For healthcare professionals only

# cure

enriching life together

Volume 7
PP 16530/05/2013 (032400)
www.pharmaniaga.com
A Quarterly Publication of
Pharmaniaga Berhad

# Breakfast:

## Fuel to kick-start your day

# 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***

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

ROYALE XPHARMA · Watsons · ALPHA · alpro · CONSTANT · CARING · HEALTH LANE · MULTICARE

KKLIU 1755/2012/ABCM

cure 2014 • Volume 7 •

# Contents

3 Editor's Note

Feature

4-6 Breakfast: Fuel to Kick-start Your Day

Way To Wellness

8-11 High Fibre Diet: A Healthy Trend

12-13 Vitamin K: The Unsung Hero

14-15 Ask the Pharmacist

Enriching Life

16 SOS: Health-check For the Titans

17 2013 SOS Volunteers Appreciation

18 New Games & New Volunteers

Pharmaniaga Sends Medicine for Typhoon Haiyan Victims

19 Bantuan Bagi Mangsa Banjir di Kuantan

Internal Buzz

21 Congratulations Dato' Farshila!

22-23 APPL e-Tender: Pharmaniaga's Biggest Event for 2013

24-25 Building Up Pharmaniaga's Talent Pool, the HCM Way

# Editorial Team


**Advisor**
Dato' Farshila Emran

**Editorial Committee**
Zuhri Iskandar Kamarzaman (*zuhri@pharmaniaga.com*)
Yusoff Abdul Rahman (*yusoff@pharmaniaga.com*)
Nik Marzuqi (*marzuqi@pharmaniaga.com*)

**Contributing Writers/Contents**
Maithili Vasudevan
Winda Hayani Hasan
Hasnah Ismail

**Designer**
Fara Omar (*fara@pharmaniaga.com*)

**Cover Talent**
Roshada binti Daud
Nur Zaara Aryssa binti Shahrul Nizam
Muhammad Razeeq Aisy bin Shahrul Nizam

pharmaniaga

**Publisher**
Pharmaniaga Berhad 467709-M
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*
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, ©2014 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.

**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*

# Plan for health, plan for success

The New Year has begun and people have started charting out plans for the year ahead. Be it for personal life, or for companies, plans made early are important to serve as guide for what we are going to face all year round. Likewise, our body systems need these early-made "plans" to function well. These "plans" are in the form of breakfast which is taken early in the morning to drive the body throughout the day. Taking breakfast is important and that is why we discuss breakfast in this edition of CURE.

Selain mengambil sarapan, kita juga perlu mengambil langkah-langkah penjagaan kesihatan untuk membolehkan badan kita berfungsi secara optimum. Memakan makanan dengan kandungan serat yang tinggi adalah salah satu amalan penjagaan kesihatan yang baik. CURE juga mengakhiri siri vitamin dengan artikel tentang vitamin K, suatu vitamin yang kurang diberi perhatian dalam keluarga vitamin A, B, C, D, E, dan K.

For the company, Pharmaniaga has successfully carried out the APPL e-Tender process, marking it as the most important event in Pharmaniaga calendar for the year 2013. This event has showed that the company is working very hard to ensure the sustainability of its income and its transparency of doing business. From the event, awareness on the company's effort is instilled in the heart of all employees and they become more appreciative towards it. It is hoped that the cooperation portrayed in the event will be continued and remain as a core value for all employees.

Let us all work together towards improvement and achieving a better life for everyone of us! ■ 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*

ROYALE Rx PHARMA

# Breakfast

## Fuel to Kick-start Your Day

Words by *Nik Marzuqi*

It's a busy world and people are running all the time, beating time, skipping things deemed to slow them down. This includes breakfast which happens to be required to be eaten at the most hectic time of the day, morning.

Breakfast literally refers to breaking the fasting period of the prior night. We normally wake up to an empty stomach and a hungry mode. However, due to the craze of joining the rat race, we would rather ditch the meal and save some time to enable us to reach work early, which sometimes, due to unavoidable incidents, we don't. This important meal is actually crucial to fuel up our morning and later, the day. That is why breakfast should be taken before we begin any activity.

People skip breakfast because they thought it has to be proper, complete and perfect. Little we know that breakfast can be simple yet complete. There are tricks and tips to this and they are available widely. If we can afford to spend some time on reading, we may find all these. Once we discover how important breakfast is, we'll never skip it again.

Breakfast as it is called, also refers to any meal eaten early of the day. This includes Malaysian's favourite past-time, champion of breakfast, the *Nasi Lemak* with its condiments. Next in line is *Roti Canai* & *dhal* curry completed with a cup of *teh tarik*. This type of meal is considered not a healthy choice as they are high in calorie, fat and sugar. Taking these types of food may end up being the contributor to a variety of high-cholesterol related diseases. Better eat right and suffer less, consider a healthy meal for your morning fix.

## A bowl of satisfaction

You'll find satisfaction in a bowl of cereal, preferably fortified cereal i.e. cereals fortified with important vitamins and minerals. Add some fresh fruit slices to your bowl and soak them in low-fat milk. This meal suffices to cover your need for fibre, protein (plant-based), and all the goodness of milk minus the fat (at least not as much fat as in full-bodied milk). For variety, try changing the types of fruit slices that go with your bowl of cereal.

