Welcome to our inaugural issue

Get to know us at CNI Venture

Well3™
The Flagship health supplement of CNI

New products launched in Malaysia
Director’s Message

Ladies & Gentlemen,

I take great pleasure in welcoming you to the first inaugural publication of INSIGHT, a quarterly bulletin that brings you the latest news and views about CNI Venture Sdn Bhd – the research and development arm of the CNI Group.

As the world gets more and more connected so must we too. We believe in not just in adapting, but ADOPTING the latest methods, research findings, and technologies that will help us to be ahead. INSIGHT is about connectivity, communication and the sharing of such important news so that you too, will always be kept informed.

We are bracing ourselves for a major change. We look forward to transforming from a passive role to a more proactive approach, moving to a market we are not familiar with. As such, we have to be humble and quick to act and react. Hence – the need for a powerful communication medium such as INSIGHT that will allow us to cross all traditional borders of communication and information sharing.

Identifying new potentials

CNI Venture Sdn Bhd is also constantly striving to identify newer products and its potential performance in the domestic market. We are also embarking on an innovation drive to further improve and maintain consistent quality of all our products to compete in the domestic and global markets with other giant MLM players.

Acknowledgements

2012 will be another exciting and challenging years for us and we promise to evolve and enhance our long term sustainable strategies. I look forward to your continued support to take the company into a promising future. Last but not least, do give us your feedback on our first issue of INSIGHT and we’d like to know how we can make things better for you.

Chew Boon Swee
Managing Director
CNI Venture Sdn Bhd

Being Innovative

Innovation is a very beautiful word, but being ‘innovative’ is simply not good enough. That’s why I constantly impress upon the need to instil impact and passion to transfer innovation and the spirit of innovation into the DNA of the company.

We have continuously strengthened and upgraded our manufacturing facilities, groomed and trained our human resources. Supported by CNI venture, we believe our R&D division is poised to stay on par within the industry.

We are embracing ourselves for a major change. We look forward to transforming from a passive role to a more proactive approach, moving to a market we are not familiar with. As such, we have to be humble and quick to act and react. Hence – the need for a powerful communication medium such as INSIGHT that will allow us to cross all traditional borders of communication and information sharing.

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We are pleased to introduce our distinguished panel of medical and scientific professionals that are instrumental in providing technical advice based on their areas of expertise. On board are also notable individuals who have voluntarily contributed their valuable time and effort into helping the Company improve our products and services.

Mr BS Chew (Malaysia)
Bachelor of Science from the National Taiwan Chung Hsing University
Food Technology

Dr Tan Luck Pheng (Singapore)
B.Sc. (joint Honors), University of London
Cosmetologist – Personal & skin care

Professor Chau Chi Fai
(Hong Kong / Taiwan)
Ph.D. in Biology, M.Sc. in Food Science and Technology, B.Sc. in Food Science
Food Technology – Functional food development, herbal medicine, enzyme

Dr Roger V. Kendall (USA)
Ph.D in Organic/Biochemistry
Biochemist – nutritional research & product development in health industry

Mr Takashi Masuda (Japan)
Graduate of “Tokyo University of Pharmacy and Life Sciences”
Microbiologist – beneficial bacterial micro-culturist & expert in Probiotics

Prof Madya Dr Teow (Malaysia)
B.Sc. (Hons) in Microbiology, M.Sc. in Medical Microbiology and Ph.D in Genetic Engineering
Medical Microbiologist/Consultant – clinical applications of Ganoderma lucidum, probiotics and sea cucumber

Professor RamaKrishna (India)
BSAM, BAMS, MD(Ayu), MSc (Yoga)-8 Vyasa, (PhD Yoga)
Medical Doctor – Ayurvedic & holistic sciences

Dr Lim YC (Malaysia)
Cardiologist HSC Medical Centre – Cardiovascular health and Omega 3

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CNI Venture Sdn Bhd has been established primarily to be the Centre of Excellence of CNI Group. Its key objective is to be the innovation and R&D hub for its fast expanding Food & Beverage, Food Supplement, Homecare, Cosmetics & Toiletries range.

We are an ISO 9001:2008 organisation geared towards Productivity and Innovation and our capabilities include customised formulations of nutritious food and beverages, functional food supplement, nature-based cosmetics, toiletries, performance homecare products and which meet different aspects of customer requirements such as product innovation and performance attributes.

Working within a technologically advanced environment, CNI Venture’s team of qualified experts ranging from chemists, food technologists, nutritionists, microbiologists, regulatory specialists, researchers and other professionals - ceaselessly explore new technologies to create improved solutions for consumer needs in this industry.

Research & Development

Living in today’s modern world may be enriching and exciting but it brings its share of problems too. Air and water pollution, eating unwholesome foods, work stress, old age and more cause disease and illness that modern medicine somehow cannot cure. We all know the importance of a healthy, balanced diet. And we all know how difficult it can be to maintain a healthy balanced diet. Time pressures and the temptation of fast food make it difficult to eat the way we know we should.

