

For healthcare professionals only

# cure

Volume 6

PP 16530/05/2013 (032400)  
www.pharmaniaga.com  
A Quarterly Publication of  
Pharmaniaga Berhad

enriching life together

## Research Towards Excellence



pharmaniaga



# ROYALE PHARMA NOW OPEN!

**RoyalePharma Pharmacy**  
**XG-17, Jalan Plumbum X/7X, Pusat Komersial Seksyen 7**  
**40000 Shah Alam, Selangor Tel: 03-5512 2468**

## HEALTH SCREENING AVAILABLE

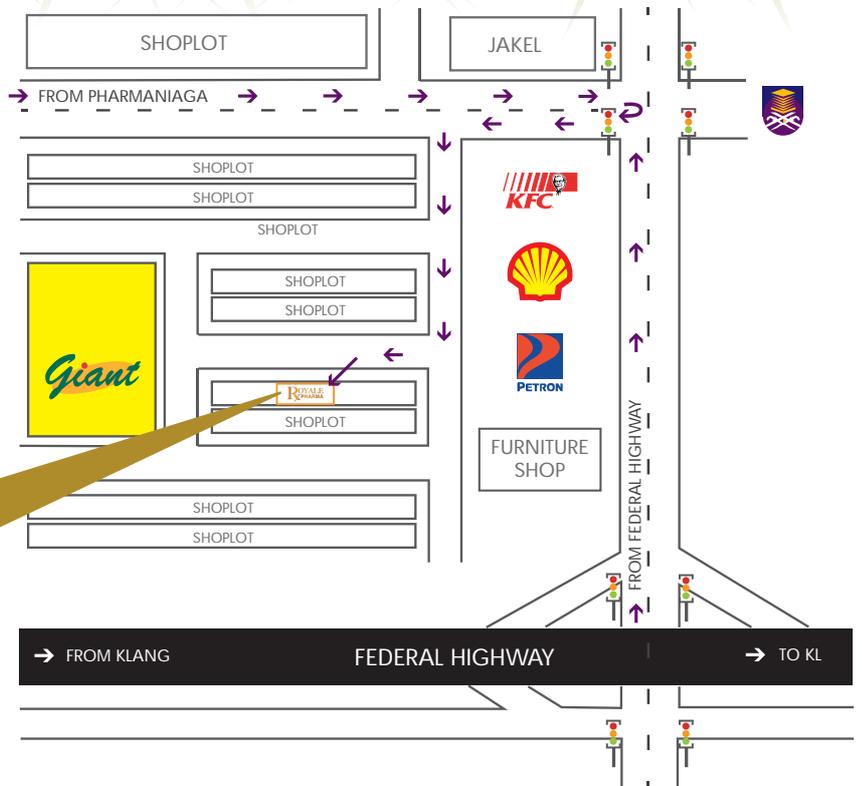
(Fasting before test is not necessary):

FREE  
BLOOD  
PRESSURE  
TEST

BLOOD  
GLUCOSE  
TEST  
(RM3 ONLY)

TOTAL  
CHOLESTEROL  
TEST  
(RM10 ONLY)

URIC ACID  
TEST  
(GOUT)  
RM7 ONLY



## Member's Special

Be a RoyalePharma member today and get entitled for discounts and privileges! Plus member-get-member benefits! Just present your membership card upon payment to enjoy all these.

# cure

2013 • Volume 6 •

# Contents



3 EDITOR'S NOTE

## FEATURE

4-7 Research Towards Excellence

## WAY TO WELLNESS

8-11 Puasa and Your Body

12-15 Vitamin E:  
A Superstar Nutrient

## INTERNAL BUZZ

17 RoyalePharma:  
The New Gem in  
Retail Pharmacy

18 Pharmaniaga Spreads Wings  
to Saudi Arabia

## ENRICHING LIFE

19 Hazardous Haze, Emergency  
Call for SOS!

20-21 Loser the Winner:  
...and the losers are...

22 Bidding Adieu to Pos Kamar

## HEART & SOUL

23-25 Ramadan Bulan Keberkatan

# Editorial Team

---

## Advisor

Dato' Farshila Emran

## Editorial Committee

Zuhri Iskandar Kamarzaman ([zuhri@pharmaniaga.com](mailto:zuhri@pharmaniaga.com))

Yusoff Abdul Rahman ([yusoff@pharmaniaga.com](mailto:yusoff@pharmaniaga.com))

Nik Marzuqi ([marzuqi@pharmaniaga.com](mailto:marzuqi@pharmaniaga.com))

## Contributing Writers/Contents

Grace Kang-Ong

Ustaz Fairuz Shah Haji Badli

Norita Saari

## Designer

Fara Omar ([fara@pharmaniaga.com](mailto:fara@pharmaniaga.com))

## Cover Photography

Tengku Jasshwa

*Creative Catalyst*

## Cover Talent

Erna Izaini Binti Zakaria

## pharmaniaga

### Publisher

Pharmaniaga Berhad <sup>467709-M</sup>

Corporate Communications Department

No. 7, Lorong Keluli 1B

Kawasan Perindustrian Bukit Raja Selatan

Seksyen 7, 40000 Shah Alam

Selangor Darul Ehsan

Tel : +603 3342 9999 Fax: +603 3342 6629

Email: [ccd@pharmaniaga.com](mailto:ccd@pharmaniaga.com)

[www.pharmaniaga.com](http://www.pharmaniaga.com)

### Printer

PRIMEWERKE PRINTING SDN BHD

No 1, Jln 9/152, Tmn Perindustrian Oug,

Batu 6 ½, Jalan Puchong,

58200 Kuala Lumpur

All rights reserved, ©2013 by Pharmaniaga Berhad. No portion of this publication covered by the copyright herein may be reproduced in any form without the written consent of the publisher.

Opinions expressed in CURE by contributors are not necessarily endorsed by the publisher.

WHAT'S  
YOUR  
STORY

Have articles to share?

Or maybe feedback about CURE?

We want to hear from you.

