

Thailand to innovate and enhance well-being with new nutrition drink

26 May 2023 | News

To advance nutrition and exemplify commitment to the well-being of Thai consumers



To advance nutrition and exemplify commitment to the well-being of Thai consumers

O&P Quality Trade Co., a renowned manufacturer and distributor of dietary supplements for hair health care, has signed a transformative Memorandum of Understanding (MoU) with the Institute of Nutrition, Mahidol University, Thailand. The collaboration aims to fuel innovation in nutrition and jointly develop the "Complete Nutrition Drink with Fine Texture in Powder Form," providing consumers with superior health choices.

This partnership grants O&P Quality Trade Company the rights and licensing to produce and distribute the revolutionary "Complete Nutrition Drink with Fine Texture in Powder Form," an innovative medical food replacement product. Developed through extensive research by Asst. Prof. Dr Thunnalin Winuprasith, this product combines essential nutrients from all five vital food groups: protein, carbohydrates, good fats, vitamins, and minerals.

By signing this MoU, O&P Quality Trade Company and the Institute of Nutrition embark on a promising journey, making valuable food and nutrition research findings easily accessible to Thai consumers. Notably, this product offers a palatable powdered solution, catering to individuals experiencing "difficulty swallowing," a condition affecting a significant portion of the population, with prevalence rates ranging from 2% to 20% among the general population and up to 60% among older people. Moreover, the product's versatility extends to diverse consumer groups, including senior citizens, diabetic patients, cancer patients, and individuals seeking effective weight management solutions.