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Blis Technologies announces new distribution partner for NZ Pharmacy channel

Blis Technologies is pleased to announce a new agency relationship with Radiant Health for the promotion of the BLIS portfolio in the Pharmacy channel.

Radiant Health is one of the leading independent distributors in the NZ pharmacy channel, covering both prescription and consumer health products.

This new relationship represents a change from the current distributor who has provided excellent support in helping to establish the BLIS range in Pharmacy and growing the brand within Pharmacy.

CEO Brian Watson said "We are excited by this change and believe the innovative model employed by Radiant, including the ability to leverage their detailing of medical practitioners will help accelerate growth of the BLIS range in pharmacy. This change is part of an extensive programme we have been rolling out over the last year which has included a revamp of the product portfolio and a relaunch of our Website aimed at positioning our branded finished products more effectively with consumers."

A handwritten signature in black ink, appearing to be "Brian Watson", with a long horizontal flourish extending to the right.

Brian Watson
Chief Executive