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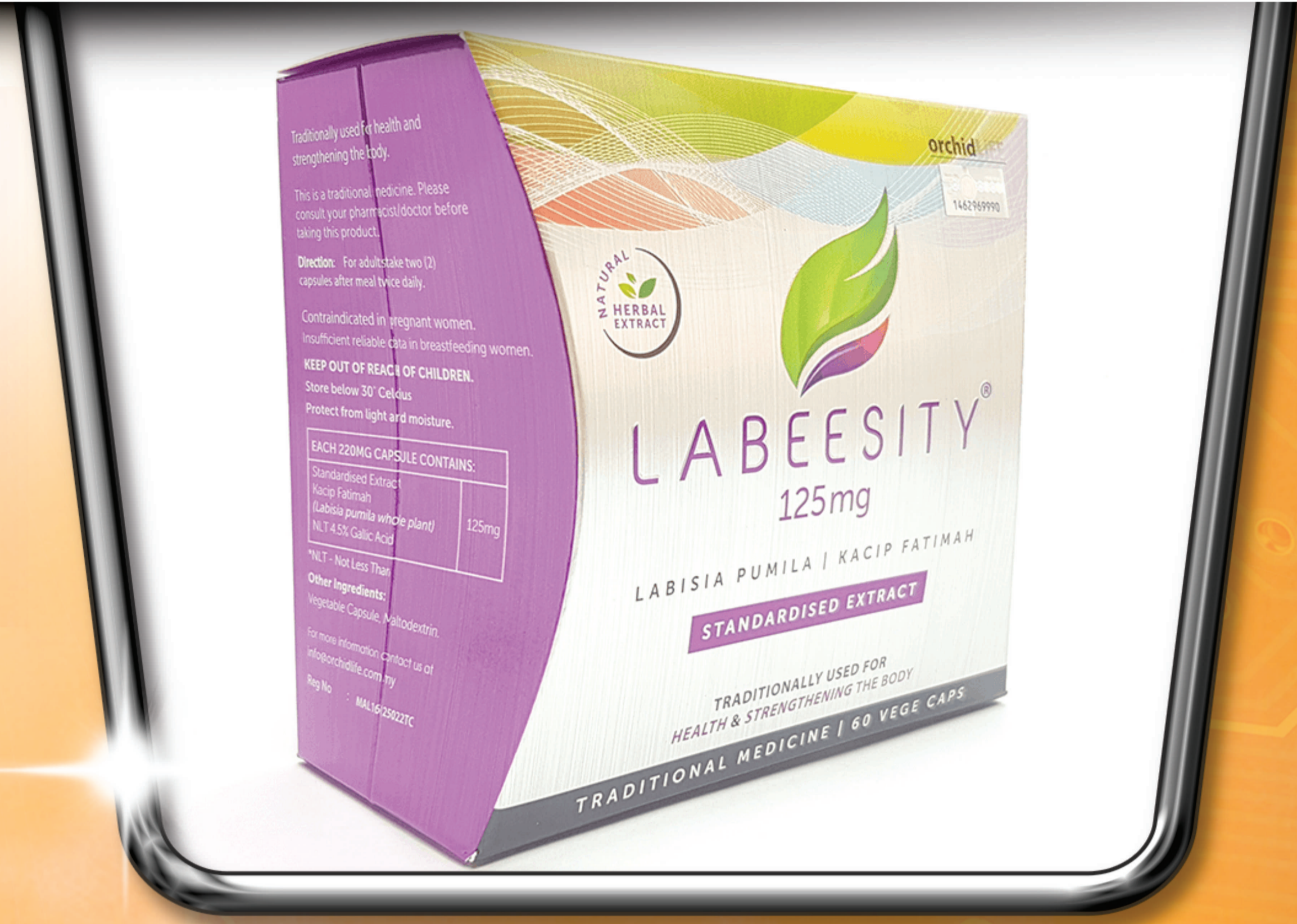
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▶ PATENT PENDING (PI 2017000866)

▶ TRADEMARK REGISTERED (2014009295)



# LABEESITY®: STANDARDIZED NANO FORMULATED EXTRACT OF KACIP FATIMAH FOR WEIGHT REDUCTION



Labeesity® is the first scientifically proven *Labisia pumila*-based product for healthier and stronger body that promotes weight loss for both men and women.

