



VAELEN™

THE SOUTHERN SOURCE OF STRENGTH



Vaelen is a New Zealand brand of premium wellness supplements for people and animals.

Our ingredients come from the country's marine and pastoral systems. Green-lipped mussel from South Island coastal aquaculture. Deer velvet from farmer-owned cooperatives. Marine collagen from cold-water fisheries.

Every product is finished in New Zealand to human-grade standards across both the human and companion animal ranges.

Trade documentation available

Certificates of Analysis, per batch (heavy metals, microbiological, ISO 17025 laboratory)

Certificate of Free Sale, issued by MPI

Country-of-origin health attestations for animal-origin ingredients

Stability data on file

Full ingredient specifications and formula declarations

EU and China export registration references

Manufacturing operator | MPI Risk Management Programme 9681

Made in New Zealand

The core range



Green-Lipped Mussel

Perna canaliculus | 90 capsules

Endemic to New Zealand and farmed commercially nowhere else. Distinct from *Perna viridis*, the Asian green mussel farmed across the Indo-Pacific. Naturally rich in omega fatty acids and glycosaminoglycans. Sourced from South Island aquaculture and finished under human-grade manufacturing standards. Contains mollusc

Human wellness



Marine Collagen

140g powder

Hydrolysed marine collagen peptides from New Zealand cold-water fisheries. Light vanilla flavour, mixes into water or hot drinks. Contains fish.



Collagen+

60 capsules

Marine collagen combined with hyaluronic acid and antioxidants (vitamin E, zinc, selenium, CoQ10) for skin, hair and nails. One-a-day capsule.



Deer Velvet

500mg, 90 capsules

New Zealand deer velvet, traceable from farm to market under the deer industry's VelTrak system. Electronic traceability is mandatory across all New Zealand velvet.

Companion animal



K9 Mobility

100 chewable tablets

Daily joint support for adult dogs, built on New Zealand green-lipped mussel (*Perna canaliculus*) and New Zealand marine cartilage. Naturally occurring glucosamine and chondroitin from marine sources. Chewable, palatable tablet. Contains fish and mollusc.



K9 Longevity (Small Breed)

90 capsules

Daily wellness support for small-breed senior dogs. Built on New Zealand marine and animal-origin ingredients including deer blood, venison, hoki roe and green-lipped mussel.



Feline Mobility

100 tablets

Daily joint support for adult cats. Built on New Zealand marine cartilage and New Zealand green-lipped mussel, with added taurine, an amino acid cats cannot produce in adequate quantities on their own. Chewable, crushable tablet. Contains fish and mollusc.



Feline Longevity

90 capsules

Daily wellness support for senior cats. Built on New Zealand marine and animal-origin ingredients including deer blood, venison, hoki roe and green-lipped mussel.

Eight products across four formats, human and companion animal, through a single New Zealand manufacturing programme.

VAELEN

New Zealand marine and pastoral nutraceuticals
Human and companion animal

Working with Vaelen

Priority markets: Thailand, Singapore, South Korea, Malaysia.
You hold in-market registration. We supply the full dossier pack.

MOQ and lead time agreed per market.

Bespoke formulation available on distributor commitment.

Meet the team

Vitafoods Asia, Bangkok, 2 to 4 September 2026

MEGAZOO Season 2, KINTEX Goyang, Korea, 20 to 22 November 2026

Full product dossiers and distributor enquiries



Scan for the dossier request. Response within one business day.

Direct contact



hello@vaelen.co.nz

vaelen.co.nz

Vaelen Limited, New Zealand

NZBN 9429053771360

Manufactured in New Zealand under MPI Risk Management Programme 9681

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