

The background of the slide is a photograph of a modern office interior. It shows a bright, open-plan space with white walls, exposed ceiling pipes, and large windows. In the foreground, there's a desk with a computer monitor, a blue office chair, and a gold-colored desk lamp. The overall aesthetic is clean and professional.

SPECIAL ENHANCEMENT

Your Passport to Regulatory Excellence

Company Overview

Special Enhancement:

A Premier Health Supplement Formulation, Branding, and Consultancy Company in Malaysia

Special Enhancement Sdn Bhd holds a prominent position in the field of health supplement registration. With more than a decade of expertise, we specialize in guiding health supplement products through the frequently complex registration process. Our expert team ensures hassle-free registration, helping clients access new markets while maintaining top-tier compliance standards. Special Enhancement Sdn Bhd is your dependable partner for successful registrations.

Goal

Become a one-stop solution for companies across Asia.

- To establish our Regulatory Affairs team as the premier one-stop destination for companies across Asia seeking expert guidance and seamless solutions for registration and compliance in a wide spectrum of industries, ranging from supplements, food, cosmetics, pets, fertilizers, and more.
- We aim to become the trusted partner for navigating the complexities of regulatory applications in every sector, fostering growth, innovation, and regulatory excellence throughout the region.

Introduction to Authority

Main Government Regulatory Authority in Malaysia

Food, Traditional Medicine, and Health Supplement (TMHS) product registration in Malaysia is overseen by the Malaysian Ministry of Health (MOH) to ensure the safety and quality of the products available in the market.

Different Types of Regulatory Authority and Their Responsibilities

Authority	Responsibility
Food Safety & Quality Division (FSQD) of the Ministry of Health 	Food products are regulated by the FSQD and is responsible for the planning, implementation, monitoring and evaluation of the Food Safety and Quality Programme. • Label screening application • Free sale cert application
National Pharmaceutical Regulatory Agency (NPRA) of the Ministry of Health 	TMHS products are regulated by the NPRA and is responsible for the assurance of safety, efficacy, and quality of all registered pharmaceutical products, including health supplements and natural products like herbs. • Health supplement registration • Traditional products registration • Cosmetic notification • Licensing for importers, manufacturers, and wholesalers • Post-market surveillance, and investigation of complaints
Malaysia Department of Islamic Development (Jabatan Kemajuan Islam Malaysia, JAKIM) 	To implement the Halal certification system and regulate Halal affairs in Malaysia. Additionally, JAKIM provides guidance, oversight, and accreditation to ensure that halal products and services meet the requirements.

Unparalleled Consultancy Services

Leading the Way in Health Supplement Formulation

Special Enhancement Sdn Bhd is your comprehensive partner for regulatory compliance and market expansion across a diverse range of industries. Our expertise encompasses a wide spectrum of services

1. MAL Product Registration

- Health Supplement Product Registration
- Traditional Product Registration
- Over The Counter (OTC) Product Registration
- Variation

4. Licensing Application

- Import License (MAL products)
- Business License
- Wholesale License
- Lembaga Kemajuan Ikan Malaysia (LKIM) License