#### Problem Statement

- Obesity is a global health problem affecting wide spectrum of population. It is a complex disease with poorly understood pathways.
- Attempts to correct metabolic disparity of the obese condition, using drugs such as Sibutramine™ and Orlistat® resulted in undesirable side effects such as dry mouth, anorexia, constipation, insomnia, dizziness and nausea.
- Hence, an urgent need to explore new sources for anti-obesity medicines. Medicinal plants continue to provide humanity with potential medicine candidates for the treatment of various diseases. Our group have investigated the potential of Labeesity® as a nano formulated, therapeutically potent and yet safe, anti-obesity product.

#### Novelty & Inventiveness

- The first invention introduces the potential of *Labisia pumila* as a new herb for anti-obesity offering solutions to the existing worldwide obesity problems.
- Standardization protocol was established to guarantee consistent efficacy, safety and quality of Labeesity®.
- Pre clinically tested in vivo against selected commercial products (ZENOCTIL™ and Xenical®) in anti-obesity assays and the results indicated the superior quality of Labeesity®.
- Labeesity® acts with 4 mechanism: (1) blocks fat storage, (2) inhibits fat cells from growing, (3) blocks dietary fat from being absorbed, (4) an appetite regulator.

#### Applicability

- Overweight/obese individuals.
- Helps global population by maintaining ideal BMI and thus improve their quality of life.
- Multiple benefits for both men and women.

#### Product/Technology Readiness

- Technology Readiness Level 9 - Ready for full commercialization.
- Approved by Malaysia Ministry of Health as a Traditional Medicine in 2016.
  - MAL16125021TC (60 mg capsules)
  - MAL16125022TC (125 mg capsules)
- Certified JAKIM HALAL Pharmaceutical (MS2424-20121040-05/2007).

#### Research Achievement

- 1 national grant.
- 1 published article and 4 International Conferences.
- 1 gold medal awarded for Invention and Innovation at 2014 Malaysia Technology Expo.
- Graduated 1 Phd student.
- 1 Post-doctorate fellow.

#### Intellectual Property

- 1 patent pending in MyIPO.
- Labeesity® trademark awarded.

#### Business partner

- OrchidLife Sdn Bhd.
- A Perpetual Licensing Agreement is signed between Usains Holding Sdn. Bhd to Orchid Life Sdn. Bhd. on 30th November 2015.
- Later, Orchid Life Sdn. Bhd requested for full ownership of the technology (Labeesity®). Thus, an agreement for sale of intellectual property rights is signed on 15th September 2018.

#### Commercialization status

- Date of Labeesity® commercialized: 14th December 2016.
- Commercially available in Malaysia at selected pharmacy outlets throughout Malaysia and is expected to enter global markets beginning with Indonesia end of 2019 and USA early 2020.
- Marketing strategy includes media (social, electronic, printed) and retail programmes, competitive pricing, potential market alliance and trade shows and fairs.
- Undergo strict international acceptance product standards such as GMP and GLP requirements. The product is certified Halal. The final goal is to be labelled FDA approved and Clinically Tested.
- Current sales revenue exceeded RM 0.5 million in local market and demand is encouraging.

#### Level of Impact

- Quality of Life – Malaysia is now the fattest nation in Asia and has the second highest child obesity rate among children in ASEAN .
  - In 2017, overweight and obesity accounted for 13.3% of total health costs, 0.54% of GDP or USD 1.7 billion.
  - Labeesity® is one of its kind in the global market.
- Sustainability of Business – Ongoing R&D to turn Labeesity® as FIRST Therapeutic Natural Product based on *Labisia pumila* to treat obesity that will be approved and recognized by NPRA Ministry of Health, Malaysia by end 2020.
  - 7 Government Hospitals and Klinik Kesihatan have agreed to participate in the FIRST and the BIGGEST in Malaysia randomized placebo double blind human clinical studies phase III on obesity using Labeesity®.
  - The FIRST product to receive clearance from USFDA under the new dietary ingredient notification and generally recognized as safe notification.
  - The FIRST product to receive clearance from European Food Safety Authority under the novel food category.
- Economy – Created multiple jobs in various support sectors for local and global markets.



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