

Tiens Group Co. Ltd. ("Tiens Group"), founded in 1995 by Mr. Li Jinyuan in Tianjin, China, is a multinational conglomerate in fields like bio-tech, education, retail, tourism, finance, international trade and e-business, etc. Tiens Group entered the international market in 1997. Nowadays, with a business covering over 190 global countries, Tiens Group has set up branches in 110 countries and regions and has established strategic alliances with top-ranking enterprises from many countries. By producing health food, health care product, skincare product and household product, Tiens Group has become the lifestyle choice of health, happiness, beauty and affluence for more than 20 million families worldwide.

Through its charitable philosophy of Contributing to Society, Tiens Group actively takes on corporate social responsibility, and has donated more than RMB 1.5 billion to public welfare and social charities.

The successful management of an educated, localized and global workforce contributes to the international strategic goals of Tiens Group. Tiens Group has an unbeatable international team in terms of research, innovation and professionalism, including more than 8,000 employees, 35% of which hold master's degree or higher.

Tiens Group is marching into the Fortune 500 with huge strides, based on an outstanding management system and state-of-the-art theories such as Six-Network Interaction Theory, New Swap and Alternative Theory, New Supermarket Theory and Consumption Makes Wealth, Operation and Consumption Makes More Wealth.

Vision: To Be The Leader Of World Direct Selling Industries For Mass Majority.

Mission: Provide global consumers with quality products and opportunities of education and cause, improve their life quality, and make the society harmonious.

TIENS Brand Core: One World, One Family

TIENS Brand Core Value: Extraordinary Innovation、Paramount Responsibility、Excellent Teamwork

TIENS Brand Slogan: Together We Share

Business Philosophy: Contributing to society by restoring health to mankind.

Corporate Spirit: Contributing to China through industrialization, and striving for higher goals through harmonious teamwork and genuine dedication.

Quality Guideline: Parable to build human health, Milestone to realize technical innovation, Method to make sustained improvements, and Heart to satisfy consumers.