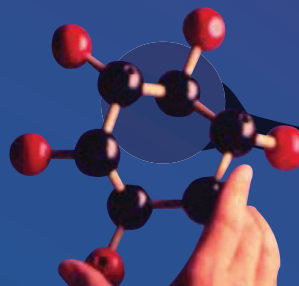




# Towards a **Safer** Choice



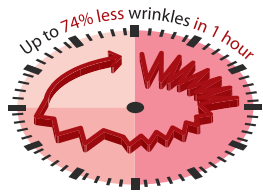
**Bio-Pharmaceuticals**  
*Towards a safer choice*

**BULLETIN**

JULY - SEPT 2013  
(For Internal Circulation)



# REEF SERIES



**All Day Activation and Protection Against the Effects of Time**



The Reef Series Anti-Ageing Serum actively works against the first signs of skin ageing by minimising wrinkle volume and roughness, providing deeply effective moisturising and normalising sensitive skin.

The Reef Series Sunscreen contains CELLIGENT®, which provides effective cell and DNA protection as well as SunCat DE®, an encapsulated protective agent which prevents the absorption of chemicals into the skin, making it a non-irritant sunscreen.



**RAHN** | Cosmetics

**Bio-Pharmaceuticals**  
Towards a safer choice



**Bio-Pharmaceuticals Sdn Bhd** (514236-M)

C-5-8, Block C, Centrepont Business Park, 5 Jalan 26/35, Section 26, 40000 Shah Alam, Selangor Darul Ehsan, Malaysia.

Tel: +603-5101 1450 Fax: +603-5191 2025 email: [info@biopharmaceuticals.com.my](mailto:info@biopharmaceuticals.com.my)

[www.biopharmaceuticals.com.my](http://www.biopharmaceuticals.com.my)

# CEO's Address

Dear Doctors, Pharmacists and Colleagues,

Human skin is a rather resilient organ, changing constantly throughout your lifetime, and even having the ability to regenerate itself every month or so. And while organisations may not be able to refresh themselves every month, we believe that it's important as a company to stay relevant and evolved with changing times. It is therefore fitting that we have chosen 'Skin' as the topic of choice in the third issue of our Bio-Pharmaceuticals Quarterly Bulletin.

Coincidentally, we began the second half of 2013 by launching a revolutionary new skincare line. The Reef Series Anti-Ageing Serum and Reef Series Sunscreen SPF 30++ PA are the latest additions to the extensive Bio-Pharmaceuticals product range. Reef Series products contain award winning, novel ingredients that are at the forefront of anti-ageing science and we are proud to be able to work with internationally renowned Swiss cosmetics company RAHN in bringing you these products. You'll find more information in the pages ahead, as well as informative articles on our theme subject.



Still staying on the subject of regeneration, we're also happy to share with you a brand new Bio-Pharmaceuticals website which debuts a fresher look and feel and all the information that you will require about our products and company. Do pay us a visit at **[www.biopharmaceuticals.com.my](http://www.biopharmaceuticals.com.my)** and participate in the contest that we have in conjunction with the launch of the revamped site for a chance to win some fantastic prizes.

We hope you enjoy reading this issue, and if you have any comments or feedback, do drop us a note at our Bio-Pharmaceuticals Facebook page.

With my very best regards,

**Albert Yesudian**

CEO

## Company Info

Bio-Pharmaceuticals was incorporated as BioPharm back in 1991, as a regular pharmaceutical supplier to the medical fraternity. The Founder of the company, Mr. Albert Yesudian brings with him extensive years of experience with his involvement in the healthcare industry in particular the pharmaceutical industry for the past 30 years. He is principally responsible for the Company's strategies and directions.

Our popular product ranges then were, Balance Elastin E Cream and Aqua Dermis. However in 1992, the company embarked on a series of innovative sales and marketing initiatives to extend the product base and at the same time to establish stronger ties with key customer groups.

The efforts resulted in us successfully acquiring a range of phyto-pharmaceutical products (plant based pharmaceutical products), which in return allowed us to redefine our role in the Malaysian pharmaceutical industry. We aim to build a reputation as a company that not only provides safe; evidence based pharmaceutical products but also a company that does not compromise on quality. Thus, we established a corporate philosophy - "Towards A Safer Choice".

In 1994, the growth of our business was further enhanced with our appointment of a distributor. Since then, we have associated with some of the world's best-known phyto-pharmaceutical companies.