## Fibre up, calorie down

Food high in fibre is good to keep you feeling full longer. One serving of high-fibre food during breakfast is helpful because when you don't take a fulfilling breakfast, you'll feel hungry half-way and opt for mid-morning snacking which if translated means more food consumed. Put into a story, the digestion for the first meal is not completed and now the body is fed with more food to process. Fibre is also known to have the properties of absorbing cholesterol from the body. This will result in lower cholesterol level in the body which is a good thing. In some cases, high-fibre food helps people in losing weight or at least maintaining ideal weight.

## Lean protein, a good mean

Eat food with protein to contain hunger. Other than fibre, protein can also help to provide satiety to your hunger. One easy way to get protein from the breakfast is by eating egg. After all, egg is already in the list when it comes to food for breakfast. Include one egg in your breakfast and enjoy it any way you like, it should be enough to provide the protein you need. Another healthy option for protein-providing food is a piece of pure meat without the fat, called lean protein. This can be in form of beef strip, chicken slice, or a piece of fish fillet. Remember to take out the fat from the meat.

## The quick cut

If you are really busy and you know that you can't sit for a bowl of cereal, consider fresh fruit. Fruit has most nutrients you need to start your day, and it is easy to take too. Even if you need to peel, slice or cut, you can do it the night before, and then store it in the refrigerator. The next morning, you can just grab it and eat it while you commute. By the time you reach the office, you can start to get on your toes and run the busy day. Isn't that convenient?

Now you should have the idea of breakfast, its importance and what you can take for breakfast. So what are you waiting for? Let's start taking breakfast and may the food we take keep us energized throughout the day and for days to come.

Enjoy your breakfast! ■ CURE

**References: 1.** Assessing the Benefits of Breakfast, WebMD. Retrieved from *http://www.webmd.com/food-recipes/features/breakfast-benefits* on 06/11/13. **2.** Breakfast, Better Health Channel. Retrieved from *http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Breakfast* on 03/11/13. **3.** Breakfast, Wikipedia. Retrieved from *http://en.wikipedia.org/wiki/Breakfast* on 30/10/13. **4.** Ready, Set, Breakfast!, Kids Health. Retrieved from *http://kidshealth.org/kid/stay_healthy/food/breakfast.html* on 03/11/13. **5.** The Case for Eating Breakfast, American Academy of Pediatrics. Retrieved from *http://www.healthychildren.org/English/healthy-living/nutrition/Pages/The-Case-for-Eating-Breakfast.aspx* on 03/11/13. **6.** The Many Benefits of Breakfast, WebMD. Retrieved from *http://www.webmd.com/diet/features/many-benefits-breakfast* on 03/11/13.

# nutrition for adventure

## Citrex Vitamin C 100mg

Vitamin C 100mg is one of the most important vitamins the human body needs. Plus it needs to be replenished frequently, because the body is not capable of storing it. Citrex Vitamin C 100mg provides the required daily levels of vitamin C for children.

## Citrex Vitamin B Complex with Lysine

Growing kids need all the proper nutrition to grow up healthily. Citrex B Complex with Lysine improves kids' developments and metabolism. It also aids tissue growth and functions to prevent tiredness.

pharmaniaga
enriching life together

For further enquiries:
**Hotline: 1800 888 313**
**E-mail: citrex@pharmaniaga.com**

KKLIU 0256/2013

# High Fibre Diet
# A Healthy Trend

You may have heard or seen advertisements telling you that a certain product is rich in fibre. But why is this important? After all, fibre is not on the food pyramid nor is it a vitamin. Nonetheless, we need adequate fibre in our daily diet as a lack of it can lead to numerous short- and long-term health problems. Note that the key word here is adequate as too much fibre can have just as detrimental an effect as too little.

### Did you know?

If you're trying to shed some weight, increasing your daily intake of dietary fibre might be helpful. High fibre foods can increase satiety or in other words, keep you feeling full for a longer period of time, thus reducing your likelihood of snacking between meals.

## Why do you need fibre?

A diet high in fibre is most often thought of as a preventive measure against constipation. Nonetheless, it has a role to play in the prevention of many other non-digestive health problems. Yes, it is crucial in ensuring a healthy digestive system but it also helps maintain healthy cholesterol and blood glucose levels. For the latter specifically, fibre helps slow down the body's absorption of sugar, thus reducing blood sugar levels, and in the long run, reducing the likelihood of developing type 2 diabetes. A diet lacking fibre has also been blamed for diseases such as heart disease, irritable bowel syndrome and diverticulitis (an infection that results from the presence of bacteria in areas of inflammation in the large intestine). It has also been suggested that a high fibre diet may help prevent colorectal cancer, though this is still not scientifically proven.

## What are good sources of dietary fibre?

Fibre is only naturally present in plant-based foods. Therefore, if you aren't consuming enough fruits and vegetables every day, chances are you are not getting an adequate supply of fibre.

There are two types of fibre – soluble and insoluble fibre – and both are necessary to ensure good health. Good sources of soluble fibre include vegetables, fruits, seeds, oat bran and lentils whereas insoluble fibre is mostly found in oats, lentils, rice bran, wheat, cereals, wholegrain products, brown rice, nuts and seeds. As mentioned, both play a necessary role in ensuring good health as soluble fibre helps prevent constipation and reduce cholesterol and blood sugar levels, while insoluble fibre also prevents constipation and other digestive problems.