Send your articles, letters or feedback to

**Corporate Communications Department,**

No. 7, Lorong Keluli 1B, Kawasan Perindustrian

Bukit Raja Selatan, Seksyen 7, 40000 Shah Alam,

Selangor or email to [ccd@pharmaniaga.com](mailto:ccd@pharmaniaga.com)

# Ramadan, Research & Raya

**R**amadan is here, the holy month celebrated by Muslims all over the world. As we embrace the spirit of the month, we at the same time are adapting to fasting. Systems in our body adjust to suit the change in lifestyle which includes eating habit and sleep pattern, for instance. Being human, dynamic we are, changes are inevitable. For changes to be positive, plans are required to be made to chart our path from here. So it is with Pharmaniaga, planning and research is very important especially before products are produced. In this edition of CURE, we look into Pharmaniaga Research Centre (PRC) role in conducting research for development of company's products. The knowledge gained from research is paramount to scientific world and the world in general.

Begitu juga pentingnya ilmu yang diperolehi dari sumber bacaan di mana dalam edisi kali ini, CURE membincangkan tentang puasa dari perspektif kesihatan. Bagi siri vitamin pula, perkongsian tentang vitamin E yang dikatakan 'Superstar Nutrient' memberikan maklumat berguna kepada pembaca.

We are also proud to announce that Pharmaniaga's first community pharmacy, RoyalePharma is officially opened to public. Located at Shah Alam Section 7 Commercial Centre, RoyalePharma is the new gem in retail pharmacy. Exciting offers are given as their opening promotion.

Lastly, let us celebrate Ramadan now in preparation for the coming month of Syawal.

Selamat berpuasa dan seterusnya Selamat Hari Raya Aidilfitri! ■ CURE



Zuhri Iskandar Kamarzaman  
The Editor

## Ask the Pharmacist

Do you have questions or concerns on medication and health-related matters? Get the answers from our pharmacists and stand a chance to win mystery gifts.

Submit your questions to [royalepharma@pharmaniaga.com](mailto:royalepharma@pharmaniaga.com)



# Research Towards Excellence





Pharmaniaga Berhad is an integrated pharmaceutical company supplying a wide range of pharmaceutical products. Under the wing of Pharmaniaga Research Centre Sdn Bhd (PRC), Pharmaniaga maintains a steady and continuous research at its facility in Bukit Raja Industrial Area, Shah Alam, Selangor, in order to make sure that products are always at the best quality.

**M**edicine or drugs are the substance taken into the body of a patient or consumer to complement the medical treatment that he/she receives from medical practitioners. The effectiveness of the medicine is a portrayal of the level of research that has been put into it. For example, antibiotics are prescribed to patients based on the types of illnesses that they have. In the case where a patient does not recover after having been given one type of antibiotic, the doctor would normally prescribe another type of antibiotic on the next visit. This practice is to vary the exposure of medicine to the patient's body. Bacteria also evolve and can be more resistance towards medicines if it is not used appropriately. That is why it is very important for researches to be conducted to keep on exploring new possibilities for new medicine.

## Consumers' Convenience

With the advance of technology today, pharmaceutical companies are gearing up to produce better products with better quality in order to create a better life. In Pharmaniaga's own research facility, PRC is doing research on not only the main principle of coming out with generic drugs but also on enhancing the drug research for the convenient of consumer. People with combination of illnesses like high-blood pressure, high-cholesterol level, heart complication, diabetes and others, would have to take different types of drugs to control their condition. If possible, they would not want to take any drug or at least they would like to reduce the amount of medicines that they have to take.

With focused and continuous research, compatible drugs can be combined to produce one convenient medicine that could cover the needs for different drugs. This could reduce the intake of medicine for the consumer. Even within the same disease state, some patients require more than one type of drug; therefore combination drugs in a single dosage form can provide convenience to the patients and can potentially increase patient compliance.



## Modified Release Drugs

PRC also looks into the production of modified release drug where modification is done to the medicine to alter the release of active material into the body so the drug will take time before it becomes effective. Under this group there are two types of releases – extended and delayed.

For extended release drug, the release of active material is prolonged. The medicine stays over a period of time while releasing the active ingredient slowly, for example in the stomach. This will benefit the patient by reducing the frequency of taking pills since one pill can cover for longer hours. Extended release term is used interchangeably with sustained release, controlled release, timed release, and continuous release.

As for delayed release, the active material is reserved in the medicine and will only be released later, for example



the intake of medicine where the active ingredient is released in the intestine instead of in the stomach where it passes through first. Some drugs are harmful to the stomach and needed to be modified to avoid irritation effects.

Eventhough the technology is available, only some pharmaceutical companies will be determined enough to establish research facility to come up with their own product. This is because, not only does the process require huge funding; it is also time consuming and has high risk.

### Generic Pharmaceutical Product

For the time being Pharmaniaga focuses on the production of generic drug as its core product. Generic pharmaceutical product or generic drug can be described as a product or medicine that is comparable to innovator drug in dosage, strength, quality and performance. Some generics are required to undergo Bioequivalence (BE) study to confirm interchangeability with the innovator drugs and Pharmaniaga has many such drugs with BE status.

Innovator product will normally have the patent(s) registered and only after the patent period ends, other pharmaceutical companies can apply for production of the generic version.

Generic drug does not mean that it is of a low quality because a lot of research is required to make it as similar as possible to the innovator drug.

In Pharmaniaga, PRC plays an important role in getting the necessary process in place before, during and after the production of a product. PRC will initiate research on near patent expiry products. Series of experiments are done to produce the generic product and have it registered once completed. The target is by the time the innovator patent expires, the generic is ready to be sold to the market.

Living to the motto “Premium Generics Made Affordable”, PRC is ever in-quest to provide locally produced generic that is not only of high quality but also affordable to all especially the lower income group, and at the same time contributes to the development of health industry in Malaysia. ■ CURE

PRC is responsible in ensuring that the consumer gets the best of quality for products under the brand of Pharmaniaga. Its Quality Control and Research & Development Laboratories have been accredited to the ISO/IEC 17025 Laboratory Accreditation Scheme.