2. Functional Food Product Registration

- Classification Application
- Label Screening Application

5. Halal Application

- Food Product Halal Application
- MAL Product Halal Application

3. Cosmetic Product Registration

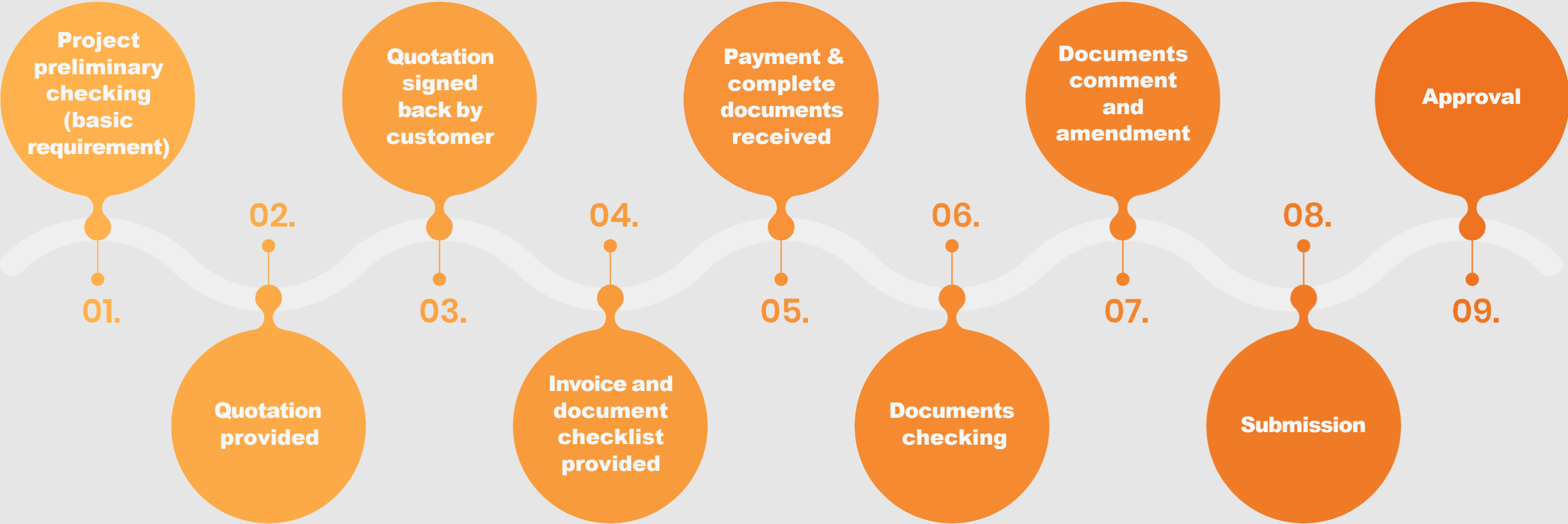
- Cosmetic Product Notification (NOT) Application
- Cosmetic Product Type I / Type II Variation

6. Other Services:

- Trustgate Token Application
- Medical Device Registration
- Organic Fertilizer Product Registration
- KKLIU Application
- Indication Certificate Application
- Trademark & Copyright Application
- SIRIM Registration (Electrical Products)

Product Registration General Flow

Product registration is the essential process of gaining approval for your health supplements, we ensuring your products meet all regulatory requirements.



Product Category

Register different categories of products:



Health Supplements

- 1. Fish oil soft gel
- 2. Multivitamins tablet
- 3. Capsule
- 4. Probiotic products
- 5. Natural products, etc



Food-Drug Interphase (FDI) & Food Products

- 1. Botanical beverages
- 2. Coffee powder
- 3. Grains product
- 4. Milk powder
- 5. Health drinks
- 6. Meal replacement product
- 7. Honey
- 8. Gummies / Candy, etc



Cosmetic & Skincare Products

- 1. Serum
- 2. Cleanser
- 3. Whitening gel
- 4. Lipstick
- 5. Hair / Body Shampoo
- 6. Sanitizer
- 7. Personal Care product, etc



