

**NEW CHINESE MEDICINE HOLDINGS LTD :  
SOLELY DEPENDENT ON THE JAPANESE TOURIST TO HONGKONG**

Ladies are expensive commodities, especially if one is married to one, and especially if she has the ability to use the family money.

Ms Leung Oi Wah, the Vice Chairman of New Chinese Medicine Holdings Ltd (Code: 8085, The Growth Enterprise Market [The GEM] of The Stock Exchange of Hongkong Ltd) can attest to TARGET's determination.

Because the records of this Company make it only too apparent.

New Chinese Medicine first hit the records of trading on The GEM on Thursday, March 7, when its 60-cent Offer and Placing Share Price hit a high of 78 cents, ending the day at 68 cents.

It was the most-active counter of the day.

As the Company's name implies, New Chinese Medicine is in the business of marketing and distributing proprietary medicines, patent medicines, and the like.

According to Page 103 of the Prospectus, published on February 25, 2002:

*'The Group currently offers 14 proprietary Chinese medicine products, which are designed to treat or relieve some selected common illnesses and symptoms, such as chronic hepatitis, chronic nephritis, prostatomegaly, arteriosclerosis, endometritis and pollinosis, commonly experiences by the Japanese. Sale of these products is currently targeted at Japanese tourists visiting Hong Kong and is conducted primarily through Kanpoyakudo (PUT IN CHINESE NAME), a retail outlet of the Group in Hong Kong ... '.*

*'Leveraging on its success in Hong Kong, the Group plans to establish three additional distribution outlets in Beijing, Hangzhou and Xian in the PRC (the People's Republic of China) to capture the potential market of Japanese tourists in these cities ... '.*

Pages 104 through to 106 of the Prospectus, lists the biggest marketplace sellers of New Chinese Medicine for the 2001 Financial Year:

Name of Product	Alleged Properties and Effects	Percentage of the Total Turnover for the 2001 Financial Year
Enterofit	Reducing weight, relieving symptoms, caused by obesity and constipation. Indicated for treatment of obesity, flatulence and poor appetite, induced by constipation, headache and insomnia.	23.00
Gynecotonic I	Endocrine dysfunction. Indicated for irregular menstruation, infertility, and improving the skin	20.00
Allergirid	Antidotic, relieving feelings of irritation on the skin, and promoting anti-allergic action. Indicated for pollinosis (hay fever) allergic dermatitis, acne and eczema.	16.40
Livertone	Soothing the liver and relieving depression, regulating the activities of qi*, harmonizing the spleen and stomach, and improving blood circulation.	8.10

	Indicated for chronic hepatitis, alcoholic hepatitis and cirrhosis	
Lipidease	Revitalizing the liver, lowering blood pressure and blood lipids. Indicated for hypertension, arteriosclerosis, hyperlipidemia, stiff neck, dizziness, headache, constipation, redness and distention of eyes, feverish sensation, menopausal syndrome, neurasthenia and insomnia	6.70
Diabecure	Promoting the activities of qi* and nourishing the ying**, and lowering blood glucose levels. Indicated for diabetes and cataract, peripheral neuritis, renal damage, caused by diabetes.	5.00

\* 'qi' is the Chinese concept, relating to the body's circulatory system, which needs to be given a boost, from time to time, Chinese medicine maintains.

\*\* 'ying' is the Chinese concept of the weaker element of the body, which, evidently, needs fine-tuning on occasions.

While Western medical experts may scoff at the suggestions, made by this Company with regard to the claimed properties of its patent medicines, one cannot scoff at the amounts of money that have been generated by ... [CLICK TO ORDER FULL ARTICLE](#)

***While TARGET makes every attempt to ensure accuracy of all data published, TARGET cannot be held responsible for any errors and/or omissions.***

*If readers feel that they would like to voice their opinions about that which they have read in TARGET, please feel free to e-mail your views to [editor@targetnewspapers.com](mailto:editor@targetnewspapers.com) or [targnews@hkstar.com](mailto:targnews@hkstar.com). TARGET does not guarantee to publish readers' views, but reserves the right so to do subject to the laws of libel.*