

AKHBAR : KOSMO
MUKA SURAT : 1
RUANGAN : MUKA HADAPAN

ORANG MUDA KETAGIH 'KOPI KUAT'

**Jika dulu hanya
orang tua, tetapi
kini digemari lelaki
seawal usia 20-an**

Oleh HARRITH HISHAM
dan NUR FATIN ZAHRA

KUALA LUMPUR –
Penggunaan 'kopi kuat' dalam
kalangan rakyat negara ini
semakin meluas dan hanya
tidak terhad kepada lelaki
dewasa sahaja kerana kini
mereka yang berusia awal 20-

an turut terjebak meminum
minuman campuran itu.

Minuman tersebut yang
tidak diketahui bahan-
bahannya menjadi pilihan
orang muda kerana mampu
memberikan tenaga luar
biasa sehingga menyebabkan
mereka ketagihan.

■ BERSAMBUNG DI MUKA 2

Mudah didapati
secara online

Disamakan seperti
pengambilan pil viagra

Meningkatkan stamina
dan memberi tenaga
luar biasa

Menyebabkan
ketagihan

Disukai golongan
lelaki muda seawal
usia 20-an

AKHBAR : KOSMO
MUKA SURAT : 2
RUANGAN : NEGARA

Orang muda ketagih 'kopi kuat'

DARI MUKA 1

Lebih membimbangkan, 'kopi kuat' itu turut disamakan seperti pil viagra kerana mampu meningkatkan prestasi seksual menyebabkan ia menjadi 'buruan' meskipun kebanyakan produk tersebut diharamkan Kementerian Kesihatan (KKM) sebelum ini.

Walaupun dijual mahal pada harga mencecah RM7 satu pekuk bergantung kepada jenama berbanding kopi biasa, namun produk minuman itu mudah dibeli secara online menerusi media sosial dan platform e-dagang.

Tinjauan Kosmo! di sekitar Lembah Klang mendapati beberapa kedai makan dan restoran dikesan menjual 'kopi kuat' itu.

Seorang pekerja restoran yang dikenali sebagai Aman berkata, 'kopi kuat' itu bukan sahaja digemari orang tua dan dewasa, malah turut disukai golongan muda seawal usia 20-an.

"Sebelum ini, orang tua yang selalu membeli kopi kuat, tapi sekarang ramai orang muda sudah pandai meminum kopi ini.

"Kebanyakan mereka terdiri daripada pelanggan tetap. Harga secawan 'kopi kuat' ialah RM6," katanya ketika ditemui di Cheras di sini baru-baru ini.

Sementara itu, pengusaha kedai makan yang mahu dikenali sebagai Yusuf memberitahu, 'kopi kuat' mendapat permintaan yang tinggi, lebih-lebih lagi bagi



MINUMAN 'kopi kuat' didakwa memberikan tenaga berpanjangan terutama mereka yang melakukan kerja lebih masa bagi mengelakkan keletihan. - GAMBAR HIASAN

individu sudah mendirikan rumah tangga.

"Rata-rata mereka (pelanggan) suka meminum 'kopi kuat' berbanding menelan pil kerana cara pengambilannya lebih mudah. Kesannya juga dikatakan amat memuaskan. Permintaan untuk produk 'kopi kuat' makin tinggi

dalam kalangan orang muda terutama mereka yang sudah berkahwin," ujarnya.

Yusuf memberitahu, setakat ini, belum ada mana-mana pihak yang mempersoalkan tidak adanya menjual 'kopi kuat'.

"Saya tidak tahu produk apa yang diharamkan. Jadi, saya

teruskan jualan 'kopi kuat' ini seperti biasa," ujarnya.

Bagi pekerja swasta dikenali Nasrul, 26, dia mengakui terjebak mengambil 'kopi kuat' lebih enam bulan lalu setelah diperkenalkan rakannya selepas kerap mengadu keletihan di tempat kerja.

