

Pedantic about passion

Fusion Labs has not only launched its own hair loss prevention product, but also outsources its expertise to others who wish to create products that are well researched and manufactured using the highest quality standards.

THE desire to stay youthful has been the major driving force behind the frenetic growth of the global wellness industry. It's worth over a trillion dollars annually in the US alone. Flowing from the fitness boom of the eighties, there's an awareness and understanding that healthy lifestyle choices are an essential part of looking good. A nutritional and lifestyle company, Fusion Laboratories, is currently making waves in South Africa with its carefully researched products that facilitate radiant health from within.

Launched in 2007, Fusion Labs trail-blazed the market by rolling out its flagship product, Trichotin Hair Regensis, aimed at 'supplying the essential nutrients required for healthier hair and skin, while promoting overall well-being.' Everything about the product – its conception, formulation and packaging design – reflects the vibrant vision and ethos of the company which, through meticulous attention to detail, has firmly positioned itself in supporting optimally healthy lifestyles.

The Trichotin business model was conceived and incubated by Fusion Integrated Services, which also outsources its services to companies wishing to develop their own nutritional products. 'There are four pillars to the package that we provide, from idea to roll-out,' says Rasheed Patel, chief information officer. 'We kick off with thorough market research, then develop an exceptional product formulation, followed by a manufacturing process that fulfils stringent health and quality standards, rounded off with value added services such as unique packaging design, world-class copywriting and marketing.'

Patel is tasked with remaining at the forefront of international trends in the nutraceutical field. His team is currently fine-tuning a DHT inhibitor which aims to inhibit the hormone that is responsible for hair loss. 'However, the most important products we develop are actually our customers,' says Patel. 'Personal growth and self improvement are part of a positive lifestyle. We provide both with inspiration, luxury and fulfilment of dreams and that's what makes us different.'

Of course, apart from offering a world-class product, aesthetically packaged, a company's product has to have more than aspirational appeal by delivering in terms of product efficacy. Testimony to this is Fusion's signing up of fourteen stockists of elite hair products, as distributors of Trichotin in Gauteng, KwaZulu Natal and the Western Cape – all within its first 12 months of business.

The Trichotin formula took several years of research and development to perfect. Fusion Labs identified 34 separate ingredients including key amino acids, vitamins and herbal

extracts for maintaining and strengthening healthy hair while minimising hair loss, combating greyness and stimulating new growth. The selling proposition of a convenient once-a-day caplet combines a multitude of nutrients essential for luxuriant hair growth while promoting a healthy skin via the addition of co-enzyme Q10. Then, appealing to consumers' green sensibilities, there is the guarantee of no artificial flavourants, colourants or preservatives. Fusion's desire to keep the customer king means that it factors in consumer feed-back to hone the perfect formulation.

Dr Trevor Baillie, head of product development, sums up Fusion Labs' all-embracing approach: 'Everything, from our message, which is richly worded, to the natural ingredients of our products – such as the chlorophyll coating of Trichotin – speaks of complete dedication to our mission. All our products have a story and this is why we have developed resonating packages, rather than anonymous ones. We strive for architectures of brilliance in design and formulae to support our clear sense of purpose, which is simply to provide high quality nutritional products for a privileged, pampered lifestyle.'

Fusion Labs manufactures the fruits of its research in Pretoria, in a registered pharmaceutical plant certified by the Department of Health, sourcing and assaying the finest quality raw materials according to stringent pharmaceutical good manufacturing practice (GMP) standards. Product batches are subject to in-process and post production testing to ensure consistent quality products.

'Our long term vision,' says Baillie, 'is to conquer the multi-national market and make a significant mark on the nutritional industry.' However, en route, Fusion hopes to take along a number of enterprising companies, helping them, too, to capture niche markets within the nutritional industry by taking advantage of the outsourced services Fusion offers in terms of intellectual, research, formulation, manufacturing and marketing capital.

The company closely monitors technological developments from Asia to South America. 'Originality and innovation has become the test of our strategy,' concludes Baillie, 'so we keep pushing boundaries until our next breakthrough.' This exceptional outlook, coupled with the demand for health products due to increasing longevity and the inability of diets to deliver the nutrient mix necessary for optimal health, will no doubt ensure that Fusion Labs remains firmly on the wellness map and realises its ultimate vision of going global. Best of all, they're willing to share that success with others. ■

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