



## **Big task ahead, but big opportunity: preventative health at 2<sup>nd</sup> Annual Swisse Wellness Symposium**

***Media Release***  
***27 April 2018***

150 leading national and international academic scientists, clinicians, health professionals and industry leaders came together at Sydney's Darling Harbour on Friday to discuss the latest research on preventative health at the second annual Swisse Wellness Symposium.

International and local speakers shared research and insights across a range of subjects including personalised nutrition, sustainable food systems, long-term health behaviour change, depression and the science behind meditation.

Swisse Wellness Managing Director, Oliver Horn, used early data from a wide-ranging national study on the state of Australian's health to highlight the enormity of the task, and the opportunity.

"Swisse's mission – to make billions around the world healthier and happier – is not a slogan, it is something we take very seriously, and from that research, there appears to be much still to do.

"Preventative health is so very important not just for the wellbeing of individuals but for the wellbeing of our families and communities and for the wellbeing of our nation and our economy," Horn said.

"A key ingredient in advancing this is a greater focus on developing the science of preventative health and of complementary medicine's role in that.

"As industry leaders, Swisse Wellness wants to bring science more to the fore, to share it with the public and this Symposium is a great opportunity to do just that."

Mr Horn outlined the enormous opportunity beyond the country's borders for Australian companies in the preventative health and complementary medicines space.

"Nations around the world are placing a greater emphasis on preventative health, and our industry stand to benefit enormously if we embrace and understand the preventative health needs of other countries and cultures, and none more so than China.

"A key focus of the Healthy China 2030 policy is the promotion of healthy lifestyles and physical fitness, including a prominent focus on prevention rather than treatment.

"It presents us with a tremendous opportunity, but we need to ensure we fully understand the specific needs of the Chinese consumer in this new landscape and focus our research, our product development and our investment accordingly," he concluded.

**Swisse Wellness Pty Ltd**

ACN 004 926 005

ABN 62 004 926 0005

111 Cambridge Street, Collingwood  
Melbourne VIC Australia 3066

T: +61 3 9418 6767  
swisse.com

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



Guest speakers at the Swisse Wellness Symposium included:

- Professor Paul Ross  
*Director APC Microbiome Institute, University College Cork, Ireland*
- Dr Bruce Cogill  
*Nutritionist Food Security Specialist*
- Professor Susan Prescott  
*School of Paediatrics and Child Health, University of Western Australia*
- Professor Charles Mackay  
*Head of the Centre for Immunology and Inflammation, Monash University*
- Professor Andrew Scholey  
*Director, Centre for Human Psychopharmacology, Swinburne University*
- Dr Gilly Hendrie  
*Post-Doctoral Research Scientist, CSIRO Food and Nutritional Sciences*
- Craig Pickering  
*Head of Sports Science, DNAfit*
- Professor Jayashri Kulkarni  
*Professor of Psychiatry, Monash Alfred Psychiatry Research Centre*
- Dr Alex Gyani  
*Principal Advisor, Behavioural Insights Team*
- Paul Taylor  
*Managing Director, Ritualize*

For more information on the 2<sup>nd</sup> Annual Swisse Symposium,  
visit: <https://swisse.com/en-au/symposium>

– Ends –

***For all media enquiries and/or interview opportunities with speakers, please contact:***

Reuben Aitchison  
Swisse Wellness – Senior Manager Communications  
0448 628 844 or [reuben.aitchison@hh.global](mailto:reuben.aitchison@hh.global)

Gemma Smolenaers  
Swisse Wellness – PR Advisor  
0412 900 093 or [gemma.smolenaers@hh.global](mailto:gemma.smolenaers@hh.global)

Swisse Wellness Pty Ltd

ACN 004 926 005  
ABN 62 004 926 0005

111 Cambridge Street, Collingwood  
Melbourne VIC Australia 3066

T: +61 3 9418 6767  
[swisse.com](http://swisse.com)

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