

Herborium discontinues talks with China Health Resource

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Herborium witnesses strong growth, discontinues talks with China Health Resource



Singapore: Herborium Group, a botanical therapeutics company, presently discontinued its talks with China Health Resource(CHRI). Herborium has recently experienced a strong growth and shall focus on the growing near term opportunities resulting from other partnerships and from commercialization of its new energy and sexual health products this coming Fall.

[CHRI in an attempt to acquire the Herborium Group had issued a final termsheet](#) to the firm in the month of June. The China Health Resource offer did not reflect a rapidly growing value of Herborium, which has witnessed an increase in its present revenues and near future revenue potential of its partnership with a company called Kamasutra (worth \$4 billion), its herbal vodka market (\$4.5 billion), its growing market potential for sexual health products, and its \$8 billion market potential for Herborium herbal energy drink that are expected to hit the market in the Fall of 2012.

Dr Agnes Olszewski , CEO and chairwomen, Herborium Group, said that, "We are extremely excited about Herborium's near term and long term growth opportunities. Furthermore, those opportunities are not a year but mere weeks ahead. The recent hiring of the top public relations firm, SSPR, provides for a very aggressive publicity schedule to support our activities and for building the company value through top media presence."

"With already realized increase in revenues and visibility of AcnEase, our proprietary acne treatment, weeks from the launch of Kamasutra promotional campaign and our own unique sexual health products, and already publicized energy product scheduled to enter the market in this Fall, we are ideally positioned to make Herborium a significant player in the botanical therapeutics sector in 2012," said Dr Olszewski.