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Anlene gets a new face

M'sian star now a brand ambassador

ACTING in a martial arts or action movie might seem like a difficult task but Datuk Michelle Yeoh has made it look all too easy on the big screen.

The 46-year-old actress revealed her key to maintaining a healthy lifestyle was to eat well and work out regularly.

"My parents have always encouraged us to eat all kinds of food, especially vegetables and fruits," Yeoh, who does not rely on health supplements, said.

She also added that bone health was something that she believed in and treated very seriously.

"As an actor, the demands on my time, body and mind can be terribly exacting.

"This is why I pay particular attention to my calcium intake, making sure I get my daily requirements of bone nutrients," Yeoh said during the launch of Anlene Concentrate recently, where she was also crowned the brand's ambassador by Fonterra Brands (Malaysia) Sdn Bhd

general manager John McKay.

McKay explained that recent research conducted by the Universiti Putra Malaysia (UPM) and the University of Otago, New Zealand, found that Malaysian women consume less than 50% of their required calcium needs.

The findings also suggested that Malaysian women might be at risk of developing poor bone health or suffer bone related diseases in the later part of their life.

McKay said Anlene had developed Anlene Concentrate to provide consumers with four times the calcium of regular fresh milk.

"Yeoh is the ideal person to endorse the brand as she appreciates the benefits of maintaining strong bones.

"She is also a role model to many Malaysian and Asian women," McKay said.

Anlene Concentrate is now available at all hypermarkets, supermarkets and convenience stores at RM5.95 per pack of four 125ml packs.



Slurping it up: Yeoh taking a sip of the newly-launched drink.