



George & Oliver Group Profile

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Group History

In 2006, George & Oliver began working with a world-renown gastroenterologist to develop a wide-range of science-based dietary supplements. This partnership led to the development of Shinya Enzymes, one of our most successful products. Since our establishment in 2006, we have grown to eleven companies in the group and expanded our product line to include health foods, personal care products, cosmetics, and household goods. These offerings are now widely distributed to a variety of sales channels throughout Japan and Asia.

Vision Statement

The George & Oliver research and development team seeks high-quality products globally. We continually strive to discover new products and lifestyle brands that are eco-friendly, health-focused, and gentle to both the consumer and the planet. We are committed to sourcing products that will enhance the quality of our consumer's lives.

What We Do

Although the dietary supplement business is our core, we have established strong distribution in the personal care, cosmetic, health food, interior, and lifestyle products sectors. One of our greatest strengths is our ability to successfully match distribution and sales channel to brand, thereby maximizing growth within each market we enter. This ability has been key in the successful expansion of our distribution network and sales channels beyond Japan.



Corporate Offices

Tokyo
Los Angeles
Hong Kong

Design Offices

Tokyo
Copenhagen

Warehouses

Tokyo
Hong Kong
Shanghai

Our Divisions:

Dietary Supplements

A wide range of dietary supplements, specializing in enzyme products are manufactured and distributed throughout Japan and Asia. Sales channels include department stores, high-end supermarkets, natural & organic shops, drug stores, and e-commerce. We continuously strive to expand our product line to provide our customers with a unique selection curated for their healthy lifestyles.

Cosmetics and Personal Care

We are the exclusive distributor in Japan for some of the largest and globally revered cosmetic and personal care brands. We are always searching for quality brands, which we feel have a place in the Japanese market. For some brands, our distribution network now expands throughout Asia.

Natural & Organic Food

We opened our first Natural & Organic foods store in 2017. The success of this concept has led to plans for expansion throughout Japan. Using our existing distribution networks, covering the whole of the Japanese market, we will establish a new retail concept in the organic and natural food market.

General Merchandise

From our Copenhagen, Denmark design office we create our own interior and lifestyle brand. The collection includes furniture, tableware, accessories, umbrellas, room fragrances, and bath items all of which are sold and distributed throughout Europe and Asia.

Retail and Store Operation

In July 2013, we opened our first retail store selling our interior and home products in Japan. The success of our Japan location led us to open a Copenhagen location in February 2016. In 2017, we opened several supplement shops, including a store-in-store concept in Shinjuku Isetan Department Store (one of Japan's trendiest department stores). Looking forward, we have plans to open a Japanese confectionary shop in Shibuya, an area of Tokyo where the young and fashionable meet, and the must-visit tourist attraction Shibuya Crossing is located. Fall 2019 will see us opening the first of our lifestyle focused stores offering personal care products and supplement. George & Oliver is committed to a building a strong global retail presence in the supplement, natural and organic, and home products sectors.

Brands We Represent:

AVALON ORGANICS
alba BOTANICA
Jao BRAND
JASON
Minnette et Fleur

MISTRAL
Molly Marais
PATYKA
SACHAJUAN
Shinya Enzyme

Spezierie Palazzo Vecchio
vakinme

... and others

Distribution Channels throughout Japan:

55	Department Stores	10	Natural grocery shops
80	Apparel and Interior Shops	95	Home Centers
208	Variety and Specialty Shops	338	General Merchandising Stores
8,572	Drug Stores	71	Catalogues and E-Commerce
70	Convenience Stores	1	Major TV shopping channels
10	High End Supermarkets	200	Discount Stores
115	Supermarkets		

Distribution Channels throughout Asia:

HONG KONG

1,500	Drug Stores
20	High-end Supermarkets

CHINA

10	Department Stores
2,500	Drug Stores
10	Major E-Commerce

KOREA

10	Department Stores
200	Drug Stores
1	Catalog & E-Commerce

TAIWAN

10	Department Stores
540	Drug Stores
10	High End Supermarkets

SINGAPORE

400	Drug Stores
2	Variety Stores

MALAYSIA

350	Drug Stores
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INDONESIA

200	Drug Stores
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THAILAND

1	Catalog & E-Commerce
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...as of March 2019

If you require additional information, please feel free to contact us.