What’s new from INDONESIA

Why we need food supplements. Isn’t organic food and fruits enough?

Health products:
Are there any difference between vitamins, minerals & herbal supplements?
An insight into the growing middle class and greater health consciousness among consumers that is set to give rise to opportunities in the areas of convenience food, functional food, automation and corporate social responsibility.

According to the United Nations (UN) report, World Urbanization Prospects is expected to increase by 72% by 2050, from 3.6 billion in 2011 to 6.3 billion in 2050. It further disclosed that urban populations in East and Northeast Asia grew from 40.4% in 2010 to 50.2% in 2010, while Southeast Asia’s increased by 3.8% within the same timeframe.

As living conditions improve with economic growth and increased urbanisation, mortality rates have declined, thanks to better facilities and infrastructure. Now consumers are able to invest more in nutrition and diet for their daily health maintenance.

Indonesia’s urban population is expected to increase from 44.9% in 2012 to 48.1% in 2020. Along with Indonesia, there are currently 23 megacities (cities with populations of more than 10 million) in the world. Out of these, 13 are in Asia. However, it is expected that more Asian countries will achieve megacity status by 2050. China and India have already achieved this status while countries like Indonesia, Vietnam, Thailand and Malaysia are slowly but surely closer to this goal.

The Pillars of Growth for 2013
What are the characteristics of this new paradigm shift?

Driven by convenience and characterised by larger disposable incomes and busier lifestyles, the growing middle class is no longer focused on just fulfilling basic needs. They are going beyond by spending a little more on quality and experience. Experts call this “foods on the go” phenomenon.

“Foods-on-the-go is on the rise, especially among developed countries. This is characterised by the quick proliferation of fast service eateries and coffee joints serving quick grabs and bites for the busy yet health-conscious individuals.

Factors determining the change

Household changes, work deadlines, workplace stress and pressure and the lack of motivation to cook plus the lack of knowledge are main contributors to this “food on the go” shift. As more and more women join the workforce, traditions and cultural changes take place. Statistics from the UN shows that female employment in Southeast Asia has gone up by at least 12% since 2006, as Hence, women are no longer expected to come home to cook. Instead, the opt for “foods on the go”.

As a result of this consumers in Asia are now opting for more packaged foods that are convenient, tasty, and nutritious. Countries in which packaged foods are experiencing the fastest growth include

- China (43.72%)
- India (43%)
- Indonesia (40.79%)
- Vietnam (30.34%)
- And, Thailand (26.41%)

What are today’s consumers looking for?

In a recent study on the “food on the go” phenomenon, today’s consumers are looking for foods which are nutritious and offer a healthier alternative. The people interviewed in this survey pointed out that they won’t mind paying slightly more for a healthier, more nutritious option.

Healthy eating appears to be the number one factor for today’s consumers, while other studies have indicated that the demand for functional foods is also on the rise. Functional foods can be best defined as “a natural or processed food that contains known biologically-active compounds which when in defined quantitative and qualitative amounts provides a clinically proven and documented health benefit, and thus, an important source in the prevention, management and treatment of chronic diseases of the modern age.”

Thanks to better access to information and especially the Internet, consumers today are generally more educated- thus the demand for healthier eating of nutritious foods that are also functional in nature.

It is also estimated that by 2014, the global market for functional foods is forecast to grow by 23% to USD$38 billion, with Asia Pacific accounting for 40% of the total market share. Rapidly emerging markets include Australia, China, South Korea, Taiwan, the Philippines and Malaysia which will have large export potential for functional foods.
Longer life expectancy and ageing

The elderly population in Southeast Asia was 5.8% in 2012, and is expected to increase to 27.9% by 2050. Healthier food alternatives such as whole grains, foods with less oil and less sodium, brown rice are now highlights of greater health awareness among consumers in this market segment.

This of course, present boundless opportunities abound for the functional food and supplements sections, especially when consumers are turning to healthy diets or disease prevention in the light of escalating healthcare costs. This includes dairy products and premixes which are aimed at tackling conditions that occur more with age - osteoporosis, digestive health, cardiovascular health and so forth. As with seniors, their appetites tend to get smaller as they get older - resulting in the change in trends involving package sizes and types, such as the development of smaller packages, easy-to-open and re-sealable packaging.

