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DISCOVER YOUR NATURAL BEAUTY WITH NIGELLA THERAPY

A new range of cosmetic products that offers ultimate solution for skin nourishment and rejuvenation

KUALA LUMPUR, 8 November 2017 – *Nigella sativa* seeds, also commonly known as black seeds or *Habbatus Sauda* is an amazing and highly potential plants in curing different types of ailments. For centuries, the black seed oil has been used by millions of people in Asia, Middle East, and Africa to support their health. The Egyptians considered the seeds as a panacea - they were purportedly found in King Tut's tomb.

Furthermore, according to the research, *Nigella sativa* contains over 100 chemical compounds which are important for skin nourishment and rejuvenation. This powerful oil has a significant amount of protein and exceptionally high in antioxidants that works as skin food. The herb has also been used by the Queens of Egypt for years to maintain their beautiful skin and health.

These scenario and history have contributed to the booming in cosmetics industry particularly in Malaysia. Due to that, Royal Pharma, a community Pharmacy of Pharmaniaga Berhad (Pharmaniaga) has ventured out its business spectrum in cosmetics line by introducing a new range of skin products known as Nigella Therapy – the United State (US) made products that enhance healthy and beautiful skin.

Nigella Therapy is uniquely formulated using natural ingredients and scientifically proven to deliver real health benefits to skin. Its main ingredient is from 100% pure and natural black seed (*Habbatus Sauda*) oil which carefully extracted from *Nigella sativa* seeds. These yields are the most potent concentration of the powerful antioxidants, which eliminate skin-damaging free radicals and deliver key nutrients to the skin.

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Nigella Therapy offers three main products namely **Nigenol** - to address multiple skin imperfections including the appearance of fine lines, blemishes and irritation for a healthy and radiant complexion; **Day Serum** - a highly effective antioxidants which will promote to revitalize and protect sensitive skin against daily environmental assaults; and **Night Serum** - a powerful and fast-absorb triple antioxidant serum which able to restore as well as reduce fine lines, wrinkles and dark spots, while soothing the most sensitive skin.

“RoyalePharma focuses on the health needs of the community by providing an array of healthcare products and services to all of its customers. The pharmacy is now has expanded its business range through the introduction of Nigella Therapy, a high quality, safe and effective skin products. Nigella is special, it was made from the ingredients that had been used for more than 4,000 years ago by the Egypt Queens, Queen Nefertiti and Cleopatra,” said Dato’ Farshila Emran, Managing Director of Pharmaniaga.

“We are also confident that these products are highly competitive which will be able to penetrate the market and become one of the best among of its kind,” emphasise Dato’ Farshila during the press conference at the official launch of Nigella Therapy which was held at MMCineleisure, the Curve @Damansara with the attendance Nigella Therapy’s ambassador Dynas Mokhtar, a Malaysian model, actress, television host, fashion designer and entrepreneur.

As a sole distributor of Nigella Therapy, RoyalePharma has made the products available at RoyalePharma – Pharmaniaga’s community pharmacy which located in Central and Northern Region as well as via online platforms such as RoyalePharma E-store, Lazada, 11Street and Shopee.

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ABOUT ROYALEPHARMA

RoyalePharma is a chain of community pharmacies based in Malaysia by Pharmaniaga Pristine Sdn Bhd, a subsidiary of Pharmaniaga Berhad.

The first RoyalePharma outlet opened on the 8th of July 2013 in Section 7, Shah Alam which was officiated by Dato' Farshila Binti Emran, Managing Director of Pharmaniaga Berhad. RoyalePharma focuses on the health needs of the community by providing an array of healthcare products and services to all of its customers.

As part of RoyalePharma's effort to provide healthcare services to its customers, each RoyalePharma outlet is equipped with a consultation room where customers can seek healthcare advice from our capable pharmacists in a private and comfortable environment. RoyalePharma's friendly staff provides customers with the best quality service.

ABOUT PHARMANIAGA BERHAD

Pharmaniaga Berhad, a member of Boustead Group is an investment holding company listed on the Main Board of Bursa Malaysia. The Pharmaniaga Group's core businesses are generic pharmaceuticals manufacturing; research and development; marketing and sales; warehousing and distribution of pharmaceutical and medical products; supply, trading and installation of medical and hospital equipment as well as community pharmacy.

With a vision to be the premier Malaysian pharmaceuticals company, Pharmaniaga is guided by its philosophy of 'doing business with a conscience' and is empowered by its mission of **Passion for Patients**. Already operating in 38 sites across 3 countries (Malaysia, Indonesia & Vietnam) the Pharmaniaga Group is positioned to be a regional player in the international pharmaceuticals arena.

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