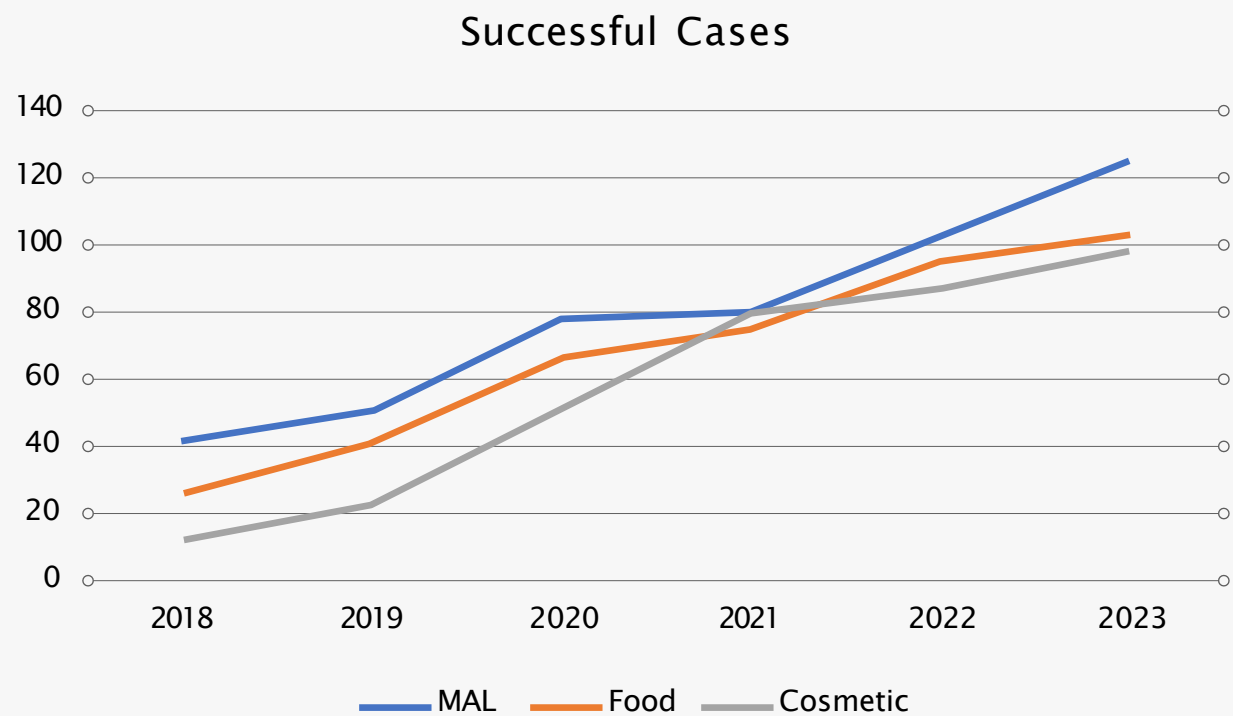
Electrical Appliances & Electronic Devices

- 1. Air purifier
- 2. Water processor
- 3. Laboratory & measuring equipment
- 4. Wiring accessories
- 5. Vacuum cleaner, etc

Proven Success in Registration Strategies

With a history of decades-long success in registration strategies, Special Enhancement has solidified our reputation as a trusted consultancy in regulatory compliance.

Successful product cases from year 2018 to 2023:



Global Presence

Our expertise is your key to unlocking new markets. We take pride in not only assisting local clients with their registrations but also extending our expertise to clients from overseas, facilitate registrations both locally and internationally, thereby solidifying our global presence.



Key Clients:

- Malaysia
- Singapore
- Thailand
- India
- China
- Australia
- New Zealand

What Sets Us Apart

1 Expertise and Experience:

Consists of a team of experts with extensive knowledge and experience in regulatory affairs matter.

2 Customized Solutions:

Offers tailored solutions to meet the specific needs and goals of each client, ensuring a personalized approach.

3 Regulatory Compliance:

Well-versed in regulatory requirements, ensuring that the products meet all necessary standards and compliance regulations in various countries:

- Malaysia (NPRA)
- Singapore (HSA)
- Thailand (FDA)
- Indonesia (BPOM)
- Phillipine (FDA)
- Taiwan (TFDA)
- Australia (TGA)
- China (SAMR)

4 Collaborative Approach:

Work closely with clients, fostering open communication and collaboration to ensure that the final product aligns with the client's vision and goals.

5 Branding and Marketing Support:

The company not only formulates products but also assists in branding and marketing, helping clients build a strong and recognizable brand.

Experience the Excellence of Special Enhancement Sdn Bhd

Special Enhancement Sdn Bhd

(946146-M)

 www.ihsc.com.my

 +6 012- 3857319

 No. 3, Jalan Penyajak U1/45A, Taman
Perindustrian Temasya Alpine, Seksyen U1
40150 Shah Alam, Selangor, Malaysia.

Product Development

Ms Yong
yong@ihsc.com.my

Product Registration

Ms Cheong
cheong.cy@ihsc.com.my