Automation increases efficiency

According to a report by the International Federation of Robots (IFR), Asia Pacific is the biggest market for industrial robots. Automation, it seems will be the growing trend among food suppliers to increase production efficiency and productivity to cope with high consumer demand. To stay competitive, manufacturers have to turn to automation, especially in the Fast Moving Consumer Goods market where costs for raw materials used in the production is very volatile, giving high possible risks to manufacturers suffering from low profit margins. Technologies to improve product quality and reduce operational costs will be a strong emphasis for F&B manufacturers over the next 5 years.

Apart from investing in automation, food producers are now embarking on the “green is in” campaign as more and more consumers prioritise social responsibility across business sectors. Because a study has shown that over 70% of consumers were willing to pay more for products from a socially responsible company.

Such social responsible practices include sourcing for alternative food sources, supporting local markets or fair trade, collection methods, employment, organic food, food safety, and green processes that include carbon footprints and ‘recyclable’ green packaging.

The implications for CNI

As we dwell on these important insights, CNI is not resting on its laurels to be in the forefront of functional foods production. In fact, we have identified the paradigm shifts in consumer wants and needs – and have addressed the issue seriously.

For example, we are currently focusing not only on functional foods, but concentrating efforts on Research & Development to study the implications of new packaging, increasing nutrients value, performance, and quality as well as designing future product ecosystem that appeal to almost every market segment.

As we enter 2013, we are excited about the developments taking place now within our company and are gearing ourselves for achievement.
Here are the top 6 reasons why it is important for everyone to take natural, whole food supplements:

Reason 1: Depleted Soils

Do you know that our soil is now between 55% and 85% less nutrient-rich than it was 60 years ago? This means the vital vitamins and minerals in our ‘fresh’ fruit and vegetables have been greatly depleted – and even ‘healthier’ organic food can be up to 10 times less nutritious.

Soil quality is also depleted by intense farming and this poor soil in turn affects the quality of our dairy produce reducing its nutrition value immensely. Over the years our seas have become greatly polluted, our fish stocks decimated, meaning our fleets needs to go further afield which in turn requires more fish to be frozen, and this greatly reduces the nutrition content.

Even if you eat a healthy, predominantly plant-based diet with lots of fruit and vegetables, chances are, the food comes from soils that have insufficient mineral content. When foods are grown over and over again in the same soils, the mineral content of that soil becomes depleted over time.

Reason 2: Long Transit Time for Delivery

Have you noticed that most of the “fresh” foods in your local supermarkets come from other countries? If you think your favourite vitamin-rich mango or pineapple (from Hawaii or the Philippines) was just cut at its peak ripeness, then immediately boxed, rushed to the airport and shipped overnight to your nearest supermarket - you’re sadly mistaken!

Sometimes, foods are picked weeks and even MONTHS before we see it on our shelves. This contributes to why we need food supplements because by the time these so-called vitamin-rich foods reach you, their nutrients would have already long expired!
Reason 3: Overcooking Our Foods

Most Asians have a bad habit of cooking our food “to death,” resulting in a massive loss of nutrition, namely vitamins, minerals, antioxidants and enzymes. Cooking “kills” the food, resulting in lost nutrition.

Reason 4: Not Eating Regular Meals

So many people skip meals. Grabbing a burger or doughnut while downing some coffee and rushing to work does NOT constitute a meal. Making up or it later in the day at an “all-you-can-eat” buffet is not in the best interest of our bodies either, as it puts much undue stress on the digestive system and will eventually cause a lot of uncomfortable symptoms.

Reason 5: Normal Ageing = Digestion Issues

As we age, our bodies produce fewer enzymes, including all the important ones needed to properly digest and assimilate the foods we eat. Eventually, this results in “common” stomach complaints, like reflux, heartburn, upset stomach and chronic constipation. In short – we need food supplements to substitute what our body cannot produce anymore due to natural ageing!

Reason 6: Stress + Stress, and more Stress = Compromised Immune System

We all lead busy lives and some of us are busier than others! Between of commitments to our family, school, work, community, faith and other obligations, our lives are stressed to the max! All of this stress takes a toll on your body and weakens your immune system. Taking supplements can help to bridge that gap and give your body some of the nutrition it needs to function optimally.