"Mula-mula saya hanya seka-

dar mencuba dan terus ketagih, kesannya begitu luar biasa kerana dapat mengekalkan tenaga jika bekerja lebih masa. Selain itu 'kopi kuat' ini juga dapat memberikan tenaga luar biasa ketika bersama isterinya.

"Saya tidak berminat mengambil ubat (pil) kuat kerana bimbang dengan kesan sampingan. Jadi bila kawan cadangkan 'kopi kuat', saya bersetuju. Sekarang keadaan jadi sebaliknya sebab sudah ketagih. Kalau tak minum, badan rasa lain," ujarnya.

Nasrul berkata, akibat kerap mengambil kopi kuat itu, dia mengalami kesakitan pada pinggang dan kepala.

Pelajar kolej dikenali sebagai Nabil, 23, turut mengakui terjebak meminum kopi 'kuat' selepas merasa kelainan apabila lebih bertenaga ketika melakukan aktiviti sukan.

Pemuda itu membelanjakan RM50 seminggu untuk meminum kopi kuat bagi menghilangkan ketagihannya. Kopi itu dijual pada harga RM5 hingga RM7 satu pekuk di media sosial.

"Badan saya rasa lebih bertenaga dan stamina juga meningkat terutama ketika bermain bola sepak atau futsal.

"Ada kawan tegur kenapa ambil kopi kuat kerana bimbang ada bahan terlarang, saya juga ada terbaca di media sosial cuma buat masa ini ia belum memudaratkan saya," jelasnya.

Rakyat Malaysia mudah terpengaruh produk overclaim

PETALING JAYA - Sikap mudah terpengaruh rakyat negara ini terhadap produk yang dipromosikan secara melampau (overclaim) termasuk 'kopi kuat' menyebabkan ia sentiasa mendapat permintaan di pasaran.

Pakar perubatan, Dr. Suhazeli Abdullah berkata, minuman seperti 'kopi kuat' biasanya dimasukkan dalam dos tinggi supaya ia dapat memberikan kesan yang luar biasa.

"Apabila orang meminum 'kopi kuat' dan merasa kesannya yang begitu ketara, sudah tentulah mereka akan membeli produk itu berulang kali.

"Selain harganya mampu milik, produk sebegini juga mudah didapati secara dalam talian," katanya ketika dihubungi Kosmo! di sini baru-baru ini.

Menurutnya, sebarang minuman yang mengandungi bahan terlarang boleh dikenakan tindakan di bawah Akta Racun 1952.

Selain itu, Dr. Suhazeli berkata, ramai orang yang terpedaya dengan produk overclaim kononnya berkesan dalam merawat pelbagai jenis penyakit.

Jelas beliau, terdapat 20 jenis penyakit yang tidak boleh diiklankan sebagai tuntutan perubatan antaranya mati pucuk, kanser, kencing manis, tekanan darah tinggi dan gout.

"Jika ada produk yang mendakwa boleh merawat penyakit-penyakit ini, ia adalah salah di sisi undang-undang dan boleh disabitkan kesalahan di bawah Seksyen 5 Akta Ubat (Iklan dan Penjualan) 1956.

"Jadi, jangan mudah percaya jika ada sesetengah kopi, jus atau

jamu tertentu mendakwa boleh merawat pelbagai penyakit. Ada juga makanan yang dicampur bahan tertentu misalnya metformin yang dapat membantu menguruskan badan, tetapi ia tidak dicatatkan pada label produk.

"Sebab itu, banyak penjual yang berani overclaim dan mendakwa produk mereka boleh buat macam-macam sedangkan ia dicampur dengan bahan-bahan tertentu," ujarnya.

Mengulas mengenai tindakan memberantas penjualan 'kopi kuat', Dr. Suhazeli berkata, perkara tersebut dibuat berdasarkan laporan yang diterima.

