

Media Release

## **DKSH Brings Halal Herbal Wellness Solutions to More Malaysian Consumers by Partnering with PY Healthcare**

**DKSH collaborates with PY Healthcare Sdn. Bhd., Malaysia's largest halal Modern Traditional Chinese Medicines (TCM) herbs supplier, to strengthen the availability of their health-focused product portfolio across Peninsular Malaysia. This partnership supports growing demand for high-quality, wellness-driven products for consumers of all ages.**

Petaling Jaya, Malaysia, July 8, 2026 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has entered into a strategic partnership with PY Healthcare Sdn. Bhd., a Malaysia-based wellness company renowned for their health-focused portfolio. The collaboration comes at a time of rising demand for natural, preventive, and halal-certified wellness solutions among Malaysian consumers.”

Under this partnership, DKSH will deliver full-service market expansion services for PY Healthcare across key retail channels, including pharmacies, hypermarkets, and supermarkets nationwide. This includes sales execution, field marketing, distribution and logistics, as well as credit and collection management for PY Healthcare's halal-certified Nouri Herbs Grains Series, Mate Fast-Acting Series, Herbal Soup Pack Series, and Heritage Series.

Rooted in modern Traditional Chinese Medicine principles, PY Healthcare's products are formulated using carefully selected herbs known for their long-standing role in supporting overall well-being. These herbal formulations are widely associated with helping to nourish the body, support vitality, promote balance, and complement daily wellness routines. Convenient formats such as ready-to-drink soups, herbal blends, and fast-acting solutions make it easier for modern consumers to incorporate time-honored herbal practices into their lifestyles.

PY Healthcare is recognized by the Malaysia Book of Records as the largest halal Modern Traditional Chinese Medicine (TCM) herbs supplier. The company specializes in halal-compliant raw herbs, sourcing, and processing – making traditionally trusted herbal solutions more accessible to a broader and diverse consumer base, including the Muslim community.

Chen Teik Fook, Chief Executive Officer, from PY Healthcare Sdn. Bhd. shared: “Partnering with DKSH marks an important step in strengthening PY Healthcare's presence in the Malaysian market. With DKSH's strong nationwide distribution capabilities, market expertise, and on-the-ground execution, we are confident in our ability to expand the reach of our wellness-focused product portfolio, including the Nouri Range, Fast Mate, and Herbal Soup Series to more consumers across the country. This collaboration enables us to better support the health and well-being of Malaysians of all ages while driving sustainable growth for our brand.”

Daniel Schwalb, Vice President, Fast Moving Consumer Goods at DKSH Malaysia, shared: “Consumers today are increasingly seeking natural, convenient solutions to support their everyday well-being. PY Healthcare's portfolio, rooted in traditional herbal knowledge and adapted for modern lifestyles, is well positioned to meet this demand. At DKSH, we are excited to combine our deep market insights and retail execution capabilities to elevate the visibility of these products and connect more consumers with trusted, quality wellness choices.”

Through this partnership, DKSH and PY Healthcare are well-positioned to deepen PY Healthcare's penetration in the Malaysian market, reaching more consumers who seek trusted, wellness-focused products that support health and well-being at every life stage.

**About PY Healthcare Sdn. Bhd.**

Pau Yuan is a trusted brand dedicated to delivering high-quality products to consumers across Malaysia. Renowned for its commitment to premium raw ingredients, the brand focuses on promoting health and wellness for all Malaysians. Headquartered in Penang, Malaysia, PY Healthcare Sdn. Bhd. specializes in sourcing and formulating products using carefully selected, high-quality ingredients to ensure safety, efficacy, and consistency. The company is committed to supporting consumers' health and well-being through a diverse portfolio of wellness-focused products, while maintaining high standards in quality assurance, regulatory compliance, and customer trust. [www.pauyuan.com.my](http://www.pauyuan.com.my)

**About DKSH**

For more than 160 years, DKSH has been delivering growth for companies in Asia Pacific, Europe, and North America across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, e-commerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 35 markets with 26,840 specialists, generating net sales of CHF 11.1 billion in 2025. DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, luxury and lifestyle products, food services, as well as beauty and wellness. With 13,620 specialists, the Business Unit generated net sales of CHF 3.4 billion in 2025. [www.dksh.com/cg](http://www.dksh.com/cg)

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