

FARM FRESH GROW MILK POWDER, NOW WITH PROBIOTICS AND PREBIOTICS

KUALA LUMPUR: When you shop for milk, do you check the nutrition labels? If so, you're not alone.

Unless you're a nutritionist or dietitian, reading nutrition labels will likely introduce you to many unfamiliar compounds.

A recent viral TikTok video featuring dentist Dr Zaidatul Hasanah has sparked conversations about the importance of reading nutrition labels when buying children's milk, particularly the dental health risks associated with added sugars.

"As a dentist, the primary

concern regarding children's milk is the presence of added sugars. Sugar can promote the growth of harmful bacteria in the mouth, which can eventually lead to tooth decay, as well as increasing the risk of cavities and oral infections," she said in an interview.

"Generally, when you want to give something to your child, be it snacks, food or drinks, or in this instance – milk, you must read the labels to ensure that there aren't any added sugars."

She shared that added sugars come in many forms and are labelled with different names,

such as glucose, sucrose, maltodextrin and corn syrup, to name a few. Apart from added sugars, she suggested that parents should also stay away from children's milk products with added flavours.

Dr Zaidatul added that, on top of avoiding added sugars, children's milk that comes with probiotics and prebiotics has multiple benefits that support dental health and overall well-being.

"Probiotics and prebiotics play several roles in promoting good dental health. Probiotics – which are beneficial bacteria – help maintain a healthy balance of bacteria in the mouth, which can reduce the presence of harmful bacteria associated with tooth decay and gum disease," she said.

"Prebiotics serve as food for beneficial bacteria, helping them thrive and outnumber harmful bacteria in the mouth and gut. This improves gut health, which can contribute to better nutrient absorption, benefitting overall health."

She also noted that it is vital to purchase children's milk that provides essential nutrients such as calcium and vitamin D, which are crucial for developing strong teeth and bones.

Natural dairy filled with essential nutrients

In response to growing awareness around healthier options, Farm Fresh has

launched Farm Fresh Grow Milk Powder, a growing-up milk formula that addresses these concerns by eliminating added sugars and incorporating probiotics and prebiotics.

The BTM (Baby and Toddler Milk) category is currently the third largest volume contributor, accounting for 306 million litres. This category represents about 18% of the total volume contributions, following flavoured milk (40%), white milk (25%), sweetened condensed milk/evaporated milk (12%), and drinking yoghurt/lactacyd drink (5%).⁽¹⁾

The powder format still dominates the market but is projected to see a slight decline with a compound annual growth rate of -0.4% from 2021 to 2024. The volume share by stage is primarily within the toddler milk category (Stage 3), contributing 62%, followed by equal shares in Stage 2 and Stage 1 (infant/special formula).⁽²⁾

With so many brands and choices available, it's no wonder that moms find it challenging to choose the right milk for their children.

In fact, mothers tend to do 11% more research in this category than the average Malaysian. According to a survey by Statista, which involved 400 moms, 72% of expecting moms and moms with children over one year old are more likely to check product authenticity before deciding.⁽³⁾

Farm Fresh Grow Milk Powder was introduced into the market in late 2023 in convenient travel-sized sachets and bulk packs of 500g and 800g, which was subsequently followed by an official launch with a full-on campaign starting this year.

Farm Fresh Berhad aims to produce fresh and honest growing-up milk filled with a focus on quality ingredients. The goal is to create milk that meets children's physical needs without unnecessary complications.

The new Farm Fresh Grow Milk Powder is enhanced with probiotics, made from whole milk powder and includes over 100 million CFU/100g of Bifidobacterium lactis BB-12.

It contains 0% maltodextrin, 0% vegetable oils, 0% calcium carbonate and 0% sucrose, while including natural cow's

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Dr Zaidatul Hasanah



Children's milk provides essential nutrients, such as calcium and vitamin D, which are crucial for developing strong teeth and bones.



Parents must play a more active role in ensuring that the children's milk they give their kids contains probiotics and prebiotics that will support dental health and overall well-being.

milk, DHA, inulin, protein, taurine, natural calcium, magnesium, iron, zinc, choline and 22 other important vitamins and minerals, such as Vitamin D3, A, B2, B3 and C.

References:

⁽¹⁾ Compass (2021) Total Powder & Liquid. in Baby Milk & Infant Formula – Worldwide. Retrieved from Statista.

<https://www.statista.com/outlook/cmo/food/baby-food/baby-milk-infant-formula/worldwide>

⁽²⁾ Global Data (2021) Powder format only. in Baby Milk & Infant Formula – Worldwide. Retrieved from Statista.

<https://www.statista.com/outlook/cmo/food/baby-food/baby-milk-infant-formula/worldwide>

⁽³⁾ Statista (2021) in Baby Milk & Infant Formula – Worldwide. Retrieved from Statista.

