



Customers can get a free check of their bone density at the Alterni retail shop in Amcorp Mall, Petaling Jaya. Daim (left) demonstrating how the bone-density measuring machine works.

DOORSTEP DELIVERY of herbal products

WITH the explosion of health supplements and products in the market in the past decade, shopping for a suitable supplement has never been as much of a headache as it is today.

And that's just about selecting a suitable bottle of something from the rows upon rows of choices in that 7-foot tall shelf in the pharmacy. How about the traffic jam, the motor-queue into the parking lot and the noisy crowd of shoppers?

But what if you can get tele-consultation on what you need, place an order online or on the phone, and get your health supplements delivered directly to your doorstep?

Alterni, a healthcare company that provides natural health supplements, has been providing such "health-delivery" to its members since it set up shop in Malaysia 10 years ago. No delivery fee is charged for those living in the Peninsula.

"We believe in the principles of alternative therapy – all natural – without the use of synthetic drugs and we deliver this by using internationally-patented technologies and the finest natural ingredients from around the world," said Mohd Daim Jamil, supervisor of Alterni's Customer care consultants.

The name Alterni comes from a synthesis of two Latin words, alter, meaning "to change for the better", and nito, which means "to make it better".

The company aims to bring natural wellness directly to all Malaysians – "which is why we are also the first and only Malaysian direct-to-customer healthcare company", says the company's website at www.alterni.com. This, they explain, translates to better prices for better products.

More recently, the company is focusing on the use of Asian herbs for prevention and healing purposes.

"We are looking to create natural wellness through the fusion of internationally-patented technology with natural ingredients, based on Asian alternative healing approaches," said Daim.

These approaches refer to the knowledge and practices in the maintenance of health



Alterni insists on all natural ingredients for its health supplements.

and treatment of illnesses that are indigenous to different Asian cultures.

Some examples of such proven remedies are the Indian Ayurvedic system, with therapies focused on the prevention of diseases, the Chinese philosophy of the body's Yin and Yang, and the traditional herbs found in Malaysia, Korea, and Japan.

For example, Alterni's natural blood sugar normaliser, Adebti, is formulated with six herbal ingredients – gymnema, yeast, fenugreek, bitter melon, olive leaf and mistletoe.

These ingredients are traditionally used to treat diabetes in the Ayurvedic system, and have been clinically proven to help in controlling blood sugar level.

Gymnema or *Gymnema sylvestre*, is a herb native to the tropical forests of southern and central India, it has been used as a naturopathic treatment for diabetes for nearly two millennia.

The company's range of natural supplements target the areas of bone health, eye maintenance, blood sugar management, cholesterol management and pain relief.

There are also products for-

mulated to strengthen the immune system, to provide anti-oxidants, as well as those with beauty and skincare benefits.

Why the stubborn insistence on natural?

"It's a fact that you are what you eat. But in today's environment, the right supplements go a long way in improving your overall health and addressing specific ailments.

"Just remember, not all supplements are made equal – natural ones are the most readily absorbed by your body," the company posts on its website.

Today, almost all Alterni customers are its members – which number over 30,000 – and membership is completely free and lasts a lifetime.

Buy Alterni and you get reward points from the company – 10 points for every RM1 spent – and these can be used to redeem more products.

If tele- or internet shopping is not your thing, Alterni has also set up a retail-shop in Amcorp Mall, Petaling Jaya, last year to cater to those who prefer a more touchy-feely experience before they buy.