

MEDIA RELEASE

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NATURAL HEALTH PRODUCTS INDUSTRY 2026 AWARD WINNERS ANNOUNCED

Natural Health Products NZ has announced the winners of its annual industry awards, including the Supreme Award for the best overall entry:

SUPREME AWARD	WINNER: MitoQ
FORBES PACKAGING MARKETING AWARD	WINNER: BLIS Technologies HIGHLY COMMENDED: Swisse Wellness NZ Vitaco Health NZ
CAWTHRON INSTITUTE INNOVATION AWARD	WINNER: MitoQ HIGHLY COMMENDED: Anagenix
THE FERNMARK LICENCE PROGRAMME GROWTH AWARD	WINNER (MEDIUM CATEGORY): Anagenix WINNER (LARGE CATEGORY): MitoQ
SENSIENT CORPORATE SOCIAL RESPONSIBILITY AWARD	WINNER: Anagenix
EMERGING TALENT AWARD	WINNER: Phillipa Thompson
OUTSTANDING CONTRIBUTION TO THE INDUSTRY	Peter Lehrke

Natural Health Products New Zealand (NHPNZ) is the industry body for Aotearoa New Zealand's natural health and complementary products sector, representing the industry's interests locally and abroad.

The awards were presented at [Summit 2026](#), during Wednesday's glittering GMP Pharmaceuticals Gala Dinner & Awards Night.

Announcing the award winners, Natural Health Products NZ General Manager Kerry Warn says this year's awards reflected the high standards of innovation, creativity, and integrity in the industry.

"Recognising and celebrating excellence in our sector is one of the association's core strategic pillars. Our membership comprises around 140 companies with diverse skills, sizes, market strengths who collectively contribute over \$2.3 billion to New Zealand's economy.

"These awards are testament to their success in playing a vital role in New Zealand's volume to value success story."

Kerry says judges were delighted and impressed with the high calibre of nominations for the inaugural Emerging Talent Award. This award highlights those new to the industry who not only excel in their current role but also show the potential to become future leaders, innovators, and ambassadors for the sector.

The association also recognised Peter Lehrke with the Outstanding Contribution to the Industry Award. This award recognises not just an impressive career, but the generosity, vision and commitment Peter has brought to the industry over more than 30 years.

Award winner overviews

Supreme Award: MitoQ

MitoQ is a New Zealand-based supplement company founded on breakthrough mitochondrial and cellular science.

Having won both the Innovation and Growth (Large Category) categories, MitoQ embodies NHPNZ's Summit 2026 theme *Accelerating Growth* by being highly export-driven, with more than 90 percent of revenue generated from international markets through well-established distribution and e-commerce channels.

MitoQ has grown its business into a diversified, system-driven platform that enables sustainable growth without compromising the brand's core differentiation.

The judges were unanimously impressed by this company across the categories it entered.

Forbes Packaging Marketing Award: Winner: BLIS Technologies

Highly commended: Swisse Wellness NZ

Highly commended: Vitaco Health NZ for Healtheries

The Forbes Packaging Marketing awards recognise companies that have achieved exceptional results from the implementation of an outstanding marketing campaign. The marketing award has two categories, recognising the different challenges and opportunities that available budget can make to marketing capability. This award is for the Sales \$2million and over category, there was no award for Under \$2million this year.

Forbes Packaging Marketing Award: BLIS Technologies for M18

Backed by 30 years of research and scientific studies, Dunedin-based BLIS Technologies is the leading innovator of mouth, throat and dental probiotics. Positioning M18 as "from the mouth, for the mouth" gave BLIS Technologies a credible, protectible unique selling proposition to target the fast-growing dental probiotics category. A highly technical and successful B2B-focused campaign achieved outstanding lead-generation growth, putting the company and the product in a very strong position for the coming year.

Forbes Packaging Marketing Award highly commended: Swisse Wellness NZ

Swisse Wellness has been developing science-backed formulas using premium ingredients sourced from across the globe for over 50 years. Partnering with Round the Bays gave Swisse relevance by anchoring product superiority in a culturally relevant wellness moment with a simple message that demanded attention.

Forbes Packaging Marketing Award highly commended: Vitaco Health (NZ) for Healtheries

Healtheries is one of New Zealand's most trusted brands and largest and oldest health food and supplement manufacturers. Live Life in the Green has created a scalable, enduring platform that positions Healtheries for long term success. Anchored in emotional relevance and everyday wellbeing, the platform has the flexibility to support future innovation, new wellness occasions and evolving consumer needs.

