

Towards a **Safer**
Choice



Arnica Comp. Gel

FAST RELIEF - THE NATURAL WAY



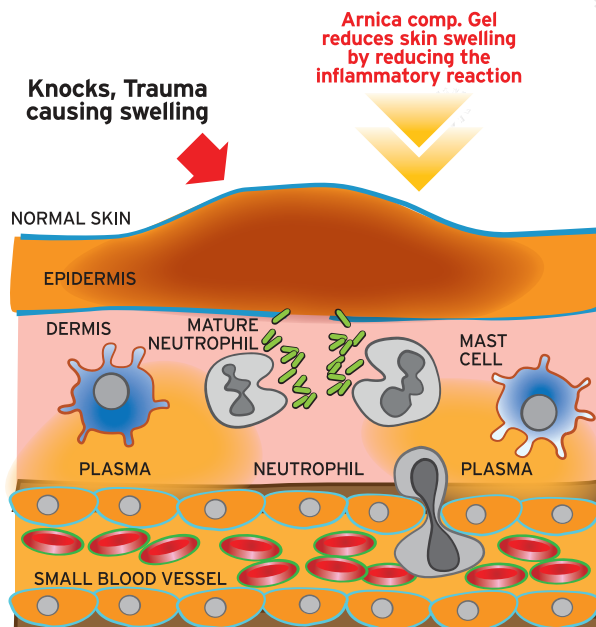
WHAT IS ARNICA COMP. GEL?

Arnica comp. gel is a fast acting pain relief agent generally used for injuries such as hematoma, bruises, swelling, thrombophlebitis and muscle spasm. It is non-greasy or sticky and does not leave any unsightly stains or odour on skin or clothes due to its fast drying effect.

Arnica comp. gel is known to be beneficial for osteoarthritis, sprains, impact injuries and insect bites.

Arnica.comp gel promotes injury healing through its anti-inflammatory properties (reduces swelling).

HOW IT WORKS



Distributed By:

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Winner of



FOR FAST PAIN RELIEF - THE NATURAL WAY

CEO's Address

Dear Doctors, Pharmacists and Colleagues,

As we gallop into the Year of the Horse, I'm pleased to share with you that we at Bio-Pharmaceuticals Sdn Bhd are taking great strides forward in expanding our business to better serve your needs.

With the advent of the New Year, we have debuted a new look and packaging for Cefasily® – The Gold Standard in Liver Protection. You can rest assured that Cefasily® will continue to contain 105mg of Silymarin, which is an effective therapeutic dosage to provide distinctive liver protection effects.

We also welcome new staff members aboard, 2 doctors who have joined our ranks to further strengthen our Regulatory and Marketing teams as well as Product Specialist teams. You can find out a little bit more about them in the next page in our Company News.

In this issue of the Bio-Pharmaceuticals Bulletin you'll find articles and information about Sports Medicine and Rehabilitation, which is the focus at our Diamagnetic Physio Centres nationwide. Should you have a chronic injury that has been bothering you with constant pain, then I would suggest that you walk into one of our centres for a free consultation with our trained Physiotherapists. Our head Physiotherapist Jancy Maria is a fantastic person to speak to should you have any concerns about how best to address your pain management needs. She is based at our flagship outlet in Bukit Rimau and you will find details in the last 2 pages of the bulletin on how to contact her as well as the rest of our trained Physiotherapists at our centres nationwide.

As always, if you have any comments or feedback, do drop us a note at our Bio-Pharmaceuticals Facebook page, or at our brand new Diamagnetic Physio Centre Facebook page.

With my very best regards and best wishes for the year ahead,

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.

In 2012, Bio-Pharmaceuticals Sdn Bhd was recognised by the SME Brand Laureate Award as the Best Pharmaceutical Company – Manufacturing. In April 2013, the company moved towards providing holistic healthcare solutions by forming a subsidiary, Diamagnetic Physio Centre Sdn Bhd. The flagship centre, located in Bukit Rimau, Selangor is equipped with 2 state of the art Diamagnetic Devices and several physiotherapists, offering a new form of therapy to patients requiring pain management for orthopaedic and rheumatic complaints as well as post-surgery rehabilitative treatment. Associate centres offering Diamagnetic Therapy® are also located throughout the Klang Valley, with 100 new centres planned nationwide.



