



Top international movie star Fan Bingbing announced as new Swisse brand ambassador

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Wednesday 6th September 2017: Today Swisse Wellness, Australia's leading natural health brand, announced top international movie star Fan Bingbing as its new brand ambassador in Greater China and Australia.

"The appointment of Fan Bingbing is another major step in Swisse's global marketing strategy and will accelerate our growth in core markets like Australia and China as well as globally" says Oliver Horn, Managing Director, Swisse Wellness. Fan Bingbing joins the suite of Swisse ambassadors including highly acclaimed Australian and Oscar winner actress Nicole Kidman, former Australian captain and cricket legend Ricky Ponting, iconic Scuderia Ferrari Formula 1 team and Italian soccer star Claudio Marchisio.

As one of the most famous international Chinese actresses, Fan Bingbing was awarded as best actress by Tokyo international film festival and San Sebastian International Film Festival, as well as being featured at 2017 Cannes film festival as a Jury Member. Fan Bingbing is also recognized as one of the top 100 most influential people by Times Magazine. "I have used and loved the Swisse product for a long time. I am really honored to be working with Swisse Wellness and am excited for the future of this partnership," said Fan Bingbing.

Oliver Horn said that Swisse was very excited to partner with such a high-profile celebrity to represent Swisse across its two core strategic markets, Australia and China. "We have been speaking with Fan Bingbing and her team for some time now and are thrilled that we can finally share this exciting news with our customers and business partners as well as the broader market. Fan Bingbing is an internationally recognized star who combines intelligence, artistic talent and unique beauty with a positive attitude to life. She champions a healthy living philosophy and will be a wonderful wellness role model for Swisse."

Swisse Wellness is quickly becoming a leading global wellness brand. With market presence in Australia, New Zealand, Singapore, UK, USA, Netherlands, Italy, Hong Kong, and China, the Swisse brand and products have become increasingly popular among consumers around the world. Swisse consistently delivers premium quality formulations made from natural ingredients sourced from around the globe. Backed by advanced scientific research and traditional evidence, the Swisse brand offers consumers an optimal health and wellness lifestyle, which is supported by the suite of aspirational Swisse ambassadors.

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CLED – Celebrate Life Every Day
Swisse is a carbon neutral company.



Fan Bingbing's image of beauty, health and happiness perfectly matches Swisse's philosophy to live healthy, be happy and celebrate life every day (CLED). Swisse trust that the partnership will further contribute to enhance Swisse's high-end brand and product awareness in China as well as Australia and globally. With Swisse entering a new phase of global brand development and investment, the appointment of Fan Bingbing as a Swisse ambassador plays a significant role in Swisse's global strategy. This relationship will allow Swisse to further consolidate its brand awareness in China and strengthen Swisse's position in Australian and international markets.

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