Of course, nothing will take the place of eating a good and healthy diet. But taking quality, whole food-based natural supplements can go along, long way towards helping you maintain a better level of health!
1. Vitamins:
   • "any of a group of organic compounds which are essential for normal growth and nutrition and are required in small quantities in the diet because they cannot be synthesized by the body."
   • Our bodies cannot make vitamins, but they can absorb vitamins through foods and supplements.
   • Our bodies also deplete a lot of vitamins when we are stressed and when we exercise, which is why it is so important for everyone to take a multivitamin.
   • We need vitamins because we don't have the time to cook and eat right anymore.
   • While many vitamins have actual names such as, "Niacin," all vitamins are most known by their letters which are sometimes followed by a number. For example, "Vitamin D 3" or "Vitamin K1."
   • Not all vitamins are followed by a number though. Some vitamins are just letters, such as, "Vitamin A," "Vitamin E," and "Vitamin C."

2. Minerals:
   • "a solid inorganic (inorganic, meaning it isn't alive) substance of natural occurrence."
   • Minerals such as Iron, Selenium, Magnesium, Calcium, Boron, all of these and many more come straight from the Earth in the shape of rocks, stones, metals, and different types of soil.
   • We all need minerals. For example, if you don't have Iron your red blood cells can't multiply properly, and you lose energy.
   • Again, our bodies cannot make minerals, but we can absorb them through water, food, and through supplements.

3. Herbs:
   • "any plant with leaves, seeds, or flowers used for flavouring food, medicine, or perfume."
   • Some examples of herbs are Aloe Vera, Boswellia, Chasteberry, Damiana, Eye-Bright
Other supplements
• There are a few nutritional supplements that come from animals, but these are not technically labelled as herbs. The correct label would be a “nutritional supplement,” in such cases as “Shark’s Cartilage,” “Fish Oil.”

Tablets
• Allow for more raw material fill and perfect for those of us who have good digestion and can swallow easily.

Capsules
• Easier to swallow that tablets and are generally broken down more quickly in the stomach than tablets.
• Capsules can be opened and the powder mixed in liquid or added to other foods if swallowing pills is an issue.

Softgels
• Mostly used for liquid or oil based products, softgels are easy to swallow but cannot be broken apart. Therefore dosing flexibility is limited.

Liquids
• Liquids offer dosing flexibility and are easy for everyone to take.
• If poor digestion is suspected or faster absorption is desired then liquid format is best.
• However they are not portable like other forms; often require refrigeration and ingredients may settle causing inexact dosing.
• Also good for children or people who have a hard time swallowing pills.

Powders
• Offer a lot of flexibility with dosing but are less convenient since you have to mix them with something.
• Good for supplements that are taken in larger quantities as you are able get the dosing needed in a small scoop or tablespoon whereas if you were to take the same dosing in tablet or capsule you’d be taking several capsules or tablets.
• This is often the case with many greens and sports nutrition products.
• Also good for children or people who have a hard time swallowing pills.

Chewables
• Great for children and seniors who find it difficult to swallow tablets.

Which Is Better?
Capsules, tablets, softgels or liquid supplements?
Diagnosis: Pulmonary tuberculosis, weak immune system, infection of the lungs and liver, spleen and lymph nodes damage, hepatitis B, yellow fever, chronic migraine, gastritis, pain, numbness in the hands and feet and eye problems

Recommended products: Well3 Organik, Life Enzyme, Royal Ginkgo, Lyophilized Royal Jelly & Royal Vita C

My son’s road accident on 7 May, 1999 left him seriously injured in the head with a broken bone on the right side. He was in a coma and was given emergency treatment by the hospital. He also needed blood transfusion and was admitted to the ICU for 9 days. He was later transferred and treated under the Neuro ward and had to be fed using intravenous tubes. Worse – he couldn’t open his left eye and his hands and feet were immobile.

My son was discharged from the hospital on July 10, 1999 even though he had not fully recovered. I was introduced to CNI’s products, specifically DMG and my son consumed that for three weeks. There was no significant improvement but it was only after a month that he could open his mouth and move his left eye.

