Nucleus News announcement: Hong Kong 20 May 2013

Qineticare plans to transform personal health horizons

An innovative new concept in healthcare has launched in Hong Kong. Qineticare, pronounced ‘Chi-net-i-care’ as in ‘Qi’ the Chinese concept of life energy and balance, offers its members a pro-active 24/7 family health office to ensure wellbeing, peace of mind and, when necessary, access to the finest medical and wellness professionals.

Brand name, brand proposition, identity and digital presence have all been created by London-based brand+digital+ip consultancy, Nucleus.

<http://www.qineticare.com>

Qineticare provides a personal care team to work with and support its individual members’ health and wellbeing, along the lines of a dedicated family office managing wealthy families’ financial assets. Qineticare covers all aspects of a family’s health and wellness, from records management, lifelong wellness planning, health advice and support, to access to the finest medical and wellness professionals. Qineticare’s mission is to help its members shift their focus from sickness management to pro-active health and wellness.

The new brand will initially launch in Hong Kong, but the business has plans to expand to other major cities in Asia, the Middle East, Europe and the US. 20% of all profits will be donated to the Qineticare Foundation, a charitable fund supporting, initially, Hong Kong-based charities and community initiatives.

Feisal Alibhai, Qineticare’s founder and CEO, commented “Our passionate belief is that the quality and longevity of your life depends on preventing health problems and knowing who to go to when something unexpected happens. In terms of launching this new idea, we needed a brand that could help us communicate our proposition and Nucleus has delivered a distinctive, meaningful brand name, value proposition and a striking brand identity and website that, together, accurately communicate our true purpose and values.”

Peter Matthews, Nucleus CEO added “We were captivated by Feisal’s vision of a family office for health and think that the Qineticare name and brand will become synonymous with a new paradigm in personal healthcare, where members will be both better informed and better connected with the world of health and wellbeing.”

End

**About Nucleus**

Nucleus is the world’s first brand, digital and intellectual property consultancy. Founded in 1979, this independent consultancy specialises in the luxury, travel and financial services sectors. Nucleus was the first brand consultant to create an integrated brand and digital consultancy in 1995 and remains committed to bringing brand experiences to life across all media and all customer touchpoints. Nucleus is also recognized for practicing what it preaches by backing its own ventures, including Luxury Explorer ‘The World Atlas of Luxury Travel’ and sQuid, a next generation small payments and loyalty system.

Current clients include: Amanresorts, Corinthia Hotels & Resorts, Dunhill, ESPA Life, Haven Holidays, HSBC, P&O Cruises, Regent Hotels, Rothschild and Williams Lea.

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