References: 1. Generic Drug, Wikipedia. [http://en.wikipedia.org/wiki/Generic\\_drug](http://en.wikipedia.org/wiki/Generic_drug) retrieved on 01/07/13  
2. Bioequivalence, Wikipedia. <http://en.wikipedia.org/wiki/Bioequivalence> retrieved on 01/07/13

# Puasa & Your Body



It's that time of the year again, one celebrated by millions of Muslims across the globe. The ninth month of the Islamic calendar, Ramadan is a time for spiritual reflection and restraint from excesses of any kind. While fasting during Ramadan is done for religious purposes, one cannot neglect to mention the many health benefits of fasting. Therefore, it is not surprising that so many non-Muslims choose to fast alongside their Muslim friends.

## The many benefits of fasting

Many studies have demonstrated the multitude of health benefits brought about by fasting. In a recent review published in the *British Journal of Diabetes and Vascular Disease*, intermittent fasting, the type of fasting which includes the 30-day period of fasting during Ramadan, was shown to help with weight loss as well as reduce the likelihood of cardiovascular problems. Using a method that alternated 'normal' eating days with days of calorie restriction, researchers at Aston University in the United Kingdom found that this method was more effective at weight loss than maintaining calorie restriction on a daily basis. Furthermore, studies have shown that aside from improving weight loss, fasting can reduce high blood pressure, improve blood sugar levels and reduce circulating fat.

## Know your limits

Since skipping meals in an attempt to lose weight is discouraged, how can fasting possibly be beneficial to health? After all, the concept of fasting requires skipping a main meal. The answer is in knowing your limits. When your body does not get food at its regular time, it goes into starvation mode and starts to burn fat in order to supply your body with the energy it needs to function normally. While the concept of Ramadan involves not consuming any food or drink between dawn and dusk, physiologically, the body only begins the fast once food from the previous meal has been completely digested by the intestines. This process normally takes about eight hours; therefore if your first meal of the day was at 6 am, your body only begins to fast in the middle of the day.

## Fasting during illness

Even though you do not need to fast if you are ill, it is difficult to stop yourself since you've probably been fasting since you were a child. It is important that you know when you should definitely refrain from fasting.

You should not have any problem fasting if you have blood pressure complications. If you have high blood pressure which is being controlled by medication, ask your doctor whether it is possible to change your medication schedule in order to accommodate fasting. On the other hand, if low blood pressure is your problem, fasting should not cause any trouble so long as you consume adequate water and salt during meals.

If you are diabetic, you need to take special care of your health during the fasting month. If your diabetes is under

control either through food choices or medication, you should be able to fast. It is important that you pay attention to symptoms such as extreme thirst and the need to urinate more often, as these indicate a lack of glycaemic control. However, if your diabetes is being controlled by insulin, you are advised not to fast. Make sure you discuss your medications with your doctor and understand how they work. You should also ask your doctor what symptoms you should look out for which indicate that your sugar levels are low and require breaking your fast immediately.

You should not fast if you have kidney disease that is being treated by dialysis as this treatment alters the levels of fluid and salt in your body. In all cases, your doctor should be able to advise you whether or not you should be fasting if you are ill. You should never skip medications or alter your medication schedule without consulting your doctor.

# BARAKA

“PENAWAR SETIAP HARI”

Sejak ribuan tahun dahulu, Nigella Sativa, nama umumnya *jintan hitam* atau lebih dikenali sebagai *Habbatus-Sauda*, mempunyai ciri perubatan yang dapat meningkatkan sistem ketahanan tubuh. Ia juga dapat mengatasi kepenatan dari aktiviti harian anda.



pharmaniaga

> Untuk Keterangan Lanjut :  
Hotline : 1800 888 313  
[baraka@pharmaniaga.com](mailto:baraka@pharmaniaga.com)

Baraka (Habbatus-Sauda) boleh didapati di farmasi-farmasi yang berdekatan



## Keeping your energy up during the fasting month

Skipping a meal during the day should not be an excuse to overeat during mealtimes. After all, the fasting month is about spirituality, character building and restraint. As the fast is broken each day, your body will not go into 'starvation mode' and require extra food to function. However, it is important to eat the right types of food each morning and evening in order to sustain energy throughout the day. Your pre-fast meal (sahur) should contain complex carbohydrates as it will slowly release energy throughout the day. Foods rich in complex carbohydrates include seeds and grains, wholemeal flour, basmati rice and oats. You should also consume foods high in fibre as it helps to prolong the digestive process. Fruits and whole wheat are good examples of fibre-rich foods. Fast food and processed foods should be avoided, as should caffeinated beverages.

## Fasting during pregnancy

If you are pregnant, check with your doctor if you should be fasting. While there is evidence suggesting that fasting during pregnancy may not be advisable, if you are healthy and have a normal pregnancy, fasting may not be a problem. However, you might be advised against fasting if you suffer from pregnancy-related complications. You also need not fast if you are breastfeeding.

## Knowing your symptoms

Your body will tell you if you should not be fasting. Be alert to symptoms of dehydration or other signs that something is wrong. This is particularly important if you have been recently diagnosed with a condition such as diabetes, anaemia or high blood pressure, as you may not be familiar with how your body will react to skipped meals. Dizziness and sweating are symptoms of low blood sugar and should you suffer from either symptom, you should stop fasting and immediately have a sweet drink or place a sweet under your tongue. Dizziness can also occur due to dehydration, which is especially common if you are physically active during the day or have been out in the sun. If you suffer any of these symptoms, you should break your fast. ■ CURE

**References:** 1. Brown JE *et al.* Intermittent fasting: a dietary intervention for prevention of diabetes and cardiovascular disease? *British Journal of Diabetes & Vascular Disease* 2013, 13(2): 68-72. 2. Guide to Healthy Fasting, NHS. <http://www.nhs.uk/Livewell/Healthyramadan/Pages/healthyfasting.aspx>. Accessed 06/06/13. 3. Mafauzy M *et al.* A study of fasting diabetic patients during the month of Ramadan. *Med. J. Malaysia* 1990, 45(1): 14-17. 4. Ramadan Health FAQs, NHS. <http://www.nhs.uk/Livewell/Healthyramadan/Pages/faqs.aspx>. Accessed 06/06/13. 5. Ramadan Health Guide. [http://www.ramadan.co.uk/RamadanHealth\\_Guide.pdf](http://www.ramadan.co.uk/RamadanHealth_Guide.pdf). Accessed 06/06/13. 6. Science Daily. <http://www.sciencedaily.com/releases/2013/04/130426115456.htm>. Accessed 06/06/13. 7. What is Ramadan? <http://www.whatisramadan.com/>. Accessed 06/06/13.





