

# Press Release

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## WHAT'S *New*

### Something Fresh & Vibrant for April



#### Electri-Fry Your Palate with Tefal's Newest Invention

Consumers with a hectic lifestyle who are constantly seeking time to prepare wholesome meals for the family are in for a treat. Tefal, the world's leading cookware and home appliances maker, introduces a healthy, modern and practical cooking technology, named the Tefal ActiFry FZ7072 electrical cooker. This highly-acclaimed appliance from France is the No. 1 cooker in Europe and Canada, provides a healthy and more convenient way to cook, giving tasty results, while preserving the nutrients inside the food. Busy working adults can now enjoy appetising and nourishing foods without undermining their aim to have a nutritious diet and healthy way of life.



#### Kick Start Your Day with New Berocca® Effervescent Citrus!

Introducing Berocca® newly launched Citrus flavour in effervescent format. Berocca® Effervescent Citrus is a nutritional supplement specifically formulated with a high dose combination of B Complex Vitamins, Zinc plus other essential nutrients like Vitamin C, Calcium and Magnesium. These nutrients are clinically proven to work synergistically to help your body cope with demanding conditions; thus maintain a healthy body.

Simply dissolve a tablet into a glass of cold water to enjoy the new tasty and refreshing Citrus flavoured drink, filled with the nutritional goodness to kick start your day. Any adult can benefit from Berocca®. Individuals with a demanding work pace and active lifestyle can take a daily dose of Berocca® to perform at their best throughout the day.

Berocca® Effervescent Citrus is available in pack of 15 tablets and can be purchased in all leading pharmacies.

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## Vent Smart



### Tupperware Brands Introduces Vent Smart in Malaysia

Designed and developed after extensive research and tests by Tupperware Brands and feedback from consumers, Vent Smart leverages the fact that vegetables and fruits breathe and often at varying degrees. Based on that simple logic, a unique venting system that regulates the atmosphere inside the container by balancing the flow of oxygen and carbon was created. The vent can be adjusted according to the type of vegetables or fruits stored. This keeps the food fresh, longer and reduces spoilage.

In addition to keeping vegetables and fruits fresh, longer, Vent Smart allows us to purchase fruits and vegetables in larger quantities, enabling us to enjoy greater discounts. Vent Smart is made from superior quality food grade plastic that complies with international standards and comes with a lifetime warranty.

