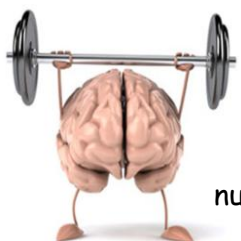




A PROGRAMME TO UPLIFT ECONOMIC VALUE OF NATURAL PRODUCTS MANUFACTURED BY SMALL & MEDIUM ENTERPRISE



Hire "brains" to progressively upgrade the value of your natural products from common ornamental or fresh greens to nutraceuticals and pharmaceuticals.



THE PROBLEM

Worldwide, there are thousands of products manufactured from natural ingredients being sold in the global market. These natural products gain good demands from the local community, who are well aware of its health benefits by tradition. However, exportation of these products with health and medicinal claims require extensive quality, safety and efficacy documentations (registration dossiers) similar to pharmaceuticals. Thus, these non-tariff technical barriers discourage small and medium entrepreneurs to venture into overseas market. Hindering the sharing the mother nature's gift.



THE SOLUTION

The uplifting of your product, definitely incurs expenses, but makes senses when it increases the value of product, while adapting your current financial capability for future investment via micro-grant to us.

The programme offers SME a progressive upgrading plan for their products, stage by stage beginning from fresh herbs, dried herbs, crude extracts (5:1), extracts (20:1), standardized extracts (100:1) and up to Active Pharmaceutical Ingredients (200:1). The SME controls & decides the pace of the upgrading.

The upgrading involves relevant research and test at different stages to characterize the plant, bioactives, bio-activities (efficacy), bio-markers, optimization of extraction and detection methods, stability, toxicity, clinical evidences and determine GMP specifications. Subsequently, enables preparation of the registration dossier needed for each category of products, e.g. cosmetics, herbal medicines and pharmaceuticals.



THE BRAINS

The programme mastermind is Dr. Jahangir, who leads the **Quality Assurance & Safety**.

Dr. Noorfatimah, Dr. Raoov & Dr. Nadhirah specialize in **bioactive extraction, separation & analytical chemistry**.



The **bio-activity & bio-efficacy** assays are under the expertise of Dr. Hasni, Dr. Sharlina & Dr. Nik Syazni.



In-vivo & in-vitro toxicity evaluation is led by Dr. Nor Aini & AP Dr. Azman



Dr. Lim, Dr. Aman & AP Dr. Ruzita have vast experience in evaluating right **formulations & delivery of bioactive**.



Dr. Eshaifol & Dr. Wan Adnan are licensed medical practitioner expert in integrative medicine, they lead the medical evaluation including **the clinical trials**.



Steinbeis Transfer Centre Network