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Green Park appoints brand envoy: Green Park Medical Ltd has appointed Datuk Dr Sheikh Muszaphar Shukor as brand ambassador of FLEXISEQ in Malaysia, dedicated to all osteoarthritis patients across the country.

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Green Park appoints brand envoy

by FARAH ADILLA

GREEN Park Medical Ltd has appointed Datuk Dr Sheikh Muszaphar Shukor as brand ambassador of FLEXISEQ in Malaysia, dedicated to all osteoarthritis (OA) patients across the country.

In a statement by the company recently, Green Park said the announcement follows the appointment of Pharma Field Synergy Sdn Bhd (PFS) as the new distributor of FLEXISEQ, a non-invasive treatment gel that manages and alleviates joint pain caused by OA, effective May 1, 2014.

Expanding on the partnership and new business direction for FLEXISEQ in Malaysia, PFS MD Ooi Eng Jin said: "Our mission at PFS has always been to increase the accessibility of innovative and effective medicines to the public through collaborations with leaders in

their respective therapeutic fields.

"As PFS now represents FLEXISEQ in Malaysia, we have embarked on a new development plan to ensure that all OA patients across the country are aware of it, as well as they can benefit from the important therapeutic role that FLEXISEQ can play in their lives."

OA of the knee is a major cause of impaired mobility, particularly among women and is one of the five leading causes of disability among non-institutional adults.

More than 80% of patients with knee OA have some degree of movement limitation, with 25% that cannot perform major activities of daily living,

11% needs help with personal care and 14% requires help with routine needs.

Green Park said extensively supported by orthopaedic surgeons across Malaysia, FLEXISEQ is widely used not only to alleviate pain, but also to maintain full mobility in the joints.

It contains a unique technology known as Sequessome™ vesicles that work as a biolubricant, penetrating the skin into the joints to lubricate the damaged cartilage, thereby alleviating pain experienced in that area.

FLEXISEQ also does not contain any active pharmaceutical ingredients, making it extremely safe to be used in the long term, as well as in conjunction with other medications patients may be taking, it said.

Green Park ED Andrei Garbuz said more than 100,000 Malaysians had benefitted

from this non-invasive treatment since FLEXISEQ was launched in Malaysia in September 2012. To date, FLEXISEQ has taken hold of 10% of the market share in all OA treatments sold.

Deemed the "miracle gel", FLEXISEQ is also in high demand among Muslim pilgrims around the world. In Malaysia, on top of their annual purchase, Green Park Medical donates FLEXISEQ to Tabung Haji annually since its launch in Malaysia in 2012, to help ensure a smoother pilgrimage.

FLEXISEQ treatments are now available across most general practitioner clinics and private hospitals, and across all main pharmacies. For more information, speak to your doctor or visit www.flexiseq.com.my or www.sports.flexiseq.com or call 03 7726 3131.



Our mission at PFS has always been to increase the accessibility of innovative and effective medicines to the public through collaborations with leaders in their respective therapeutic fields, says Ooi

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