

IN GOOD HEALTH



PERPETUAL

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Blackmores CEO Christine Holgate attributes the company's meteoric share rise to a clear vision underpinned by shared values and purpose.

Holgate points out that an aligned and committed workforce unite behind a common purpose because they share a core set of values. At Blackmores these are a passion for natural health, integrity, respect, leadership and social responsibility.

In the latest segment of Perpetual's Performance with Purpose series, The Australian's Alan Kohler and Robert Gottliebsen ask Holgate how these values position Blackmores for growth in Asia.