# VITAMIN E A Superstar Nutrient

Nutritionist  
Grace Kang-  
Ong gives you a  
guided tour on the  
various benefits  
of vitamin E.

**Y**ears ago, I chanced upon an article about pharmacists and medical personnel consuming lots of vitamin E in addition to other vitamins. The article claimed that these medical professionals knew something that the common people did not know. In subsequent years, the masses have caught on the idea that vitamin E is important to health and it has become an integral part of the daily supplement intake of most health-conscious people.

## A superstar nutrient

What is so special about vitamin E? Why is it so important to our health? First and foremost, the major benefit of vitamin E comes from its antioxidant qualities. This is important because of the environmental onslaughts that we are receiving daily.

Our hot weather with its glaring sunlight and strong UV rays, pollutants in the air and chemicals in our food and water, produce large amount of free radicals in our bodies.

Free radicals are unstable and highly reactive because they are atoms with unpaired electrons. They steal electrons from nearby molecules and thus cause damage to the cells. This is believed to be one of the causes why damaged cells become rapidly cancerous. If this harmful process is not stopped, it will also accelerate the progression of cardiovascular diseases and other age-related infirmities.

To fight these free radicals, a daily good dosage of vitamin E will suffice. Vitamin E works marvellously as free radical scavengers, combining itself with oxygen to eliminate free radicals. Besides that, vitamin E is also known as an anti-proliferating agent, anti-coagulant and many others.

## Power-punch antioxidative activity

The antioxidant property of vitamin E helps shield the layer of phospholipids in cell membranes from the assault of free radicals, keeping the many cells in our body intact. It especially protects cell membranes such as lung cells that are regularly exposed to oxygen and white blood cells.

Athletes have been encouraged to consume more vitamin E because their body's metabolism tends to produce more free radicals during excessive work-out regimes. With a strong reserve of vitamin E, the athletes keep themselves safe from excessive free radicals built-up in their bodies.

## Preventing blood coagulation

As we grow older, our body may be affected by excessive unhealthy cholesterol that threatens to clog our arteries. The antioxidant property of vitamin E helps keep blood from clogging. It prevents 'bad' cholesterol (LDL - low-density lipoprotein) from becoming oxidised and gradually clogging the arteries.

Vitamin E has another effect and that is preventing the clumping of blood platelets. This keeps the blood thin so as to increase blood flow.

Vitamin E, specifically tocotrienols inhibit cholesterol production in the liver and are beneficial to cholesterol lowering.

## Assisting tissue repair and regeneration

Another well-known health benefit of vitamin E is its ability to help in the healing process of wounds. As it promotes blood circulation and cell regeneration, it helps the body repair wounds faster. Topical application of vitamin E will prevent the cut from oxidation reactions and also maintain the moisture levels in the wound.

Therefore, it is now a common knowledge that pure vitamin E oil has been used to treat a variety of skin problems such as scars, acne and even wrinkles. Patients with skin conditions like dermatitis, eczema, etc have been told to apply vitamin E oil once they have passed the inflammation stage to take care of the dryness, scars and blemishes.

As vitamin E oil is easily absorbed by the skin, it is also used for sun protection and sunburn. If applied regularly upon the skin, vitamin E oil helps maintain the moisture levels. It is also beneficial for scalp and hair care. Vitamin E strengthens the capillary walls and provides rich nourishment to the cells in the scalp and to the hair.

## Powering up the immune system

Vitamin E is also an anti-proliferating agent. Studies have shown that regular consumption of vitamin E actually helps reduce the growth of tumours and at the same time, improve the immune function. Some research show that tocotrienols - a form of vitamin E found commonly in red palm oil - are responsible for growth inhibition in breast cancer cells and prostate cancer cells. Animal studies have shown that cancer-infected mice live longer when fed with tocotrienols.

Hospitals have used vitamin E to help premature infants in preventing oxygen damage to the eyes due to prolonged artificial ventilation.

## Protecting fat-soluble nutrients

Vitamin E also protects the polyunsaturated fats because it in itself is a fat-soluble entity. In fact, it will prevent any oxygen-sensitive compounds such as carotenoids from being destroyed. For many years, food researchers have been leveraging on these antioxidant and oil-soluble properties of vitamin E. They have used vitamin E lavishly in preventing cooking oil from becoming oxidised and rancid. Vitamin E is definitely helpful in protecting carotenoids in food products from being oxidised.

## Starting your dose of vitamin E

Most dietary vitamin E is found in fatty foods like vegetable oils, seeds, nuts, cereal grains and avocados. Good sources of tocotrienols include palm oil, rice bran oil and the bran and germ portions of grains like oat, barley and rice.

While cases of vitamin E deficiency are rare and unheard of, large doses of vitamin E taken over a long period may cause nausea, vomiting, stomach pain and diarrhoea. This usually happens when a person consumes more than 533 milligrams or 800 IU of vitamin E supplements.

However, Prof Maret Traber, an international recognised expert and professor from the Linus Pauling Institute at Oregon State University College of Public Health and

Human Sciences, holds a different opinion. “Toxic levels of vitamin E in the body simply do not occur,” Traber says. “Unlike some other fat-soluble vitamins such as vitamins A and D, it’s not possible for toxic levels of vitamin E to accumulate in the liver or other tissues.”

In a review study published early this year by her team of researchers, they discovered how the liver works to control the level of vitamin E and how excess of this nutrient is being flushed out of the body.

