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小微保健品公司初长成 全能选手Holista爆发

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纯天然、低糖、低盐、低脂、低热量，可用于医学美容、健康食品制造、膳食补充，甚至中医药领域。紧攥低GI、绵羊胶原蛋白提取技术等核心专利的Holista Colltech(ASX: HCT)摆脱主要市场疲软带来的压力，正在瑞士食品原料巨头协助下，挺进广阔的健康食品领域，北亚，尤其是中国市场将是重要目标。

ACB News《澳华财经在线》报道，5月11日，生物科技公司Holista Colltech(ASX: HCT)股价飙升至0.23澳元，较前一日收盘价上扬59%，成交量由平常的数千股骤增超过10万股，并在次日显著扩大至157万股。Colltech回复澳交所关于股价与成交量异常质询时称，无未披露之事实可解释近期股票交易波动。

然而也并非是无踪迹可循。

Holista公司总部位于马来西亚，由Holista生物科技公司 and CollTech澳洲公司合并组建，致力于制造一流的天然原料、保健产品，在草药与食品原料研发上有领先优势。

Holista设有保健食品原料、膳食补充剂、绵羊食用胶原蛋白三大核心业务。

保健食品原料主要钻研四个方向：低GI烘焙食品、低钠盐、低脂薯片、低卡路里食糖。

瞄准烘焙行业的低GI食品原料研究成果卓著。Holista今年初宣布一项独立临床试验证实，Holista专利配方内四种天然原料与瑞士的专利酵母配方混合后，用于白面包烘焙，可达到低血糖指数(GI)为53的注册等级，属全球最低水平。

高GI值的食品易引发血糖与胰岛素骤然升高，引致肥胖、糖尿病与心脏病风险，相比之下，低GI食品将成为高端消费者青睐的主流产品。

糖尿病面包横空出世

ACB News《澳华财经在线》报道，Holista公司准备在2016年底推出自己旗下首个可让糖尿病患者放心食用的低GI白面包产品，这将成为迈向全球规模达1700亿美元面包产业的敲门砖。而未来Holista还将针对所有烘焙食品类别，如松饼、曲奇、巧克力饼、炸面包等推出低GI专利。

今年2月，欧洲制饼业资深专家，欧洲最大独立制饼原料供应商Veripan集团的主要股东Meiert J.Grootes通过股票及期权认购，买入Holista 10%股份，将引领Holista实现更大发展。

随后的3月份，Holista宣布与国际名厨Nadja Piatka携手，使用低GI配方生产松饼，专供美国与加拿大市场。



Holista的研发工作受到西澳州大学、牛津Brookes大学功能食品中心、中国清华大学、马来西亚科技大学等高等学府支持。

(图：Holista公司相关的部分商标来源：holistaco.com)

膳食补充剂与胶原蛋白

相较于处于开发通道的低GI食品，膳食补充剂是Holista当前主要收入来源，产品在马来西亚与新加坡主要药房出售，2016前半财年带来销售收入295万澳元。由于马来西亚市场面临持续挑战，Holista正准备转战其它大型、高增长的亚洲市场。

Holista是全球少有的生产化妆品级和食用级绵羊胶原蛋白的公司，OVINEX产品经验证具有抗衰老效用，相关提取技术已获得专利认证。Holista化妆品级胶原蛋白H1销售收入为7.3万澳元，略有下滑。食品级胶原蛋白被确立为未来重要的利润增长点。

目前Holista正在升级西澳胶原蛋白工厂，以大批量生产样本，为专利的食品级胶原蛋白配方获得初始收入做准备。目标市场是北亚地区，尤其是中国的中药领域。

2016前半财年，Holista受汇率变动影响，蒙受损失205,265澳元。

(责任编辑：DF146)

English translation:

Small Health care product companies grows, All-rounder Holista sees booming

Natural, low sugar, low salt, low fat and low calorie, these concepts are used for cosmetic medicine, health food manufacturing, dietary supplement, even the traditional Chinese medicine. With the help of the giant of food raw material in Switzerland, Holista Colltech (ASX: HCT) is able to get rid of the pressure of the main weak market, and expanding to North Asia, especially China market, one of its important targets.

ACB News reported that on 11 May, the share price of Holista Colltech (ASX: HCT) soared to A\$0.23, 59% higher than the closing price of previous day. Trading volume surged to over 100,000 shares, compared to the normal thousands of shares. In the next day, the volume even increased to 1.57 million shares. When Colltech responded to ASX query of the share price and abnormal trading volume, it said that the company is not aware of any information concerning it that has not been released to the market, could explain the recent trading in securities.

However, this is not untraceable.

Holista is based in Malaysia, a result of merger of Holista Biotech Sdn Bhd and CollTech Australia Ltd dedicated to delivering first class natural ingredients and wellness products. The company leads in the R&D of herbal medicines and food raw materials.

Holista has three core businesses, health food ingredients, dietary supplements, sheep edible collagen.

There are four directions for the study of health food raw materials: low GI baked goods, low-sodium, low-fat potato chips, low-calorie sugar.

Targeting the baking industry, the company has had an outstanding research on low GI food materials. Holista announced an independent clinical trial earlier this year. The white bread mixed with Holista's four-ingredient patented formula and Swiss patented yeast formula, achieved a Glycemic Index (GI) reading of 53, the lowest level ever achieved worldwide.

High GI food will easily lead to a sudden increase in blood sugar and insulin, resulting in obesity, diabetes and heart disease risks. Low GI food will become mainstream products of high-end consumers.

The Launch of Diabetic Bread

ACB News reported that Holista plans to introduce its very first low GI white bread to diabetes in the end of 2016. This will become a stepping-stone to the US\$170 billion global white bread market. In the future, Holista will also introduce low GI patents for all baked food categories, such as muffins, cookies, chocolate cake, and fried bread.

In this February, the main shareholder of Veripan AG, Meiert J. Grootes acquired 10% shares of Holista through stock options, which will lead Holista achieve greater development. Veripan is a bakery expert based in Europe, which is also Europe's largest independent supplier of raw bakery ingredients.

Later in March, Holista announced its partnership with celebrity cook, Nadja Piatka, to develop low-GI muffins for U.S. and Canadian market.



Holista's R&D work is supported by University of Western Australia, Functional Food Center of Oxford Brookes University, China Tsinghua University, Malaysia University of Science and Technology and other institutions.
 (Picture: some related trademarks of Holista / Resource: holistaco.com)

Dietary supplements and collagen

Compared to the developing low-GI food, dietary supplements are the main income source of Holista. Its products can be found in major pharmacies in both Malaysia and Singapore. In the first half of FY2016, the sales amount was AUD\$2.95 million. Due to the continuing challenge in Malaysian market, Holista is seeking for other larger and high-growth Asian markets.

Holista is one of the very few sheep collagen producers for cosmetic grade and food grade. OVINEX products have proven their anti-aging effect, and related extraction technology has obtained the patent certification. The sales of Holista's cosmetic grade collagen H1 was AUD\$73,000, slightly dropped. Food grade collagen has been established as an important profit growth point in the future.

Holista currently is upgrading its collagen factory in West Australia, to achieve mass production of samples, and to prepare for the initial income from the formula of food grade collagen. The company is targeting North Asia, especially in the field of traditional Chinese medicine in China.

In the first half of FY2016, Holista suffered a loss of AUD\$205,265, due to the exchange rate changes.