

Candy-Type MultiVita C365 Series Launched in China by Korean Confectionary Company L-GA

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The product has six flavours; Jeju tangerine, blueberry, strawberry, yoghurt, banana, and milk. MultiVita C365 Collection Set, a four assorted flavour multipack, has been well received in the marketplace.

MultiVita C365 contains vitamin C, vitamin B2 and B6. Vitamin C is vital for connective tissue formation, B2 is for energy generation and vitamin B6 is essential for amino acid metabolism. These candies are also rich in fish collagen and taurine, thus one intake a day provides most of the necessary nutrients who's daily needs are not met by ordinary meals.

Lee Gyu-Bok, Managing Director of L-GA, said: "L-GA's candy-type vitamin products are loved by parents and their children because the products are not just made of good ingredient but contain a variety of flavours." He added, "We'll deliver our products to some of the largest duty-free stores in Korea including Lotte Duty-Free and Shinsegae Duty-Free. We are also planning to launch them in overseas countries around the world and increase our reach."