Considering the many benefits of vitamin E, the more pressing issue is that we are not taking adequate amount of this essential nutrient. The Recommended Nutrient Intake for Malaysia suggests an intake of 10 mg of vitamin E for men and 7.5 mg for women. Traber recommends taking a daily multivitamin that meets the RNI for vitamin E, along with consuming a healthy and balanced diet. ■ CURE

**References:** 1. American Cancer Society. Available at [www.cancer.org](http://www.cancer.org). 2. Anand, P, et al (2008). Cancer is a preventable disease that requires major lifestyle changes. *Pharmaceutical Research*; 25 (9): 2097-116. 3. National Coordinating Committee on Food and Nutrition (2005). Recommended Nutrient Intakes for Malaysia: A Report of the Technical Working Group on Nutritional Guidelines. Putrajaya: Ministry of Health. 4. ScienceDaily. Available at [www.sciencedaily.com](http://www.sciencedaily.com). 5. University of California San Francisco. Available at [www.ucsfhealth.org](http://www.ucsfhealth.org). 6. University of Maryland Medical Center. Available at [www.umm.edu](http://www.umm.edu).



Grace Kang-Ong is a nutritionist and life member of the Nutrition Society of Malaysia. She is the former editor of *Health Today*, the leading health magazine in Malaysia. She loves to communicate about good health as she believes that armed with the knowledge, people will adopt the right attitude and make the necessary changes for a healthier lifestyle. Today, Grace serves as the Ethical and Consumer Liaison and General Manager of AppleHeart Marketing. She can be reached at [grace@appleheartmarketing.com](mailto:grace@appleheartmarketing.com).



# citrex™



Vitamin C Orange



Vitamin C Blackcurrant



BCO+LYSINE Tablet

## nutrition for *adventure*

### Citrex Vitamin C 100mg

Vitamin C 100mg merupakan salah satu vitamin terpenting yang diperlukan oleh tubuh manusia. Tambahan pula, ia perlu kerap ditambah kerana tubuh manusia tidak mampu untuk menyimpannya. Kekalkan paras vitamin C harian yang diperlukan dengan mengambil tablet Citrex Vitamin C 100mg.

### Citrex Vitamin B Complex with Lysine

Kanak-kanak yang sedang mambesar memerlukan semua jenis khasiat yang baik untuk membesar secara sihat. Citrex B Complex dengan Lysine dapat membantu proses ini dengan meningkatkan selera makan dan menggalakkan pertumbuhan tisu dan berfungsi untuk mengelakkan kelesuan.

**pharmaniaga**  
enriching life together

For further enquiries:

**Hotline: 1800 888 313**

**E-mail: [citrex@pharmaniaga.com](mailto:citrex@pharmaniaga.com)**

Citrex boleh didapati di farmasi-farmasi yang berdekatan:





# ROYALE PHARMA

## The New Gem in Retail Pharmacy



Pharmaniaga is proud to present RoyalePharma pharmacy which was officially opened to public on July 8, 2013 in a ceremony officiated by Pharmaniaga Managing Director, Dato' Farshila Emran. Owned by Pharmaniaga Pristine Sdn Bhd, a member of Pharmaniaga Group, RoyalePharma operates at Section 7 Commercial Centre, Shah Alam.

During the event, customers were given privilege to register as RoyalePharma member for free. The first 100 customers registered as member received goodie bags with exclusive merchandise complimentary of the pharmacy.

With the opening of this retail pharmacy, it will not only help the public but also the staff of Pharmaniaga to get the convenience of shopping for their healthcare needs. In the future, the company plans to open more RoyalePharma outlets. ■ CURE

# Pharmaniaga Spreads Wings to Saudi Arabia



**RIYADH, SAUDI ARABIA, 18 MAY 2013** – Pharmaniaga Berhad in its plan for business expansion has signed an agreement for a Joint Venture (JV) with Modern Healthcare Solutions Company Limited (Modern), to set up a company which will construct and manage a pharmaceutical manufacturing plant in Sudair Economic City, Riyadh.

Pharmaniaga Berhad is the largest integrated healthcare company in Malaysia while Modern is the largest company supplying healthcare products and services, chemicals and mining, based in Saudi Arabia.

The agreement was signed by Abdulaziz F Barakat Al-Hamwah, Vice Chairman & Chief Executive Officer of Modern while Pharmaniaga was represented by its Chief Operating Officer, Mohamed Iqbal Abdul Rahman.

Besides the construction of the pharmaceutical manufacturing plant, the JV company will also carry out business of producing, marketing and supplying healthcare products and services to the countries in the Middle Eastern territory.

Managing Director of Pharmaniaga Berhad, Dato' Farshila Emran commented, "This joint venture is part of Pharmaniaga's strategy to accelerate growth plans for its pharmaceutical business to penetrate and capture the rapidly growing opportunities in the territory."

"This is an opportunity for Pharmaniaga to gain a foothold in the pharmaceutical market in the territory which has attractive economic and demographic fundamentals and opportunities in the mid to long term," she added. ■ CURE



# Hazardous Haze

Emergency Call for SOS!

It was a hazy crazy Monday for Skwad Operasi Sihat (SOS) volunteers of Pharmaniaga to line up by the side of highway near Jalan Duta Toll Plaza, distributing masks to the passing motorists. Volunteers were engulfed in action, climbing lorries, waving cars, motorcycles and buses all in the spirit of contributing to the society in view of the current haze condition.

The highway users were delighted to receive the masks and some even claimed that they could not get the masks from pharmacies as the items were said to be out of stock. The contribution of the face-masks had given an impact to the road users as it helped to lessen the risks they faced from haze.

Led by Pharmaniaga Managing Director, Dato' Farshila Emran, the mission also saw the presence of Pharmaniaga directors; Mohamed Iqbal Abdul Rahman, and Abdul Malik Mohamed.

