

HypoCol Goes Social!

AsiaPharm Biotech's HypoCol product has gone social! HypoCol has relaunched its social networking site at <http://hypocol.ning.com>, to extend its interaction and quality customer support to clients and people who have cholesterol management issues. Interested participants can sign up and participate in the social site to pose related health questions and share health tips.

Singapore, Singapore, SGP, 2008-03-12 18:02:04 (IndiaPRwire.com)Cholesterol has been a growing concern for many people around the world, and the costs of treating cholesterol gets higher and higher when the demand for cholesterol related drugs rises. Cholesterol, which is usually linked to high blood pressure and related heart attacks, has been the number 1 killer around the world especially in Asia, United States, Europe and Australia.

Unlike other health products available online for purchase, HypoCol is probably the only cholesterol management product to go to great lengths to provide existing customers, interested observers, care givers and potential customers a blog (<http://www.yourheartyourlife.com>) to stay updated, and a revamped wellness social network (<http://hypocol.ning.com>) to interact and share with!

Based on feedback from customers worldwide, they find the old social site (<http://hypocol.wetpaint.com>) hard to navigate and search for relevant information. HypoCol decided to go ahead with the customers' suggestions to find a more suitable social networking site to provide customers a better experience!

The revamped social networking site for HypoCol (<http://hypocol.ning.com>) provides a wide range of cholesterol related information for anyone who is interested in reducing cholesterol levels naturally. The site has a video, photo, blog post and even a forum section for anyone to interact and to inquire about Wellness and the flagship product HypoCol.

AsiaPharm Biotech's HypoCol is a cholesterol management product in a form of capsules, which is to be taken orally. It helps reduce bad cholesterol and increases good cholesterol when taken regularly and consistently.

- **END** -AsiaPharm Biotech Pte Ltd (2007) is now 100% owned by AsiaPharm Group Ltd, a public-listed company in Singapore and a leading pharmaceutical group in China.

AsiaPharm Biotech was formerly Wearnes Biotech & Medicals (1998) Pte Ltd, a member of WBL corporation (a Singapore-listed company), prior to the acquisition by AsiaPharm Group Ltd in 2007.

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You can also visit www.thepacificwest.com for more information.