

## Biotech Firm INS Rolls Out Product To Tackle Erectile Dysfunction



KUALA LUMPUR, Nov 26 (Bernama) -- Local healthcare company INS Bioscience (INSbio) has again found that biotechnology is the way to go for niche healthcare products and this time it has produced the herbal-based 1E20, a product aimed at helping those suffering erectile dysfunction (ED).

It recently rolled out the wheatgrass and honey based-product via a soft launch but the product has quickly penetrated markets in Indonesia, Thailand and Brunei, says INSbio chief executive officer Datuk Yeat Sew Chuong.

He said that INSbio, a Mesdaq listed company, also aimed to take the global market by storm with its 1E20, just like the company's other products which had done well in many markets worldwide.

He disclosed that 1E20 is extracted from the roots of wheatgrass, which are rich in amino acid and minerals, and combined with honey for improved blood circulation.

Through biotechnology, large amounts of amino acid can be extracted from the roots of wheatgrass, he said.

INSbio executive director Ben Wong said that globally four percent of males suffer from ED.

"And they are getting younger. Even those below 40s are getting ED (these days)," he said.

According to officials from INS Enterprise Sdn Bhd, the marketing arm of INSbio, the 1E20, which is sold in sachets, has been sent to the Department of Physiology, Faculty of Medicine at Universiti Malaya for proving the product's effectiveness and safety.

The contents of the 1E20 are processed into micro molecules for thus nutrients to be easily absorbed upon consumption, thus effecting faster results by consumers.

INSbio, which has already made its presence felt in 20 countries, also produces wheatgrass tea, soy milk, coffee and skincare products.

Yeat said that biotechnology has enabled the company to come out with concentrated plant-based health food.

"The natural effects of our products make it easier for us to market them in the global markets," he said.

Yeat said it is now eyeing further expansion in the West Asian market to further strengthen its market presence there.

He said the company's Insupro Forte product, made from the extracts of bitter gourd for lowering blood sugar, has received good response from consumers in West Asia.

"We have received high volume order for this sugar lowering product in Dubai, but it is still pending approval from the relevant authorities. We will probably get the approval by end of this year," he said.

-- BERNAMA

[Copyright](#) © 2006 BERNAMA. All rights reserved.

This material may not be published, broadcast, rewritten or redistributed in any form except with the prior written permission of BERNAMA. [Disclaimer](#).

Best viewed in Internet Explorer 4.0 & above with 800 x 600 pixels