

NTUC Unity Launches Own Range of Essential Vitamins/Supplements, Housebrand Aims to Deliver Better “Value”

*“Unity” housebrand offers assured quality and affordable healthcare supplements;
Vitamins are priced to reflect at least 20% better value than national brands*

Move to encourage Singaporeans to focus on preventive care

Singapore, 20 July 2012 – NTUC Unity Healthcare, Singapore’s largest healthcare cooperative, today started selling its range of essential supplements and vitamins under its own “Unity” housebrand and at least 20% better value than national brands*.

First in the product family under the “Unity” housebrand are eight daily vitamins and supplements, such as Vitamin C, Calcium, Omega 3 Fish Oil and multivitamins, which are now available across its 48 stores island-wide. (See Appendix A for list of products)

These offerings will help Singaporeans save between 10% on the likes of Vitamin C chewable tablets and up to 48% for Vitamin C (1000 mg) with zinc supplement. This move is similar to its efforts last year when it offered a 5% discount on prescription medication in an effort to help moderate the cost of living for Singaporeans.

The “Unity” housebrand products will be made available at the U Live Symposium 2012 to be held on Sunday (22 July) at Singapore Management University, Administration Building, from 9am at 4pm.

NTUC Unity’s product launch is aligned to NTUC’s broader goal of achieving its Social Enterprise (SE) 2015 vision. The vision is to create greater social impact by setting benchmark prices for essential goods and services so as to offer better value to customers. These vitamins and supplements will make it more affordable so that Singaporeans, especially seniors, can benefit from preserving their health and preventing future illnesses.

NTUC Unity is using its retail network and strong relationships with manufacturers to deliver vitamins and supplements under its own brand name at a quality level that is comparable, if not better, than current offerings.

As part of its longer term roadmap for the “Unity” housebrand, NTUC Unity plans to launch more than 100 “Unity” products by end 2014. The product range will be expanded to include over-the-counter medications, surgical and first-aid kits, skin and bodycare products.

At launch, all customers will be entitled to 10% discount from 21 July. Those above 50 years of age will be entitled to 12% discount when they show their identification cards at the point of sale. These discounts are valid today till 30 September 2012, subject to further price reviews.

In line with NTUC’s objective to bring more relevant privileges and benefits to union members and customers of NTUC social enterprises, members will be able to double their earned points everyday with a minimum of \$30 nett purchase. This benefit is available till end 2012.

NTUC Social Enterprise Development Council Executive Chairman Lim Boon Heng said: “Our co-ops are committed to helping workers stretch their hard-earned dollars. NTUC Unity Healthcare is not just any pharmacy network. It will do whatever it can to offer the public preventive care products at prices that are affordable, and strive to keep them as low as possible.”

Newly appointed NTUC Unity Healthcare Group CEO Chua Song Khim said: “Rising costs of living and a greying society are two key facets of the Singapore society.”

“We will continue to expand our range of housebrands to cater to the needs of Singaporeans. Together with our team of dedicated and professional pharmacists who will assist in medication compliance and preventive health advisory, we will provide a more holistic role in caring for the community,” he said.

NTUC Unity Healthcare will continue to leverage on its existing relationships with partners to extend its healthcare and wellness services to the public.

** National brands refer to products that are owned and promoted by large manufacturers*

-END-

APPENDIX A – LIST OF VITAMINS

Unity Vitamins / Supplements (available now)
Multivitamins & Minerals
Multivitamins & Minerals Senior
Vitamin B Complex + C
Glucosamine + Chondroitin
Omega 3 Fish Oil 1000mg
Vitamin C 500mg Chewable
Vitamin C 1000mg + Zinc 10mg Effervescent
Calcium 600mn Plus

About NTUC Unity Healthcare

NTUC Unity Healthcare was established in August 1992 in response to workers' concerns over rising healthcare costs. Today, NTUC Unity Healthcare is the largest healthcare cooperative in Singapore. It currently operates 48 Unity pharmacies and 13 Denticare clinics island-wide.

NTUC Unity Healthcare's mission is to empower the community to care for their health and wellness, enabling them to live life to its fullest, enjoying every stage of their life. NTUC Unity Healthcare delivers this with its superior range of health and wellness products and services, served by warm and professional staff, pharmacists and dentists, supported by the labour movement's commitment to caring for the community.

Media Contacts

Joseph Rajendran / Casuarina Peck
DID: 65-6360 2308 / 65-6886 4839
Mobile: 65-9228 7801 / 65-9363 5609
Email: joseph@tranzcomm.com / casuarina@tranzcomm.com

Joey Liew
Marketing
DID: 65-6590 4335
Email: joey.liew@unity.com.sg