



4 August 2020

Distribution partner appointed for Canadian Market

Blis Technologies Limited (NZX:BLT) has finalised an agreement with Purity Life Health Products LP (Purity Life) for the distribution of BLIS branded products into the pharmacy and health store retail channels in Canada.

Purity Life will be launching Canada-specific BLIS® branded products from the BLIS K12™ and BLIS M18™ range. The launch will be supported through a comprehensive consumer and trade marketing programme that coincides with the build up towards the busy winter season in Canada.

Blis CEO Brian Watson commented “This partnership is another important milestone in realising the Company’s growth ambitions, with the Canadian market representing a key new market for Blis. Working with Purity Life gives us access to the best health stores and pharmacies in Canada. They have exceptional reach into the Canadian consumer health market and a proven track record of establishing category leading brands in consumer health care.”

Mr Watson added “In Canada we have attractive regulatory approvals that allow significant health claims for our product range. Over the last year we have worked with New Zealand Trade and Enterprise on an extensive market validation program that has provided insight and confidence in the market opportunity. Prior to lock down we were fortunate to have several of the team travel to Canada and meet with our preferred partners to support our launch as well as presenting our products to the trade with positive engagement.”

Purity Life is Canada’s leading distributor of natural health products. From dietary supplements, vitamins and natural body care to natural health food products, Purity Life supplies high quality products to over 7,000 stores across Canada.

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.