Cawthron Institute Innovation Award:

Winner: MitoQ

Highly commended: Anagenix for BerryQI

This award recognises outstanding innovation demonstrated in any facet of the entrant's business.

Winner: MitoQ

MitoQ impressed judges with the sheer scale of its systematic approach to innovation. The business didn't just invent a product; it invented a new way for the business to grow and for customers to shop. The company re-centered its brand around a "rallying cry" against aging and redesigned portfolio architecture to include "Cellular Essentials" as entry points.

MitoQ stood out for its high-level strategic thinking, transforming a single-product business into a scalable proposition.

Highly commended: Anagenix for Berry QI

In creating a differentiated paediatric respiratory solution – BerryQI - Anagenix demonstrated a highly disciplined, systematic approach. Judges were impressed by the way that, rather than infer paediatric benefit from adult or laboratory data, Anagenix chose to generate paediatric-specific clinical evidence through a randomised, placebo-controlled study in children.

The FernMark Licence Programme Growth Award:

Winner (Emerging): No award

Winner (Medium): Anagenix

Winner (Large): MitoQ

This award is made to the company with the highest percentage increase in total revenue year on year and has three categories, based on business size – Emerging, Medium, and Large.

Winner (Medium Business Category): Anagenix

This category is for companies with pre-growth revenue of \$1 million - \$5 million.

Anagenix Ltd is a New Zealand-owned nutraceutical ingredient manufacturer headquartered in Auckland, with a manufacturing facility in Avondale and a head office in Parnell. The company employs approximately 30 people globally, comprising staff at its Auckland sites and remote team members in Motueka, Singapore, Spain, China, and the Philippines. The company's revenue increased by 105% year on year.

Winner (Large Business Category): MitoQ

This category is for companies with a pre-growth revenue over \$5 million.

MitoQ Limited is a New Zealand-based cellular health company founded in 2005. Today, MitoQ operates with a lean and agile team of 56 employees, including a senior leadership group of eight overseeing global strategy, scientific development, and commercialization. Its offshore team has expanded significantly, growing from just four employees in 2022 to 19 in 2026, with 15 based in China and four in the United States. MitoQ's revenue increased by 126% year on year.

Sensient Corporate Social Responsibility Award: Winner : Anagenix

This award is to recognise a company that has demonstrated all round Corporate Social Responsibility (CSR) including contribution to employment, equal opportunities, fair or living wages, health, safety, wellness and education initiatives, contribution to local communities by philanthropy, donations or volunteering, environmental sustainability, ethical behaviour (fair trade, human rights), responsible marketing, and media recognised leadership and inspiration in CSR.

Corporate social responsibility is embedded into Anagenix's governance and strategy. Over the past year, the company has strengthened its sustainability framework through clearly defined sustainability pillars, and measurable KPIs. In addition, it holds third-party certifications (EcoVadis Platinum, Living Wage) and a comprehensive B Corp application.

These initiatives complement long-standing commitments to ethical sourcing, scientific transparency and community contribution, supporting responsible growth and long-term value creation.

Emerging Talent Award:**Winner: Philippa Thompson**

The Emerging Talent Award celebrates rising professionals who are shaping the future of New Zealand's natural health products sector. This award recognises individuals in the early stages of their career who demonstrate exceptional promise, fresh thinking, and a commitment to advancing the industry through innovation, integrity, and impact.

Philippa, a Brand Champion at Anagenix, impressed judges by the way she starts with the science, then thinks commercially about how to turn a technical roadblock into a strategic advantage. By actively looking for opportunities where creative thinking can unlock value others have missed, Philippa demonstrates a rare cross-disciplinary fluency across science, manufacturing, sales, and marketing.

Outstanding Contribution to the Industry: Peter Lehrke

Peter's connection with Natural Health Products NZ runs deep. He has served on the board of the association for 23 years, giving his time, insight and energy to support the growth of our members and the future of the sector. His long-standing commitment reflects a genuine belief in what this industry can achieve for New Zealand.

Across a career spanning more than 30 years, Peter has built an exceptional reputation in dietary supplements, pharmaceuticals, cosmetics and product development. His experience has covered formulation, manufacturing, project management and senior leadership, with roles at major organisations including Douglas Pharmaceuticals, GMP Pharmaceuticals, New Image Group, his own consultancy Pharmatech and his Hamilton-based contract manufacturing business, PharmaNZ.

What makes Peter's contribution especially significant is that it has never been limited to one company or one role. Through his service to the association, his support of industry events and awards, and his contribution to the development of businesses and products Peter has helped lift standards and inspire confidence across the sector. This award recognises not just an impressive career, but the generosity, vision and commitment Peter has brought to our industry over many years.

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