<https://www.statista.com/outlook/cmo/food/baby-food/baby-milk-infant-formula/worldwide>

A BUSY lifestyle can take a toll on your heart, causing stress, high blood pressure, and raising the risk of heart problems. Heart health is crucial because the heart pumps blood around the body, providing oxygen and nutrients to organs and tissues while getting rid of toxins. Poor heart care can lead to serious issues like heart attacks, strokes, and other heart diseases. However, there are different approaches you can take to help improve heart health. One of it is getting a regular massage which can reduce stress, lower blood pressure, and help you relax.

The Gintell Iron Man Wellness Chair built with 2nd Gen 8-D Twin Rollers are massage rollers that separate into two parts where users can choose their preferred massage techniques to massage the upper and lower back simultaneously. It provides an overall deeper, more precise and more intelligent massage on the shoulder, upper back, lower back, waist and buttock.

The Gintell Iron Man Wellness Chair features Malaysia's first 178° L-Flex Track, with "L" representing lumbar support. This unique dual massage track adjusts to fit body curves, targeting the upper and lower back at various angles for a precise, intense massage. Unlike fixed-angle chairs, it reclines up to 178°, effectively relieving lower back tension and promoting proper posture for a refreshed feeling.

Your body needs daily stretching, like a massage. That's why the 230° Thai Massage full body stretching programme built into the Gintell Iron Man is beneficial for you. This programme is also intensified by the 178° L-Flex Track and 2nd Gen 8-D Twin Rollers that reclines at a 230° angle, which helps stretch out your body from neck to foot. Overall, it enhances your joint flexibility and mobility. This programme is fully endorsed and consulted by renowned titar master (bone setting specialist) Datuk

Relax and recharge



Indulge in unrivalled relaxation with the Gintell S7 Plus and S9 Maxx Iron Man Wellness Chairs.

Seri master Chris Leong. To celebrate Marvel's 85th anniversary, Gintell is launching the Iron Man Black Exclusive Version Wellness Chair. This exclusive version combines advanced AI Technology with the iconic style of Iron Man, featuring sleek black and gold accents inspired by the hero himself. The black and gold creates a sense of

influential value, wealthiness and great power. The soft leather seat and cushioning provide exceptional comfort, while the premium finishing touch and glossy side panels, the engraved Marvel's 85th anniversary logo, Tony Stark Signature on the side panel add a touch of elegance, luxury and style. Powered by the newest AI-Rovo

Technology, it is designed to enhance your stretching routine and target your core muscles effectively. It features eight AI-Yoga Stretching Programmes that are suitable for beginners, intermediate and advanced users. With just a 20-minute daily session, the Iron Man Black Exclusive Version Wellness Chair not only soothes tired muscles but also leaves you feeling revitalised and balanced, enhancing flexibility, body alignment, and even sleep quality. It also helps to increase flexibility, improve posture, and release muscle tension.

Equipped with advanced intelligent 4D Maxx Roller Balls, this massage chair tailors each session to your unique body shape, offering a truly customised and comfortable experience. The humanised roller balls automatically adapt to your body shape, adjusting the protrusion by up to 15cm to ensure targeted relief for areas that need it most. Additionally, the width of the massage rollers can expand by up to 20cm, providing broader coverage and a more comprehensive massage across the back and shoulders. This combination of adjustable depth and width enhances the overall massage effectiveness, relieving tension and promoting relaxation.

Gintell is currently offering a limited-time promotion in conjunction with the launch of the Iron Man Wellness Chair. Seize the opportunity to own this iconic massage chair before it's too late.

■ For further enquiry or pre-order, call 016-750 0998, visit www.gintell.com or visit your nearest Gintell showroom to experience firsthand the Limited Edition Iron Man Wellness Chair and Iron Man Black Exclusive Version Wellness Chair.

ADVERTORIAL

How Probiotics Maintain Gut Health

GUT HEALTH is essential for overall well-being, as it influences many aspects of daily life, including digestion.

Maintaining a healthy digestive system can be supported through various dietary and lifestyle choices. Fiber and probiotics, in particular, are great for maintaining regular bowel movements.

Probiotics, often referred to as "good bacteria," offer a natural way to support digestive health. These live microorganisms help maintain the balance of beneficial bacteria in the gut.

By maintaining the composition of gut flora, probiotics support healthy digestion and gut health.

What are Probiotics

Probiotics are live microorganisms that provide health benefits when consumed in adequate amounts. They help maintain the balance of good bacteria in the gut, supporting digestive health.

While probiotics are found in various foods, obtaining sufficient amounts through diet alone can be challenging.