### Did you know?

While it is often thought that the body cannot digest fibre, this is not always the case. Soluble fibre can be digested by the body while insoluble fibre passes undigested through the digestive tract, which in itself helps prevent other digestive problems.

**TIP**

Research has indicated that consuming 3g of oat beta-glucan each day can help to reduce cholesterol levels in the body. In order to meet this minimum requirement, consume two to four servings of oat-based foods every day.

## Oat Beta-glucan

One specific source of fibre that has received much attention is oat beta-glucan. Found in the cell walls of plants, this source of soluble fibre has been the subject of a significant amount of research particularly with regards to its ability to prevent heart disease through the reduction of cholesterol levels. So how does oat beta-glucan reduce cholesterol levels? As it moves through the digestive tract, oat beta-glucan breaks down to form a gel-like structure that has the ability to bind to cholesterol in the intestines. The combination of the gel and cholesterol can easily be passed out of the body as waste. Besides binding to cholesterol, the gel can also bind to bile, an action that prevents the reabsorption of cholesterol into the body.

citrex™

# Natural Heart Food

- **Oat bran powder with 20% beta-glucan imported from USA**
- **Provides a safe and natural way to help reduce cholesterol**
- Non-GMO (Genetically Modified Organism)
- 1 sachet of 18g contains 3.5g beta-glucan plus 20mg of CoQ10
- Patented process technology

1 sachet = 3.5g beta-glucan

Recommendation by FDA, EFSA and Ministry of Health, Malaysia [MOH]

Take 3g of Beta-Glucan (soluble fiber) from oats daily, as part of your low fat and low cholesterol diet to help reduce cholesterol

*Available in all leading pharmacies nationwide.*

pharmaniaga

**PHARMANIAGA MARKETING SDN BHD** (118254-D)
No. 7, Lorong Keluli 1B, Kawasan Perindustrian Bukit Raja Selatan, Seksyen 7,
40000 Shah Alam, Selangor Darul Ehsan, Malaysia
General Line: 03-3342 9999 www.facebook.com/citrexvitamin www.citrex.com.my

JAKIM/(S)/(22.00)/492/2/
1018-11/2006

COM-2014-020-Oatimax

## Coenzyme Q10

Chances are, you've heard of coenzyme Q10; but do you really know what it is or why you need it? Produced naturally by the body, coenzyme Q10 is an antioxidant that helps prevent the damaging effects of free radicals such as premature ageing and heart disease. So, if the body can manufacture it, why do you need to supplement your intake? Unfortunately, the production of coenzyme Q10 reduces with age and individuals who already have health conditions such as heart disease and Parkinson's disease may have low levels to begin with. Therefore, while consuming foods high in coenzyme Q10 may be beneficial, supplements may help you achieve optimum levels.

**TIP**

Foods such as organ meats (e.g. kidneys and liver), peanuts and sardines have high levels of coenzyme Q10.

## How much is too much?

It is not often that you are cautioned against consuming too much of something that is supposed to be good for you. However, this can be the case with regards to dietary fibre. While there is no specific upper limit for fibre, excessive amounts, particularly when coupled with an inadequate consumption of water can lead to constipation. It can also cause other digestive-related problems such as abdominal pain and flatulence. If you've been advised by your physician to increase your intake of fibre, do so slowly and over a period of a few days while drinking more water. ■ CURE

### Did you know?

There are various opinions as to how much fibre we should consume. The Nutrient Reference Values for Australia and New Zealand recommend a dietary fibre intake of 30g/day for men and 25g/day for women aged between 19 and 70, though this is increased to 28g/day during pregnancy. According to the British Nutrition Foundation, adults should try to consume 18g of fibre each day.

**References: 1.** British Nutrition Foundation. Available at *http://www.nutrition.org.uk/nutritionscience/nutrients/dietary-fibre.* Accessed on 16/10/13. **2.** Heart UK. Available at *http://heartuk.org.uk/images/uploads/healthylivingpdfs/HUK_factsheet_F09_OatBetaGlucanF.pdf.* Accessed on 16/10/13. **3.** Medical News Today. Available at *http://www.medicalnewstoday.com/releases/55867.php.* Accessed on 16/10/13. **4.** NetDoctor. Available at *http://www.netdoctor.co.uk/focus/nutrition/facts/lifestylemanagement/fibre.htm.* Accessed on 16/10/13. **5.** NHS Choices. Available at *http://www.nhs.uk/chq/pages/1141.aspx?categoryid=51.* Accessed on 16/10/13. **6.** Nutrient Reference Values for Australia and New Zealand. Available at *http://www.nrv.gov.au/nutrients/dietary%20fibre.htm.* Accessed on 16/10/13. **7.** University of Maryland Medical Center. Available at *http://umm.edu/health/medical/altmed/supplement/coenzyme-q10.* Accessed on 16/10/13. **8.** WebMD. Available at *http://www.webmd.com/vitamins-supplements/ingredientmono-1041-BETA%20GLUCANS.*aspx?activeIngredientId=1041&activeIngredientName=BETA%20GLUCANS ; *http://www.webmd.com/heart-disease/heart-failure/tc/coenzyme-q10-topic-overview.* Accessed on 16/10/13.

*Words by* ***Maithili Vasudevan***

Vitamin K may not be as famous as other vitamins, but it serves essential functions in the human body.

