



Elbon Wellbeing Limited – In Liquidation

(Previously known as Elbon Pharma Limited

Company Number: 07013434

In the Manchester District Registry No: 2582 of 2016

PCR Insolvency Practitioners Julie Swan and Mark Phillips were appointed Joint Liquidators of Elbon Wellbeing Limited (“the Company”) on 13 October 2016 by the Secretary of State following the winding up order dated 11 October 2016 which had been petitioned on the grounds of public interest due to the selling methods adopted by the Company pursuant to Section 124A of the Insolvency Act 1986.

The Company operated by selling health and food supplements, and sales were generated through cold calls made by a call centre based in India. In order to secure sales, the Company used improper misleading sales techniques and business practices, specifically targeting members of the public who are elderly and/or otherwise vulnerable due to their medical condition.

Although the criteria specified for ordering customer data states that the target customers must be free from dementia or mental health, investigators established that no enquiries were made to ascertain whether customers contacted suffered from such conditions. However, we have been advised that several targeted customers suffered from dementia or other conditions which impair their mental capacity and render them particularly vulnerable to improper sales techniques.

As joint Liquidators of the Company, we wish to obtain information from former customers to continue our investigations and therefore, if you have bought health or food supplements from the Company, we would like to hear from you.

If you or a member of your family have been affected, please contact Julie Swan or Mark Phillips with your name, address and amount spent, together with any other relevant information by email to info@pcrllp.co.uk or post to PCR, St Martin’s House, The Runway, South Ruislip, Middlesex, HA4 6SE.

All information provided will be confidential and your details will not be sold to a third party.

- ends -

Notes to Editors:

For further information please contact Hermes Financial PR Ltd, who are handling media enquiries on behalf of PCR Insolvency:

Trevor Phillips trevor.phillips@hermesfinancialpr.co.uk 07889 153 628

PCR is a trading name of PCR (London) LLP and PCR (Newcastle) Ltd and PCR (Bristol) LLP and PCR (Milton Keynes) LLP

Insolvency Practitioners acting as administrators contract as agents of the company in administration and without personal liability

Members of the London LLP: Mark Phillips, Julie Swan, Sonny Cohen

Members of the Bristol LLP: Mark Phillips, Julie Swan, Sam Talby, PCR (London) LLP

M R Phillips - J A Swan – S Cohen –S Talby are licensed to act as insolvency practitioners in the UK by The Institute of Chartered Accountants in England and Wales

www.PCRllp.co.uk

www.PCRadvisory.co.uk