For the 21 SOS volunteers, the mission had given them a diversion from what they had been doing, that is providing basic health screening to the public. In all, the spirit shown by the team has contributed to the success of the "SOS: Haze Mission". Cooperation from PLUS officials had also helped in contributing to the smoothness of the mission. ■ CURE



*"Wear the mask and don't smoke!"*



*Mask for taxi driver and his passengers.*



*Volunteers hand-in-hand with PLUS officials.*



*Protect national warriors from haze.*



*Volunteers hailing traffic.*



## *"Loser the Winner"* ... and the losers are...

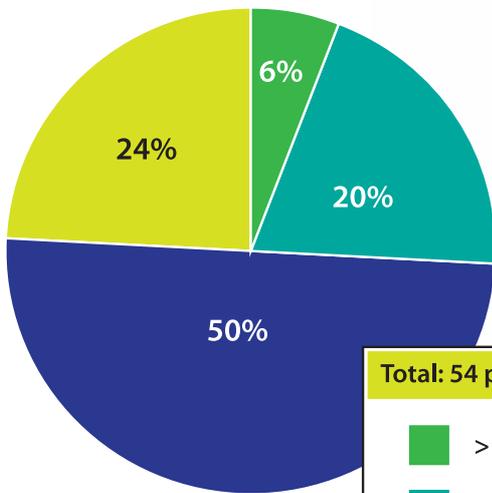
Pharmaniaga through Quality and Safety Department (QSD) has taken the initiative to promote healthy living among staff. The programme, "Loser the Winner" which had been conducted from August 2012 to January 2013 saw most of the participants successfully lost weight, thus achieving the objective.

At the initial stage, 89 staff from Pharmaniaga Bukit Raja registered for the programme. They all had to attend a "Screening Session" where their Body Mass Index (BMI) were taken to determine their qualification for the programme. A total of 54 staff from Pharmaniaga Bukit Raja passed the selection stage. They were then divided into 18 teams (8 male teams and 10 female teams) with each team consisting of 3 persons.

Throughout the programme, the participants had to go through monthly Measurement Session where the results were shared in monthly Chat & Diet session. A professional fitness consultant was also hired to coach the participants on diet and exercise techniques. Other than that, participants were encouraged to join weekly fitness classes held by the department and emails on diet and fitness tips were shared to them.

# WEIGHT LOSS (%)

Loser The Winner Programme



Total: 54 participants

- > 10KG
- > 5KG
- > 1KG
- NIL



At the end of the programme, all participants managed to clock in total weight loss of 170 kilograms.

From the result, 76% of participants lost weight and maintained their new weight while the other 24% failed to do so. Among the participants, 6% had done a remarkable achievement where they had lost more than 10 kilograms.

With this programme, Pharmaniaga hopes not only to reduce obesity level among staff but also lower the risk of getting obesity related diseases such as diabetes and hypertension. ■ CURE



The biggest loser, Afdhal lost 12 KG



Syahrul Bariyah lost 11 KG



Hadi smiling after losing 11 KG

## Bidding Adieu to Pos Kemas

GERIK, 19-22 APRIL 2013 – Skwad Operasi Sihat (SOS) from Pharmaniaga in collaboration with Mercy Malaysia (Mercy) had completed a mission to promote oral wellness to Orang Asli community at Pos Kemas in the deep Hutan Belum of Perak. The mission was the last of 12 missions in the collaboration.

For this conclusion mission, a total of 67 patients received basic dental services which include screening, scaling, extraction and filling. Also held was tooth-brushing demonstration for the children. The community welcomed the team with pleasure as they were looking forward to having the service since the team's last visit.

As for the SOS team, the collaboration had given them the chance to reach extra miles to serve the Orang Asli community in Perak. They hoped that there will be more missions like it in the future either through collaboration with the same or other agencies to continue serving rural societies in the spirit of enriching life together. ■ CURE



# Ramadhan Bulan Keberkatan

Bersyukur kita kepada Allah SWT kerana dengan izinNya, sekali lagi dapat kita sampai ke bulan yang penuh berkat iaitu bulan Ramadhan. Di bulan ini, kita bukan sahaja sekadar menahan diri dari lapar dan dahaga, tetapi juga menghindari dari melakukan perkara-perkara yang boleh membatalkan puasa seperti yang telah ditetapkan oleh syara'.

Pada zaman Nabi Musa AS, terdapat ayat-ayat kecil dalam kitab Taurat yang menganjurkan supaya berpuasa. Malahan, baginda sendiri pernah berpuasa selama 40 hari. Hingga ke hari ini, kita dapati orang Yahudi juga berpuasa pada hari-hari tertentu. Begitu juga di zaman Nabi Isa AS di mana dalam kitab Injil juga ada menggalakkan umatnya berpuasa. Selain itu, puasa juga diamalkan dalam agama-agama lain seperti Hindu dan Buddha mengikut ajaran mereka tersendiri.

Bagi umat Islam, puasa adalah diwajibkan di mana ianya satu rukun agama dan dilakukan dalam bulan Ramadhan. Firman Allah SWT dalam surah Al-Baqarah, ayat 183 yang bermaksud, "Wahai orang yang beriman, diwajibkan kamu berpuasa, sebagaimana telah diwajibkan atas orang-orang yang sebelum kamu, supaya menjadi orang yang bertaqwa".

Ayat tersebut jelas menunjukkan bahawa Allah menyuruh kita mencontohi orang sebelum kita dan para ulama' berpendapat bahawa contoh terbaik adalah Rasulullah SAW. Baginda, para sahabat dan semua umat Islam pada zaman tersebut memiliki semangat juang yang tinggi. Hal ini dapat dibuktikan pada suatu bulan Ramadhan di mana satu peperangan besar yang dinamakan perang Badar telah berlaku. Walaupun berpuasa, Rasulullah SAW bersama-sama para sahabat dan 313 tentera Islam berjuang di dalam peperangan tersebut dan berjaya mengalahkan tentera Musyrikin yang berkekuatan 1000 orang.