# Vitamin K
## The Unsung Hero

The letter 'K' in vitamin K is certainly not due to an arbitrary naming decision. The 'K' stands for *koagulation*, the German word for coagulation.

Vitamin K was discovered in 1929 by a Danish chemist, Henrik Dam while studying the effects of certain organic compounds in chickens. Further research into the structure and synthesis of the chemical was subsequently done by an American biochemist, Edward Doisy. In 1943, the Nobel Prize in Physiology / Medicine was jointly awarded to both scientists for their work on vitamin K.

## Coagulation matters

So what's the big deal about vitamin K? This fat-soluble vitamin, i.e. vitamin that dissolves in fat and is stored in the body's tissues as opposed to water-soluble vitamin which the body cannot store, plays a big role in the body's blood-clotting or coagulation mechanism.

From the outside, blood coagulation seems like a fairly straightforward process. For example, the bleeding from a simple skin laceration slows after a short while to form a clot at the site. The healing process then takes over where a scab forms over the wound as it recovers.

In truth, the mechanism of blood coagulation is a complex, finely-tuned one involving several chemical substances that work in tandem to stop the body from simply bleeding out. This is where vitamin K comes in – the nutrient helps to modify the structure of key proteins in order for them to play their part in the mechanism.

Newer studies also show that vitamin K may have a role in bone health, where it is believed to work with calcium to build bone.

Vitamin K deficiency is relatively uncommon in adults, as it can be obtained from the diet; the friendly bacteria in the human gut can also produce amounts of this nutrient. However, you may be at risk of vitamin K deficiency if your body has trouble absorbing the nutrient, such as if you suffer from specific gastrointestinal diseases, consume excessive amounts of alcohol, are severely malnourished or take medications that interfere with vitamin K absorption.

Individuals with vitamin K deficiency typically exhibit excessive bleeding, which often begins with bleeding from the nose or gum.

## Getting enough vitamin K

A healthy, balanced diet that is rich in fruits and vegetables is more than enough at ensuring you getting the nutrition you need. In particular, vitamin K is found in high concentrations in green, leafy vegetables like kale and spinach, as well as broccoli and Brussels sprouts. Liver is also a potent source of vitamin K.

According to the UK National Health Service (NHS), adults require about 0.001mg of vitamin K for each kilogram of their body weight, per day. So, if you weigh in at 65kg, you would need 0.065mg of vitamin K daily. This can be easily achieved with a healthy diet. ■ CURE

Maithili Vasudevan (BSc Biomedical Science) is the former Associate Editor for HealthToday, Malaysia's leading health magazine. She believes that education is the first step to better health, and that even small changes can produce great results. Maithili is currently involved with public policy but continues to advocate health education.

## Vitamin K and Warfarin

Individuals who are at high risk of developing blood clots – such as those with heart disease – are often prescribed blood-thinning medications like warfarin. This drug works by slowing the body's production of vitamin K, thus reducing the time that it takes for your blood to clot.

If you are taking warfarin, you must be careful with the amount of vitamin K-rich foods that you consume. This is because excessive or unregulated consumption of these foods may interfere with the efficacy of the drug, putting your health at risk.

If you are on blood-thinning medication, speak to your doctor to find out how you can safely incorporate vitamin K-rich foods into your daily diet.

**References: 1.** Food and Agriculture Organization of the United Nations (FAO). Available at *www.fao.org.* **2.** WebMD. Available at *www.webmd.com.* **3.** Mayo Foundation for Medical Education and Research. Available at *www.mayoclinic.com.* **4.** Medical News Today. Available at *www.medicalnewstoday.com.* **5.** NHS Choices. Available at *www.nhs.uk.* **6.** The Official Website for the Nobel Prize. Available at *www.nobelprize.org.* **7.** University of Maryland Medical Center. Available at *www.umm.edu.* **8.** University of Michigan. Available at *www.umich.edu.*

7 Trillion Za
Collagen Capsules

Promote Firmness
Helps Reduce Wrinkles
Moisturizes Deeply
Boost Clarity & Radiance

Intensive Triangle Technology

NEW

Za PERFECT SOLUTION
RESTORING COLLAGEN CREAM

THIS PRODUCT IS AVAILABLE AT ROYALE RX PHARMA



Words by *Winda Hayani Hasan & Hasnah bt Ismail*

**Why do I still have to take all of my antibiotics if I feel better after a few days?**

Sheikh Fahmi bin Mohamed Bamadhaj

Q A

You may feel better but clinically the bacteria may still be harbouring in your body. You have to finish your antibiotic course because the duration determined to take the antibiotic is proven clinically to eliminate all the bad bacteria in your body. Otherwise you will give bacteria a chance to develop resistance to the antibiotics.

