



## **HAW PAR HEALTHCARE LIMITED**

401 Commonwealth Drive #03-03 Haw Par Technocentre Singapore 149598  
Tel: (65) 63379102 Fax: (65) 63369232/63380543/62623436/64900258  
Website: [www.tigerbalm.com](http://www.tigerbalm.com) Company Registration No: 198801793M

### **Tiger Balm® announces Tiger Balm® ACTIVE sub brand for a New Generation of Fitness-Conscious Individuals**

#### **- Tiger Balm® supports the Development of Sports amongst Singaporeans -**

**Singapore, 06 September 2011** – Tiger Balm®, arguably the world’s leading topical analgesic remedy, today officially unveiled its plans to support the development of sports amongst Singaporeans.

Tried, tested and trusted by generations, Tiger Balm® is launching a new product range to meet the needs and demands of the modern athlete. The nearly 100-year-old brand cleverly blends the best of a proven formulation with modern innovations to create a range to be marketed under Tiger Balm® ACTIVE.

Speaking from the Tiger Balm® ACTIVE launch, Mr A K Han, Executive Director of Haw Par Corporation Limited, said, “Today marks yet another exciting milestone for the Tiger Balm® brand with the launch of the Tiger Balm® ACTIVE range. We have worked on this range based on Tiger Balm’s® unique formulation to offer three products that are tailored for the needs and demands of many young people who are conscious about exercising and keeping fit.”

The Tiger Balm® ACTIVE range is offered to consumers in three formats: rub, gel and spray. Besides its ability to relieve stress and painful muscles, Tiger Balm® ACTIVE Muscle Rub works very well as a warm-up agent for those preparing to take part in a competition or exercise regime. Moreover, Tiger Balm® ACTIVE Muscle Gel is also excellent for the cooling down of strained and tired muscles after the event.

Identifying sport as an integral platform is a natural decision for a brand rich in the heritage of providing relief from muscle aches and pains. Tiger Balm® ACTIVE wants to get behind the Singapore government’s efforts to raise the interest and standard of sports amongst its citizens. It has some

exciting plans with this new range of products to endorse and support several activities in the coming months.

Already the Official Muscle Rub of the Standard Chartered Marathon Singapore (SCMS) 2011, Tiger Balm® will support a selection of races across Singapore before the end of the year. Kicking off their support at the King of the Road event held on August 29, Tiger Balm® ACTIVE will continue to provide Tiger Balm® ACTIVE products and a complimentary post event 'rub down' massage service to participants of the Yellow Ribbon Prison Run (September), the CSC Reservoir Run (October), The North Face 100 (October), the Vertical Marathon (November) and of course this year's Standard Chartered Marathon Singapore (December).

By supporting the six races over a period of five months, Tiger Balm® ACTIVE will ensure that nearly 100,000 athletes have access to the correct products to warm up and cool down effectively, and to perform at their highest level.

Speaking of Tiger Balm's® new role within the Singapore sports arena, Mr David Voth, Senior Director, Sports Business, SSC, and Vice-chairman, SCMS 2011 Organising Committee, said, "We are delighted that Tiger Balm has launched a new sub brand to cater for Singapore's new generation of active individuals. The Standard Chartered Marathon Singapore has become Singapore's marquee running event, aiming to provide runners with the support they require to help them achieve their personal best on race day and beyond. With Tiger Balm's® professional expertise and guidance on muscle recovery via their new Tiger Balm® ACTIVE product range, we go one step further in enabling our runners to further enhance their performance in an effective manner".

Further exciting news was announced this morning when Tiger Balm® ACTIVE declared it is partnering with its German operation to offer one selected, qualified Singaporean or Permanent Resident the chance to join 'Team Tiger Balm®' at the New York Marathon in November 2011. 'Team Tiger Balm®' in Germany is a nationwide initiative launched to identify and train five selected sportsmen over four different terrains and marathons in Europe culminating at the world famous New York Marathon in 2011.

The contest for Singapore commenced today on the Team Tiger Balm® ACTIVE Facebook fanpage and all enthusiastic runners are encouraged to enter by submitting a video to TeamTigerBalmActive@hph.hawpar.com. The winner will be selected by a panel of judges tasked to find the one individual who best embodies the spirit of sports to participate in the prestigious race and represent the famous brand. Members of the public can find more information on the contest and vote for their favourite athlete at the Team Tiger Balm® ACTIVE Facebook fanpage.

The selected individual will receive athletic testing and training by a team of sports specialists in preparation for the race itself. The judging panel comprises David Voth of SSC and SCMS 2011 Organising Committee, Ben Pulham, Co-founder and Managing Director of Racer's Toolbox, and Jasmin Hong, Deputy General Manager of Haw Par Healthcare Ltd.

For further information, and for a full list of Terms and Conditions, please visit the Team Tiger Balm® ACTIVE Facebook fanpage.

**ENDS**

#### **Notes to Editors**

Please note that the brand name "ACTIVE" in "Tiger Balm® ACTIVE" is in capital letters.

#### **Haw Par Healthcare Limited Corporate Profile**

Haw Par Healthcare Limited manufactures, markets and distributes a range of healthcare products under their established brands, Tiger Balm and Kwan Loong. With nearly 100 years of history and proven success, the company's renowned Tiger Balm has been conferred the Heritage Brand Award and was selected as one of Singapore's most significant icons by The Design Society of Singapore.

Haw Par aims to deliver health and well-being through proven oriental wisdom. Besides its flagship Tiger Balm ointment, the company has launched an extended line of Tiger Balm products such as, Tiger Balm Medicated Plasters, Tiger Balm Muscle Rub, Tiger Balm Liniment, Tiger Balm Joint Rub, Tiger Balm Neck & Shoulder Rub and Tiger Balm Soft, targeting relief of different types of bodily pain.

Today, the Tiger Balm range of products is marketed in more than 100 markets worldwide through Haw Par's global distribution network. Haw Par works closely with partners around the world on new product development and constantly explores new partnerships and opportunities to bring the Tiger Balm range of products to more markets.

Haw Par adopts a customer-centric approach to product development and new products are launched based on consumer insights gathered from research of market trends worldwide. For instance, the Tiger Balm Neck & Shoulder Rub was launched in 2005 following research findings on the lifestyle needs of consumers. Then Tiger Balm Neck & Shoulder Rub Boost was introduced to cater to consumers who need a stronger version, while the Tiger Balm mosquito repellent products appealed to the children's needs.

The company emphasizes quality and product safety. All Tiger Balm and Kwan Loong products are manufactured at production facilities certified to the Good Manufacturing Practice. The products have also been registered with health regulatory authorities in markets such as, Australia, Germany, Hong Kong, Japan, Sweden, Taiwan, China, Korea, Thailand, and the United Kingdom.

### **Contact Details**

Haw Par Corporation Limited

Lee Tang Ling

[leetangling@hawpar.com](mailto:leetangling@hawpar.com)

T: +65 6490 0209

M: + 65 9177 5940

Fulford Public Relations

Zal Dastur

[zdastur@fulfordpr.com](mailto:zdastur@fulfordpr.com)

T: +65 6324 1378

M: +65 9661 5034