Again, eating healthy food alone is not enough. It’s about choosing the right healthy food. And that is why Well3 is here to help

What is Well3?

Well3 consists of a range of health & nutritional supplement from CNI - a trusted leader in healthy living. It is formulated using the best combination East & West, and with the best natural ingredients available to ensure bioavailability. All Well3’s products are selected & tested to the highest standard to ensure product safety & efficacy.

How Does Well3 work?

To keep our body in tip-top condition, we must consume essential and fundamental food which are easily digested and absorbed by the body. If you think about it, our body is the only doctor in the world who can actually cure us!

Well3 proven effective, with assured performance

Do you know Well3 can help activate your body’s natural-born wonders?

We can stay healthy through good nutrition and Well3 is able to triggers our body’s natural ability to Cleanse, Restore, Build and Protect itself day after day. The human body is already one of the nature’s true miracles, Well3 helps to supply it with life-giving goodness it needs to go ahead and do its miraculous job. We call this process ACTIVATED NATUROTHERAPY (ANT).

Activated Naturotherapy or ANT is based on the principle of using natural remedies to strengthen and encourage the body’s in-built healing system to activate your body’s inner strength.
The Core
products of Well3

Organik is a high nutrition-value, organically grown food that helps cleanse your internal system and maintain optimal circulatory health.

Life Enzyme is a stable complex enzyme. Life cannot exist without enzymes. Life Enzyme contains enzyme extracts from diverse fruits and plants that help restore the physiological function.

Lyophilized Royal Jelly, an exclusive food for the Queen Bee that is nature’s most nutrient rich food extolled for its anti-ageing and cell regenerative properties.

Ester C Plus is a patented form of vitamin C, or calcium ascorbate. It is neutral in acidity, unlike ordinary vitamin C, and gives your total immune boosting protection against free radicals.

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Life Enzyme

You Ting Hu
10 tahun • Cracked palms

Three years ago, my son Ting Hui suffered from cracked palms. His finger nails couldn’t grow normally and sometimes his palms would even bleed without reason. He’d cry each time he bathed and it broke my heart. A friend recommended me Well3 Life Enzyme and Ting Hui started with only one small packet daily. Surprisingly, his palms started healing 3 weeks later, thanks to Well3 Life Enzyme.

Liu Yong Hua
73 years old • Swelling problems

My heart was weak for this and sometimes I have trouble breathing. At the end of last year, my face, hands and feet began swelling without reason. I couldn’t even wear shoes because of my swollen feet! Seeing both western and Chinese traditional doctors didn’t work either. I was on diuretic medicine that caused me to urinate frequently at night and disrupting my sleep. Then my neighbour gave me a box of Well3 Life Enzyme which I started taking morning and night. Miraculously, my breathing and swelling problems reduced after only consuming 10 packets of Life Enzyme. Shortly after that, my swelling problem disappeared and I could ride a motorcycle and enjoy evening walks with my family.

Norydzan bin Ahmad
Scaly Skin Disease

I have been suffering from scaly Skin for 9 years. It affected my appearance severely so much so my whole body, including my scalp looked scaly. Everybody avoided me and that caused me to become withdrawn, staying away from friends and neighbours. I’ve tried Western, Traditional Chinese and Malay medical treatments, but the results were far from positive. In 2004, my father met a friend from CNI who recommended Well3 Life Enzyme, Organik, BioPlus and Lyophilized Royal Jelly to me. 3 months later, my condition slowly recovered. My skin and scalp was no longer scaly and I was like “Born again”. I am very pleased and thankful for Well3’s nutritional products that had helped me regain my health and confidence within less than a year.

Life Enzyme

Star Testimonials

You Hui Yun
32 years old • SLE

In December 1999, I was diagnosed with Systemic Lupus Erythematosus (SLE) and continued my treatment in hospital. I started taking Well3’s Life Enzyme while in hospital, as recommended by a friend. I took only a small packet of Well3 Life Enzyme on the first day and increased the intake of Life Enzyme every two hourly the following day. I continued this regimen for three days in a row and started to feel the regenerative effects. My body was transformed! I felt more energetic and I could bathe myself and even walk to the ground floor on my own.

However, on the fourth day during the nurses’ routine rounds, I felt utterly weak and helpless alone in my hospital bed. Although my doctor prescribed medication, I continued a small packet of Life Enzyme Well3 before taking the prescribed medication. 2 hours later I felt energetic again and could get out of myself.

This weakness could be due to the long term effects of being on medication, causing my body to be sick and unhealthy. I lost almost all my hair during my time in the hospital but ever since consuming Well3 Life Enzyme, my hair started growing again. In addition to Life Enzyme I add DMG, Well3 Lyophilized Royal Jelly and Organik regularly. I am glad to see my health had improved tremendously since consuming these wonderful supplements!

