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TOURISM MALAYSIA AND FLAVETTES CELEBRATE HEALTHCARE HERITAGE IN MERDEKA 2026 CAMPAIGN

KUALA LUMPUR – Tourism Malaysia and Duopharma Biotech Berhad officially launched the Flavettes Merdeka 2026 campaign today, themed ‘Flavettes Setia Menemani Setiap Generasi’. Featuring a multi-pronged collaboration with Watsons Malaysia and Kapten Batik, this campaign highlights efforts to support Visit Malaysia 2026 (VM2026) through a public-private partnership with a strong emphasis on culture, heritage, and wellness.

The launch event saw the attendance of Ms Zuraini Abdul Ghani, Director of Package Development Division, Tourism Malaysia; Mr Wan Amir-Jeffery Wan Abdul Majid, Group Chief Executive Officer, Duopharma Biotech Berhad; Ms Noor Aida Jaafar, Chief Commercial Officer, Duopharma Biotech Berhad; Ms Foo Hwei Jiek, Trading Director, Watsons Malaysia; Mr Farhan Omar, Director and Co-Founder, Kapten Batik; and Mr Ekram Faiz, Production Director and Co-Founder, Kapten Batik.

As part of the Flavettes Merdeka 2026 campaign, the full product range incorporates elements inspired by Malaysia's natural beauty and diverse cultures into its promotional materials in support of VM2026. The product range includes Flavettes Flazz Guard Effervescent Vitamin C 1000 mg, Flavettes Effervescent Glow, and Flavettes MsKristal products.

Furthermore, Malaysia's cultural heritage and diverse natural offerings are further recognised in the campaign's promotional artwork, featuring Malaysian landmarks such as KLCC, A'Famosa, Sultan Abdul Samad Building, KL Tower, and the LRT, as well as the hibiscus (bunga raya) and VM2026's Sun Bear mascots, Wira and Manja, sitting on a trishaw.

Director of Package Development Division, Ms Zuraini Abdul Ghani, stated that Tourism Malaysia supports the efforts to preserve and cultivate a deep appreciation towards Malaysia's culture and heritage through the Flavettes Merdeka 2026 campaign. “We are committed to promoting the uniqueness of Malaysia's identity to Malaysians. At the same time, we believe that every Malaysian must play a significant role in preserving and appreciating our culture and heritage. This is why we are proud to be part of this campaign, which puts a strong emphasis on the elements of wellness, culture, and identity of Malaysia,” said Ms Zuraini Abdul Ghani.

Ms Zuraini Abdul Ghani also added, “In line with VM2026, this partnership can be further strengthened through the consistent promotion of Malaysia's tourism offerings. As a result, this effort will not only enhance the visibility of participating partners and their products but also serve as a platform to showcase Malaysia's unique attractions to our

domestic visitors, including its natural beauty, rich cultural heritage, world-class hospitality, and welcoming communities.”

Duopharma Biotech Group Chief Executive Officer, Mr Wan Amir-Jeffery Wan Abdul Majid, remarked, “At Duopharma Biotech, we are proud that Flavettes has been a trusted brand to generations of Malaysians to support their health and wellness, captured in our Merdeka 2026 campaign theme ‘Flavettes Setia Menemani Setiap Generasi’. Today, after more than 30 years in the market, Flavettes offers more than just immunity support. In line with Duopharma Biotech’s mission ‘Providing Smarter Solutions for A Healthier Life’, the brand has expanded to include a wider Halal-certified portfolio of health, wellness, beauty, and skincare solutions to suit various lifestyles and preferences of modern consumers seeking a more holistic approach to well-being.”

“This Merdeka, Tourism Malaysia and Duopharma Biotech are pleased to collaborate with Watsons Malaysia and Kapten Batik to celebrate healthy lifestyles, our Malaysian heritage and culture, as well as Flavettes’ enduring bond with Malaysians. In this, we want to capture the spirit of what makes us uniquely Malaysian and the connections that bring generations together,” said Mr Wan Amir-Jeffery Wan Abdul Majid.

To celebrate Malaysian heritage, a custom floral and fruit-inspired batik pattern created by Kapten Batik incorporates key ingredients from the Flavettes MsKristal series, printed on a vibrant turquoise limited-edition Mini Canvas Tote Bag to showcase Flavettes’ partnership with Watsons Malaysia and its iconic signature colour. The limited-edition bag is available as a gift for customers with a minimum purchase of RM58 on any Flavettes products exclusively at Watsons stores nationwide, while stocks last. In addition, Flavettes Effervescent Vitamin C Glow (45-pack) featuring the campaign sticker will include an exclusive RM15 Kapten Batik voucher inside the pack, valid for use at Kapten Batik stores with a minimum spend of RM100.

Flavettes sampling booth activations will also be held at various Watsons Malaysia locations nationwide, namely Sunway Pyramid, Berjaya Times Square, Elmina Lakeside Mall, Gurney Plaza, Paradigm Mall Johor Bahru, Kuantan Parade, Limbongan, and Suria Sabah, where consumers can exchange any empty Vitamin C bottle for a free Flavettes Flazz Guard Passion Fruit (15-pack) at the booth, while stocks last.

As part of the collaboration, Tourism Malaysia will feature the campaign artwork on promotional buntings displayed at selected Tourism Malaysia offices to raise awareness of the campaign among all visitors, particularly domestic visitors, including at KLIA Terminal 1, KLIA Terminal 2, KL Sentral, MaTiC KL, and Sultan Abdul Samad Building. These placements will extend the campaign’s reach to all visitors, especially domestic visitors, while reinforcing awareness of the VM2026 and Flavettes Merdeka 2026 campaigns through key tourism touchpoints nationwide.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Duopharma Biotech Berhad

Duopharma Biotech Berhad was established in 1978 as Duopharma (M) Sdn Bhd. Headquartered in Kuala Lumpur, Duopharma Biotech was incorporated in 2000 and is today the leading pharmaceutical company listed on the Main Market of Bursa Malaysia Berhad, as well as a pioneer in the halal pharmaceutical space.

Duopharma Biotech has core competencies in the pharmaceutical industry, including the research and development, manufacturing, marketing, and commercialisation of over 300 generic drugs such as Caridine Syrup, Duocoxib, Varexa, and Vytan as well as consumer healthcare products, including CHAMPS®, EYE GLO, FLAVETTES®, and UPHAMOL®, which are well recognised and accepted by consumers in Malaysia, regionally and globally. The company has also diversified into the biosimilars space with technology and commercialisation collaborations with credible and strong international partners. ERYSAA®, Basalog One®, Zuhera, Krabeve®, and Yesafili are a few commercialised biosimilar brands.

For more information, visit Duopharma Biotech's website www.duopharmabiotech.com.



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