**May I know, what are the supplements which can help to reduce the risk of cancer?**

Nur Alia Hassan

Q A

**I've started to take *Ginkgo biloba* supplement recently and experienced headache for the first few days.**

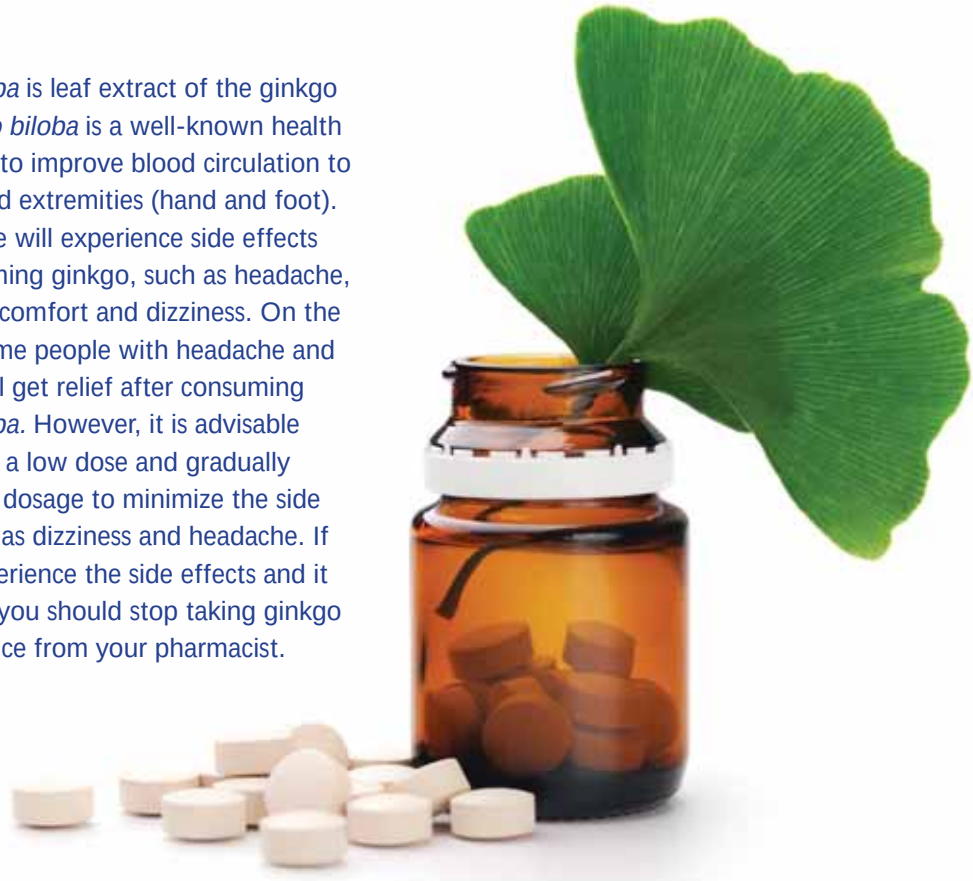
**Can you justify if there is any impact from taking the supplement since it increases blood circulation?**

A nonymous

Q

A

*Ginkgo biloba* is leaf extract of the ginkgo tree. *Ginkgo biloba* is a well-known health supplement to improve blood circulation to the brain and extremities (hand and foot). Some people will experience side effects after consuming ginkgo, such as headache, digestive discomfort and dizziness. On the contrary, some people with headache and dizziness will get relief after consuming *Ginkgo biloba.* However, it is advisable to start with a low dose and gradually increase the dosage to minimize the side effects such as dizziness and headache. If you still experience the side effects and it gets worse, you should stop taking ginkgo and get advice from your pharmacist.



A

Cancer is a complex group of diseases with many possible causes. It could be due to genetic factors; lifestyle factors such as tobacco use, diet and physical activity; certain types of infections; and environmental exposures to different types of chemicals and radiation or a combination of factors. So there is NO single way to reduce the risk. On supplements, a commonly tested hypothesis is that antioxidant vitamins (Vitamins A, C and E) may protect against cancer, based on the premise that oxidative damage to DNA leads to cancer progression. Hence preventing oxidative DNA damage would prevent progression to cancer.

**Winda Hayani Hasan** is a registered Pharmacist with Pharmacy Board Malaysia, a member of Malaysian Pharmaceutical Society (MMPS), Malaysia Community Pharmacy Guild (MCPG), and a Life member of Malaysian Menopause Society (MMMS). Currently managing Community Pharmacy project for Pharmaniaga Pristine Sdn Bhd, she has an experience as a manager at community pharmacies (independent pharmacies and international chain pharmacy) since 1996 and involved in Diploma of Pharmacy education programme. She enjoys reading motivational, inspirational and health books.

**Hasnah Ismail** is a registered Pharmacist with Pharmacy Board Malaysia and a Life member of Malaysian Pharmaceutical Society (MMPS). Currently involved as a consultant in Community Pharmacy project for Pharmaniaga Pristine Sdn Bhd, she was a Director of National Pharmaceutical Control Bureau (2007), Director of Pharmacy Practice and Development (2008-2010), Secretary to the Drug Control Authority, and Secretary to National Drug Formulary Ministry of Health. She also involved in national and international meeting and seminar regarding hospital and regulatory practice. She enjoys travelling, cooking, and reading leadership and health books.

Za PERFECT SOLUTION

Restore Youth To Your Skin

Firming
Resilience Complex *with*
Yuzu (Japanese Citron) Seed Extract
· Marine Collagen
For the lift you need to restore youthful skin.

Wrinkle Fading
Collagen Booster Complex *with*
Vitamin A Palmitate · Bio-hyaluronic Acid
To smoothen fine lines caused by dry, aging skin.

Radiance
Crystal Brightening Complex *with*
Apricot Extract
To turn dark, dull skin into beautiful glowing skin.

