

MEDIA RELEASE

Thursday 19 June 2025



NATURAL HEALTH PRODUCTS INDUSTRY 2025 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: HONUKA® |
| FORBES PACKAGING MARKETING AWARD | WINNER REVENUE UNDER \$2 MILLION: HONUKA® WINNER REVENUE OVER \$2 MILLION WINNER: KANEKA CORPORATION FOR KANEKA UBIQUINOL HIGHLY COMMENDED: VITACO HEALTH NZ FOR HEALTHERIES |
| CAWTHRON INSTITUTE INNOVATION AWARD | WINNER: AROMA NEW ZEALAND HIGHLY COMMENDED: HONUKA® |
| THE FERNMARK LICENCE PROGRAMME GROWTH AWARD | WINNER (EMERGING CATEGORY): HONUKA® WINNER (MEDIUM CATEGORY): QUANTEC WINNER (LARGE CATEGORY): ORANUTRITION |
| CORPORATE SOCIAL RESPONSIBILITY AWARD | WINNER: ALARON PRODUCTS HIGHLY COMMENDED: SWISSE NEW ZEALAND |

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

Announcing this year's award winners, Natural Health Products NZ General Manager Kerry Warn, says this year's awards not only attracted more entries overall than previous years, but – importantly – more innovation entries.

“The Cawthron Institute Innovation Award category attracted the most entries, which speaks to the vital role innovation plays in this sector.”

Ms Warn went on to say: “Recognising and celebrating excellence in our sector is one of the core strategic pillars of the association. Our membership is made up of 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.”

AWARD WINNER OVERVIEWS

SUPREME AWARD: HONUKA®

Honuka® is a NZ-based wellness company founded by a conservationist beekeeper and a commercial entrepreneur.

This company has built everything in-house, using agile methods and consumer insight. From innovative formulation and design to exceptional packaging and launch strategy, Honuka's story and marketing approach are as distinctive as its debut product—blending natural NZ ingredients, scientific innovation, and conservation roots.

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

FORBES PACKAGING MARKETING AWARD: WINNER REVENUE UNDER \$2 MILLION: HONUKA®
WINNER REVENUE OVER \$2 MILLION WINNER: KANEKA CORPORATION FOR KANEKA UBIQUINOL
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 is separated into two categories to recognise the different challenges and opportunities that available budget can make to marketing capability.

REVENUE UNDER \$2 MILLION WINNER: HONUKA®

Honuka® is a NZ-based wellness company founded by a conservationist beekeeper and a commercial entrepreneur.

Its debut product—a liposomal Vitamin C and D Mānuka honey formulation in convenient snap sachets—drew on in-depth international market research and independent locally commissioned consumer research, identifying gaps in taste, formulation, and usability.

Honuka's retail-first strategy came to life through collaborative product development, bold design, in-store education, activations and community sampling initiatives.

REVENUE OVER \$2 MILLION WINNER: KANEKA CORPORATION FOR KANEKA UBIQUINOL

Kaneka Corporation is the global supplier of world-class scientifically formulated Kaneka Ubiquinol, supported by 80+ patents and 90+ scientific studies for mitochondrial health, cardiovascular health, fertility energy production, cognition, sleep, stress, and other health conditions.

Kaneka Ubiquinol is the world's first and only patented ubiquinol ingredient.

The marketing objective was to build awareness and educate stakeholders on the role of mitochondrial health underpinning wellbeing. Being powered by the endogenous antioxidant Ubiquinol, positioning it as a core pillar of wellbeing and establishes Ubiquinol as a key supplement (when indicated) to support optimal wellbeing.

The strategy targeted four key audiences: brand holders, healthcare practitioners, retailers, and consumers. Tailored initiatives were used to address each group while delivering a consistent narrative around Ubiquinol’s science-backed benefits.

REVENUE OVER \$2 MILLION HIGHLY COMMENDED: VITACO HEALTH NZ FOR HEALTHERIES

Celebrating 120 years of supporting Kiwi health and wellbeing, Healtheries has delivered a bold and transformational master-brand campaign that reignited brand growth in a crowded supplements category.