Incorporating probiotic rich foods into the daily diet depends on individual preferences, food availability, and access.

Additionally, finding specific strains such as Lactobacillus and Bifidobacterium can be more difficult.



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This multistrain probiotic formula is designed to help support a healthy digestive system and balanced the gut microbiome.

Choosing Probiotics

Symplus has been a trusted name for over ten years, reflecting PureMed's commitment to quality and health. Look for supplements containing common strains such as Lactobacillus: acidophilus, casei and lactis, Bifidobacterium lactis, breve and infantis and Streptococcus thermophilus. Multi-strain products provide broad benefits.

■ This is a health supplement advertisement.

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Breaking stigma around obesity

THE World Health Organization (WHO) defines obesity as an abnormal or excessive accumulation of fat that presents a health risk. Excess weight is an established risk factor for type 2 diabetes, increasing the risk by up to 80 times. Obesity is further associated with an elevated risk of heart disease, liver disease, degenerative joint disease, gout, and various cancers.

However, another significant yet often overlooked risk is the societal stigma faced by people with obesity. Those with obesity often find themselves ostracised and despised by a society that shames them for their body size. This can be disheartening and demotivating for anyone subjected to it.

While many say obesity is caused by poor dietary choices and lack of physical activity, other causes such as

environmental factors, genetics, medical conditions and hormones can also be responsible.

Despite this, weight stigma remains an acceptable form of prejudice today. This discrimination is a vicious self-perpetuating cycle that blames the victim as the cause of the problem and may lead them into a spiral of sadness and eventually depression.

In many workplaces, discrimination begins even before individuals step into the office. Some overweight individuals face weight bias and discrimination when applying for jobs, being considered for promotion and receiving lower evaluations. Whether it's superiors or colleagues, obese employees risk being marginalised as they may be viewed as undesirable by everyone else.

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OSTEOPOROSIS is defined as a skeletal disorder characterised by compromised bone strength, predisposing a person to an increased risk of fracture. Osteoporosis-related fractures have been recognised as a major health problem in the elderly.

Similar to trends in many countries with increasing life expectancy, Malaysia is expected to have a growing number of elderly individuals. The common sites of fracture are the spine, wrist and hip. Hip fractures are associated with high morbidity and a mortality rate of up to 20% in the first year. The majority of those who survive are disabled, and only 25% will resume normal activities.

According to consultant orthopaedic surgeon and sports medicine specialist Dr Ruzaimi Md Yusoff at MSU Medical Centre, 'Osteoporosis can be divided into two types: primary osteoporosis and secondary osteoporosis. The causes of primary osteoporosis include postmenopausal osteoporosis, age-related osteoporosis, and rarely idiopathic osteoporosis. The causes of secondary osteoporosis include endocrine conditions such as Cushing's syndrome, hypogonadism, thyrotoxicosis, primary hyperparathyroidism, and type 2 diabetes mellitus.

Osteoporosis is a silent disease without any symptoms in most patients until fractures have occurred. Identifying risk factors can aid in early detection of osteoporosis. The major risk factors associated with an increased risk of osteoporotic fracture can be divided into non-modifiable and modifiable risk factors.

Non-modifiable risk factors include advancing age, ethnic group, female gender, premature menopause including surgical menopause, family history of osteoporotic hip fracture in first-degree relatives and personal history of fracture as an adult.

Modifiable risk factors include low calcium or vitamin D intake, sedentary lifestyle, cigarette smoking, excessive alcohol intake, excessive caffeine intake, low body weight and oestrogen deficiency.

Most patients are asymptomatic, and diagnosis is made only after a fracture. Common clinical presentations include increasing dorsal kyphosis, a low-trauma fracture, fractures occurring at the site of a typical osteoporotic fracture, historical height loss, and acute back pain following seemingly innocuous activities. A clinical diagnosis of osteoporosis can be made after a low-trauma, spine or hip fracture.

Osteoporosis is diagnosed based on a T-score of -2.5 or lower on bone mineral density measurement by dual-energy X-ray absorptiometry at the femoral neck, total hip or lumbar spine.

Screening for osteoporosis is recommended for individuals with prior low-trauma fractures, those with clinical risk factors, secondary

Caring for your bones

osteoporosis, height loss and falls risk, and for all postmenopausal women over 50 years old.

Prevention of osteoporosis

Meeting adequate calcium intake has the best evidence for peak bone mass attainment in children and adolescents to prevent osteoporosis in later life.

Increasing calcium intake, either by dietary sources or supplements, has small non-progressive effects on bone mineral density (BMD) in adults and postmenopausal women.

Adequate vitamin D intake may also be important for peak bone mass attainment in children and adolescents. Vitamin D supplements are available as ergocalciferol (vitamin D2) and cholecalciferol (vitamin D3).

