

July 7, 2022

Tokuyama Corporation

Tokuyama Taiwan Marketing & Research Center Co., Ltd.

New Vitura Health Foods Brand to Debut in Taiwan

Tokuyama Corporation (hereinafter referred to as “the Company or “Tokuyama”) will launch Vitura as a new brand of health foods in Taiwan.

Tokuyama Taiwan Marketing & Research Center Co., Ltd. (hereinafter referred to as “TTMRC”), the Company’s research and development arm in Taiwan, has taken the lead in developing the new Vitura brand since 2021. The name Vitura was coined by combining the terms vivid and natural, and was chosen in aims of realizing a brand of health foods comprised of products made from naturally derived ingredients that are gentle on the body, and that will help people lead vivid lives. Similarly, the phrase “Mei Chi le” included in the brand logo expresses the meaning of sustaining beauty and making people happy in the Chinese language.

The Group’s health foods business as led by Vitura will target consumers in Taiwan, and will be distributed by Taiwan Tokuyama Corporation, which aims to launch sales in the spring of 2023. TTMRC will exhibit at Bio Asia Taiwan 2022, to be held from July 28 to July 31, 2022, for the purpose of promoting the new brand. In particular, TTMRC will introduce “Purple Flower Lactic Acid Bacteria Capsule,” a 100% plant sourced Lactic Acid Bacteria scheduled for market launch and “Red Paeony Root, Chinese Licorice and Schisandra Fruit Capsules,” containing healthy ingredients co-developed with Taiwan’s Industrial Technology Research Institute.

The Group will further strength its marketing efforts in Taiwan, and leverage sales of Vitura brand products to catapult its entry into Taiwan’s health foods market. In order to spread the happiness of people across all generations, Tokuyama tirelessly endeavors to support the health of each individual as an expert in life science.



Brand logo

Contact concerning this release

Corporate Communications & Investor Relations Dept.

Tokuyama Corporation

Tokyo Head Office TEL: +81-3-5207-2552

Tokuyama Taiwan Marketing & Research Center Co., Ltd.

Hsin Chu, Taiwan TEL: +886-3-582-0308
