Swisse Wellness invests in anti-counterfeit measures

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Swisse Wellness is taking a proactive approach to protecting the organisations high-quality products with a global roll out of innovative Product Authentication Mobile App.

Managing Director Oliver Horn reinforced the company's commitment to brand protection and consumer trust as an important responsibility.

"Consumer trust in our brand is a key priority. Swisse has seen great success globally through our commitment to producing high-quality products, using premium ingredients, but we know with premium, in-demand products there are always likely to be individuals wanting to exploit.

"It is well-known Australia has one of the most robust regulatory frameworks out of anywhere in the world, and that's why it's so important, especially as we grow globally, that we continue to safeguard our valuable industry through sharing information and implementing measures that will allow counterfeit to be easily recognised.

The Swisse Product Authentication Mobile App uses world-class scanning technology allows consumers to easily recognise and verify authentic Swisse labels. The logo icon associated with the App cannot be replicated and uses the most advanced surface scan identification technology available.

"We have had a very considered approach to our strategy around anti-counterfeit, and have been working on developing our Product Authentication App for a number of years. This has been a large investment for our brand and something we wanted to make sure it was spot on and easy for our consumers to navigate before we introduced to the market.

"The App is currently on majority of Swisse products in Australia, China, US and New Zealand and any Swisse product produced from now will have the technology applied to the label. Due to the large scale of the project and production timings, it will take a little while before we see 100 per cent of products in the market with the App, but it is something we are committed to and working towards," says Swisse Managing Director, Oliver Horn.

For instructions on how to use the Swisse Product label Authenticity App and a full list of products with the icon please visit: https://swisse.com/en-au/product-authentication-app-faqs . Swisse will continue to update the list as the icon app is applied to further products.

Swisse reminds consumers to always purchase from an authorised Swisse stockist and to contact Swisse Customer Service on 1800 794 773 (Australia) or +61 (3) 9418 6767 (rest of world), if they have any concerns about a product.

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