

Special Enhancement
Sdn Bhd



Formulation

**Consultation
& Application**

Branding

All-Inclusive Health Supplement Contract Development
and Manufacturing Organisation (CDMO) in Malaysia



“Beyond being a mere provider, we stand as your dedicated partner on the journey to make a meaningful impact in the world of health and wellness.”

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About Us

About ‘Special Enhancement’

Special Enhancement is a pioneering force in the landscape of health supplement formulation, consultancy and branding. Since our establishment in 2011, we specialise in the creation of custom-formulated health supplements, tailored to meet our clients' exact specifications, and branded with their own private label.

Original, Effective, Unique

At Special Enhancement, we redefine excellence in the health supplements industry through a synthesis of originality, effectiveness, and exclusivity. Our expertise lies in the development of custom formulations exclusive to each client, managing registration and regulatory procedures of products, and leveraging our innovative manufacturing plant to deliver the highest quality outcomes.

We take pride in the fact that our formulations are never replicated for other clients, even within similar product ranges. This commitment to exclusivity guarantees that your products not only excel in the competitive market, also set new standards for innovation in the dynamic landscape of health supplements.

03

Vision & Mission

Vision

Become a prominent global player in the food and nutritional supplement industry by producing top-notch supplements that embrace ethical business practices, innovation, hardwork and honesty, and are accessible to everyone.



Mission

Revolutionise healthcare by offering cutting-edge functional food, nutritional supplements, and remedies of optimal quality that benefit all. Moreover, we remain committed to expanding our knowledge of new scientific developments and enhancing compliance with health standards and regulations, with a focus on leading the charge in promoting and safeguarding the health and well-being of everyone.

04

Business Philosophy

Choosing Special Enhancement means not only investing in your brand well-being but also supporting a company committed to environmental responsibility, ethical conduct, and community betterment.

Our Guiding Lights, G.O.A.L.S

Grateful

We appreciate the trust our clients place in us and express gratitude for the opportunity to contribute to the health and well-being of others.

Organised

Our organised mindset ensures efficiency, reliability, and a seamless experience for our clients.

Authentic

From our formulations to our client relationships, authenticity underscores every aspect of our operations, fostering trust and integrity.

Leading

As an industry leader, we embrace innovation, staying at the forefront of advancements in health supplement development.

Sustainable

From sourcing to production, we are dedicated to sustainability, contributing to a healthier future for both individuals and the environment.

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Talent Behind Our Work

Bringing over 20 years of collective experience in the fields of Pharmacy, Nutrition, Dietetics, Food Science, Chemistry, and Biotechnology, our multidisciplinary team equips us to deliver comprehensive solutions in health supplement CDMO, ensuring quality, innovation, and regulatory compliance at every stage.



Regulatory Expertise

Locally & Global Reach

Our team boasts extensive knowledge of regulatory frameworks, both in Malaysia and overseas. Navigating the complexities of regulatory compliance is a cornerstone of our commitment to delivering safe and effective solutions.



Passionate R&D Team

Dedicated to Innovation

Fueling our innovation is a passionate Research and Development (R&D) team. Their dedication to continuous improvement and cutting-edge research ensures that we stay at the forefront of industry advancements.



Science-Based Foundation

Sounding Scientific Principles

Built on a strong science-based foundation, our team thrives on evidence-driven practices. We believe in the transformative power of science to shape a healthier and more sustainable future.

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Why Choose Us

01

End-to-End Excellence

Streamline your product journey with our comprehensive organisation that encompass formulation, manufacturing, packaging, distribution, marketing, as well as expert consultation and application, backed by thorough research and development.

02

Custom Formulations for Market Differentiation

Stand out in the market with our expertise in crafting custom formulations that align with your brand identity and consumer preferences.

03

Stringent Quality Control & Compliance

Ensure top-notch quality with stringent control measures at every stage, coupled with a commitment to meeting global regulatory standards.

04

Flexible Manufacturing & Scalability

Experience adaptability and scalability in our manufacturing, accommodating both startups and established brands with efficiency and quality assurance.

07

What We Do

We specialise in crafting and manufacturing high-quality health supplement products, providing extensive customisation, Original Design Manufacturing (ODM), and Original Equipment Manufacturing (OEM) services tailored to client specifications and current market trends.

Additionally, as a Contract Development and Manufacturing Organisation (CDMO), we offer comprehensive solutions for product development, ensuring excellence from concept to delivery.

Leveraging the expertise of our R&D team, alongside the skills of our team, we combine a deep understanding of regulations, marketing strategy focusing on healthcare product brands, adept production management, distinctive branding strategies, and an integrated branding approach.



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Our Workflow

How We Bring Your Ideas to Life



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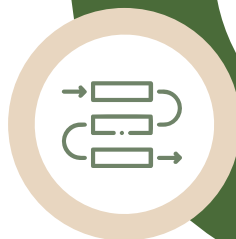
Product Formulation

Translating your aspiration into a tangible, market-ready product.

