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Eagle flies China TCM

A NEW range of Tradition Chinese Medicine (TCM) products is being launched in China by listed Australian company Eagle Health Holdings (EHH) as it announces its foray deeper into the colossal Chinese consumer market.

The novel TCMs are being presented in consumer-friendly formulation and packaging, the company said, and will be sold through Eagle Health's pharmacy distribution channel throughout China, including its Education and Experience stores as part of the initial launch.

Eagle Health says this launch is a key milestone as it comes after approximately two years of development and regulatory approval work with Fujian Province's China Food and Drug Administration (Fujian CFDA).

Eagle ceo Zhang Mingwang said the new products combine TCM with the Western way of consuming supplements, saying the new format has "the potential to revolutionise this category".