



For immediate release

**CUHK and Eu Yan Sang Jointly Announce**  
**Ground-breaking Findings on TCM for Women's Health**  
***From a HK\$10-million, three-year***  
***Government-Academic-Industry Collaborative Research Project***

**Hong Kong, December 6, 2002** – The Innovation and Technology Fund (“IT Fund”), the Chinese University of Hong Kong (“CUHK”) and Eu Yan Sang (Hong Kong) Limited (“Eu Yan Sang”) today announced key findings from a three-year research project to investigate the pharmacological action mechanisms underlying the beneficial effects of ***Bak Foong Pills*** (“BFP”), a well-known healthcare product based on a century-old traditional formula.

The HK\$9.28-million university-industry collaborative project was jointly funded by Eu Yan Sang and the IT Fund under the Innovation and Technology Commission of The Government of the Hong Kong SAR. The three-year project, commenced in June 2000, was undertaken by the Epithelial Cell Biology Research Center (“ECBRC”) of CUHK. With a better understanding of the pharmacological actions of BFP through extensive research and laboratory testing, a new formula for treating postmenopausal syndromes was proposed and its toxicity and efficacy studied. Experiments indicated that the modified formula of BFP has effects on estrogenic activity and hormonal profile, anti-hypertension, and restoration of immune imbalance in aging animals.

Prof Hsiao Chang Chan, Director of ECBRC, CUHK, remarked: “The project has provided scientific evidence confirming the beneficial effects of BFP, leading to the discovery of a new formula with specific effects on menopausal syndromes. It demonstrated that the ancient wisdom of Chinese medicine can be explained in scientific terms and international language through innovative research. At the course of this interdisciplinary research project, we were also able to make fundamental novel observations that will lead to further scientific quest for the secret of aging.”

Prof PC Leung, Chairman of Management Committee of the Institute of Chinese Medicine, CUHK, added: “The technology and methodology adapted by CUHK’s research team may facilitate future researches in traditional Chinese medicine (“TCM”), benefiting the Hong Kong industry as a whole. The project has also provided training for our postgraduate students. I believe it will become a prime example of the Chinese medicine industry making advances through modernization.”

Findings from the studies confirm BFP’s beneficial effects and elucidation of possible mechanisms in seven key areas, including (1) having estrogen-like activity as well as the ability to modulate the levels of ovarian hormones, estrogen and progesterone; (2) effect in treating dysmenorrhea; (3) prevention in the development of hypertension; (4) possible beneficial effect on reducing risk of



cardiovascular diseases including thrombosis or stroke; (5) effect on the immune system; (6) improvement in digestion and bowel movement; and (7) curative effect on chemically damaged liver.

Estrogen plays an important role in overall bodily function and prevention of aging. Based on findings from CUHK's research work, Eu Yan Sang developed a new formula BFP, *Menoease*. The new product's ability to restore estrogen production in the body, as well as its effect in a range of body functions suggests that it may restore nature's balance in the body, maintaining health and youth after menopause.

“Eu Yan Sang has a compelling vision in the progression of the TCM industry through science and innovation. Our Group has therefore committed substantial investments in supporting our research and development initiatives, which we believe will continue to drive our growth and help us tap further into the international market. The significance of our collaborative research project with CUHK is not only in the introduction of a new product, but also in the decoding of a very traditional Chinese medicinal formula into a globally accepted, scientific language. Findings from this research, which covers various disciplines including anatomy, biochemistry, physiology and pharmacology, will have a profound impact in the further development of the industry as a whole,” said Mr Richard Eu, Group Chief Executive Officer, Eu Yan Sang International Ltd.

Mr Francis Ho, Permanent Secretary for Commerce, Industry and Technology, noted: “As a facilitator of the advance and deployment of technology in Hong Kong, the Innovation and Technology Fund supports co-operation among industries and academics in applied research and development. I am delighted to report that this project under our funding has demonstrated a successful model of Government-University-Industry collaboration, the way for Hong Kong to become the world center of Chinese medicine.”

Hong Kong currently has more than 1 million females of age 40 to 60. To better understand their knowledge of healthcare issues relating to menopause, Eu Yan Sang has commissioned ACNielsen to undertake a telephone survey. Of the 303 female respondents of age between 45 and 55, more than 80% claim to suffer from menopause symptoms. However despite this, only 42% of them have sought relieve methods, and among them 21% resorted to the intaking of health supplements and over-the-counter (OTC) drugs. The survey points out further that the market of health supplements and OTC drugs are currently fragmented, without any dominant major brands.

Mr Eu added: “The survey results point to potential market opening. Our brand equity and scientific approach give us a lot of leverage in rolling out our business plan for *Menoease*, which envisages its phased entrance into Southeast Asia, China, North America and Europe.”



### **Innovation and Technology Commission**

The Innovation and Technology Commission works closely with other government departments, the industrial and business sectors, tertiary institutions and industry support organisations, with an aim to build a solid foundation for innovation and technology development and facilitate international trade, through supporting applied research and development. There are four programmes under the Innovation and Technology Fund, including the University-Industry Collaboration Programme to encourage industry to tap local universities' research resources.

### **Epithelial Cell Biology Research Center, CUHK**

The Chinese University of Hong Kong is a first-class research university with a unique bicultural vision realized through its strong ties with overseas universities, funds and cultural bodies. The Epithelial Cell Biology Research Center, established as a joint effort of the Academy of Medical Sciences and the Chinese University of Hong Kong, is devoted to epithelial cell biology research. The Natural Science Foundation of China ("NSFC") has played a key role in promoting and supporting the Center. The Center promotes interdisciplinary and international collaborative research with focus in functional genomics, exocrine physiology, reproductive biology, immunology and new drug development (including TCM). The Center has gained the support of NSFC, Rockefeller Foundation, the Research Grants Council and IT Fund on a number of collaborating programmes. It also maintains extensive connections with key research institutes and industry players in Hong Kong, the Mainland and abroad.

### **Eu Yan Sang Group**

Eu Yan Sang Group is a leading consumer healthcare company that manufactures and markets fine quality, traditional Chinese herbs and medicines under the brand name of ***Eu Yan Sang***. Established as a household name in Asia for over 123 years, Eu Yan Sang has earned itself an unrivalled reputation as the leader in the TCM industry. Manufacturing activities are carried out primarily at its factory in Hong Kong, which was accredited under both Good Manufacturing Practice (GMP) by the Therapeutic Goods Administration of Australia and ISO9001:2000 by Hong Kong Quality Assurance Agency. It produces a wide range of powder, pill and capsule healthcare products, including its flagship products, ***Bak Foong Pills*** and ***Bo Ying Compound***.

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