Deep Hydration
Mineral Moisturizing System *with*
Calcium Chloride · Magnesium Chloride
Deeply moisturizes & rejuvenates skin from within.

THIS PRODUCT IS AVAILABLE AT ROYALE PHARMA



# SOS: Health-check For the Titans

**PETALING JAYA, 17 NOVEMBER 2013** – It was drizzling on the Sunday morning misting the University of Malaya Sports Centre where UEM Sunrise Mini Olympics of the Titans 2013 took place. This event was organised by UEM Sunrise in appreciation of their staff.

Pharmaniaga through its Skuad Operasi Sihat (SOS) was delighted to be invited to join this event as part of its corporate social responsibility. SOS teams from Bukit Raja and Bangi were mobilized to support the event where they work in a tent provided by the organiser.

The participants, dubbed 'titans' for the day, started to 'attack' the SOS tent where they received free basic health screening. The beneficiaries grab the opportunity to have their BMI, blood pressure, and blood glucose level checked and documented in a health card for their reference. Upon completion of all check stations, participants received goodie bag containing Pharmaniaga merchandise complimentary of the company.

Also present at the event was Deputy Minister, Ministry of Youth and Sports, YB Datuk M. Saravanan A/L Murugan. Datuk M. Saravanan also visited the SOS tent where he had his Blood Glucose level checked by a volunteer. ■ CURE

Thank You!
2013
SOS Volunteers
Appreciation

# Pharmaniaga Sends Medicine for Typhoon Haiyan Victims

**SHAH ALAM, 4 DECEMBER 2013** – Medical support towards Typhoon Haiyan victims continues to flow when Pharmaniaga today contributed medicines worth RM73,000 to the Red Crescent Society of Malaysia who is actively helping the victims in the Philippines.

The medicines, which included antibiotics, inhalers, joint pain relievers and vitamin C supplements, were handed over to Nor Aziah binti Budin, the Executive Secretary of The Red Crescent Society of Malaysia by Mohamed Iqbal Abdul Rahman, Chief Operating Officer of the Pharmaniaga Group.

This was not the first time that Pharmaniaga had offered humanitarian assistance beyond borders as previously Pharmaniaga had also donated medical supplies for relief and aid to war-torn Somalia and Palestine.

"Every single day we count ourselves fortunate to live in a peaceful country, free of the natural disasters we witness daily in the world news, and lucky to be in a position to offer some comfort and aid to those in plight", said Mohamed Iqbal. ■ CURE

# SOS: New Games and New Volunteers

**SERI MANJUNG, 30 NOVEMBER 2013** – For the mission at the Karnival Hospital Seri Manjung 2013, Skuad Operasi Sihat (SOS) team introduced two new games to raise awareness on healthcare. One was 'target-shooting', where a battery-operated rifle was used to bring down anime-character figurines. The other was billiard.

Participants were given 3 chances for either game and once a figurine was shot down (target-shooting), or a ball was pushed into the pocket (billiard), they then would have to answer a question related to healthcare. Participants with correct answers were rewarded with Citrex vitamin C, a product of Pharmaniaga.

The SOS team was also delighted to receive new volunteers from Idaman Pharma Manufacturing, Seri Iskandar. The event venue was very near to their town and they were excited to join the team. The volunteers remained high-spirited throughout the day and completed the mission successfully. They now had experienced the SOS way of bringing health and Pharmaniaga to the community. ■ CURE

Deputy Health Director of Perak, Dr Hj Rahimi bin Goon trying out the new game

Volunteers assisting a participant playing billiard

# Bantuan Bagi Mangsa Banjir di Kuantan

Misi Skuad Operasi Sihat (SOS) Pharmaniaga ke Kuantan pada 9 Disember 2013 dengan tujuan menyampaikan sumbangan oleh pihak Syarikat dan juga kakitangan kepada mangsa banjir telah disempurnakan dengan jayanya. Sumbangan Syarikat yang merupakan barangan keperluan harian dan vitamin bernilai RM20,000 telah diserahkan kepada Pengarah Kebajikan Masyarakat Pahang, Dato' Shamsiah Husin di Pusat Agihan Bantuan Banjir, Kompleks Penyayang, Kuantan.

Manakala wang tunai derma kilat kakitangan sebanyak RM5,030 dan tambahan sumbangan RM700 dari individu-individu bukan kakitangan telah diserahkan kepada Pertubuhan IKRAM Pahang. Daripada sumbangan itu, sejumlah RM4,000 digunakan untuk barangan makanan dan peralatan membersih rumah dan bakinya RM1,700 untuk pihak IKRAM melaksanakan Program Kembali Ke Sekolah bertujuan membeli uniform, kasut dan peralatan tulis untuk anak-anak mangsa banjir. Selain daripada itu, kita juga turut memberi pihak IKRAM lima beg penuh berisi baju kurung, tudung dan telekung baharu yang merupakan sumbangan peribadi YBhg Dato' Farshila Emran.

Walaupun pasukan SOS ingin menziarahi kawasan-kawasan yang dilanda banjir, kita dinasihati untuk mengelaknya kerana operasi sedang giat dijalankan.

