

FOR IMMEDIATE RELEASE

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MEDIA RELEASE**PHARMANIAGA ENTERS CONSUMER HERBAL
MARKET WITH INNOHERB**

Pharmaniaga Berhad (Pharmaniaga) today officially launched InnoHerb, a new herbal range which combines traditional herbal remedies with advanced Phytogranules® technology. The ceremony was officiated by YB Datuk Dr. Hj. Abdul Latiff Ahmad, Deputy Minister of Health Malaysia in the presence of En Azhar Hussain, Managing Director of Pharmaniaga and over 200 pharmacists, medical professionals and members of the media at a hotel in Subang Jaya, Selangor.

Dr. Hj. Abdul Latiff Ahmad in his speech highlighted The World Health Organisation (WHO) reports that in Malaysia, an estimated RM2 billion is spent annually on traditional medicines and complimentary alternative medicines as compared to RM1.2 billion in modern medicine. Undoubtedly, the trend of using alternative medicines and remedies is growing rapidly.

The Deputy Health Minister also raised his concern on the challenges that revolve around the safety, efficacy and quality of such products. He reminded consumers to always be cautioned of unsubstantiated claims, unqualified practitioners and products that are unsafe.

Addressing issues of safety, efficacy and quality, Pharmaniaga's newly launched product, InnoHerb utilises Phytogranules® technology, an advanced patented French technology of tiny, enhanced-release herbal pellets. Each InnoHerb capsule encases

Phytogranules® microbeads measuring 1 mm or less in diameter, that contain standardised concentrations of active compounds from herbal extracts.

The microbeads are coated with a special polymer that enhances the stability of active substances by protecting them against degradation and sustaining their release. This can improve not only absorption, but also upper gastrointestinal tolerance; hence the pellets are gentle on the stomach. In addition, the coating is useful for masking unpleasant taste or odour commonly associated with herbs.

Azhar Hussain, Managing Director of Pharmaniaga in his speech expressed the interest of Pharmaniaga in developing the local traditional and complimentary alternative medicines through collaborations with local research institutes and R&D centres. Pharmaniaga foresees the potential in this and endeavors to work towards identifying and introducing new pharmaceuticals technology from the world over.

Renowned local clinical herbalist Patricia Loh was at the launch to speak on the topic of "The fundamentals and practice of herbal medicine" to an audience of doctors and pharmacists.

One of the main reasons for the increasing interest in herbal medicine is its low toxicity, even in long-term use.

"More people want to use herbs these days largely because they have fewer side effects compared to pharmaceutical drugs, " said Loh. "With the availability of over-the-counter herbal medicine, this also allows individuals to take responsibility for their own health. This is because, in order to make use of herbal supplements, they would need to become more educated about their condition and the different herbs before they can decide to take them."

Loh also highlighted the position of pharmacists and doctors in herbal medicine. "They should take proactive roles in adopting a more open approach towards further education

in natural therapies, including herbal medicine. Only then can herbs be encouraged to be more widely used in a responsible way," she said.

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ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad is Malaysia's leading pharmaceuticals group and a member of the UEM Group. The company is driven by its core businesses in generic pharmaceuticals R&D and manufacturing, warehousing and distribution of pharmaceutical and medical products, sales & marketing, as well as hospital equipping provision of turnkey contract services. Pharmaniaga has also created a niche in healthcare IT solutions which forms the backbone of its operations.

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