My son is now recovering slowly but surely. Thanks to a family friend who introduced DMG and also to CNI. They have given me fresh hope for my children and family!

I had been admitted to the Miri Hospital several times because of the various health problems above.

Due to long term side effect of drugs and treatments, I suffered from stress, loss of appetite, insomnia, and also had hearing problems. My weight dropped from 70kg to 28kg, and my body looked like a child-sized skeleton for 7 years.

I was jobless for 2 years and relied on my savings to support the high medical costs. Discharged from hospital in August 2005, I was bedridden for 9 months, and the doctors said that I might not live long and ask my immediate family members to be prepared for any eventuality.

In early September 2006, my old friend Bajau Anak Udang introduced CNI to me. I bought and consumed Well3 Organik, Life Enzyme, Royal Ginkgo, Lyophilized Royal Jelly and Royal Vita C that was recommended for my health.

2 weeks after I had consumed CNI products together with my doctor’s medicine –the pain and numbness in my hands and feet, dark patches on the fingers and toenails disappeared altogether! So did the stress and insomnia which I suffered for over 2 years. What’s more – I regained my appetite and my weight quickly increased up to 60kg.

Through my personal experience, I am confident to say that the CNI Well3 health products are beneficial to health and I would not hesitate recommending these great products to friends, relatives and the public. CNI Well3 products have given me a new lease of life and the opportunity to start my own business as a successful CNI distributor.

Their say about...
I never once suspected I would be suffering from osteoporosis, especially at 37 years of age, and I have never felt any pain in the bones.

To my understanding, osteoporosis sufferers are the elderly over 40 years old. After attending a health seminar on Osteoporosis and Marine Organic Calcium (MOC), I realized just how important bone health is.

Osteoporosis can affect all ages without warning and that is why it is known as the "silent disease". I am the living proof! When undergoing a bone density examination using a bone densitometer, my bone density scored -2.4. That means I've been exposed to osteopenia (early osteoporosis symptoms).

Following the diagnosis, I consumed Sun Chlorella CNI (3x2), Ester-C Plus (2x2), and MOC (2x2) tablets daily and regularly. It's incredible…. Because my subsequent bone examination showed a marked increase of my bone density! A month after the first examination, my bone density recorded -1.8 and a month later it was -1.1!

Thanks to CNI’s winning products, I’m now more optimistic in life with stronger bones!

Diagnosis: Osteoporosis

Recommended products: Sun Chlorella, Ester-C Plus, MOC

Before I’ve even heard of CNI products, I was a heart patient with 6 coronary heart blockages in the heart vessels between 1997 and 1998; a condition that had reached almost 95%.

In the span of a year, I underwent treatment in 14 RS in Jakarta, and a heart operation in RS Harapan Kita Jakarta in May 1998.

Instead of improvements, my condition became worse. The medication I had to take every day brought about hair loss, along with other health problems, such as mag, unstable blood pressure, lever, to haemorrhoids. Subsequently, I went back to for inpatient treatment in a local hospital, admitted to the ICU room for a few days but sometimes more than a week, and pay expensive medical fees.

In October 2002, my sister in law; Ibu Kantiwati, introduced me to CNI Organik, Wakasa Gold, Sun Chlorella, Ester-C Plus, Narish, DMG. She was acting like a nurse, feeding me with health supplements patiently and routinely, while convincing me about the benefits of CNI’s health products.

My health improved tremendously after several months, and I still consume CNI health supplements, adding on Libilon and Ericoma! Thank God, I don’t need to see a doctor nor do I have to go to the hospital anymore! At 60 years old, I am healthier and am able to go for a drive outside the city of Ciamis-Pangandaran-Semarang!

Diagnosis: Coronary heart blockage

Recommended products: CNI Organik, Wakasa Gold, Sun Chlorella, Ester-C Plus, Narish, DMG
In early 2004, I suffered bouts of headache at home, dizziness, and vomited without warning until I fell unconscious. Fortunately my husband was there to send me to hospital in time. I was diagnosed with brain vascular occlusion, and the condition was critical.