Rasulullah SAW bersabda, "Sesiapa yang bangun berjaga malam dibulan Ramadan kerana benar-benar beriman kepada Allah SWT dan mengharapkan pahala di sisi Allah, maka diampunkannya perkara yang telah berlalu daripada dosanya" (Riwayat Bukhari & Muslim daripada Abu Hurairah)

Bukan itu sahaja, kita juga patut bersyukur kerana Rasulullah SAW telah menyatakan dalam suatu hadith bahawa Ramadan adalah bulan bagi umat baginda, iaitu kita pada hari ini. Pada bulan Ramadan, Allah SWT mengurniakan keistimewaan untuk umat Nabi Muhammad SAW yang di dalamnya terdapat 5 perkara:

1. Bulan yang diturunkan al-Quran
2. Bulan yang diwajibkan berpuasa
3. Bulan yang terdapat kemenangan Perang Badar
4. Bulan kemenangan pembukaan Kota Mekah oleh pemerintahan Islam
5. Bulan yang istimewa berlakunya lailatul-Qadar

Umat Islam baik dari zaman Rasulullah SAW mahupun sekarang menunggu kedatangan Ramadan dengan penuh kegembiraan. Marilah bersama-sama kita berharap semoga Allah SWT mengurniakan kesihatan yang sempurna supaya dapat kita mengambil peluang beribadah sepanjang bulan yang penuh keberkatan ini dan seterusnya bersyukur atas segala nikmatNya.



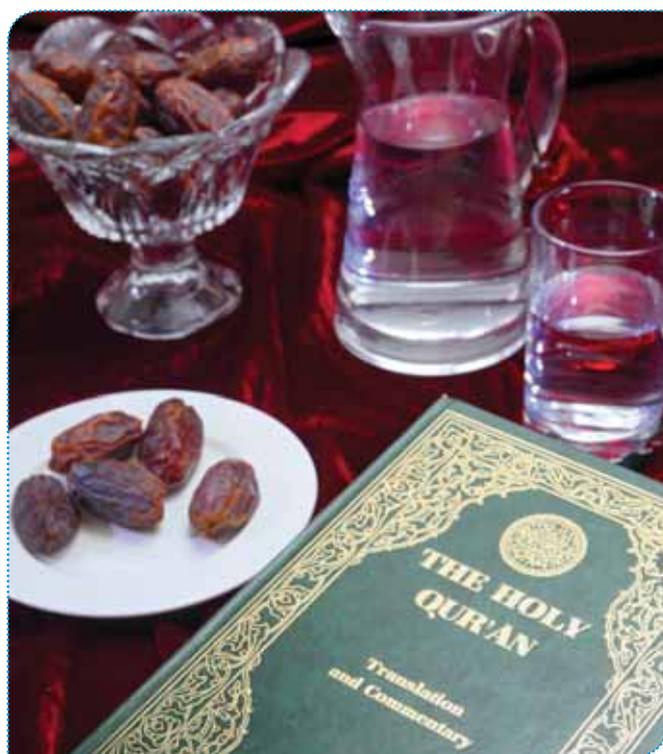
Ustaz Fairuz Shah Hj Badli merupakan seorang pendakwah bertauliah di bawah Majlis Agama Islam Selangor (MAIS). Beliau juga seorang tenaga pengajar Pondok Moden Al-Hidayah Bukit Tinggi, Klang dan bekas imam Masjid Samaadiah, Pelabuhan Kelang. Selain itu, beliau juga memegang jawatan sebagai penasihat agama bagi Pharmaniaga Berhad dan Suhan Movies & Trading Sdn Bhd.

# Ramadan menurut kitab Dhurratun-Nasihin

1. Ramadan ertinya membakar (menghapuskan dosa seperti orang menghapuskan karat dari besi dengan membakarnya).
2. Apabila terbit sahaja anak bulan (Hilal) Ramadan, maka dihiaslah 'Arasy, Kursiy dan segala yang ada di langit. Lalu Allah SWT memerintahkan matahari yang terbit pada siang hari, bulan dan segala bintang yang terbit pada waktu malam hari supaya beristighfar (memohon keampunan) untuk umat Muhammad SAW yang berpuasa. Allah SWT juga memerintahkan segala burung yang berterbangan di angkasa dan segala haiwan yang melata di bumi serta semua jenis ikan di laut supaya turut beristighfar untuk umat Muhammad SAW yang berpuasa. Seterusnya Allah memerintahkan supaya para malaikat menyerahkan pahala bacaan dan selawat dan ucapan tasbih yang mereka kerjakan kepada umat Muhammad yang berpuasa.
3. Sabda Rasulullah SAW, "Di dalam bulan Ramadan, menunaikan ibadat sunat akan

diberi ganjaran pahala fardhu (wajib). Amalan fardhu pula diberi balasan 70 kali ganda. Bulan Ramadan adalah bulan sabar dan sabar itu adalah syurga balasannya. Dalam bulan ini akan dilebihkan rezeki hambanya yang berpuasa dan diampunkan dosa-dosanya. Barangsiapa yang memberi makan kepada orang berpuasa (berbuka) pahalanya seperti pahala orang yang berpuasa itu”.

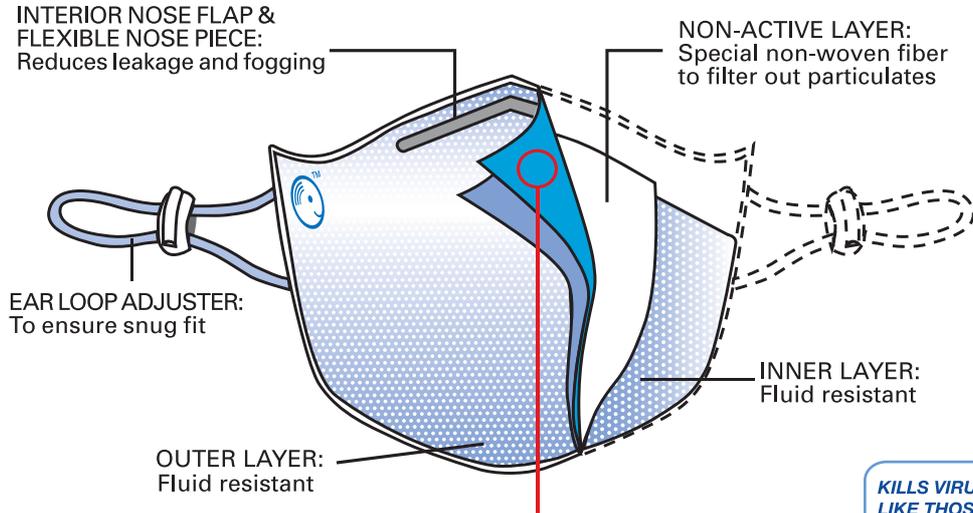
4. Sehari menunaikan ibadah puasa Ramadan dengan penuh keimanan kepada Allah SWT, akan dijauhkan dari api neraka sejauh 70 tahun perjalanan.
5. Barangsiapa hadir ke majlis ilmu atau ke majlis zikir di dalam bulan Ramadan, ditulis baginya setiap



langkahnya pahala ibadah setahun dan akan mendapat perlindungan 'arasy di hari qiamat'