Visit our revamped website at **[www.biopharmaceuticals.com.my](http://www.biopharmaceuticals.com.my)** to participate in a contest!

For further information, please contact:-

**Mr Albert Yesudian, Group CEO/ Managing Director**  
**Ms Karen Gan, Marketing & Regulatory Manager**

Tel: +6 03 51011450  
Fax: +6 03 51912025  
Email: [albert@biopharmaceuticals.com.my](mailto:albert@biopharmaceuticals.com.my)  
[karen@biopharmaceuticals.com.my](mailto:karen@biopharmaceuticals.com.my)



## Company News

**Diamagnetic Physio Centre** officially opened its doors in April 2013, offering a new form of therapy to patients requiring pain management for orthopaedic and rheumatic complaints as well as post-surgery rehabilitative treatment. Conveniently located just off the Bukit Rimau exit of the KESAS highway, Diamagnetic Physio Centre (a subsidiary of Bio-Pharmaceuticals Sdn Bhd) is equipped with 2 state of the art Diamagnetic Therapy® Devices, as well as several full time physiotherapists.

For more information, please call 03-5525 4343.



(L - R) Folco de Luca Gabrielli, former Italian Ambassador to Malaysia, Karen Gan, Marketing and Regulatory Manager of Bio-Pharmaceuticals Sdn Bhd and Albert Yesudian, CEO of Diamagnetic Physio Centre Sdn Bhd unveiling Malaysian's first ever Diamagnetic Device for Physiotherapy and Pain Management



Launch of Diamagnetic Physio Centre in Bukit Rimau

**Bio-Pharmaceuticals** continued its strong showing at industry events, by attending the 9th Sports Medicine Clinical Meeting (Sabah State Level) at the Queen Elizabeth Hospital as well as the 53rd MMA AGM and Scientific Meeting in Nilai, Negeri Sembilan.



9th Sports Medicine Clinical Meeting, Sabah



53rd MMA Annual General Meeting, Nilai Springs Hotel

# SUNSCREEN:

## CLEAR FACTS

Sunscreen is a topical product that absorbs or reflects some of the sun's ultraviolet (UV) radiation on skin exposed to sunlight and thus helps protect against sunburn. There are many misconceptions and fallacies that surround the use of sunscreen; the most vital fact to remember is that **sunscreen is absolutely necessary for us all**, especially in an equatorial country like Malaysia which has very high exposure to the sun.

The first step is to understand sun exposure and the different types of terminology associated with sunscreens. Sunlight contains two types of harmful rays :

Ultraviolet A (UVA) rays (320-400nm) - UVA exposure is known to lead to signs of premature aging of the skin, causing wrinkles and age spots.

Ultraviolet B (UVB) rays (280-320nm) - UVB rays are sun's burning rays and are the primary cause of sunburn.



### What is SPF? (Sun Protection Factor)

It's a number that represents your protection against UVB rays. Theoretically, the SPF number represents the multiple or factor of time longer you can be safe in the sun than if you were wearing no sunscreen at all. An SPF30 will provide protection from the sun 30 times longer than no sunscreen, or a base of 10 minutes. Therefore, theoretically, you would have 300 minutes or 5 hour of sun protection. However, due to many factors – such as water/sweat reducing effectiveness, you may need to re-apply the sunscreen onto your skin after certain period.

### What is PA?

Other sunscreen labels also list a "PA" ranking, which refers to the amount of protection the sunscreen offers from the UVA rays that may cause long-term skin damage. PA rankings are listed as PA+, PA++,PA+++. The more +s, the more protection from UVA rays.

Traditional chemical sunscreens are oil soluble and get absorbed into skin easily. Most of these sunscreens are loaded with chemicals that can actually cause skin irritation and accelerate skin damage or get into your blood stream where they can disrupt your hormones. Traditional chemical sunscreens also give you uneven protection due to particle aggregation, causing lower SPF and the need of increasing concentration of active ingredients to ensure better protection from harmful sun rays. And this increase in active ingredient which is chemical in nature is what causes irritation to the skin.

One of the newest products on the market is the Reef Series Sunscreen SPF30 PA++ which offers broad spectrum protection against both UVA and UVB rays by forming a thin layer of water resistant UV protection shield upon skin. It also improves the particle aggregation of traditional chemical sunscreen to achieve higher SPF in lower concentration of active ingredients to make it a safe, stabilized, and non-irritant sunscreen which doesn't get absorbed into the skin.