Body weight: Although low body mass index (BMI) is a recognised risk factor for fragility fractures, recent evidence has challenged the concept that being overweight or obese might lower fracture risk.

Caffeine intake: Caffeine increases faecal and urinary calcium excretion and may induce a negative calcium balance if dietary calcium intake is insufficient. High caffeine intake has been associated with an increased risk of fragility fracture. However, the effect of caffeine appears to be mitigated by increasing calcium intake. Patients who regularly consume caffeinated drinks should be advised to increase their calcium intake accordingly.

Smoking: Smoking increases osteoporotic fracture risk. Current smokers have the highest risk, followed by ex-smokers when compared to those who have never smoked.

Alcohol intake: Excessive alcohol intake should be avoided as it has been associated with increased rates of any fracture and osteoporotic fracture in both men and women.

Exercise for the prevention of osteoporosis: Regular exercise, in particular weight-bearing exercise, is encouraged in all age groups in order to maximise peak bone mass, decrease age-related bone loss, and maintain muscle strength and balance. It is important that an individual's health status should be taken into consideration when recommending an exercise programme.

Exercise for falls prevention: Studies have shown the benefits of exercise in the prevention of falls which were significant even in the elderly. Studies found that exercise reduces the rate of falls by 23%. Multiple exercise component interventions have been shown to reduce the rate of



Dr Ruzaimi Md Yusoff.

falls beyond 12 months, effectively prevent falls and reduce fall-related injuries. Sufficient intensity and duration of exercise are

required for it to be effective. Interventions with a total weekly dose of more than three hours that included balance, functional and resistance exercises were particularly effective in reducing the rate of falls while programmes primarily involving resistance training, dance, or walking remain uncertain.

Management of postmenopausal osteoporosis

In Malaysia, postmenopausal women should be considered for treatment based on the National Osteoporosis Foundation's recommendation if they fulfil any of the following, after exclusion of secondary causes of osteoporosis: identification of low trauma hip, vertebral, wrist or any other major fragility fracture, T-score ≤ -2.5 at the femoral neck, total hip or

“Osteoporosis is defined as a skeletal disorder characterised by compromised bone strength, predisposing a person to an increased risk of fracture.”

lumbar spine on dual-energy x-ray absorptiometry and in patients with osteopenia.

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Maintaining wellness

IN today's fast-paced world, maintaining overall health and energy is more important than ever. As we juggle the demands of modern life, many people are searching for ways to stay healthy.

PureMed Tiger Milk Mushroom Plus, a thoughtfully crafted traditional product designed to support the general well-being of working adults, seniors, athletes and anyone seeking to support their vitality.

Using the wonders of nature's ingredients

Tiger Milk Mushroom Plus contains extract derived from the highly prized Sclerotium Lignosus Rhinocerus (Tiger Milk Mushroom). Celebrated in traditional medicine for centuries, this mushroom has long been valued for its ability to support overall wellness.

Tiger Milk Mushroom Plus contains natural ingredients. Together, Tiger Milk Mushroom, Cordyceps Sinensis and Ganoderma Lucidum (Lingzhi) create a balanced, three-in-one formula that supports vitality and inner health.

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Tiger Milk Mushroom Plus can support your vitality and boost general well-being.

workdays, maintaining an active fitness regimen, or simply looking to support your stamina, this traditional product is tailored to align with your health goals. Its holistic approach helps support not only energy but also overall wellness.

Tiger Milk Mushroom Plus offers an easy way to support your well-being. Available at pharmacies and online, this traditional product brings the best of traditional wellness into your modern lifestyle—making it a simple addition to your daily health regimen.

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Healthier communities begin with support

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A toxic work environment like this can negatively affect work which leads to lost productivity. This can have knock-on effect that can escalate and result in a slippery slope of bad outcomes.

In social settings, people with obesity often experience weight bias from friends and family. In school, discrimination often comes from teasing, name-calling and bullying from other students. Those on the receiving end may suffer from low self-esteem, which may lead to them becoming withdrawn and reclusive.

To address the issue of obesity, a multi-pronged approach is necessary. Friends and family members need to show

support and encouragement for overweight individuals instead of demeaning them.

Public health messaging can provide positive guidance and reexamine narratives and portrayals used. As individuals, we too can play a more active role in helping those around us to lead a healthy lifestyle. When going out for fitness activities, invite friends or family members. Positive nudges like these can influence people to alter and adopt healthier lifestyles to stay fit.

A nation is only as strong as its people. Each of us, as unique individuals with our own tastes, talents and preferences, should never be made to feel as if we do not belong.



Weight stigma and discrimination can lead to an emotional downward spiral and result in depression.



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