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David Khang, Platinum Naturals

WINNER
Business
Achievement
Award

PLATINUM
NATURALS

A REAL SUCCESS STORY, Platinum Naturals has grown from sales of \$2 million just five years ago to \$7 million today. A natural health product supplier, the company focuses on product innovation to set a new standard for supplements designed to help people live healthier lives.

The company is the creator of Omega Suspension Technology (OSTR), described as a breakthrough in boosting absorbency to deliver more active ingredients and nutrients to the body. Believing that absorption is a major problem, especially as people age and their ability to break down and absorb nutrients weakens, founder and president, David Khang, believes 'you are what you absorb.' Having developed a more efficacious product, Platinum Naturals has built a reputation among retailers as a premium supplement range.

Determined to lead rather than follow, the company focuses heavily on research and development, investing approximately 5% of its budget in this endeavour. Khang stipulates that all new products must either fulfil a need not currently being met, or fill a particular need better than products currently available.

Credibility is a major factor in building a successful business, according to Khang: "If you look after your customer, the money will come."

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