# The Science of Ageing

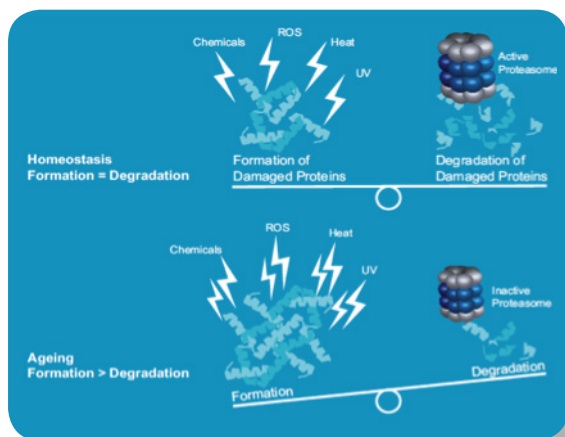
- by Dr Ko Chung Beng

It is an often quoted fact that skin is the largest organ in your body. People spend time on the health of their heart and liver and kidneys and other vital organs, and often forget about the skin. Healthy skin provides an overall appearance of wellbeing and therefore it is unfortunate that it is the skin that most often displays the first signs of ageing. This is because the skin is the organ which is most exposed to environmental damage and irradiation, which induces degenerative pathways and influences ageing.

Ageing is a natural process which goes hand in hand with a gradual loss of a large number of physiological functions. However there are excellent modern anti-ageing ingredients which aim to delay the typical symptoms of skin ageing. Protection and prevention play a major role here, but there is also a major factor that is contributed by our body's natural chemistry. When the skin ages, it loses strength and hence function. Declining function can be rebalanced to a certain extent by cosmetics.

At the cellular level, ageing is characterised by the gradual reduction in cells activity until the cells only function to a lesser extent than usual. Proteins in human cells are repeatedly damaged during normal cell metabolism. This is mainly due to oxidative damage, and causes Proteins to lose their function and become inactive. They can only be repaired to a limited extent, and usually have to be degraded into amino acids. The degradation process in cells is managed by a highly specialised cellular recycling factory called the Proteasomal system. However, with increasing age the activity of proteasome continuously declines. The accumulation of oxidised proteins due to loss of activity of the proteasome leads to skin ageing.

Experiments have shown that activation of the Proteasome results in enhanced cellular survival, extended lifespan, and an increased capacity to cope better and faster with various oxidative stressors, primarily through a higher rate of degradation<sup>1</sup>. By re-activating the Proteasome, it detoxifies the cell from stress damage and as such, delays the appearance of first signs of ageing. These findings have opened the way for an extensive search for compounds that activate the Proteasome. One such example is the novel compound PROTEOLEA® which enhances cellular survival, by activating the Proteasomal system.



**The discovery of  
Proteasomal Protein  
degradation was  
acknowledged with the  
Nobel Prize for Chemistry  
in 2004.**



Dr Ko Chung Beng is the founder of **KO Skin Cosmetology & Dermatology Medical Center** and a pioneer in the field of dermatology, aesthetic and laser treatments in Malaysia. He is currently serves as a member of the Dermatological Society of Malaysia, Royal College of Physicians (UK), and Academy of Medicine, Malaysia.

## References:

- 1 Chondrogianni N, Stratford FL, Trougakos IP, Friguet B, Rivett AJ, Gonos ES. Central role of the proteasome in senescence and survival of human fibroblasts: induction of a senescence-like phenotype upon its inhibition and resistance to stress upon its activation. *J Biol Chem* 2003, 278: 28026-28037.



## Reef Series products have proven effects against wrinkles

Both the Reef Series Anti-Ageing Serum and Sunscreen contain the novel ingredient LIFTONIN®-XPRESS which has scientifically proven effects on the appearance of wrinkles.

