HOANG BAO MINH

COMPANY PROFILE 2026

# Health & Beauty Importer and Distributor in Vietnam

We register, import and distribute dietary supplements and cosmetics for international brands, through pharmacies, retailers and online marketplaces across Vietnam.

Hoang Bao Minh Vietnam Co., Ltd · Hanoi, since 2019



AT A GLANCE

# Your local partner for health & beauty in Vietnam

Founded in Hanoi in 2019, we help international supplement and cosmetics brands enter and grow in Vietnam. One team handles product registration, import, distribution and fulfillment, so you always know who is responsible for your brand.

- **Product registration in-house**
- **Pharmacy & e-commerce channels**
- **Fulfillment hubs in the US & UK**

**20+** partner brands distributed

**200+** products registered in Vietnam

**2019** year founded in Hanoi

OUR STORY

# From a Hanoi distributor to a partner for global brands



**2019**

## Founded in Hanoi

Started by Pham Kieu Loan, who leads the company as Director, distributing health products in Vietnam.

**GROWTH**

## Working with international brands

Began working directly with brands that needed a reliable partner on the ground.

**2024**

## Best Partner of the Year

Recognised by a partner brand in Milano, April 2024.

**TODAY**

## France, Italy & South Korea

20+ brands distributed, 200+ products registered, with an office in Rennes and warehouses in the US and UK.

OUR VALUES

# What we stand for



## Integrity

We work to be worthy of the trust our partners give us, and we are clear about what we can and cannot do.



## Long-term partnership

We grow when our partner brands grow, so we plan for years, not single orders.



## Compliance first

Every product is checked against Vietnamese rules before it is imported, labelled or advertised.

# Why Vietnam for health & beauty brands

## 100 million people

A population of around 100 million, with a fast-growing middle class.

## Trust in imports

Strong trust in imported supplements and cosmetics, especially from Europe, the US, Japan and Korea.

## Online and offline

Fast growth on Shopee, Lazada and TikTok Shop alongside thousands of pharmacies.

## Room for new brands

Many international brands are not yet present, so there is space for a clear positioning.

OUR SERVICES

# Everything you need to sell in Vietnam

01

## Product registration

We prepare the dossier, file it under our licence with your authorisation and follow it through to approval.

02

## Vietnamese labelling

We draft the Vietnamese sub-label and apply it before the goods go on sale.

03

## Import & customs

Importer of record: customs, inspections, duties, air or sea freight under Incoterms 2020.

04

## Warehousing & distribution

Pharmacies, retail stores and clinics nationwide, including our member company Elva Pharma.

05

## E-commerce & marketing

Shopee, Lazada and TikTok Shop listings, launch marketing and approval of advertising content.

*Need only part of this? We can also handle registration or import on its own.*

REGULATIONS

# What Vietnam requires

## Cosmetics

Drug Administration of Vietnam (Ministry of Health)

- Cosmetic product notification filed by a Vietnamese company
- Certificate of Free Sale (CFS)
- Letter of Authorisation from the brand owner
- Full ingredient list

## Dietary supplements

Vietnam Food Administration (Ministry of Health)

- Product declaration registration
- Certificate of Free Sale (CFS)
- GMP certificate of the manufacturing plant
- Test results from an accredited laboratory
- Label and product specifications

*Requirements change from time to time. We confirm the exact list for your products before you prepare any documents.*

HOW A PARTNERSHIP WORKS

# From first call to first shipment

01

## Introduction

Send us your product range, current markets and goals for Vietnam.

02

## Product review

We check each product against Vietnamese rules and suggest which to launch first.

03

## Agreement

Exclusive or non-exclusive distribution, pricing and order quantities.

04

## Registration

We file the dossiers and prepare Vietnamese labels.

05

## Launch

We import, clear customs and start selling through our channels.



**Payment by T/T or L/C · Small first orders to test the market · Exclusive or non-exclusive terms**

PARTNER BRANDS

# International brands we work with

### Eric Favre

France · Sports nutrition & wellness

### Les 3 Chênes

France · Natural supplements & cosmetics

### Color & Soin

France · Natural hair colour

### Alfasigma

Italy · Pharmaceuticals & health products

### Factosquare

South Korea · Cosmetics manufacturing

### Flowtine

South Korea · Skincare

*Also working with 3C Pharma and Humeau.*

WHERE WE OPERATE

# Offices and fulfillment hubs



HEAD OFFICE

## Hanoi, Vietnam

Registration, import, sales and distribution in Vietnam.



EUROPEAN OFFICE

## Rennes, France

Our point of contact for European brand partners.



FULFILLMENT WAREHOUSE

## Portland, USA

Order fulfillment for partners in the United States.



FULFILLMENT WAREHOUSE

## London, UK

Order fulfillment for partners in the United Kingdom.

# Our health & beauty companies



MEMBER COMPANY

## Elva Pharma

Importing and distributing functional foods and pharmaceuticals. Our own consumer channel to pharmacies, retailers and clinics.

**elva.vn**



MEMBER COMPANY

## Orgarik

Pure Vietnamese natural cosmetic products, serving natural-beauty customers.

**orgarik.vn**

# The people behind your brand



## Mrs. Elva

CEO, Co-founder



## Mr. Lucas

Business Development Director



## Mr. Long

Sales Manager

*Founder Pham Kieu Loan has been profiled by Afamily, 24h, Dân Việt and Tri Thức Trẻ.*

# Registered and verifiable

| | |
|---|---|
| COMPANY | Hoang Bao Minh Vietnam Co., Ltd |
| ENTERPRISE CODE | 0108921373 |
| REGISTERED | 7 October 2019, Business Registration Office, Hanoi |
| HEAD OFFICE | Hanoi, Vietnam |
| TYPE | Limited liability company |

*Verify our details on the National Business Registration Portal of Vietnam.*

## Why brands work with us

- ✓ Founded in 2019 and based in Hanoi
- ✓ One partner for registration, import, logistics and sales
- ✓ Payment by T/T or L/C, small first orders welcome
- ✓ Fulfillment warehouses in the US and UK
- ✓ Our own consumer brands: Elva Pharma and Orgarik
- ✓ Best Partner of the Year, Milano 2024

HOANG BAO MINH

# Bringing your brand to Vietnam?

Send us your product list and get a first assessment of your opportunity in Vietnam: the regulatory route, timeline and next steps.


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