Sekalung tahniah dan terima kasih kepada kakitangan Pharmaniaga yang telah menunjukkan keprihatinan yang tinggi di saat-saat getir mangsa-mangsa banjir menghadapi musibah dan semoga sumbangan ini akan memperolehi keberkatan daripada-Nya. ■ CURE

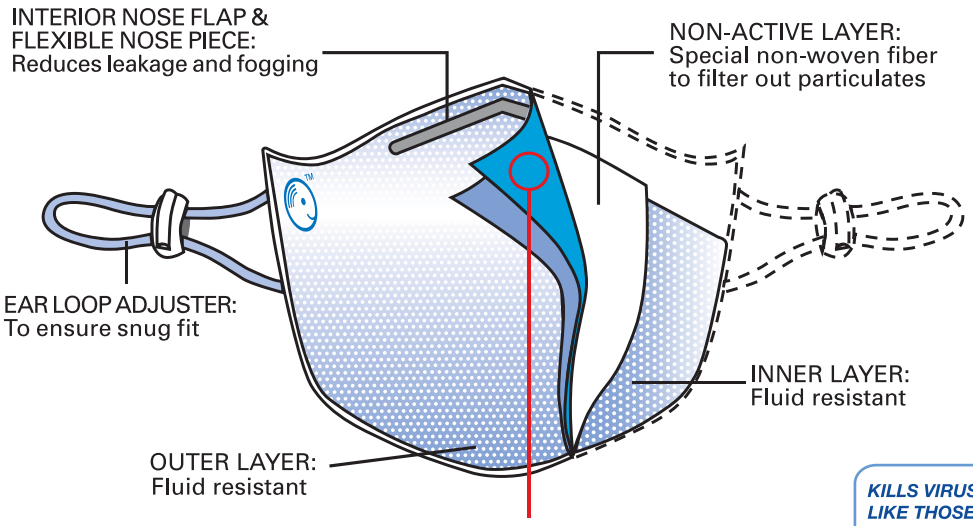
BioFriend™

# BIO MASK™

pharmaniaga

enriching life together

## Advanced anti-viral surgical mask



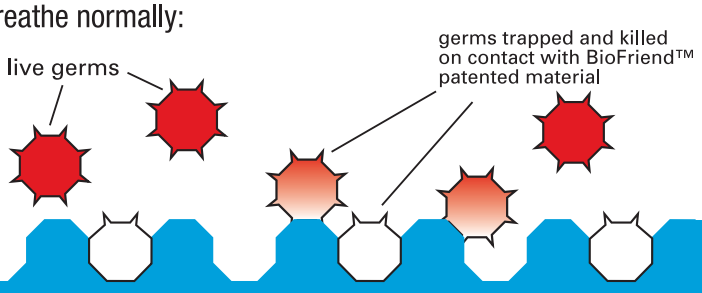

CE
EN14683
TYPE IIR

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

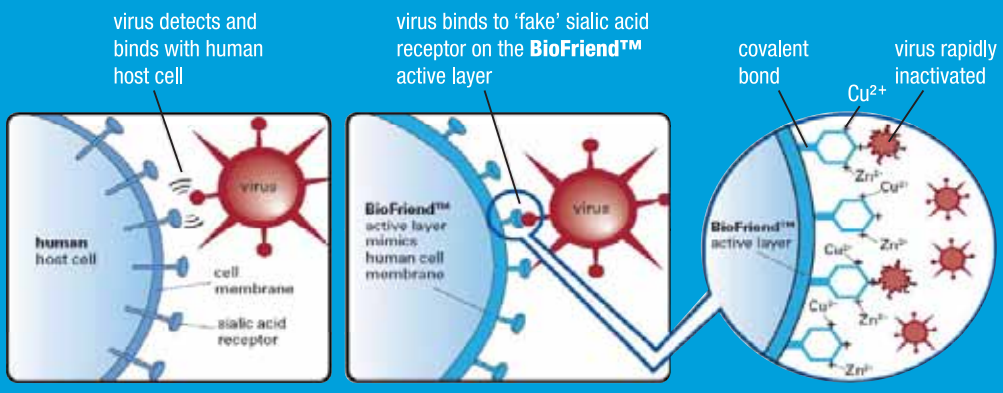
## Pragmatic • Scientific • Patented

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




1. molecular mimicry
2. molecular trap
3. molecular inactivation

Distributed by: **Pharmaniaga Marketing Sdn Bhd** (118254-D)
1-800-388-018 (Toll Free)
Tel: 603 3342 9999 ext. 293/525 Fax: 603 3342 2222

filligent™ creating global health choices

© Filligent Limited 2009
Patents pending.
All rights reserved.
www.filligent.com

# Congratulations!

Our Managing Director, YBhg Dato' Farshila Emran was conferred the

## " MBA Industry Excellence Award – Health Services"

by The ASEAN Business Advisory Council Malaysia

at the 5th Malaysia Business Awards (MBA) Gala Dinner on 8 November 2013 in Kuala Lumpur.

*Dato' Farshila receiving the award from YB Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry Malaysia*

The MBA celebrates the successes of exceptional individuals in the Malaysian business and corporate sectors, highlighting the public exemplary figures of the business community, as well as the importance of excellence, innovation and best practices.

