



Eagle Health soars into China

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nutritional products company Eagle Health has announced that as part of its strategy to leverage efficacious, clean green

Australian ingredients and brands into the China market, the company has signed a licensing agreement with Omni Innovation to exclusively manufacture, market and distribute Omni's pre-meal shake product.

The Omni shake is designed for patients living with type 2

diabetes and pre-type 2 diabetes and will be marketed throughout mainland China through the Eagle Health's network of pharmacies, online and other retail outlets.

Eagle Health estimates that in 2018 there will be over 120 million men and women in China suffering from type 2 diabetes growing to over 160 million by 2030.

An aging and growing population together with increasing obesity are the main drivers of this alarming trend that is particularly prevalent in urban Chinese locations, the company said in its release.

Eagle Health said its strong pharmacy and supermarket distribution footprint in urban China meant that the company was well positioned to help people living with type 2 diabetes make the necessary lifestyle and diet changes with the support of their healthcare professional and this product.

