



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**37 B40 WOMEN ENTREPRENEURS AND 12 AGED HOMES TO BENEFIT FROM  
HADA LABO'S 'WE CARE FOR SOCIETY' THIS YEAR**

**KUALA LUMPUR**, 6 April 2023 – Hada Labo, a renowned skincare brand, has once again taken a step forward to improve the lives of B40 women through its annual “We Care For Society” CSR campaign which aims to educate and equip these women with valuable skills and knowledge thereby helping them achieve financial independence. The outreach to low-income B40 women was carried out in partnership with Women Of Will (WOW) and Watsons.

Through this campaign, Hada Labo pledged to donate RM1 from every Hada Labo Premium Whitening products sold at Watsons outlets nationwide to its ‘We Care for Society’ campaign fund during the month of March. Through the partnership with Watsons, Hada Labo has successfully raised RM50,000 to support this campaign.

The funds raised through this campaign was used to support a group of 37 low-income B40 women bakers and tailors in baking 22,000 pieces of healthy cookies and sewing 500 pouches for 500 elderly folks from 12 different aged homes around Klang Valley in conjunction with the upcoming Hari Raya celebration.

Among homes that Hada Labo reached out to for the cookie and pouch distribution, were Pusat Jagaan Al-Fikrah Malaysia, My Aged Care, Laman Khaira, Darul Insyirah, Zara Aisyah Care Centre, Pusat Jagaan Husna Arrashid, Pusat Jagaan Warga Emas Kaseh Bonda and Pertubuhan Cahaya Hati Selangor.

Lim Mei Yuen, General Manager of Rohto-Mentholatum Malaysia, expressed her commitment to the cause and the brand's support to low-income B40 women since the Covid-19 pandemic. She reiterated that the brand would continue to offer relief to disadvantaged women in the future as well.

“We've been running this campaign with WOW & Watsons for the last four years to help improve the lives of B40 women who were badly hit during the pandemic and although we are



now in the endemic phase, their economic situation has not improved much with the high inflation rate. We hope that our programme will offer some financial relief especially with Raya just around the corner," said Lim.

Hada Labo employees also partake in visits to aged homes for Raya cookie distribution and communal work at a selected home to send their love and care to the aged community.

WOW's Chief Operating Officer Lakshwin Muruga added that the low-income communities are still suffering financially even after the pandemic. Wages earned are not enough to cover their expenses and small-time business owners are finding it hard to make profit with the high inflation rate.

"We really appreciate the financial contribution by Hada Labo and we are sure that it will make a difference in the lives of these women, especially during Hari Raya season where expenses are usually higher during the festive period," he said.

"Overall, Hada Labo's efforts to improve the lives of B40 women are commendable, and its commitment to making a difference through such campaigns is indeed praiseworthy. The brand's focus on empowering low-income communities with valuable skills and knowledge that can help them achieve financial independence is truly inspiring," he added.

For more information or to support future campaigns, log on to [www.hadalabo.com.my](http://www.hadalabo.com.my) or follow their Facebook page: MyHadaLabo.

#### **About Hada Labo Premium Whitening Lotion (170ml)**

Hada Labo Premium Whitening Lotion combines Triple Brightening (4% Niacinamide + Vitamin C + Alpha Arbutin) with moisturizing ingredients (4% Glycerin + 2 types of Hyaluronic Acid) to deeply hydrate and rebalance skin tone, revealing a superbly even and translucent complexion. It helps fight dark spots, re-balance skin tone and restore skin radiance with every application. The lotion is to be used right after cleansing the face to hydrate and prepare the skin as well as to ensure better absorption of the subsequent products. It is available at all major pharmacies, supermarkets and via e-commerce platforms.



watsons

Hada Labo skincare philosophy:

**"PERFECT X SIMPLE"**

***For ultimate perfection and ultimate simplicity***

**Hada Labo** uses the finest, purest, and highly effective ingredients to provide you with the ultimate result of beautiful skin. Inspired by traditional Japanese beauty wisdom, Hada Labo adopts a "no more no less" philosophy in the formulation of its products for the "perfect" ingredients ratio to give optimal results. Unnecessary additives, colorants, fragrances and mineral oil that will burden the skin are omitted. Only essential ingredients that are beneficial to the skin are retained to ensure maximum effectiveness – ***Only the best for your skin and nothing else...***

#### **About The Mentholatum Company**

The Mentholatum Company Inc. Founded in 1889 is a manufacturer and marketer of non-prescription drugs and healthcare products. Headquarters are in Orchard Park, New York, U.S.A with operations in Australia, South Africa, Canada, Scotland, Taiwan, Thailand, Malaysia, Hong Kong, Mexico, South Korea, P.R China, India, and Japan. Manufacturing is carried out in 26 locations around the globe and marketing/distribution in over 150 countries. The company, privately held for 99 years, was acquired by Rohto Pharmaceutical Company Ltd. of Osaka, Japan in 1988. Rohto is a major player in the Japanese pharmaceutical market with top-selling products in the eye care, topical, and stomach relief categories. Since 1889, The Mentholatum Company has grown and prospered from a small purveyor of soaps and toiletries into an international company, marketing quality proprietary medicines around the world. In the United States, and many countries around the world, the Mentholatum family of products has earned a reputation for quality and value. Every Mentholatum brand is sold with an unconditional guarantee of satisfaction.

Brands under Mentholatum: Lipice, Oxy, Hada Labo, Selsun, Sunplay, Rohto Eye Drops, Botanics, Deep Heating Rub, Melano CC.

---

For further information about this release kindly contact:

Mabel Low  
Rohto-Mentholatum (M) Sdn Bhd  
Tel: 03-2241 4889  
[mabel@mentholatum.com.my](mailto:mabel@mentholatum.com.my)

Angela Ho  
Circuit Communications  
012-202 9523  
[angela@circuitcommunications.com](mailto:angela@circuitcommunications.com)