6. Barangsiapa menunaikan solat berjemaah di bulan Ramadan, pada setiap raka'at akan dikurniakan sebuah mahligai yang indah cemerlang di akhirat kelak.
7. Sabda Rasulullah SAW, "Sesungguhnya sebaik-baik sedekah adalah di dalam bulan Ramadan".
8. Sabda Rasulullah SAW, "Bahawa sesungguhnya pintu langit dan pintu syurga akan dibuka pada setiap malam Ramadan. Sesiapa yang bersembahyang pada malam Ramadan akan ditulis pahala baginya setiap sujudnya 1700 kebajikan"
9. Sabda Rasulullah SAW, "Apabila kamu berpuasa, maka hendaklah berpuasa juga pendengaran kamu, penglihatan kamu, lidah kamu daripada dusta & dosa. Janganlah kamu menyakiti khadam kamu tetapi sebaliknya hendaklah kamu menghormatinya dengan bersifat tenang. Janganlah kamu samakan hari-hari Ramadan dengan hari-hari yang lain".
10. Menurut Imam Ghazali, ada 6 perkara yang mesti dijaga bagi memelihara ibadat puasa dari menjadi sia-sia:
  - i) Menjaga mata daripada melihat segala yang diharamkan oleh Allah SWT
  - ii) Menjaga telinga dari mendengar segala yang keji.
  - iii) Menjaga lidah dari bertutur sebarang kata-kata yang sia-sia, apatah lagi yang keji dan mungkar.
  - iv) Menjaga hati dari segala prasangka dan niat jahat.
  - v) Menjaga kebersihan (halal) makanan yang dimakan.
  - vi) Mengawal selera makan (tidak makan terlalu banyak ketika berbuka atau menyediakan juadah terlalu banyak sehingga membazir). ■ CURE

## Advanced anti-viral surgical mask



**CE**  
EN14683  
TYPE IIR

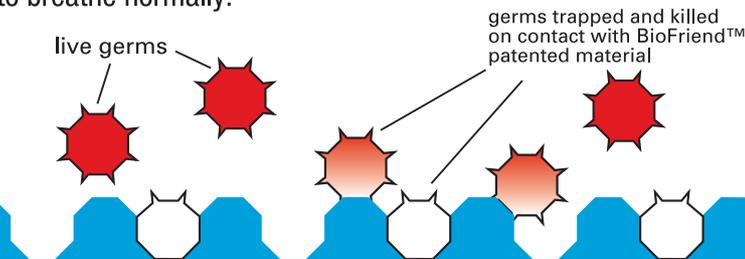
**KILLS VIRUSES & BACTERIA  
LIKE THOSE THAT CAN  
CAUSE INFLUENZA A & SARS\***



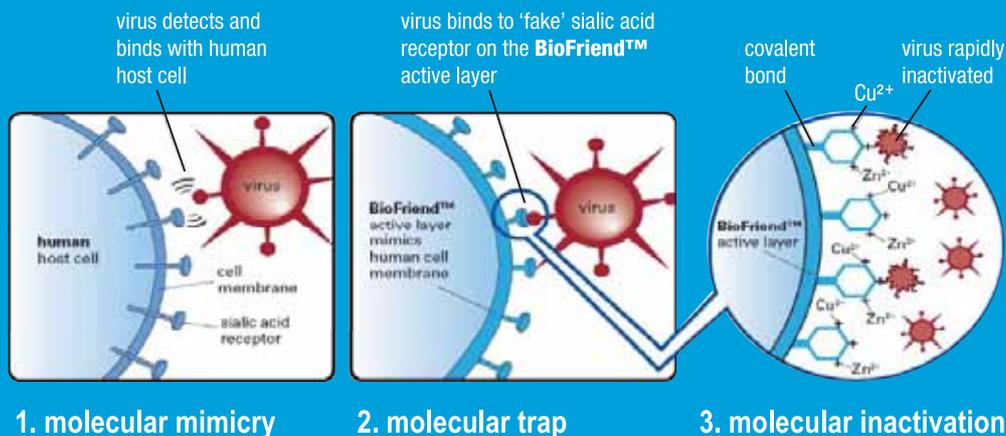
### Pragmatic • Scientific • Patented

BioFriend's revolutionary, patented technology traps and kills dangerous bacteria and viruses on contact AND allows you to breathe normally:

\*Kills germs including those that can cause Influenza A, H1N1, H5N1, common colds, measles, MRSA, pneumonia and SARS.



### BioFriend™ patented material



**CURE (CCD-2013-060-VOL6)**

Date: July 24, 2013

Name	Reviewed/Approval Criteria	Signature
<b>CORPORATE COMMUNICATIONS</b>		
Nik Mohd Marzuqi Bin Nik Sin Executive, CCD	Review: Language and contents	
Farayatul Shima Abu Omar Senior Executive, Graphic Designer & PR	Overall layout and design	
Yusoff Abdul Rahman Manager	Review: Language and contents	
Zuhri Iskandar Kamarzaman General Manager	Review: Overall design and contents	
<b>REGULATORY AFFAIRS</b>		
Noor Azlina Abd Rahman Manager	Review: Regulatory issues and contents	
Sharifah Fauziah Syed Mohthar Regulatory Affairs Director	Review: Regulatory issues and contents	
KKLIU approval requirement ( <i>if necessary</i> )		Please tick (✓) Yes <input type="checkbox"/> No <input type="checkbox"/>
Please return it back to Fara Omar, CCD, ext 207, once reviewed/approved.		