With a fresh creative platform - Live life in the Green - Healtheries broke away from category norms with distinctive, emotionally resonant storytelling that celebrated positivity and everyday wellness. The campaign achieved double-digit sales growth across key categories, lifted all brand funnel metrics, and re-established Healtheries as a modern, relevant brand of choice. A powerful combination of innovative media, a PR-led anniversary activation, and engaging social content made this a true business-wide success.

CAWTHRON INSTITUTE INNOVATION AWARD: **WINNER – AROMA NEW ZEALAND**
HIGHLY COMMENDED: HONUKA®

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

WINNER – AROMA NEW ZEALAND

Aroma New Zealand operates at the crossroads of raw, untamed nature and human ingenuity—unlocking every trace of potential that New Zealand’s finest natural ingredients have to offer. Aroma’s drive for innovation is demonstrated by its partnership with the University of Otago. In collaboration with Associate Professor Alexander Tups, Aroma developed a revolutionary patented novel supplement for blood sugar support, deeply rooted in cutting-edge biomedical science.

HIGHLY COMMENDED: HONUKA®

Honuka’s first product 1000 Liposomal C + D with Mānuka Honey, was a world first: a liposomal formulation in a honey matrix delivered in convenient snap sachets. The company has since expanded its innovation platform under the proprietary Lypearl Bioscience®, with more SKUs in development. Honuka’s innovation journey is self-funded to date, backed by international patents, scientific partnerships, and proprietary manufacturing techniques.

THE FERNMARK LICENCE PROGRAMME GROWTH AWARD: **WINNER (EMERGING) – HONUKA®**
WINNER (MEDIUM) – QUANTEC
WINNER (LARGE) – ORANUTRITION

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 (EMERGING BUSINESS CATEGORY) – HONUKA®

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

From zero sales in the previous year, Honuka achieved 138% compound monthly growth for first seven months since national launch of debut product Honuka Liposomal 1000 C&D.

WINNER (MEDIUM BUSINESS CATEGORY) – QUANTEC

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

Quantec is a Hamilton-based biotechnology company focused on researching and applying novel milk bioactive proteins. Quantec's flagship branded ingredient, IDP® (Immune Defense Proteins), is a patented milk-derived ingredient comprising over 50 bioactive whey proteins.

Between late 2023 and early 2025 – the number of brands in China using IDP grew from 1 to more than 20 and Quantec’s revenue increased by 311% year on year.

WINNER (LARGE BUSINESS CATEGORY) – ORANUTRITION

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

OraNutrition is a dedicated contract manufacturer with two modern, integrated facilities, in Auckland. Its dual-facility expansion, coupled with advanced R&D technology and dedicated teams for product development and quality control, has been instrumental in driving their substantial growth and its revenue increased by 124% year on year.

| | | |
|---|---------------------------|------------------------|
| CORPORATE SOCIAL RESPONSIBILITY AWARD: | WINNER – | ALARON PRODUCTS |
| | HIGHLY COMMENDED - | SWISSE NZ |

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.

WINNER – ALARON PRODUCTS

Alaron Products fosters an inclusive, equitable, and forward-thinking workplace culture that meaningfully contributes to their local community. This is reflected in a 2025 workplace survey finding of 96% of employees being proud to work there.

With 140 employees representing 29 different countries, cultural diversity is seen as one of Alaron Products’ greatest strengths and is actively celebrated. The company fosters future innovators through a mentoring programme with science students who have a passion for product development, helping bring their concepts to life.

Furthermore, in the past year, it has launched several targeted initiatives aimed at reducing waste and optimising resource usage, resulting in a 25% reduction in chemical usage and a 50% reduction in landfill waste.

HIGHLY COMMENDED – SWISSE NZ

Swisse recognises that its business success is intricately tied to the culture they have carefully crafted, one that permeates every aspect of team member experience. The company's unique culture serves as a guiding light, shaping behaviours, actions, and mindsets across all levels of the organisation, including employment policies such as Recognising Neurodiversity and The Inaugural High-Potential Women in Leadership Programme.

ENDS

For further information, contact:

Kerry Warn
General Manager
Natural Health Products NZ
+64 21 327 778
kerry@naturalhealthproducts.nz