

**Candidate Details**  
**Nominations to Natural Health Products NZ Executive Board 2022**

**Kevin Anstiss**

**Marketing and Innovation Director, GO Healthy New Zealand**

Kevin has over 10 years' experience in the natural health industry with expertise in brand strategy, product innovation and new business development.

His journey with the industry began with Green Cross Health where he was responsible for managing the Natural Health category. Kevin successfully established Natural Health as a destination category in Unichem and Life pharmacies with innovative marketing strategies and category management initiatives.

Kevin is currently the Marketing and Innovation Director at GO Healthy New Zealand and during his tenure the GO Healthy brand has expanded into Singapore, Australia and other new international markets. Kevin received the Marketing Award at the Natural Health Products New Zealand 2019 Industry Awards and leads a cross-functional team responsible for developing innovative new products from idea generation through to market activation.

Kevin has a strong passion for natural health and is dedicated to unlocking growth opportunities for the natural and complementary health products sector.

**Michelle Cubitt**

**Regulatory Consultant, Smart Regulatory Solutions**

Michelle is a Regulatory Consultant with over 15 years' experience in operations, quality and regulatory roles in the natural health, cosmetics, and medical device industries.

Michelle has had a range of quality and regulatory roles including Global Regulatory Affairs Manager for Comvita before starting her own consultancy business 6 years ago. She is currently an independent regulatory consultant who works with a range of New Zealand companies providing strategic advice and training to companies looking at international export opportunities. Michelle has spoken at a range of events including NHPNZ Suppliers Days about strategic initiatives and has a regular webinar series hosted through High Value Nutrition Science of Food program providing marketing/regulatory trend insights.

Her passion is to simplify complex issues to help businesses understand and navigate the environment they are working in. In her daily operations, Michelle can see the range of opportunities and obstacles that face New Zealand businesses trying to reach the global stage. She has insights into the intricacies of operating in the natural health sector domestically while achieving export market success.

Michelle looks forward to being able to bring her unique perspective to the Natural Health Products NZ board to help benefit and grow the natural products industry.

**Chris Johnson**

**Managing Director, Anagenix Ltd**

Chris has been a Director of NHPNZ for 3 years and during that time has thoroughly enjoyed working with a committed group of people focused on enhancing the sector as a whole. With his experience of building a successful ingredients company in the health and wellness sector, he brings experience in global market

insights and trends, product and science commercialisation, a global network of like-minded individuals, along with financial and business experience.

A founding Anagenix director and investor, Chris is an experienced investor and business advisor who understands the path to success in the nutraceutical ingredients market. Before establishing Anagenix, he assisted a number of New Zealand businesses to successfully export premium gourmet foods to the USA and UK. He also founded and grew a New Zealand tech company to become a global leader in the printing and graphic arts industry.

Today, Chris is passionate about the health and wellness sector and developing solutions from New Zealand grown bioactives that can deliver beneficial solution to health.

Chris has been on a number of boards either as Chairman or Director, and understands the importance of good governance and working collaboratively with the management team. He brings to the Natural Health Products NZ Board first-hand experience of growing a New Zealand-based company in the natural products sector and the issues and challenges that companies encounter.

#### **Lorraine Moser**

##### **Strategic Innovation Manager, Vitaco Health Ltd**

I spent the initial part of my career in Research and Development. I then spent over half of my career in Marketing and Sales in the Fast Moving Consumer Goods and Pharmaceutical Industries.

With a lifelong interest in the science of nature and the wealth it has to offer, I entered the Natural Health Industry to help enable proactive health for a positive effect on people's health and wellbeing.

Currently, I work as the Strategic Innovation Manager at Vitaco where I'm focused on discovering improved natural solutions for people's wellbeing, whilst contributing to a sustainable business and planet.

I've spent over 20 years in the Natural Health Products industry and have been on the board for 6 years and Chair for 3 years. NHPNZ has gained over 80% Industry membership and is positioned as the "Go to" Respected Voice of our Industry.

With an extensive background and the support of the industry members and board, I would like to continue to enable a robust Natural Health Industry and achieve a "Modern Fit for Purpose" regulatory framework. We need to be a united industry, with a united voice, ensuring that our voice is heard on the essential role we play in preventative health and the contribution we make to a sustainable future.

#### **Claire Quin**

##### **General Manager, Alaron Products Ltd**

Claire has over 20 years' of experience working within the natural health food, complementary medicine and personal care sector. Claire has held positions across numerous areas of the sector, such as Quality, Technical, Sales and Marketing, Business Development and Management, demonstrating her extensive and comprehensive knowledge across crucial areas of the industry.

She has been a director on the board of Natural Health Products NZ since 2019 and seeks election for a second term.

Claire currently holds the position of General Manager – Business Development and Quality, for Alaron Products Limited, a GMP Certified Contract Manufacturer of health supplements and natural skincare. Not only does Claire have a strong quality and technical focus she also brings a practical and operational perspective to any undertaking, this has been demonstrated with Alaron has taking out the Natural Health Products Supplier of the Year award for three years running. Her understanding of customer requirements,

market access constraints and regulatory environments would help to strengthen the breadth of knowledge on the executive team for the broad range and ever increasing number of member companies.

Claire studied Food Technology at Massey University where she graduated with honors. She also holds a Postgraduate diploma in Business Administration from Massey University. Claire started her career in the Natural Health Products sector working with some of the first medical grade Manuka Honey developments, studying the quality of the honey from hive to processing and every stage in between. Claire's work in this area contributed to the early specifications for medical grade and food grade honey.

Claire understands the importance and value an industry organisation provides and currently holds an executive position on the Cosmetic New Zealand board. She is highly motivated and passionate about the Natural Health Products sector. She is proud to work with innovative natural health ingredients, manufactured to the highest quality, for New Zealand and the rest of the world.

