of Link Samahan, as a preventive measure at the preparations for cold and related symptoms in Sri Lanka.

Link Samahan is presently the best-selling product for cold and related symptoms. The uniqueness of the formulation that provides relief at the first sign of a cold has made it the leader of this highly competitive product category. It has thus satisfied the demand for a remedy that will allow people to return to work sooner. Link Samahan has become a household name in Sri Lanka, with six million sachets sold each month through some 100,000 outlets throughout the country.

The demand for Samahan from overseas has been rising rapidly. Approval for marketing Samahan in India and Malaysia has been obtained and many other countries are showing an interest in registering the formulation. Samahan has been introduced to the US as a nutraceutical (cancer from the words nutritional and pharmaceutical) product, with the requirements of the Dietary Health Supplement and Education Act (DHSEA) and to Canada as a herbal health-care product approved by its Natural Products Directorate. The company was awarded the National Science and Technology Award for the development of standardised quality herbal health-care products.

History

Traditional indigenous medicines for colds and related problems have been used from ancient times. Many such remedies ended up as home remedies—for example, the use of ginger and combinations of well-known combinations called Peyava.

In Sri Lanka, such commercial Peyavas were largely unbranded and therefore had no consistency or guarantee of efficacy. The traditional remedy using herbal products is truly Sri Lankan in origin and belongs to the Deshiya Chikitsa system that pre-dates the introduction of Ayurvedic medicine. The formulation Peyava, a decoction of medicinal plants, was enriched by the inclusion of over fifteen other herbal ingredients in varying proportions and combinations, based on the experience and knowledge of Ayurveda and Deshiya Chikitsa practitioners. Recipes for Peyava are now officially included in the Ayurveda pharmacopoeia.

Product

The Peyava in the market contain 25-50 grammes of a combination of herbs in consumer sizes. These herbal constituents—essentially dried plant material—have to be cut, washed and boiled for an hour before use. Besides, depending on the moisture content, micro flora such as fungi can contaminate these products. Furthermore, they do not necessarily conform to the requirements of uniformity, quality and stability, since Home Products identified the shortcomings of these generic Peyavas especially in terms of consistency. It conducted research to develop a more effective, safe and quality-controlled product that can be marketed in Sri Lanka. The instant solubility and the special formulation enables it to act quickly and relieve cold and related symptoms in an effective manner.

The product—quality controlled and made into a uniform dosage—was an immediate success and is liked the need for an effective, easy-to-use product. Soon, Link Samahan became the market leader.

The product is subjected to good manufacturing practices as per the ISO 9001:2000 certification for quality management, HACCP certification for safety and ISO 14001:2004 certification for environmental management. The raw materials are authenticated by a quality-assurance department, which also monitors the in-process parameters and the quality of the finished product prior to its release to the market. The solubility, uniformity of dosage and stability of the product are thus thoroughly tested. Market surveillance of the product’s performance is also undertaken at regular intervals.

Packaged in a triple-laminated sachet, Link Samahan retains quality and potency under a variety of climatic conditions—humid and tropical, temperate and cold—as so that the product can be exported to any country.

Recent Developments

Different flavour have been incorporated into Link Samahan, to cater to the tastes of a range of customers. Lime and lemon-flavoured Link Samahan have been added to the range without affecting therapeutic effects. For diet-conscious customers, a low-calorie version has been developed and is now being exported. Link Samahan has also been supplied to agents in other countries, packed in sachets designed by them and catering to the labelling requirements in those countries.

Brand Values

Samahan relieves sufferers from the unpleasant symptoms of a cold and enables them to continue with their normal day-to-day activities. Millions of consumers perceive Link Samahan as a 100% natural, safe and effective product that relieves cold and related symptoms. The brand has the hallmark of quality efficacy and safety. Link Samahan is the brand leader among herbal cold-care products, with the pre-eminent position in the mass market in Sri Lanka.

www.linknaturalproducts.com

Link Samahan

More than 55% of Link Samahan consumers are regular users.

Some six million sachets of Link Samahan are sold each month through some 100,000 outlets throughout Sri Lanka.

Link Samahan is a wholly natural, effective preparation which conforms to standards of quality purity, uniformity and stability.

Link Samahan is the nation’s best-selling herbal remedy for colds and related symptoms. Samahan has been approved for sale in India, Malaysia, the US and Canada—and it is gaining popularity in many other countries.

It is among the most popular remedies for the common cold among Sri Lankan expatriates.

It is exported to 32 countries around the world.