"Namun, kes sebegini sukar dibanteras kerana penjual guna alamat palsu dan berhubung melalui WhatsApp. Penghantaran juga guna kurier, jadi sukar nak cekup mereka," katanya.



PRODUK overclaim yang didakwa boleh merawat penyakit menjadi kesalahan di bawah Akta Ubat (Iklan dan Penjualan). - GAMBAR HIASAN

AKHBAR : THE SUN

MUKA SURAT : 3

RUANGAN : NEWS WITHOUT BORDERS

Cosmetic product containing scheduled poison banned

■ BY JOSHUA PURUSHOTMAN
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KUALA LUMPUR: The National Pharmaceutical Regulatory Agency (NPRA) has banned a cosmetic product called "Armila Beauty Kak ELL Pigment Booster" as it contains a scheduled poison, Betamethasone 17-Valerate.

In a statement yesterday, Health Director-General Datuk Dr Muhammad Radzi Abu Hassan warned the public not to purchase or

use the product.

"Products that contain Betamethasone 17-Valerate must be registered with the ministry's Drug Control Authority and can only be used on advice by a health professional, failing which it could cause side effects such as thinning and irritation of the area where it is applied. There is also a high risk of it being absorbed into the blood circulation system and causing serious harm to the user," he said.

Muhammad Radzi warned sellers and

distributors of the product to immediately withdraw all stocks from their outlets as its sale contravenes the Control of Drugs and Cosmetics Regulations 1984 (CDCR 1984).

"Individuals found guilty of contravening CDCR 1984 can be liable to a fine not exceeding RM25,000 or imprisonment not exceeding three years, or both, for the first offence and to a fine not exceeding RM50,000 or imprisonment not exceeding five years or both for subsequent offences.

"Companies found guilty of selling the

product can be fined up to RM50,000 for the first offence and up to RM100,000 for subsequent offences," he said.

Muhammad Radzi also advised the public who experience discomfort or adverse side effects from using the product to immediately consult a health professional.

He urged the public to check notifications about any products by visiting the NPRA website at www.npra.gov.my or downloading the NPRA Product Status app from Google Play Store.

AKHBAR : THE SUN
MUKA SURAT : 8
RUANGAN : SPEAK UP

COMMENT by Prof Dr Suhaiza Hanim Mohamad Zailani

Prioritise mental healthcare for overall well-being

THE Dewan Negara recently approved the Health White Paper, which outlines future reforms for the healthcare industry.

Among the issues addressed in the paper, presented by Health Minister Dr Zaliha Mustafa, are the effects of mental health in Malaysia.

According to the World Health Organisation, an individual's mental well-being is a crucial and substantial component of their overall health.

Maintaining good mental health will enable individuals to recognise their capabilities, effectively handle stress, develop coping mechanisms and contribute positively to their communities.

According to a 2022 Ipsos survey, Malaysians expressed concerns about both their physical and mental well-being. The survey revealed that 86% of respondents considered maintaining good physical health as a top priority while 84% prioritised their mental health.

A National Health and Morbidity Survey conducted in Malaysia found that individuals from ages 16 to 19 had the highest prevalence of mental health problems, with 10.3% experiencing depression and 18.3% reported being suicidal.

To promote accessibility and eliminate barriers to mental healthcare, a

telecounselling project has been implemented, offering sponsored sessions with certified psychologists and counsellors. This initiative aims to encourage more Malaysians to seek assistance for their mental health concerns.

According to Doctor Anywhere Malaysia general manager Edward Ling, the programme offers free mental health counselling services to Malaysians through a smartphone application, to provide convenient therapy to 20,000 Malaysians, who are experiencing mental health problems.

To reduce suicide rates, it is crucial for mental health to be prioritised by everyone. The public has a significant role to play in identifying symptoms that may indicate someone is experiencing mental health challenges, as early intervention is vital.

The Health Ministry should expand and enhance its existing mental health awareness activities to help increase public understanding of mental health issues, to encourage early diagnosis and improve knowledge on managing such concerns if they arise in the future.

