

## Wen Ken unveils new logo for Three Legs brand

**KUALA LUMPUR:** Wen Ken Group unveiled the new logo of Three Legs brand this month, marking its expansion into the international health products market.

From its humble beginning in 1937, the group has become one of the most respected alternative health and wellness providers in South East Asia.

The group has set up one of the largest GMP-certified over-the-counter and traditional medicine manufacturing plant in South East Asia with an ISO-accredited laboratory, a team of pharmacists and food technologists.

It also invested heavily in product research and development, project management

and information technology.

Wen Ken Group commemorated its 80th anniversary last year with core values of gratitude, trustworthiness and empathy as it moves forward to create new and innovative health products.

Redesigned from its original logo, the three-tone three-dimensional silhouette of the new Three Legs logo ties the group's three core values together to reflect the successful transformation of the organisation and its commitment towards innovation for the needs of the people it serves.

The introduction of Cooltopia, a 'cooling' drink with fruity twist to reduce body heat and quench thirst is a product extension of

the classic Three Legs cooling water.

It contains no preservative and comes in two flavours of Luscious Lychee and Juicy Guava in convenient 320ml bottle with easy grip.

Three Legs Cooltopia is available at all leading pharmacies, Chinese medical halls, convenience stores, supermarkets, hypermarkets and petrol marts.

Three Legs Cooling Water products contain naturally-occurring Gypsum Fibrosum which modern clinical research has shown to purge excessive body heat and restore the balance of yin and yang (cold and hot).

The study has been published in the Chinese Pharmacopoeia.



Wen Ken Group (from left) Johnny Ng (sales manager), Chis Lim (business director), Daniel Chan (sales manager), Fu Siang Jeen (managing director), Fu Shou Jeen (director of Wen Ken Singapore), and Jason Hong (senior marketing manager) at the unveiling of Three Legs new logo.

## Three Cheers for Three Legs

**KUALA LUMPUR** — Known affectionately among Malaysians as *air badak*, Three Legs Cooling Water is a drink that is believed to relieve body heatiness and fever. Packaged in a slim bottle with the three-legged rhino as its logo, it has remained a Malaysian icon over the past eight decades.

Whenever you need cooling down, it's *air badak* that usually comes to mind.

Having kept up with the times while maintaining its legacy, the Wen Ken Group, which has been producing the Traditional Chinese Medicine drink since 1937, has announced a brand-new drink — Cooltopia.

The recently-launched Cooltopia is Wen Ken's modern take on its flagship drink. Serving the same purpose as *air badak*, Cooltopia consists of cooling water with lychee and guava flavours in 320ml-sized bottles.

Wen Ken Group business director Chris Lim described the refreshing and sweet Cooltopia as a contemporary take on an age-old tradition.

"Cooltopia reduces body heatiness while delivering a fruity sensation to our consumers," he said, adding that the drink is preservative-free and can be taken anytime.



(From left) Wen Ken sales managers Daniel Chan and Johnny Ng, group managing director Fu Siang Jeen, Wen Ken Singapore Fu Shou Jeen and Lim at the launch of Cooltopia.

"Whether you are exercising or having a meal, Cooltopia is the remedy for a refreshing feel."

Available at leading pharmacies, Chinese medical halls, convenience stores and petrol kiosks, Cooltopia's official launch saw Wen Ken revealing its

new logo. Reflecting on the company's three core values — gratitude, trustworthiness and empathy, the logo design retains Wen Ken's three-legged rhino with simpler lines.

"The new design reflects the successful transformation of the organisation

as well as our commitment towards innovation while always putting the needs of our consumers first," said Lim.

Halal-certified, Cooltopia contains Gypsum Fibrosum and Calcium, traditional Chinese medical minerals registered with the Ministry of Health.