Local woman now a successful cosmetics producer thanks to Kedah Bio-Corporation

KULIM: A woman from Taman Bayan, Sungai Ular here who has to care for her son, three daughters and a stroke-crippled husband now has a successful line of cosmetics products.

Noraida Yahya, 46, had a lot of help from the Kedah Bio-Corporation (K-Bio Corp) to come up with her 10 products under the An’s Asia Enterprise label, including Ans Asia Kolagen, N’s AsiaQ (for brain enhancement), Pesona Aura Kasih (a bath lotion made from seven types of flowers), bathing soap and aromatherapy oil.

She said it took her three years from 2007 to test and fully develop the products.

“I used the products myself, I marketed them only after I was sure of their efficacy and marketability,” she said when met at her business premises in Kulim Mall, Kilang Lama here.

Noraida said since their launch by Bioteknologi Melaka chief executive officer Datin Norsabrina Mohd Noor in December, demand for the products especially Pesona Aura Kasih and AsiaQ locally and in Peninsular Malaysia had been rising.

She expressed her gratitude to K-Bio Corp, based at Kulim Hi-Tech Park here, saying it gave her valuable advice and helped with laboratory testing to ensure the products’ halal status.

Noraida, who had certificates in beauty care and interior decoration from Japan, said K-Bio Corp collaborated with Universiti Sains Malaysia in Penang and has sophisticated equipment for use by small-scale entrepreneurs like her.

If you interested in becoming a stockist of her products, visit nsasiabeauty@yahoo.com or call her office here on 04-4954049.
— Bernama