

QENDA– appoints BuyNatural as its preferred distributor for China and launches on BuyNatural CN & AU



BUYNATURAL

Sydney, May 15, 2020 ([Issuewire.com](https://www.issuewire.com)) - Qenda, an Australian business out of Perth, Western Australia manufactures a range of herb blends using certified organic and wildcrafted ingredients; including turmeric, psyllium and ashwagandha. These uniquely blended formulas are a carefully balanced spectrum of premium herbs abundant in fibre and adaptogenic herbs.

Qenda is working with BuyNatural as their preferred distributor to spearhead their sales and manage the distribution of their retail products into the Chinese market as well as work with them as an online distributor in the Australian market.

Dr Mathew McDougall, CEO of BuyNatural, today welcomed the partnership with Qenda.

“Products supporting a healthy digestive tract and with more people understanding the importance of good gut health we were on the lookout for a quality, Australian product to fit this need.” Dr. McDougall said.

“After conducting a review of the Qenda products, we were impressed by how well the products were

put together and believe they would be well suited in the Chinese market; a consumer market that understands and values natural remedies and also has large numbers of people concerned with healthy digestion, and issues around blood sugar, cholesterol and general wellbeing.

BuyNatural operates both the English language (www.buynatural.com.au) and Chinese language (www.buynatural.com.cn) platforms that showcase and sell quality Australian natural, organic and eco-friendly products.

“As China wakes from COVID-19, so we expect to see strong interest from consumers in mainland China for quality Australian natural and organic products. We will also be utilising our extensive Daigou network here in Australia to introduce these products into the homes of people across China.

“China has a population of nearly 1.4 billion people and their middle class is growing. They are also avid online shoppers and eager to purchase premium quality brands. They also seek out authentic Australian and New Zealand brands as these products are considered premium quality, clean, green and produced in highly regulated environments.

“In addition, Chinese consumers, especially the millennial generation are also looking to purchase ‘newer, smaller brands’ as they have grown bored with the larger established brands that their parents have used. This consumer shift is providing exceptional opportunities for Australian businesses looking to export markets.

“We expect Qenda, an emerging brand in terms of Chinese consumers to do extremely well among local Chinese living in Australia, Daigou traders and Chinese mainland consumers.”

Daigou is Australian based Chinese who buy products and send them back to their friends, relatives and others in China. There are over an estimated 80,000 Daigou in Australia and the Daigou trade channel has helped many Australian brands to build awareness among consumers in China.

“We are looking forward to sharing our amazing products which contain the highest grade organically grown herbs with consumers, and, following last week’s recent product training with BuyNatural’s distribution team members, we are already seeing sales,” Qenda, Founder & Inventor, Simon Cairns said today.

“We can’t wait to get our products into people’s homes. We have developed a world-class range of herb blends including Ultimate Fibre along with single herbs including turmeric, psyllium and ashwagandha. We know everyone is going to love it!”

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