After the surgery I was unconscious for 5 days and was transferred to another hospital’s neurosurgery ICU unit. Fortunately, I was there for only a month and discharged on the condition that I take painkillers every day to control the illness. If I sleep too long or don’t have enough sleep, or do a little housework, I will suffer from headaches or dizziness. This greatly affected my daily life and because of this, I was jobless for 6 months!

I met CNI distributor Ms. Le, who explained CNI’s health products and encouraged me to consume Life Enzyme, Organik and DMG after getting a doctor’s endorsement. I consumed 6 packets of Life Enzyme, 3 sachets of Organik daily together with DMG the first month. It improved my quality of sleep after taking them and a month later, my mental condition and appetite gradually improved. The vascular occlusive problem gradually stabilized. Because my illness is under controlled and stable in the past six months, the doctor has extended my doctor visit period to six months. I can also return to work. I continue to take the products every day 3 packet (Life Enzyme, Organik, and DMG) and I must say that it has positively transformed my health!

Mrs. Lee

Hong Kong

Diagnosis:
Vascular occlusion, headache or dizziness, poor mental state

Recommended products:
Life Enzyme, Organik, DMG

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Mrs Ong Boon Sun

Singapore

Diagnosis:
Persistent cough and Flu

Recommended products:
Ester-C Plus

Last March, I was infected by flu and cough which wouldn’t go away even after 2 visits to the doctor. While attending a CNI seminar on April 3, a distributor gave me 2 Ester-C Plus tablets. I took it and surprisingly amazed that my flu and cough disappeared completely! It’s so effective, amazing!
Mr. Pius Saldhana

Diagnosis: Diabetes

Recommended products: Ester-C, Dialife

My name is Pius Saldhana from Mysore and I am 62 years old. I came to know I had Diabetes in 2004 and it was from 295-502 mg/dl. I used to get tired very often and urination was more. Doctor initially advised me to take more vegetables and come next month but there was not much difference and he advised me to take glucored tablets and exercise frequently. I have been taking glucored tablets for many years but there is not much change in my health condition.

In Dec 2007, I met Dr. Ravishankar and Mr. Nobert. They introduced me to CNI’s products and its benefits. Frankly speaking, I don’t have much faith in Ayurvedic treatments. Nevertheless, Mr. Nobert advised me to take Dialife along with Ester-C. After taking these food supplements for prolonged period of time my health has completely changed.

Now the Diabetes level is (pre-prandial 80-120 mg/dl) and (post-prandial is between 140-160 mg/dl). Apart from controlling diabetes, I am feeling much more active and energetic now than before. Ester-C has helped me to improve my vision power too. My eye-sight power was -4.5 before but now it has come down to -3.75 and I have also reduced weight. CNI’s Dialife and Ester-C has indeed helped me to lead a healthy and happy life.

I wholeheartedly thank CNI and its members who showed me the right way to improve my health.

Mr. K.G. Siddaveerappa

Diagnosis: Persistent cough and Flu

Recommended products: Ester-C Plus

For the past several months, I suffered with a cramp on my left toe. With the regular use of Ester-C Plus, I am relieved of this painful cramp.

Now I am able to walk for an hour at a stretch without any pain. My wife had a similar problem but the cramps were on both legs, which was very painful. After consuming Ester-C Plus for the 2 months, the pain disappeared completely on both legs and there was no recurrence of the cramps.

Please accept my grateful thanks for providing this wonderful product.
Mr Yee, HeiLongJiang

Diagnosis:
Varicose veins

Recommended products:
Life Enzyme

I have been diagnosed with varicose veins when I was 26 years old. When I was 35 years old, my calf started turning black and over 20 varicose veins from my calf had been removed after four surgeries.

My right leg started to fester when I was 64 years old, which happened in April 2009. Although I ventured into trying other alternative treatments, there were no improvements at all.

On May 2010, the size of the ulcer got worse and it affected the bone. The doctors at the local hospital told me I had to amputate my thigh and that depressed me as I certainly don’t want to spend my remaining years in a wheelchair.

Sometime later a friend recommended CNI Life Enzyme to me. I started consuming it regularly and though I did not expect any miracle – the festering wound incredibly healed in just 28 days! Not only did Life Enzyme save my legs, it also gave me back a healthy body.

I am very grateful to CNI, thank you for such a good product!

