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Eu Yan Sang introduces Hong Kong's first-ever 'Sugar Free' Infant's Digestive Support Formula Teabag

Natural Herbal Extract Concentrate - Once infused is comparable to mother's home brew formula, Natural without artificial additives



16 December 2011, Hong Kong - Parents are always concerned about their baby's health, paying particular attention to the baby's eating emotions, digestive and bowel conditions. Chinese medicine practitioners believe that most infants tend to have a heated base than cold. For example, infants who feed on dairy products over long durations develop stomach and intestinal heat problems that affect health. To help the infant clear these heat problems, many parents would use traditional methods. Passed down from generation to generation, this traditional method involves boiling Chinese medicine in hot water that's used to mix with milk, to produce a homemade "Kai Nai Cha" for infants to drink. However, today's busy parents may not have the time to personally make this "Kai Nai Cha" for their infants. In view of this, Eu Yan Sang has introduced Hong Kong's first-ever 'sugar-free' Infant's Digestive Support Formula Teabag. This product consists of one hundred percent natural ingredients,

coupled with a unique production technology, and is comparable to the home brew "Kai Nai Cha" formula mothers make at home.

Eu Yan Sang's "sugar-free" Infant's Digestive Support Formula Teabag is a product that breaks the normal convention of "Kai Nai Cha" traditional soup pack, being available in the form of teabags. All mothers have to do is immerse the teabag into adequate amount of boiling water and infuse for 2 minutes. The natural herbal extract concentrate would quickly dissolve in the water, while the formula would be ready for drinking after the water is lukewarm. Individual packing and design ensures convenience and product effectiveness. Preparing this tea is therefore extremely easy, providing busy parents a new choice in the market.

"The majority of infants tend to have a 'yang' body condition, more heat than cold, hence it's extremely easy to develop heat problems. Coupled with their immature/developing spleen and stomach, infants require high standards of nutrient absorption. Long-term excessive intake of 'hot' products or sugary beverages can lead to common problems such as stomach wind, loss of appetite, constipation and other symptoms. "Kai Nai Cha" (it should be "Infant's Digestive Support Formula) is a traditional formula passed down from generations, and is infused with natural ingredients such as Coicis Semen, Triticum Aestivum, etc. Appropriate intake can facilitate the clearing of excess heat, helping infants to digest and absorbing nutrients. The market currently has a lot of instant formula teas. Depending on the infant's situation, I recommend parents to choose one that is sugar-free, and does not contain any artificial additives or unessential ingredients. To achieve best results, infants should drink "Kai Nai Cha" two to three times a week. The formula can either be drank alone, or mixed with milk powder. If parents have any concerns on their infant's health condition, they should first consult a Chinese medicine practitioner." Registered Chinese medicine practitioner Dr. Wong Kwok-wing said.

Alice Wong, Managing Director of Eu Yan Sang Hong Kong Limited, adds, 'Our first-ever "sugar-free" Infant's Digestive Support Formula Teabag uses a unique extraction method to produce a concentrate that is one hundred percent natural. It does not contain any artificial additives or unessential ingredients, and retains the traditional formula of brewing "Kai Nai Cha". Our product differs from the granule form, where sugar is added during the production process as "excipient". As a result, drinking this sugar-free Infant's Digestive Support Formula, provides an extra safeguard to infant's health'.



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Eu Yan Sang Hong Kong Limited has also released a TV commercial that is a breakthrough in traditional TV advertising. Through imitating the form of communication infants use, it aims to prompt parents to pay attention to what babies really need.

To encourage parents to further understand and increase accurate parental knowledge, Eu Yan Sang has also created the "Eu Yan Sang Baby Club" (www.eysbabyclub.com). This online community includes an online game called "Paediatrics Q&A". Every 15th participant who accurately completes the game, will win a box of Eu Yan Sang 'sugar-free' Infant's Digestive Support Formula Teabag (12 teabags per pack - while stocks last). 100 boxes of Eu Yan Sang 'sugar-free' Infant's Digestive Support Formula Teabag will be given out every month, this promotion will last until 31 March, 2012. In addition, participants can obtain a HK\$10 Eu Yan Sang 'sugar free' Infant's Digestive Support Formula Teabag coupon¹, if they answer five questions correctly. The coupon can be used in designated Eu Yan Sang Hong Kong outlets, and can be found in Eu Yan Sang outlets throughout Hong Kong or at Mannings where it is exclusively sold.

Notes

- For further information on Eu Yan Sang's 'sugar-free' Infant's Digestive Support Formula Teabag, "Paediatrics Q&A" online game, and baby health tips, please visit the "Eu Yan Sang Baby Club" website: <http://www.eysbabyclub.com>
- The above offers are subject to terms and conditions, please visit "Eu Yan Sang Baby Club" for further information: <http://www.eysbabyclub.com>