

# Healthy Lifestyle



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From its humble beginnings 28 years ago, Mega Lifesciences is an International company today with a presence in over 50 countries worldwide. Lately, their focus area has predominantly been micronutrient health supplements, having seen its growing awareness in Sri Lanka. Sudhir Gandhi, Regional Director of Mega Lifesciences, reflects on the progress and innovations of the company.

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By Dheena Sadik

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Discussing about the latest trends of nutraceutical business in Sri Lanka, Gandhi revealed a growing awareness of micronutrients and their uses, particularly amongst the health-conscious urban population. He further went onto explain, "micronutrients are simply nutrients in micro form in the right combination of nutrients, which we otherwise cannot obtain through our diet alone. These are

clinically proven nutrients which are formulated in the right combinations which offer benefits at the cellular level of the body.” He mentioned how most Sri Lankans were previously not keen to consume any supplements orally as they perceived them to all be generally medicinal; but with increasing understanding through discussions via social media networks, more people are accepting the role of micronutrients and their benefits in their daily life, the trend will change significantly over the next five to 10 years with growing exposure to diverse sciences on healthier lifestyles as interest emerges regarding preventive health, micronutrients and health supplements which will take more predominance in the Sri Lankan market.

“As a company we are engaged in informing people with the right knowledge and right information. We promote ‘good health by yourself’ as our corporate social responsibility. The basic concept is that you lead a healthier life with a combination of things – the right diet and the right combination of micronutrients,” said Sudhir Gandhi.

For Sri Lanka, the primary products of Mega Lifesciences are in the area of skin health. The most popular product in Sri Lanka for many years has been Glow, which is a complete skin care nutrient that provides beauty from within. Nourishing Night Oil is an external cosmeceutical preventing premature skin aging and excessive dryness of skin. A unique green tea extract with growing popularity is Hi-Green which promotes good health and youthfulness by preventing obesity. Ginsomin, a ginseng-based multivitamin targeted for men, is another unique product offered in the Sri Lankan market. ENAT 400 is a skin care product which prevents premature aging and is suitable for working women for anti-aging and anti-wrinkle properties. Sudhir added, “we are about to launch a new brand called Pynocare which is targeted for women who confront pigmentation, dark spotted brown patches and uneven skin tones which is a very important area of concern.” Thus there are many products which encompass well-being at various segments.

One key aspect that differentiates Mega Lifesciences is how their products are manufactured and sourced. Sudhir explained how Mega Lifesciences’ products are all manufactured in pharmaceutically approved factories. Despite not being expected to manufacture these products in pharmaceutically approved companies by law, Mega Lifesciences is one of few South-East Asian companies to get the

approval for TGA (Therapeutic Goods Administration), almost 15 years ago.

Sudhir Gandhi concluded, “we are very committed to Sri Lanka and have been here for the last eight to ten years. And now our attention is more focused on human capital development and building a knowledge-base for our partners. We could not have been where we are today without our Sri Lankan consumers’ support. We would like to assure Sri Lankan consumers that we will continue to offer good products, good services and make sure every Sri Lankan that we reach out can lead a healthy and happier life, making preventive health a core part of their life.”