

## iHerb to expand in the Korean health and wellness market

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### **Natural wellness eCommerce store taps 11STREET for product development and enhanced distribution to the Korean market**



iHerb announces a partnership with 11STREET to further expand its footprint in the Korean health and wellness market – a region poised for continued growth.

iHerb, the largest U.S. distributor of natural health products with a presence in over 150 countries, will work with 11STREET to develop private label products and drive a joint marketing venture that will empower millions of shoppers with more choices and improved convenience.

iHerb's commitment to quality and transparency is substantiated by the distributor's climate-controlled warehouses, close monitoring of expiration and best-by dates, fast delivery, and premium-grade products. All products bound to Korea are currently routed through a state-of-the-art, California-based distribution center; and the partnership with 11STREET will serve as a bridge to a growing Korean customer base.

"iHerb is looking forward to expanding its business in our core market, Korea, by partnering with Korea's largest open market company," said iHerb President Emun Zabihi. "Together we will be able to provide exceptional benefits to our consumers by combining iHerb's competitiveness on fast delivery and quality with 11STREET's convenient shopping experience."