



## **NEWS RELEASE**

### **3 NOVEMBER 2023**

## **HADA LABO'S 'WE CARE FOR NATURE' PLANTS 750 TREES FOR TAPIR CONSERVATION**

Hada Labo, a brand renowned for its commitment to environmental conservation, has taken significant steps in furthering its dedication to Mother Nature. Building on the success of its ongoing 'We Care for Nature' initiative, which was initiated in 2020, the brand has proudly contributed to the planting of 3,150 trees for the past 4 years.

In a remarkable partnership this year, Hada Labo has joined forces with Watsons Malaysia and the Malaysian Nature Society (MNS) to plant 750 trees, including *Alangium Javanicum*, *Metualang*, *Antidesma ghaesembilla*, *Guncak*, *Xerospermum noronhianum*, *Rambutan Pacat* and few other species known to be preferred plants for tapir diet. These trees play a vital role in sustaining the endangered Malayan tapirs' critical food source over the next three to five years.

This noble endeavor directly supports the Pusat Konservasi Hidupan Liar Sungai Dusun (PKHL Sungai Dusun). The trees planted will help to assist PERHILITAN Tapir conservation efforts and nourish tapirs that are in the PKHL Sungai Dusun.

Throughout the month of October 2023, Hada Labo's commitment to the cause was further amplified. For every sale of their newly launched Micellar Water, RM1 was contributed to the 'We Care for Nature' campaign fund. The unyielding support of Hada Labo's devoted customer base resulted in an impressive total of RM50,000, all of which was dedicated to this praiseworthy project.

Lim Mei Yuen, General Manager of Rohto-Mentholatum (M) Sdn Bhd, emphasised the brand's unwavering belief in the power of giving back. It goes beyond the production of high-quality skincare products; it is about their responsibility to preserve the environment and the magnificent creatures that inhabit it.

Underlining the significance of this initiative, Mr. I.S. Shanmugaraj, the Executive Director of MNS, emphasised that reforestation is not only vital for greening our environment but is also



essential for sustaining ecosystems and ensuring a continuous food source for the animal kingdom.

He added, "The tapir is a unique and endangered species, and it is our responsibility to ensure they have a sanctuary with a consistent food source. We are delighted to have Hada Labo as our first partner in this tapir conservation project of ours and we look forward to more collaborations with Hada Labo. We would also like to express our gratitude to FELDA and PERHILITAN who are the stakeholders in making this tapir food bank project into a reality."

This conservation effort not only exemplifies Hada Labo's unwavering commitment to the environment but also mirrors the brand's core values and dedication to making a positive impact on our world.

For more information or to support the 'We Care For Nature' campaign in the future, kindly visit <https://hadalabo.com.my/> or the official Hada Labo Malaysia Facebook page <https://www.facebook.com/MyHadaLabo/>.

**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 and Dermistry.



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For further information about this release kindly contact:

Toh Tee Shien  
Rohto-Metholatum (M) Sdn Bhd  
Tel: 03-2241 4889  
[ts.toh@mentholatum.com.my](mailto:ts.toh@mentholatum.com.my)

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