



PHARMACEUTICALS
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CONSUMER PRESS RELEASE

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A reason to smile on World Happiness Day

In 2012, the United Nations declared that 20th March each year will be recognised as the International Day of Happiness. The resolution passed by the 193-member UN General Assembly pointed out that "the pursuit of happiness is a fundamental human goal".

The resolution calls on all member states "to observe the International Day of Happiness" in an appropriate manner, including through education and public awareness activities. Many governments now say that new elements, including happiness, must be included in ways of measuring prosperity in an economy.

People do their best to beat stress in order to live healthy, happy and balanced lives. The reality, however, is that this is often easier said than done. To help you take better control of your stress and improve your mood the natural way, a new stress-busting tablet has hit the South African market, known as Elev8™.

Each Elev8™ tablet contains 25mg of Zembrin®, which is a South African produced and patented extract from a cultivated elite selection of the succulent Namaqualand plant, *Sceletium tortuosum*. Zembrin® has been clinically and scientifically proven to relieve symptoms of stress and enhance your mood.

In addition, The South African San Council has endorsed the use of Zembrin®. For thousands of years the San hunter-gatherers and Khoi Khoi pastoralists used the *Sceletium tortuosum* plant, known to them as 'Kanna', for medicinal, social and spiritual purposes.

Elev8™ tablets have been approved by the South African Medicines Control Council (MCC) and are available at selected pharmacies and Dis-Chem stores nationwide. Elev8™ are sold in packs of 10 or 30 film coated tablets that retail at R39.95 and R109.95 respectively.

For more information on Elev8™ and how this can help you feel great, speak to your local pharmacist.

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