this is fantastic recognition of that effort. It's been a real team effort with our advertising partners, Insight and our distribution partners, Radiant Health. This award is also evidence of the transition we have made as a company from a strong science heritage to a company focused on the effective commercialisation of that science".

Ends

For further information, please contact:

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About Blis Technologies Ltd

Delivering proven health benefits through evidence-based, advanced probiotics

Blis is an NZX-listed manufacturer of advanced probiotic strains that go beyond the gut. Combining innovation with evidence-based research and the highest quality production controls enables the delivery of probiotic solutions for specific health targets including throat health, halitosis (bad breath), immune support and teeth and gum health. BLIS products are sold throughout New Zealand and in Australia, Asia, Europe and the USA. More information about Blis Technologies Ltd can be found at www.blis.co.nz.