Goes beyond mixing ingredients, our product formulation is the art and science of creating formulations that align with your brand ethos, meet regulatory standards, and resonate with your target audience.

Choosing Us as Your Partner for:

Tailored
Solutions



Industry-Compliant
Procedures



Product Safety
and Security

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Product Formulation

Formulating Health Supplements for Every Need



Liver Health



Brain / Cognitive



Sleep / Relaxation



Blood Sugar
Management



Fish Oil
(Omega-3 Fatty Acids)



Blood
Circulation



Digestive Health



Kidney &
Bladder Health



Probiotics



Eye Health



Anti-Aging



Bone &
Joint Health



Multivitamins
& Minerals



Energy Boosting



Immune Booster



Lung Health



Women Health



Sports Nutrition



Kids Health



Men Health



Hair Health



Heart Health



Nerve Health



Unique &
Patented Products

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Consultation & Application

Comprehensive Support to Product Realisation

Registration process for health supplements involves intricate regulatory frameworks. Our specialised consultation and application services extend to comprehensive support in meeting registration requirements with local authorities such as the National Pharmaceutical Regulatory Agency (NPRA) and the Ministry of Health (MOH) in Malaysia, as well as other relevant entities overseas.

- Product Registration
(Traditional Medicine & Health Supplement, and Functional Food)
- AJL Licensing Consultation and Application
- GMP Factory Consultation
- Other Services



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Consultation & Application

Regulatory Approval Made Smoother

Through careful adherence to regulatory guidelines and thorough documentation, we proactively work to minimise any potential grounds for rejection by government authorities in Malaysia and overseas.

Other services under our competencies:

01 Trademark & Copyright application

02 Quest 3+ online submission

03 Cosmetic notification (NOT) application

04 Product classification application

05 Food labelling screening application

06 Halal certificate application

07 Import licence & free sales certificate application

08 Fish licence & ePermit application

09 Medical Device Authority (MDA) application

10 SIRIM certification

11 FoSIM food import registration

12 U.S. Food & Drug Administration (FDA) certification

13 Singapore Health Sciences Authority (HSA) registration

14 MLM Licensing (SIUPL) in Indonesia

15 Health supplement registration in Indonesia

16 Health supplement registration in Dubai

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Brand Development

Crafting a Distinct Identity for Your Health Supplements

A strong brand presence is significant in the competitive health supplement industry.

At Special Enhancement, our comprehensive brand development services are designed to elevate your products and establish a unique identity in the market.



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Brand Development



Sales Deck Design (PPT)

Elevate your sales presentations with professionally designed PowerPoint decks. Our team crafts visually appealing and compelling presentation content that effectively communicates your brand and product offerings.



Product Training & After-Sales Support

Ensure a seamless customer experience from purchase to post-sales. Our comprehensive product training equips your team with the knowledge to effectively market and support your health supplement products, backed by ongoing after-sales assistance.



Multilingual Marketing Collaterals Write-up

Reach a diverse audience with marketing collateral that speaks their language. Our nutritionists create engaging and informative brochures and advertisements in three languages (Malay, English and Chinese), maximising your brand's impact across various demographics.



Indication Certificate & Advertisement (KKLIU) Application

Navigate regulatory requirements effortlessly with our assistance in securing Indication Certificates. We streamline the KKLIU (Kementerian Kesihatan Lembaga Iklan Ubat) application process, ensuring your health supplement products' advertisements comply with regulatory standards and can be effectively marketed.



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Contract Manufacturing

Our Manufacturing Plant

Belive Healthcare Sdn Bhd

Belive Healthcare Sdn Bhd is an innovative manufacturing plant that serves as a total solutions hub for a diverse range of health supplement production services.

Whether you are a budding entrepreneur with a groundbreaking idea or an established brand seeking to expand your product line, our core expertise encompasses the entire spectrum of health supplement manufacturing:

- GMP-certified Manufacturing Plant
- Experienced Research and Development (R&D) Team
- Automated Manufacturing Processes

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Contract Manufacturing

Crafted Just for Your Brand

Custom Manufacturing Solutions for All

There is no one-size-fits-all solution, especially in the healthcare and wellness industry, and that's where our custom manufacturing expertise comes into play.

Key Features:

- Diverse Formulation Types and Forms
- Specifications in terms of Sizes, Shapes, Colours and Features
- Cutting-edge Facilities and Skilled Workforce

Define Your Own Products

Forms Variation:



Capsules



Tablets



Chewable Tablets



Powders



Softgels

And more...

Packaging Type:



Bottles



Blister Packs



Canisters



Pouches



Sachets

And more...



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Contract Manufacturing

Choose Belive Healthcare as Your Contract Manufacturer

01

Innovation at Every Stage

Our commitment to innovation is ingrained in our manufacturing processes. From formulation to packaging, we infuse creativity and expertise to ensure your health supplements resonate with consumers.

02

Quality Assurance

Quality is non-negotiable at Belive Healthcare. Rigorous quality control measures are implemented at every stage, guaranteeing that your products meet the highest industry standards.

