



News Release
For Immediate Publication

KIDS CAN GET HFMD MORE THAN ONCE

Nippon Paint spearheads Wellness for Children campaign

Kuala Lumpur, 29 June 2016 - Malaysia's leading total coatings solution provider, Nippon Paint Malaysia Group ("Nippon Paint"), today kicked off its 'Wellness for Children' Campaign, with an expert panel session featuring Dr Chan Yoke Fun, a prominent researcher in the study of Hand, Foot, and Mouth Disease (HFMD) to further raise awareness in light of the recent high alert on the the HFMD outbreak.

"Many parents are unaware that children can be infected with HFMD more than once in their lifetime due to the various enteroviruses, and that adults can also be infected. Common places that can transmit the viruses include places where children normally converge, including play area, nursery, day care, kindergarten as well as your home. Things that they touch, such as walls, toys, door knobs can all carry the virus. Wash hands often with soap and water, especially after changing children's diapers and disinfect frequently touched surfaces. Educate children to avoid touching eyes, nose and mouth with unwashed hands," said Dr Chan Yoke Fun, Associate Professor from the Department of Medical Microbiology, Faculty of Medicine from University of Malaya, who is also a recipient of the L'Oreal-UNESCO Malaysia National Fellowship and L'Oreal-UNESCO International Rising Talent 2015.

According to a recent briefing by the Ministry of Health, in the week of 5 June 2016, more than 1,300 new cases were reported nationwide with Selangor topping the list. The health authorities have recently also closed 12 nurseries and preschools in Negeri Sembilan in order to carry out disinfection procedures as it was among the first areas to get affected by HFMD.

While adults may not develop any visible symptoms, they may still be capable of being a carrier and eventually spreading the virus to others. Dr Chan also said that reports have shown that the virus is capable of persisting for over 20 days in throats and even over 50 days in faeces.

During the briefing session, she elaborated on the trends and cycles of HFMD, the various viruses responsible for the disease and practical ways parents can take to stop the spread of HFMD. **"HFMD can be diagnosed through clinical signs and symptoms such as vesicles on hands and feet and ulcers in the mouth. HFMD can further be diagnosed in the lab by detecting Immunoglobulin M antibodies in the blood or by**

detecting the viruses' ribonucleic acid (RNA) in throat, stools or vesicles," commented Dr Chan on the diagnosis for HFMD.

Commonly caused by viruses such as Coxsackie Virus A 16 and Enterovirus EV 71, HFMD is endemic in Malaysia and largely affects infants and children below the age of 2. It is transmitted by direct contact with nasal discharge, saliva, faeces, or fluids from the rash of an infected person.

Symptoms are characterised by a reduction in appetite, fever, sore throat and a general feeling of being unwell. Painful sores in the mouth will develop along with skin rashes with flat red spots around the hands and soles of the feet. As the disease can be spread through blister fluids, it is recommended to reduce contact or wash hands after handling someone suspected to be infected with HFMD. In rare cases, Enterovirus EV 71 can cause neurological complications and death.

"Last year in conjunction with the launch of Nippon VirusGuard, Malaysia's first anti-viral coatings, we ran a survey together with an independent marketing research consultancy. We found out that 88% of mothers agreed that they tend to overlook walls as a medium that can spread dangerous viruses and bacteria, yet 80% of them agree that their children touch the walls when they play or walk. While we offer to the market Nippon VirusGuard, a coatings that can inhibit the growth of viruses that cause HFMD, we believe the public can benefit from more information concerning this contagious disease," said Alex Yoong, Assistant General Manager of Group Marketing from Nippon Paint Malaysia Group.

"In our continuous efforts in spearheading the Wellness for Children platform, we are happy with the opportunity to work with Dr Chan again to provide the public additional insights in keeping HFMD away from our children. We believe today's session offered clarity and important actionable items to all parents out there, and it is timely we have this session as just last week we observed a spike in HFMD cases across Malaysia. Going forward, we will be looking at the activation of this campaign in three phases to educate various stakeholders and the public on diseases and other threats that will pose a risk to children," he added.

"The Wellness for Children Campaign reflects our vision of creating uplifting environments for children, just like our industry-first Wellness for Children range of functional coatings. Comprising of antiviral coatings, coatings that can absorb formaldehyde and coatings that have easy clean functions, our range of Wellness for Children coatings seals our commitment to championing the wellness of Malaysia's next generation," concluded Yoong.

The Children Wellness campaign is a community engagement campaign will be implemented in three phases, as follow:

- I. **Phase 1 (Partnership with Stakeholders)** - Focusing on strategic collaborations with key stakeholders (ie; cleaners, etc), to bring greater awareness on potential threats to children.
- II. **Phase 2 (Public Awareness)** - A public conference that will play host to Malaysia's leading paediatrics and industry experts who will debunk myths concerning childhood allergy, raise awareness on the importance of play and practical steps

in addressing common childhood diseases such as allergies, food poisoning and hand, food, and mouth disease.

- III. **Phase 3 (Thought Leadership Series)** - A series of panel discussion or expert panel roundtable sessions, to share information and educate the community on salient details regarding children's health.

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2016) and Putra Brand Awards (2010-2015), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011 and 2016. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

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