Tsan Siew Lin
49 tahun • Tinnitus

I have been suffering from severe tinnitus for 4 years. I could only hear ringing noises from morning till night causing me to also suffer from prolonged insomnia. After a medical check-up, the doctor diagnosed my condition as neurastenia - a psychological nervous disorder characterized by chronic fatigue and weakness, loss of memory, and generalized aches and pains. I was prescribed strong medication that only treated the symptoms, not the problem. My brother then recommended I consume Well3 Life Enzyme every morning and night. When I underwent another medical examination 3 months later, my doctor was surprised my Tinnitus had disappeared. Now I no longer need to take medication, only health supplements like Well3!
Mention the word “Milk” and we immediately associate it with cow’s milk. Not many people know that the properties of goat’s milk closely resemble human milk, along with the many nutritional properties. No wonder goat’s milk is often referred to as the ’King of Milk’. CNI is now proud to introduce its uniquely formulated CNI Goat Milk for the general well-being of you and your family.

Do you know that Goat’s milk ...

- provides balanced nutrition which are easily absorbed by the human body and immediately replenishes strength.
- contains 3.8 times more Calcium than human milk and 1.1 times than cow’s milk.
- provides 1.8 times more vitamin A than cow’s milk.
- provides 2.3 times more protein than human milk and 1.2 times than cow’s milk.
- is 3.7 times higher in Vitamin B1 than human milk.
- Under all comparison, the nutritional contents of goat’s milk are significantly higher than other dairy products.

Available in 20 sachets, the product received overwhelming response and is an ideal alternative for those constantly on the move. Good nutrition is now available readily – just add water and mix. We are now looking ahead with introducing many other natural and healthy products to outstanding range of CNI health supplements.

3 Features
- Made from high quality, certified 100% pure goat milk powder formulation from Holland.
- Added colostrum (IgG20%), soy protein, inulin, fructooligosaccharides (FOS), honey and aloe vera extracts.
- Packed in individual small sachets to keep goat milk fresh and easy to carry.

6 Main Functions
- Goat’s milk is ideal for those with lactose-intolerance to cow’s milk
- Goat’s milk has more calcium (for osteoporosis), protein and minerals than cow’s milk.
- Goat milk’s component is similar to human stomach tissues and intestines.
- It helps to avoid stomach diseases, prevents stomach acidity (hydrochloric acid), bloating and constipation.
- Helps neutralize body acidity and burns fat, 20 times faster.
- Lowers the risk of metabolic syndrome & breast cancer, 62% and 50% respectively.
- Rich with potassium - to maintain normal blood pressure and improve heart's health.

WHO should consume Goat’s Milk ?
- Children - Helps in growth
- Busy, working people - Increase nutrient absorption to improve general health.
- Pregnant, breastfeeding mothers and working women - increase calcium and minerals intake to strengthen immunity.
- Middle aged & the elderly - Avoid osteoporosis and strengthen immunity.

Key Features & Functions of CNI Goat Milk
THE ONE—Mon Amour and Passionne, launched in late 2011 is CNI’s flagship perfume created exclusively by French top perfumer Olivier Funel. Known as “the nose”, Olivier has created numerous outstanding fragrances for some of the world’s leading perfume brands. Young and talented, his family heritage spans three generations of perfumers. Add that to his technical background as a medical biologist and his adventurous nature that has made the creative process in creating THE ONE—Mon Amour and Passionne as the number one perfume brand for CNI.

THE ONE—Mon Amour and Passionne showcases 4 magnificent and individual unisex perfumes that is entirely different, each one exuding a passion that is driven to aromatic perfection.

Since the launch of this product—it has been well received by many and the overwhelming response received is a positive breakthrough for CNI.

6 Reasons To Love TheOne Mon Amour & Passionne

1. Researched, developed and created by Olivier Funel, France’s master perfumer.
2. The first and only made-in-France perfume certified HALAL by JAKIM.
4. 100% original formulation - not a copy of other branded perfumes.
5. Handcrafted using technological enhancements.
6. Wholly made in France, the perfume country.

Mon Amour
enriches your personality

The One-Mon Amour is a fragrance that expresses your love and the enrichment of your personality. Its beautiful scent adds a magical aura to your passion, wardrobe and your confidence in love as it defines your individuality. It is a gentle, subtle fragrance that embraces life, love and happiness.

Passionne
4 great individual fragrances in one exclusive gift box

Subtle but not overpowering. Gentle, not loud. These are the inherent qualities of Passionne, the iconic perfume masterpieces wholly made in France.
Want to know what’s brewing in the next issue?

Stay with us and find out more!

Also in the next issue of INSIGHT

The NEW KID on the block in Indonesia and Malaysia