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Company News

2 medical doctors have joined the ranks at Bio-Pharmaceuticals to provide expertise and support to our existing Regulatory and Product teams. Here's what they have to say about joining us...



Dr Muhammad Atif Sanar Tarar, *Regulatory & Hospital Sales Manager*

"I graduated as a doctor in 2009 and after working for a few years with patients I decided to join Bio-Pharmaceuticals Sdn Bhd to try and apply my knowledge to the other side of the medical industry, which is the services and medicines that support patients. Bio-Pharmaceuticals Sdn Bhd was an easy choice, as I was aware of them having won the Brand Laureate Award recently. It's early days yet, but so far it has been a wonderful experience at Bio-Pharmaceuticals!"



Dr Kugasini Balakrishnan, *Product Specialist*

"Even when I was in Medical school, I was always drawn more to the theoretical aspects of learning, rather than the clinical, practical sessions. And this was confirmed when I started working in a Government Hospital after graduating, I just wasn't as interested in dealing with patients as studying up about the industry that I belonged to. So I started exploring options of how I could best apply my qualifications and realised that there was a whole host of industries that would cater to my needs. I've just come on board Bio-Pharmaceuticals and I can safely say that I'm really looking forward to exploring my full potential here"

Bio-Pharmaceuticals also continued its strong showing at industry events by setting up a booth and participating in the following conference:



The Diamagnetic Physio Centre team was front and centre at the recent Rehabilitation Medicine in General Practice conference held in Eastin Hotel, PJ.



Patients Article

COMMON SPORTS INJURIES AND THEIR TREATMENT

Unless you're a professional athlete, it's unlikely that you are hitting the gym or playing sports 7 days a week. What this means is that after a relatively exercise-free work week, you can be setting yourself up for injury by throwing yourself into a 36 hole golf weekend or attempting a serious 3 hour hike.

Conditioning is key here, small amounts of exercise on a daily basis will ensure that your body is well prepared for the longer stretch of activity at the weekend. As with any workout, a warm up is essential, so think of your shorter weekday exercise sessions as the warm up for your weekend activity. Even 20 minutes a day of cardio exercise, such as a brisk walk or a jog, can go a long way towards improving your overall fitness levels.

But preventing sports injuries are tough, even the most well-conditioned athlete is often floored by strains and sprains, which happen to be the most common type of sports injury.

Sprains are injuries to ligaments, the tough bands connecting bones in a joint. Suddenly stretching ligaments past their limits deforms or tears them. Strains are injuries to muscle fibers or tendons, which anchor muscles to bones. Strains are called "pulled muscles" for a reason: Over-stretching or overusing a muscle causes tears in the muscle fibers or tendons.

Usually, common sports injuries are mild or moderate - there's some damage, but everything is still in place. You can treat them at home using the PRICE therapy method.



P - Protect from Further Injury

For more severe injuries, protect the injured area with a splint, pad, or crutch.

R - Restrict Activity

Restricting activity will prevent worsening of the injury.

I - Apply Ice

Apply ice immediately after a common sports injury. Apply for 20 minutes every one to two hours for the first 48 hours after the injury. Don't use heat during this time - it encourages swelling and inflammation.

C - Apply Compression

Compression with an elastic bandage will help reduce swelling.

E - Elevate the Injured Area

Elevating the injured area above the heart will also reduce swelling

But you should expect that some common sports injuries may take months to heal, and will require adjunctive treatment to reduce pain and increase mobility. Diamagnetic Therapy® is a new, non-invasive treatment option that is focused on promoting lymphatic drainage in the affected injury area. This treatment encourages circulation and speeds up the healing process by effectively delivering molecules of topical medicine deep into the affected muscle.

So the next time you find yourself plagued by a sports injury, give Diamagnetic Therapy® a try at your nearest Diamagnetic Physio Centre.

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Repetitive Strain Injuries and their Treatment

by Dr Vinayaga Moorthy

Repetitive strain injury (RSI) is a wide term that is used to refer to several discrete conditions that can be associated with repetitive tasks, forceful exertions, vibrations, mechanical compression, or sustained and awkward positions.[1] Examples of conditions that may sometimes be attributed to such causes include edema, tendinitis, carpal tunnel syndrome, golfer's elbow (medial epicondylitis) and tennis elbow (lateral epicondylitis).

