

FOR IMMEDIATE RELEASE

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**MEDIA RELEASE**

**PUBLIC SHOULD "Mesti Ambil Tahu!"**

**PETALING JAYA:** Pharmaniaga and its broadcast partner TV3, today officially launched "mesti ambil tahu!"; a consumer awareness campaign focusing on healthcare. The ceremony was officiated by Y.B. Dato' Dr. Chua Soi Lek, Minister of Health Malaysia at Sri Pentas, TV3.

The main objective on this campaign for now is to inculcate consumers' awareness on the importance of proper medicine management. This includes following medication and storage instructions, knowing the name of medicines that you consume (both its generic and trade-name), being aware of possible side effects and the importance of communications with your doctor or pharmacist. True to its canny title "mesti ambil tahu!" which translates "must find out"; one must be proactive in attaining necessary information and knowledge.

Topics on medicine management will be aired on TV3's morning talk show, Malaysia Hari Ini (MHI) on 25-28 April 2005 encompassing 2 minutes advertorials on medicine management and a live interview with pharmacologist Professor Zahurin Mohamed, head of the department of pharmacology, faculty of medicine, University Malaya.

In its efforts to make information on medicine management easily accessible to the general public, Pharmaniaga has compiled "mesti ambil tahu!" booklets in both Bahasa Malaysia and English. These booklets will be available at health clinics in the near future. You can also visit [www.mestiambil tahu.com](http://www.mestiambil tahu.com) to read, download and print your very own copy of the booklet. The website will also be updated from time to time to

include other health-related topics such as hypertension, diabetes, cardiovascular health and stress management.

Addressing his audience, Dato' Chua urged the public to always follow medication instructions as given. "This is important to ensure optimum efficacy and to avoid possible side effects that may be damaging".

"Many efforts have been made by various Ministries, organisations, NGOs and professional bodies to promote consumer awareness on how to recognise registered pharmaceutical products, medicine management and the dangers of self-medication.

While the Ministry constantly pays attention to such efforts, the involvement and support of private sectors will surely help boost such efforts. Thus, the Ministry warmly welcomes such collaborations in its efforts to bring better health and safety to its community", said Chua.

He was pleased that Pharmaniaga has partner up with TV3 for this "mesti ambil tahu!" campaign.

Under the Control of Drugs and Cosmetics Regulations 1984, pharmaceuticals products must to be tested for its quality, intended effects, efficacy and safety before it is registered and allowed to be marketed. This is to ensure products used by consumers are safe, of good quality and effective. Controlled products include prescribed drugs, non-prescription drugs (over the counter), traditional and cosmetic. For this purpose, the National Pharmaceuticals Control Bureau (NPCB) was established in 1979 to implement quality control on pharmaceutical products.

## **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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*Issued for the Pharmaniaga Group by Corporate Communications Division, Pharmaniaga Berhad*