



## **HAW PAR HEALTHCARE LIMITED**

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Media Release

For Immediate Release

### **Tiger Balm Lotion**

#### **Extra Strength Pain Relief for Hard-to-Reach Body Areas**

Singapore, 4 November 2016 – Are you frustrated with the nagging pain in your middle back that you find difficult to reach with a pain relief on your own and you need to depend on someone else?

Muscular aches and pains in the lower back and middle back are quite common and these are usually caused by strains in the muscles due to our daily activities or exercise regime. For neck and shoulder pain, Tiger Balm offers the Tiger Balm Neck & Shoulder Rub. For the middle and lower back pain, Tiger Balm is pleased to announce a solution to this problem with the launch of the Tiger Balm Lotion that delivers the same fast pain relief as the Tiger Balm Neck & Shoulder Rub.

Tiger Balm Lotion is the logical product extension for Tiger Balm from its now popular Tiger Balm Neck & Shoulder Rub range. It complements the Tiger Balm Neck & Shoulder Rub and offers the following benefits to users:

- **Extra strength pain relieving lotion**

*Made with a unique Tiger Balm formulation, the Tiger Balm Lotion provides extra strength pain relief for aches and pains from sore muscles, stiffness of neck and shoulders, minor backaches, bruises, strains and sprains.*

- **Convenient applicator**

*The Tiger Balm Lotion comes in a handy bottle with a reliable quality sponge applicator that enables users to apply the lotion directly to affected body areas.*

- **Good for hard-to-reach body areas**

*The ergonomic, contoured bottle provides a firm and easy grip. To facilitate the application process, the neck of the bottle is curved so that the user is able to position the sponge applicator in various angles in order to apply the lotion onto hard-to-reach body areas, such as the lower back and middle back.*

- **Pleasant scent**

*The Tiger Balm Lotion has a mild, pleasing scent.*

- **Quick-drying, non-staining clear liquid format**

*The lotion is also non-greasy and does not leave an oily residue on the skin, making application easy and pleasant.*

- **Assurance from the tested and trusted maker of Tiger Balm**

*Known to work where it hurts, Tiger Balm is trusted by millions worldwide and is one of the world's leading brands in providing quality products for external pain relief.*

Mr A K Han, Executive Director of Haw Par Corporation, says, "After the successful launch of our Tiger Balm Neck & Shoulder Rub and its line extension of Boost subsequently, we had gained much consumer franchise. In our desire to expand further our offering to the consumers, it is only logical that we bring to them a product that is convenient to use for the back and other hard-to-reach places of the body. Hence, our latest launch of Tiger Balm Lotion. This product has the hallmark of Tiger Balm, that is, effective in relieving aches and pains. It comes with a handy applicator, is non-greasy and has a pleasant scent."



Tiger Balm Lotion: \$8.20 per bottle  
Available at all leading pharmacies and supermarkets

### About Tiger Balm

Haw Par Healthcare is the owner of the iconic Tiger Balm Brand. With a unique herbal formulation that has over 100 years of proven success in almost 100 countries, Tiger Balm's world renowned ointment is one of the world's leading topical analgesics.

The history of Tiger Balm traced back to the 1870s when Aw Chu Kin, a young herbalist left China for Yangon to set up his own physician practice and apothecary called Eng Aun Tong, or the Hall of Everlasting Peace. In 1908, Aw Chu Kin passed away and his two sons – Aw Boon Haw and Aw Boon Par – took over the running of Eng Aun Tong and later, started producing and marketing Tiger Balm, which was named after Aw Boon Haw (Haw meaning Tiger). In 1926, the Aw brothers took the business to Singapore, and from there expanded further into South China, Siam (Thailand), Malaya, and Batavia (Indonesia).

Haw Par Healthcare Limited is headquartered in Singapore. It manufactures, markets and distributes Tiger Balm products throughout the world. The company places strong emphasis on quality and product safety. The Tiger Balm range of products is manufactured by facilities that are GMP (Good Manufacturing Practice)-certified where stringent quality controls are carried out at every stage of the manufacturing process. Product approvals for Tiger Balm from regulatory authorities in countries such as Australia, Germany, Hong Kong, Japan, Sweden, the United Kingdom and the United States attest further assurance of Tiger Balm's product quality and acceptance.

Haw Par Healthcare is a wholly-owned subsidiary of Haw Par Corporation Limited which has been listed on the Singapore Exchange since 1969.

[www.tigerbalm.com](http://www.tigerbalm.com)

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