Ms Lin, Kaoshiong

Diagnosis:
Hepatitis B carrier, intestinal adhesions, throat complications, headaches & dizziness caused by previous injuries in car accident

Recommended products:
Life Enzyme

I have been a frequent visitor to the hospital. One day, I met a friend and he introduced me to CNI Life Enzyme. I took his advice and consumed about eight sachets a day for a month.

After a month, I discovered that the symptoms of intestinal adhesions recovered. Even the brain swelling, frequent headaches and dizziness due to a car accident over 13 years ago disappeared gradually. I went to the hospital for examination, and the doctors were surprised at the positive improvements.

I continue taking Life Enzyme and eventually all the symptoms subsided. I have never felt so good and healthy all this while!

Because my profession requires me to speak for prolonged durations, I have always suffered from sore throat (hoarseness). Initially the doctors advised me to undergo a throat surgery, but the company nutritionist told me to take Life Enzyme. I took a pack of life enzyme every night before sleep for about 1 month and it really worked for me. I can now continue speaking almost effortlessly unlike before!

Thank you, Life Enzyme!
Mr Zheng, KaoShiong

Diagnosis:
VGOT, high GPTE and Hypertriglyceridemia

Recommended products:
Life Enzyme

I suffer from GOT, high GPTE and Hypertriglyceridemia. I also have athletic leg disease. The soles of the feet would feel very itchy and blisters would appear, indicating a poor liver function and fatigue.

After Miss Wu introduced me CNI’s Life Enzyme, I consumed eight sachets day and night. While watching TV programs, I would soak my feet with two packets of bubble water foot bath once a week.

In just a month the foot rashes appeared. I was depressed and worried yet I still continued taking Life Enzyme. After a week later, the rashes completely disappeared. In September this year, CNI organized a GOT, GPTE and Hypertriglyceridemia health examination and to my pleasant surprise, all my tests were normal – all thanks to CNI’s Life Enzyme!

Osteoarthritis (OA, better known as degenerative arthritis or degenerative joint disease) is a condition where the affected joints are painful. The pain is due to the light inflammation arising from the friction between the structures of the bones forming the joint ends.

Well3 Joint Plus is a supplement to help relieve the symptomatic pains caused by osteoarthritis. Well3 Joint Plus, in tablet form contains the following active ingredients:

- **Glucosamine HCl (250mg)**
  - Helps heal osteoarthritis
  - Reduces painful joints
  - Increases joint flexibility
  - Helps stimulate and regenerate cartilages

- **Chondroitin Sulfate (200mg)**
  - Reduces joint stiffness caused by osteoarthritis
  - Extremely effective in healing osteoarthritis on the hands

- **Methyl Sulphonyl Methane/MSM (125mg)**
  - Improves blood circulation
  - Helps relieve joint pains
  - Reduces joint stiffness
  - Muscular pains
  - Post traumatic inflammation
  - Athletic injuries

- **Manganese Ascorbate (38mg)**
  - Supports collagen production that plays an important role in the bone and joint formation.
  - Helps increase the efficacy of the above three active ingredients.

FREE YOURSELF JOINT PAINS COMPLETELY WITH WELL3 JOINT PLUS TODAY!
Fire Sens Refreshing Aromatherapy Roll-on Oil is enriched with natural essential oils that provides a host of therapeutic benefits to your body. Fragrance oils are added to leave a soothing and aromatic fragrance.

1. Soothing aroma - the citrus and mint aroma effectively refreshes, whether applied onto the skin or when inhaled. Its exclusive therapeutic aroma is useful for people suffering from dizziness, nausea, flu and colds.

2. Warms the skin - contain 4% camphor to warm the body especially when inside an air-con room or when participating in outdoor night activities

3. Menthol - instantly provides a warm sensation together with a refreshing aroma

4. Coconut and Almond Oil - contains natural Vitamin E to smooth the skin, heal skin irritations with the warm soothing properties of camphor and menthol.

Fire Sens Refreshing Oil - Lemon
Balancing - helps relieve respiratory problems, refresh and balance the nervous system, reduce skin irritations caused by insect bites

Fire Sens Refreshing Oil - Mint
Refreshes, relieves stuffed nose, reduce skin irritations caused by insect bites