The government should take a stronger stance in advocating against abuse to prevent victims from experiencing distress and potentially contemplating suicide. Abuse can encompass various forms, such as bullying,

cyberbullying and other harmful behaviours.

In addition to improving the overall well-being and physical health of the population, particular attention should be given to prioritising the welfare of children.

According to research by Unicef (United Nations Children's Fund), children living in low-cost flats in Kuala Lumpur faced a relative poverty rate of 100%. The study also indicated a high prevalence of malnutrition among these children.

Child poverty is a serious problem in Malaysia that can have an adverse effect on children's mental health over the short and long term.

These children are more susceptible to contracting infectious diseases, lack access to adequate healthcare and suffer from the detrimental effects of hunger.

The Health White Paper acknowledges that socioeconomic factors, including poverty, may affect up to 80% of all healthcare outcomes.

Therefore, addressing the immediate health concerns and tackling the root causes of poverty necessitate a comprehensive and multifaceted approach.

Strengthening and defining social protection, coupled with targeted income assistance schemes, should be a top priority. These initiatives can include various

programmes, such as those aimed at improving food security, providing cash incentives, offering targeted subsidies, ensuring affordable housing and enabling prompt access to healthcare services.

To ensure that low-income families have access to comprehensive treatments, a focused approach is required to improve healthcare accessibility.

Preventive measures and public health initiatives, including vaccination campaigns and early detection of illnesses, are crucial in safeguarding public well-being.

Furthermore, efforts must be made to improve access to education, with focus on reading, writing and financial literacy.

In addition, efforts to reduce poverty should include enhancing the socioeconomic opportunities available to parents.

This can be achieved through various initiatives, such as tailored reskilling and upskilling programmes.

Significant progress is required to achieve Sustainable Development Goal Three, namely, good health and well-being, to guarantee healthy lifestyles for all, regardless of age.

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AKHBAR : SINAR HARIAN
MUKA SURAT : 13
RUANGAN : NASIONAL

Armila Beauty Kak ELL Pigment Booster sudah tiada di pasaran sejak 2021

KUALA LUMPUR - Produk kosmetik Armila Beauty Kak ELL Pigment Booster yang dibatalkan notifikasi oleh Kementerian Kesihatan Malaysia (KKM) sudah tiada lagi di pasaran setelah pengeluarannya dihentikan sejak 2021.

Ketua Pegawai Eksekutif Armila Berhad, Sharmila Johan dalam satu kenyataan pada Rabu berkata, produk itu telah ditarik serta-merta daripada pasaran pada tahun berkenaan untuk memastikan keselamatan pengguna terjamin.

Sharmila mendakwa isu itu berlaku disebabkan oleh kecuaihan pihak makmal dalam mengendalikan proses ujian makmal bagi produk tersebut.

"Oleh yang demikian, pihak Armila Berhad telah membuat laporan polis dan dalam proses untuk mengambil tindakan undang-undang," katanya dalam kenyataan itu.

Beliau berkata, produk-produk lain yang dikeluarkan oleh Armila Berhad atas jenama Kak ELL adalah berdaftar dan mempunyai notifikasi yang sah dari Bahagian Regulatori Farmasi Negara (NPRA), KKM serta telah menjalani ujian makmal.

Untuk pengguna yang ingin mendapatkan maklumat lanjut tentang sebarang produk Kak ELL boleh hubungi



Produk Armila Beauty Kak ELL Pigment Booster telah dihentikan pengeluarannya sejak 2021.

atau WhatsApp di **017-337 0690**.

Sharmila merujuk kenyataan KKM pada Rabu yang mengeluarkan notifikasi produk kosmetik Armila Beauty Kak ELL Pigment Booster telah dibatalkan kerana dikesan mengandungi racun berjadual dan tidak lagi dibenarkan dijual di Malaysia.

