

MEDIA RELEASE
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NATURAL PRODUCTS NZ – BOARD APPOINTMENTS

Natural Products New Zealand (NPNZ) welcomes a new Board member who brings over 30 years of experience and expertise in marketing, export and new product development.

Gren Purchase is Managing Director of Lifestream International Ltd, a natural health product manufacturer and exporter to over 20 countries. Lifestream was the first company to bring Spirulina to the Australasian market and over the last seventeen years Gren has led the company to become market leader.

Prior to this Gren was general manager of Grange Marketing before merging the company with BDM to become BDM Grange, one of the largest international cosmetic brands distribution and marketing companies to the pharmacy and department store markets in New Zealand.

Gren has served on Government steering committees and supported Government led discussions around the Natural Health Products Bill.

Gren brings to the NPNZ Board a deep understanding of the challenges New Zealand brands face in marketing and exporting as well as an in-depth knowledge of industry legislation and regulation issues.

Gren will be joining the existing Board of Ron Geiger (Chair) - Alaron Products, Brian Dewar – EasiYo Yogurt, Ross Keeley – SeaDragon Marine Oils, Phil Rasmussen – Phytomed Medicinal Herbs, Leigh Kite – Comvita; Wendy Maddocks-Jennings – M J Health; Peter Lehrke – Pharmatech Ltd, Minesh Patel – GMP Pharmaceuticals, and Fiona Murray of NZTE.

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For more information contact:

Liane Donovan, Donovan Public Relations: P: (09) 522 7125 / 027 2227348 E: liane@donovanpr.co.nz