

Alife' – new UMS product from Tongkat Ali

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) has come up with a new product called Alife', a product derived from pure tongkat ali (*Erycoma longifolia*) extract.

"The Alife' is in soluble capsule form to make absorption faster into the human system. It is manufactured at the Forest Research Institute of Malaysia (FRIM) and has been registered with the National Pharmaceutical Control Bureau," said ULink Agro-Based Sdn Bhd Manager Sabki Suhaili.

The subsidiary of UMS Link Holdings Sdn Bhd is currently holding a booth at the 'Window to the World Expo' at 1Borneo Hypermall until Nov 3.

Sabki added that the product is currently waiting for its registration number from the Ministry of Health.

"The ministry would determine whether it could be categorised as drugs or food supplement," he said, adding that the name Alife' is chosen to mean 'Grade A' life.

The Alife', which is touted to be an energy booster, is sold in a small packet of 20s with a retail price of just below RM50.

Other than Alife', the company is also promoting herbal soaps, chocolate and probiotic foods. All are products of researches done by the Universiti Malaysia Sabah (UMS).

"Our herbal soaps are 100 per cent made purely of natural materials such as seaweed, kaffir lime, dabai, lavender, lemongrass, orange, yogurt goat milk, litsea, palmarosa, patchouli, eucalyptus, tea tree, virgin coconut oil, shea butter, argan and tamanu oil, avocado and olive oil, among others.

"These plant products have been scientifically proven to have medicinal



Sabki (right) and Quirinus (left) showing off the Alife' and other ULink products at the Expo.

and healing properties, and in soap forms, are especially useful for those with sensitive and problematic skins," he said.

The chocolate contains sugar derived from the stevia plant, another healthy source of sugar and seaweed.

Another product currently on promotion is the probiotic dried food.

"These dried foods are inoculated with intestine-friendly bacteria that keep a healthy balance in our gut. Studies suggest that probiotics can

help ease lactose intolerance. They also may help tame gas, diarrhoea, and other digestive problems," said Sabki.

The company is actively looking for vendors from all over the country to help market the products.

Further information regarding the products can be obtained by contacting Sabki at 013-8641357 or Quirinus Darius at 019-8207865 or visit the company's premises at Agro-Based Sdn Bhd, Lot 66, Plaza Alamesra Utama.