Upper limb pain and dysfunction caused by work (usually of a repetitive nature) is not a new phenomenon and has been well documented for 300 years in jobs such as clerical work and telegraphy. However, from the late 1970s countries as diverse as Australia, Russia, Japan, Finland, the US and the UK reported dramatic increases in musculoskeletal conditions; this period of time was significant as it oversaw the widespread replacement of typewriters with computers and a consequent increase in the automation of work.

Many workers spent long periods in a fixed position, performing a range of tasks without moving from their workstation and using only a limited range of movement to operate their keyboard. This trend has continued over the last 20 years with rapid technological advance and the rise of the service industries, with large numbers of workers spending their entire working day inputting data onto computers, often at a rapid pace. [2]

In the last 10 years or so, the prevalence of use of handheld electronic gadgets has also given rise to RSI conditions that often affect the fingers or thumbs specifically.

Musculoskeletal disorders of the upper and lower limbs (RSIs) can cause a significant cause of lost production; according to a recent European survey, 45% of workers reported working in painful or tiring positions, while 17% of workers complain of muscular pain in the arms and legs. [3] This then translates into medical leave to treat what becomes a chronic pain problem.

The treatment and management of RSI can include multiple modalities ranging from surgery to physiotherapy, ultrasound, laser treatment, medication, massage and exercise as well as implementing ergonomic changes (modification of posture and arm position).

One of the newest options available in Malaysia to help patients with RSIs is Diamagnetic Therapy®; a non-invasive pain management system which deploys a high intensity magnetic pulse deep into the affected area. Stimulation occurs at a cellular level, allowing deeper penetration than traditional electrical therapy which may aggravate already inflamed tissue.



by Dr Vinayaga Moorthy
Orthopaedic and Trauma Surgeon, Pantai Hospital Sungai Petani

References:

[1] van Tulder M, Malmivaara A, Koes B (May 2007). "Repetitive strain injury". *Lancet* 369 (9575): 1815–22. doi:10.1016/S0140-6736(07)60820-4. PMID 17531890

[2] <http://www.rsi.org.uk/whatis/prevalence.html>

[3] <https://osha.europa.eu/en/publications/reports/303>

Diamagnetic Therapy Centres



What does a Physiotherapist do?

Our Diamagnetic Physio Centre physiotherapists are trained providing state of the art Diamagnetic Therapy® for pain management as well as in manual techniques in improving mobility, relieving pain, restoring function, and limiting disability. They are also knowledgeable in body mechanics and in various therapeutic exercises that every individual patient's needs. Their aim is to provide hands on, one to one session as much as possible to each patient.

Who can benefit from Physiotherapy?

People who are suffering from joint stiffening and muscle aches and pain, neurological conditions, muscle weakening and wasting, stroke, children who have physical disabilities, and anyone who suffers chronic disabling conditions.

What are the most common ailments you see?

Back and neck pain are common problems for adults. The best way to deal with back, neck and other joint or muscle problems is to prevent them from happening in the first place! 70% of back problems are caused by activities of daily living. These can often be avoided by paying attention to your posture, lifting heavy items properly, exercising regularly and strengthening your core, and sleeping on your side or back, and on a good mattress.

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For more information on how to manage your pain with our revolutionary solution, please call the centre nearest to you and speak to our Physiotherapist.

**Malaysia's first ever Diamagnetic Therapy® Centre
for Pain Management**



**Diamagnetic Therapy® is effective
for conditions such as:**

- Frozen Shoulder
- Lower Back Pain
- Stiff Neck
- Sports Injuries
- Joint Pain
- Rheumatic and Inflammatory Diseases
- Golfer's / Tennis Elbow
- Osteoarthritis



CTU-Mega 18 Diamagnetic Device

The Latest In Pain Management - A New Technology from Italy!

Is your quality of life being affected by pain, caused by an injury or chronic condition? Pain killers are a temporary solution and surgery can seem a rather drastic choice. So why not come to us for an effective non-invasive pain management option?

Diamagnetic Therapy® utilises an energy transfer system to accelerate molecules within the cellular matrix through a high intensity magnetic pulse. Stimulation occurs at a cellular level, allowing deeper penetration than traditional electrical therapy which may aggravate already inflamed tissue. A study conducted in Europe has also shown that Diamagnetic Therapy® is found to be effective for patients suffering from osteoarthritis¹.

Ref 1: Coordinated by Dr. Loris Stella, during the period between 1st March 2005 and 30th September 2005 for PANACEA Research.

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