Ketua Pengarah Kesihatan, Datuk Dr Muhammad Radzi Abu Hassan berkata, produk kosmetik itu dikesan mengandungi 'Betamethasone 17-Valerate' iaitu ubat yang perlu berdaftar dengan Pihak Berkuasa Kawalan Dadah dan hanya boleh digunakan dengan nasihat ahli profesional kesihatan.

Menurut Muhammad Radzi, penggunaan produk yang mengandungi bahan itu tanpa pengawasan ahli profesional kesihatan boleh menyebabkan kesan sampingan yang tidak diingini. - Bernama

AKHBAR : NEW STRAITS TIMES
MUKA SURAT : 17
RUANGAN : LETTERS

RIISING DENTAL CARE COSTS

PUBLIC, PRIVATE SECTORS SHOULD MAKE TREATMENT MORE AFFORDABLE

THE rising cost of living in Malaysia is a pressing concern. Within the realm of healthcare, one critical area that requires attention is dental care.

Scientific studies have highlighted the alarming neglect of dental health when households grapple with financial constraints, as they tend to prioritise other basic necessities.

Statistics from the latest National Health and Morbidity Survey (NHMS) on healthcare demand reveal a concerning trend where only 23 per cent of individuals experiencing dental problems sought treatment.

The reliance on public oral healthcare services by a staggering 80.7 per cent of the population stands out, while private services are predominantly

accessed by urban residents.

Notably, almost two in five individuals paid out-of-pocket for their expenses. The soaring expense of dental care exacerbates the financial burden on individuals and families, and presents a formidable challenge particularly for the private sector.

Those facing mobility issues or requiring extra support to reach dental clinics encounter tough challenges in accessing essential dental treatment, whether emergency or basic care.

This group of patients heavily relies on the assistance of caregivers to accompany them for dental check-ups and treatments.

In terms of oral hygiene, simple daily routines like brushing teeth twice a day with fluoridated toothpaste are effective in preventing common oral

health problems.

However, without access to these essential preventive tools, individuals face an increased risk of developing more severe dental problems that require complex treatments, ultimately diminishing their quality of life.

Therefore, it is crucial to understand the impact of high living costs on dental care among the Malaysian population.

It is imperative for stakeholders, including the government, private sector and other relevant parties, to work together to address this issue.

Initiatives can be implemented to periodically provide basic dental care essentials such as toothbrushes and fluoridated toothpaste to those in need.

Additionally, it is important to provide financial assistance to enable

low-income individuals to access dental treatment.

Tax exemptions for dental treatments or inclusion of dental care in private insurance coverage for other income groups can play a significant role in reducing financial strain.

Some private dental facilities already offer instalment and flexible payment options, allowing individuals to better manage their financial burden associated with dental treatment.

Furthermore, private companies can make valuable contributions through corporate social responsibility programmes.

They can support initiatives that deliver affordable dental services and fund free dental services for communities in need. Such contributions will help broaden access to quality dental

treatment without compromising individuals' financial wellbeing.

Effective multisectoral collaboration among the government, healthcare bodies, non-governmental organisations, and the private sector is essential.

Through collaborative efforts, we can transform the landscape of dental health, empowering individuals, and communities to prioritise and achieve optimal oral and general wellbeing.

Let us build a future where dental care is not a luxury, but a fundamental right for every person.

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AKHBAR : THE STAR

MUKA SURAT : 3

RUANGAN : NEWS

Pharmaniaga gets job from Health Ministry

KUALA LUMPUR: Pharmaniaga Bhd has secured a contract from the Health Ministry to provide medical supply logistics services.

In a filing with Bursa Malaysia, Pharmaniaga said the ministry issued a letter dated July 12 to its wholly owned subsidiary, Pharmaniaga Logistics Sdn Bhd (PLSB) for the seven-year contract from July 1, 2023 to June 30, 2030.

PLSB would continue to support and render its services to the ministry based on the agreed salient terms, it said.