

ANNUAL REPORT

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Apex Healthcare Berhad  
(473108-T)

# AGNESIA

Antiseptic Powder

## TRUSTED FOR GENERATIONS

Agnesia antiseptic powder is one of the few Malaysian products that has been in the market for decades. Used to treat prickly heat, common to people who are sensitive to hot and humid climates, Agnesia has been known to mothers and grandmothers for generations as the **“red tin”**



### THINGS YOU DIDN'T KNOW ABOUT **AGNESIA**

- Agnesia is one of the few surviving local brands that has been around since before Malaysian independence
- For years, consumers were not even aware of its name, referring to it as the dusting powder in the red tin
- Agnesia was reformulated in the late 1980's to comply with specifications for antiseptic powders by the Drug Control Authority of Malaysia
- Agnesia is popular both among locals as well as tourists who are affected by prickly heat



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