### LIFTONIN®-XPRESS smoothes wrinkles and improves microstructure in the eye area (in-vivo study)

#### Aim

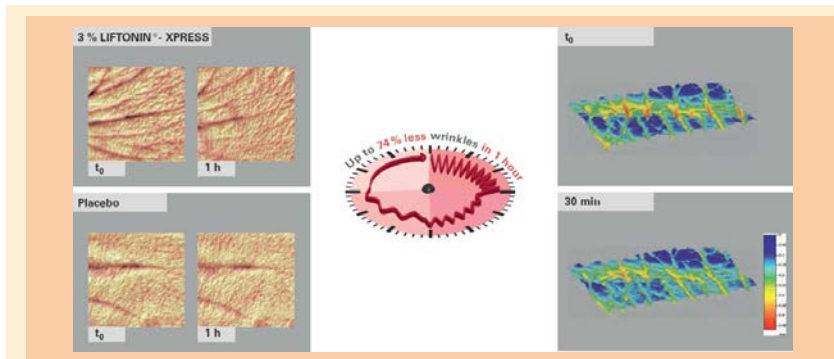
To verify rapid wrinkle smoothing in eye area (Crow's feet, squinting lines, laughter lines) upon application of LIFTONIN®-XPRESS.

#### Method

Determination of wrinkle depth and micro relief in the eye area using fringe projection, which allows the determination of precise 3D data. The following parameters have been designated:

- Wrinkle volume
- Average roughness (a reduction of the parameter corresponds to a smoothing of the micro relief)

Placebo-controlled, double-blind study design: A placebo was applied to a randomly selected eye, LIFTONIN®-XPRESS was applied to the other; neither the test subjects nor the acting test institute had been informed of the contents of the tubes.



#### Implementation

21 test subjects of Caucasian skin type participated in the study. The age distribution was between 49–64 years of age (average age of 59). A light gel with 3% LIFTONIN®-XPRESS was applied to one in a randomly determined pattern in the area of the eye wrinkles [LIFTONIN®-XPRESS 1]. The same gel without LIFTONIN®-XPRESS (placebo) was applied to the other eye in the area of the eye wrinkles. Wrinkle depth was measured before and 1 hour after the application.

#### Results

The single application of the 3% LIFTONIN®-XPRESS led within 1 hour, to a statistically significant reduction of the wrinkle volume (-31%) and the roughness (-12%). The application of a placebo, in contrast, demonstrated no statistically significant effect. After application of 3% LIFTONIN®-XPRESS, wrinkle volume had improved in 79% of the volunteers. The maximum reduction amounted to 74% (wrinkle volume!).

## Elastin Protein and its role in the human skin

Human skin is the largest organ in the body. Its chemical composition is made up of proteins, water, lipids, trace minerals, nucleic acids, glycosaminoglycans, proteoglycans and numerous other chemicals. Elastin fibre is a key extracellular matrix protein, concentrated in the dermis layer of the skin. It provides mechanical elasticity to the skin which allows the skin to be resilient towards repeated stretch and relaxation cycles. However, aging leads to degradation of the elastin protein and loss of skin elasticity. It results in skin laxity and fragility, visible in the form of fine lines and wrinkles.

Balance Elastine Cream by Bio-Pharmaceuticals contains 5000iu Vitamin E and Elastin Protein. When applied regularly, it offers an excellent moisturising effect as well as replacing the elastin protein content in the skin.



#### References:

- 1 Waller, J. M. and Maibach, H. I. (2006). Age and skin structure and function, a quantitative approach (II): protein, glycosaminoglycan, water, and lipid content and structure. *Skin Research and Technology*, 12: 145–154. doi: 10.1111/j.0909-752X.2006.00146.x
- 2 Suzanne M. Mithieux, Anthony S. Weiss (2005) Elastin. *Advances in Protein Chemistry*. 70: 437–461. doi.org/10.1016/S0065-3233(05)70013-9



SKIN FRIENDLY

# AQUA DERMIS

EXTRA SOFT CLEANSER

Mild and non irritant cleanser with skin friendly pH of 5.8

Suitable for all skin types and indicated for

**Dry Skin**

**Eczema**

**Dermatitis**

**Acne**

**Nappy Rash**



Available in 250ml and 750ml (pump dispenser) bottles

Distributed by:  
Bio-Pharmaceuticals Sdn. Bhd (514236-M)  
C-5-8, Block C, No. 5, Jalan 26/35 Sek 26,  
40000 Shah Alam, Selangor Darul Ehsan, Malaysia

Email: [info@biopharmaceuticals.com.my](mailto:info@biopharmaceuticals.com.my)  
Web: [www.biopharmaceuticals.com.my](http://www.biopharmaceuticals.com.my)



**Bio-Pharmaceuticals**  
*Towards a safer choice*

## Extra Soft Cleanser, Skin Friendly pH

