

Ambermed: London calling, and for all the right reasons

How does an Irish start-up company acquire the sole distribution rights for some of the world's leading health supplement brands, and then expand into the UK market as a result of their success, all in less than 3 years? This is a question I put to the directors of **Ambermed Ltd** and mother & son team, Miriam and Jon Hayes.

How Ambermed was Born?

With 20 years experience as a sales rep in the beauty and healthcare sector, dealing with pharmacies and health food stores, Miriam set up Ambermed in 2006.

"It made sense to go it alone because I had well established business relationships, dealing with the same network of people, and plenty of knowledge. One of the products that I had was Nordic Naturals but I was only sub distributing for a UK company. The feedback I was getting on its products was wonderful and I did so well with it that I eventually secured the sole

distribution rights for Ireland," she explained.

At that point in 2011, Jonathan—an architect by profession—came on board and brought a wealth of business, nutrition and marketing knowledge, which helped Ambermed to grow so rapidly. Through sports, he had a personal interest in nutrition. Their mutual passion and their uncompromising standards for the efficacy and purity of the products they put their name to, was the recipe for success.

Despite a population difference of roughly 56 million, sales of Nordic Naturals in Ireland surpassed the UK within a year. Ambermed was Nordic Naturals International Distributor of the Year 2013, out of 36 countries.

What makes their products special?
"Unmatched efficacy and safety set our products apart.



Miriam and Jon Hayes of Ambermed Ltd at their premises in Croom, Country Limerick.

one of very few products where you can get a certificate of analysis for every batch, which will stand over the purity and efficacy of the product—as tested by a third party."

assume that health supplements are all good; they often have no idea what they or their children are actually consuming," Jon added with visible frustration.

"The key to our success are the products because we decided to only distribute the best products from a nutritional standpoint."

"A lot of people have preconceived ideas about fish oils because of the rancid cod liver oil they were given as children. Nordic Naturals' freshness and purity shows in the taste and it will not repeat on you. This is the test of good fish oil, if it repeats it's rancid, which is health negative.

With Nordic Naturals

Standing Up to Scrutiny
"The key to our success are the products because we decided to only distribute the best products from a nutritional standpoint. All our products stand up to the greatest scrutiny from nutritional therapists. We love stores to challenge us on our statements because we have all the proof. We've also given the research to the most eminent people in the medical field and they're all very impressed by the quality of the products," Jon outlined.



The range of Nordic Naturals Omega products available from pharmacies and health food stores nationwide.

On a daily basis, I talk for hours about the reasons why our products are superior in this context, but at the end of the day, the proof of the pudding is in the eating," Jon explained. "Nordic Naturals accounted for 42% of the entire US fish oil market in 2013 and have maintained at least 38% of the US market for the last ten years, you don't have that level of

success without clearly being the very best", he adds. This they believe is the key to their success. "Nordic Naturals and our latest product range, Oxylent speak for themselves," Miriam said.

"Health professionals from dieticians to oncologists tell us they choose Nordic Naturals for their patients because it is

liquid oils, the texture also dissipates very quickly because there are no heavy flavourings added to it. It is very easy to take. The capsules have a light and natural fruit flavour too," she added.

Oxylent is an award winning 5-in-1 multivitamin drink. It contains vitamins, minerals, antioxidants, amino acids & electrolytes, all in a delicious drink.

However, it's what Oxylent doesn't contain that really sets it apart from other multivitamins on the market. Zero sugar, caffeine, calories, carbohydrates, dairy, gluten, soy, artificial sweeteners, artificial anything. "People just

The Ambermed Way
"Our biggest challenge now, is managing our growth without compromising on our core principles, such as quality before profit margins. To do this we need to add more and more staff to our growing family as we move into the UK market. Rather than hiring sales rep's with a focus on figures, we're hiring nutritional therapists, with a focus on health and nutrition."

"Our newest member is Ciara Beaugé, a director of the NTOI (Nutritional Therapists of Ireland), a highly qualified nutritional therapist and really lovely person. She was so passionate about our products and our mentality that she wanted to come on board and we're delighted to have her."

For more information, see www.ambermedltd.com; call 061-397533 or email info@ambermedltd.com.



Oxylent