03

Market-Centric Approach

We understand the dynamics of the health supplement market. Our manufacturing strategies are tailored to align with market trends, ensuring your products are not just made but are market-ready.

04

Efficiency & Timeless

Time is of the essence in the fast-paced world of health supplements. Our streamlined processes and efficient workflows ensure that your products reach the market promptly.



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Industry Standard Qualifications

- **NPRA Compliance**
- **Safety Assurance**
- **Client Satisfaction**

In our manufacturing plant, we prioritise safety, quality, and your satisfaction. NPRA compliance is non-negotiable, reflecting our unwavering commitment to excellence. From initial design to precise production, our collaborative approach ensures each step meets and exceeds your unique expectations.

Experience manufacturing excellence where safety is key, quality is uncompromised, and your satisfaction is our ultimate goal.



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ESG (Environmental, Social & Governance)

At Special Enhancement, we acknowledge the significance of ESG (Environmental, Social, and Governance) principles in the contemporary business landscape. Our pledge is to integrate ESG considerations seamlessly into our operational framework and decision-making processes, affirming our dedication to sustainable and conscientious business practices.

01

Environmental

We take pride in our eco-friendly sourcing, stringent waste management, and energy-efficient facilities for a healthier planet.

02

Social

Beyond our products, we actively support local communities, healthcare, education and prioritise employees' well-being.

03

Governance

Upholding transparency, ethical responsibility, and compliance, we build long-term value and trust with our stakeholders.



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Affiliated Corporate Group

Our commitment extends to explore the potential of local herbs through rigorous research and development, ensuring that our formulation are both effective and sustainable. Furthermore, we are excited to announce our expansion into pet manufacturing, bringing our expertise in health and wellness to your furry companions.

01

SE Innovation
Sdn Bhd



SE Innovation Sdn Bhd specialise in Research and Development of healthcare solutions, with a focus on superior plant-based botanicals from Malaysia that offer significant benefits to all. Our mission is to advance global health by providing empowering biotechnology that delivers long-term benefits to individuals and society.

02

Belive PetsCare
Sdn Bhd



Belive PetsCare Sdn Bhd focusing on driving innovation in the pet health industry, providing professional advice and revolutionary solutions for pet supplements and vitamins to entrepreneurs. Our comprehensive approach covers everything from regulatory compliance to manufacturing solutions, ensuring your product achieves success and growth in the competitive pet health industry.

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Botanical Health Innovation

NEXT-GENERATION GREEN, SUSTAINABLE SOURCE FOR PHARMACEUTICAL APPLICATION

AgarKing™ Agarwood Leaf Extract

Agarwood, also known as oud, is a valuable product from the Aquilaria tree (known as chen xiang in China and jinkoh in Japan). It is renowned for its fragrant resin.

Agarwood leaf extract, derived as a by-product during the pruning phase of agarwood cultivation, is being increasingly explored as an alternative resource due to its abundance of beneficial compounds. It is gaining popularity for its myriad health benefits and therapeutic properties, distinct from the resin traditionally used in perfumes and incense.

The extract is composed of eight primary classes of phytochemicals, primarily flavonoids, totaling over 100 active compounds. Among these, the terpenoid Albaspidin AA stands out for its strong antibacterial properties and notable abundance.



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Botanical Health Innovation

NEXT-GENERATION GREEN, SUSTAINABLE SOURCE FOR PHARMACEUTICAL APPLICATION

AgarKing™ Agarwood Leaf Extract

The Application of **AgarKing™** denotes the diverse implementation across various industries and fields, showcasing the broad utility of this valuable natural resource.

• Specifications



5:1
Extraction
Ratio



Vegan
Friendly



Low
Heavy
Metals



Caffeine
Free



Organic and
Sustainable
Source

• Application



Traditional
Medicine



Functional
Food



Herbal Tea
& Coffee



Skin Care /
Cosmetic

• Forms Variation



Capsule



Sachet



Tablet



Powder



Liquid

• Potential Benefits



Support
blood sugar
management



Support
joint
health



Support
immune
health



Support
inflammatory-
related ailments



Relieve
constipation



Support
heart
health



Reduce
oxidative
stress

泰莱大学Belive Healthcare 联手研究沉香叶特性

Research Collaboration between Belive Healthcare & Taylor's University on Agarwood Leaf Extract

2023年09月17日



泰莱大学与Belive Healthcare共同探索沉香叶的潜力。左起为刘佩洁、赵明莉、陈淑桦、吕仲贤、杨汶瑾、何祥福、吴国明、杨美琳、陈颖菱、郑翠仪、冼佩珊及杨斯妮。

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Botanical Health Innovation

Research Collaboration with Taylor's University

In September 2023, a significant Memorandum of Agreement (MOA) was signed between Belive Healthcare Sdn Bhd and Taylor's University Malaysia to commence research on Agarwood Leaf Extract. This initiative aims to delve into the phytochemical and pharmacological intricacies of Agarwood leaves in their extracted form. The research is structured into multiple stages and will progress through to human clinical studies.



Main Business

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