

LINK NATURAL ENRICHED PASPANGUWA

Romero Lindon*

Driven by a unique corporate philosophy and a passion for excellence in all quarters of its business, Link Natural saw the birth of "Link Natural Enriched Paspanguwa" - yet another new brand product to further strengthen its current portfolio and its competitive position in the market.

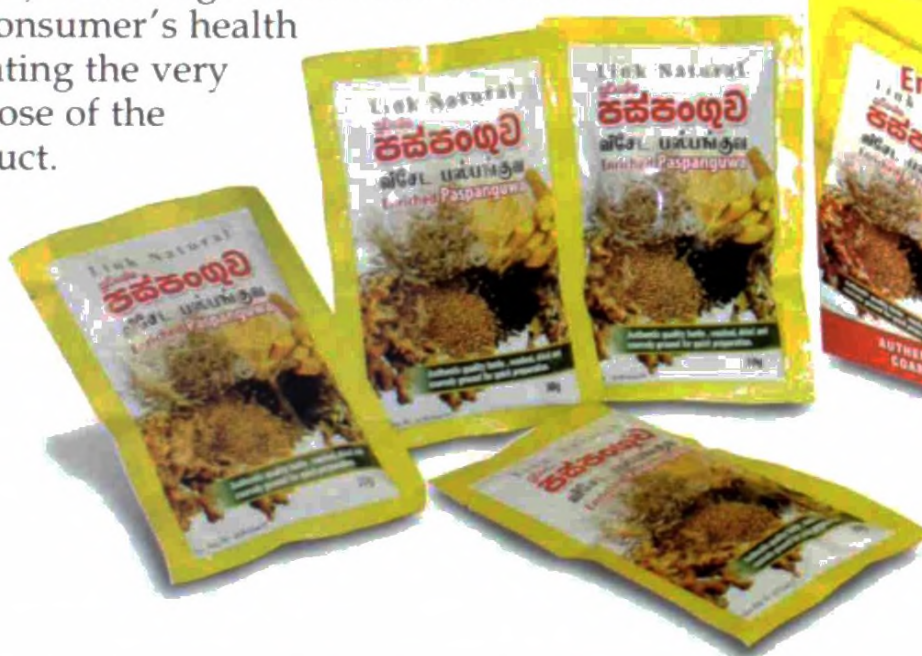
"Paspanguwa", meaning five portions or parts, is the term inherited by the trusted home remedy used for common ailments such as the common flu, influenza, fever, aches and pains etc for centuries. Also known as "Peyawa" or "Kasaya", this traditional remedy consists of five medicinal herbal ingredients. The original combination has been altered with time due to the substitution of some ingredients on account of unavailability or scarcity.

The peyawa now commonly consists of

- Ginger - *Zingiber officinale*
- Coriander - *Coriandrum sativum*
- Venivel - *Coscinium fenestratum*
- Katuwel batu - *Solanum xanthocarpum*
- Pathpadagam - *Hedyotis corymbosa*

It is a trusted item on the household shopping list irrespective of the consumer's social strata.

Based on absolute belief in the paspanguwa, nearly every member of every household consumes this product regularly though quality has deteriorated as a result of poor manufacturing standards and quality control. This has led to consumers falling victim to paspanguwa preparations with ingredients of very poor quality (often including adulterants), visibly infested with insects (and contaminated by their faecal matter) and fungi which can be detrimental to the consumer's health defeating the very purpose of the product.



This means that there is a yearning cry for an authentic paspanguwa - and this triggered the idea for the development of Link Natural Enriched Paspanguwa.

WHAT THEN IS "ENRICHED" PASPANGUWA?

Link Natural always believes in giving the consumer the very best. Hence, rather than merely reproducing a high quality paspanguwa, Link Natural developed a far superior product by including three additional "booster ingredients" to enhance bioavailability, efficacy and produce faster relief while presenting all its ingredients in a washed, dried and coarsely ground form for easy and efficient preparation and better medicinal extraction during preparation. All this is presented to the consumer in an air-tight triple laminated foil pack that preserves the quality and aroma of its ingredients in their original form for the full period or its shelf-life.

Link Natural took pride in introducing this all new innovative brand product to its distributor network at a solemn ceremony held in Colombo on the 16th of March 2007 - the moment of truth when many years of hard work by the Link Natural Team brought yet another unique idea to life.

Consumer response to Link Natural Enriched Paspanguwa has been extremely encouraging to-date and it is firmly believed that this brand will develop to be and remain a firm favourite amongst consumers of all walks of life.

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