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X-Change to launch Phytiva in China, SE Asia

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Singapore: X-Change, a US-based boutique company whose niche is extract-based cosmeceutical and nutraceutical solutions through its Phytiva brand product line, has been in discussions with a couple of over the counter (OTC)-traded companies to rollout some or all of Phytiva products to consumers in China and South East Asia.

China and other countries in South East Asia, including Vietnam and Thailand, have outlets that have expressed an interest in using nutraceutical-based products to cure everyday diseases, such as migraine headache, back problems, skin care ailments, and depression.

X-Change has been approached by several US-based cannabis R&D facilities in California, US, with ties to China's and Vietnam's herbal distribution networks. Negotiations are underway to send samples to those countries for patient testing and promotion among local physicians, with a goal of product rollout thereafter.

Mr Robert Kane, president, X-Change, said that, "We are very pleased to have this one-in-a-lifetime opportunity to dramatically expand our products line to the millions of booming consumers of China and South East Asia."

"With such a huge population and high consumer demand already in place, Phytiva products could play an important role in curing everyday diseases and ailments in these Asian countries. We look forward to these continuing discussions and, hopefully, Phytiva Products will be chosen for testing and then rollout in China, Vietnam, and Thailand in a month or two," added Mr Kane.