

# **Mega Lifesciences Spreading Human Wellness**



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Guided by values of respect, trust, truth and freedom, Mega Lifesciences is

committed to providing quality medicines and products to help alleviate health problems faced by common man, thereby improving human wellness.

**By Madhushala Senaratne**

**Photography by Menaka Aravinda**

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Operating in over 50 countries worldwide, the product portfolio of Mega Lifesciences covers skin health, bone and joint health, diabetes, cardiology, women's and men's health, sports nutrition, weight management and more, explains Praveen Vishwakumaran, Country Manager for Mega Lifesciences, Sri Lanka.

Mega Lifesciences began its operations in Sri Lanka in 2001 and later tied up with local partner A Baur and Company. Having started with just five brands in the market, currently, Mega boasts of a portfolio of 20 brands with plans of expanding further, says Vishwakumaran. More significantly, he adds, Mega has introduced innovative products and sold interesting concepts to the Sri Lankan market.

Chief among Mega's range of products are its skincare products, designed to nourish skin and overcome skin stress. Vishwakumaran explains that environmental factors such as sunlight and pollution as well as daily stress can have negative impacts on a person's skin.

One of the flagship products of the company is Glow, a complete skin nutrient. "We wanted Glow to become a partner for the beauty conscious women in Sri Lanka. With Glow we started propagating the concept of beauty from within," he says. According to a study conducted by the Spring Control Institute of France, it was revealed that Glow improves the colour and complexion of the skin by 40%, brightness of the skin by 51% and smoothness of the skin by 21%.

Another skincare product by Mega is Nourishing Night Oil (NNO). With its unique combination of jojoba oil and natural vitamin E, NNO helps overcome problems of dry skin. Yet another product which contains natural vitamin E, ENAT 400, helps maintain skin beauty and prevents wrinkles. Positioned as the age defining capsule, the product was primarily aimed at women over 40 years of age.

In other products, to offer relief from stress, Mega launched Ginsomin, a product targeting males. For bone and joint health Mega offers Calcivita Forte, Osteomin, Flexsa 750 and Flexsa 1500, ideal to strengthen bones, improve joint flexibility and prevent osteoporosis. In the pharmaceutical category, Mega offers three different types of products for Type II diabetes. These include Panfor 500 SR, a sustained relief metformin designed to help improve convenience and compliance and Perglim, to improve effectiveness and glycaemic control of patients. "The introduction of our diabetic portfolio was keeping in mind the alarming rise in the incidents of diabetics. Today there are two million diabetic patients in Sri Lanka, but this is growing at an alarming rate of 15%," he said.

While products such as Perglim and Panfor have to be prescribed by doctors, others including Glow, Ginsomin and NNO are promoted directly to the consumers.

To ensure quality, products are manufactured according to Australian, Danish, German and Thai quality control standards. In addition, the entire manufacturing plant contains latest equipment with a zero-bacteria environment. All products go through rigorous quality analysis checks certified by the Director of Quality Assurance, Vishvakumaran explains.

Continuing its efforts to launch innovative products, Mega plans to expand its product portfolio in the coming year. One such product is Hi-Green, which helps in weight management. In addition, Mega aims to strengthen its presence in Sri Lanka and continue with its mission of enhancing human wellness by providing quality products.