The award is an acknowledgement of the immense contribution of YBhg Dato' to the advancement of Malaysian business as a whole, exceptional demonstration of stewardship of a business as well as continuous success of Pharmaniaga Berhad. ■ CURE

APPL e-tender pharmaniaga

# Pharmaniaga's Biggest Event for 2013

## *A showcase of transparency, integrity, and professionalism*

**APPL e-Tender** had made it into the Pharmaniaga's corporate calendar as the top event for the year 2013. The e-Tender process closed on 18 and 19 September 2013 for Drug and Non-Drug products respectively. The closing was held at Pharmaniaga headquarters in Bukit Raja, Shah Alam and was completed successfully with involvement of every level of Pharmaniaga staff.

APPL which stands for Approved Product Purchase List is a list of products in which Pharmaniaga Logistics Sdn Bhd (PLSB), a subsidiary of Pharmaniaga Berhad, holds the concession to supply and distribute medicine and medical disposables to all hospitals and clinics under the purview of Ministry of Health (MOH). Under the concession agreement, PLSB is entrusted to facilitate a tender process for the APPL once every 3 years.

To ensure a fair exercise of the price revision, PLSB invited through open tenders, bid to supply products listed in the APPL for a 3-year contract period at estimated value of RM 3 billion. This exercise was in line with the Government's aspiration for Government-Linked Companies (GLC) to assist in the development of local vendors.

Before submitting quotation, vendors were briefed on the whole tender process to ensure transparency. The whole tender process was monitored by officials from MOH to guarantee integrity was intact at all times. To further enhance transparency, PLSB invited auditors PricewaterhouseCoopers and Chief Integrity Officer of Boustead to observe the running of the e-Tender process. ■ CURE

# Snapshots from

APPL e-tender pharmaniaga

# closing

# Building Up Pharmaniaga's Talent Pool the HCM Way

**To ensure constant development of human capital, Pharmaniaga through Human Capital Management (HCM) department has joined seven career fairs in 2013. This is in search of dynamic individuals who will fit in the company and help the growth of, and at the same time grow together with, the company.**

1

**Programme : My-Partners Career Fair 2013**
**Date : 13 March 2013**

This one-day event, organised by My-Partners Sdn Bhd was held at INTEC Education College, UiTM Shah Alam. The aim of this event was to prepare the undergraduates for job interviews where they need to present and 'sell' themselves in order to get selected for a position. Students attending the event were given an opportunity to choose a company (or more) for a one-to-one interview session. Pharmaniaga received about 30 sessions mostly from students in Finance and Science courses.

2

**Programme : Malaysia Career & Training Fair 2013**
**Date : 29 – 31 March 2013**

The event, organised by Jobstreet.com received participations from a lot of companies from various industries as well as higher education institutions. Pharmaniaga offered 26 job vacancies for the event and received over 500 resumes ranging from fresh graduates to working professionals.

3

**Programme : Malaysia's 100 Graduate Careers Fair 2013**
**Date : 20 – 21 April 2013**

Malaysia's 100 Graduate Careers Fair 2013 represented the top graduate recruiters as voted by students, graduates and young professionals in the Malaysia Graduate Barometer Survey, conducted by Europe's leading graduate research firm, Trendence-Graduate Barometer. Pharmaniaga, in 2012, was voted and had won as the sectorial winner in Pharmaceutical Industry for the Malaysia's 100 Leading Graduate Employers. In this event organised by GTI Media Sdn Bhd, Pharmaniaga offered 43 job vacancies and collected over 200 resumes.

**Programme : Knowfest 2013**
**Date : 21 May 2013**

University Pertahanan Nasional Malaysia (UPNM) had organised this Knowfest 2013 and invited Pharmaniaga to participate to enable knowledge sharing with the students which include the insights of Pharmaniaga. Therefore, the objectives for Pharmaniaga through this event were to let the students know about Pharmaniaga and to share with them the career opportunities available within the company.

4

**Programme : Graduan Aspire 2013**
**Date : 6 – 7 July 2013**

Graduan Aspire 2013 Career & Postgraduate Fair held by Graduan had brought Malaysia's best talents under one roof in discovering potentials and networking with future employers. Over 200 potential candidates deposited their resumes to apply for suitable positions from among 31 job vacancies available during the fair.

5

**Programme : BN Youth Job Fair'13**
**Date : 27 – 29 September 2013**

Certified by Malaysian Book of Records as the biggest job fair organised in Malaysia, BN Youth Job Fair'13 had brought together over 100 companies and organisations from various industries. Held at Dewan Tun Razak 1, Putra World Trade Centre, Kuala Lumpur, the event attracted thousands of young graduates and professionals. Offering 19 job vacancies, Pharmaniaga collected over 400 resumes in the 3-day event.

6

**Programme : Sector Focused Career Fair**
**Date : 5 – 6 October 2013**

This event was a collaboration between TalentCorp and Universiti Sains Malaysia (USM) and aimed to provide career exposure and opportunity to undergraduates and young graduates. The fair received participation from 32 employers offering career opportunities for graduates with sciences, social sciences and healthcare background. Targeting graduates from pharmacy studies background, Pharmaniaga shared what the company look for in candidates and also the career path in this field.

7

# Royale

- Floral Shampoo & Conditioner
- Lavender Shower Cream
- Citrus Handwash Gel
- Floral Body Lotion
- Strawberry Kids Hair & Body Wash

**Royale products now available at RoyalePharma Pharmacy**

ROYALE RX PHARMA

Contact No. : +603 5512 2468
Email : royalepharma@pharmaniaga.com

PHA-2014-020-ADS