

## Buy Good Calcium – Choose BONE ESSENTIAL™

Recently, people in USA and Europe are widely using a plant-based calcium source – Calcium L-aspartate, also named as amino-acid chelated calcium (US patent 4863898). L-aspartate, a necessary amino-acid, carries calcium directly to the bone to be absorbed, which makes the absorption rate high and causes no burden to our body. Now this plant-based calcium is spreading to Asia countries.

### Choose Good Calcium – Bone Essential™

- The latest calcium source: safe, high absorption, and very effective.
- Its ingredients are calcium L-aspartate (amino-acid chelated calcium, US patent 4863898), turmeric and lecithin. It is a unique 3-in-1 formula product which is beyond the normal calcium supplement. It has integrated effects.
- Enhance the health of bone, cartilage and collagen. Strengthen and protect bone and joints.



- ✓ Supplement Calcium
- ✓ Improve Bone Mass Density
- ✓ Strengthen Bone and Joints
- ✓ Support Bone and Joints Health

Promotion Period: Now to 20 August 2008

Venue: Guardian, NTUC-Unity, Watsons, Chinese Medical Halls, etc.  
Stand a chance to win in our 'Scratch & Win' Promotion when you buy Bone Essential/Cool Beauty. Hurry! Win Good Health & Luck!



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- Helps in improving women's beauty and health through internal regulation. It is safe and mild.
- Skin Health: Increases skin elasticity and firmness, reduces free-radical damage and pigmentation.
- Bone Health: replenishes calcium and prevents calcium loss.
- It is better to consume together with Bone Essential™.

- ✓ Radiant Complexion
- ✓ Improves Skin Elasticity
- ✓ Reduces symptoms eg. hot flush
- ✓ Supports Body Immunity
- ✓ Maintains Vitality

Products mentioned in this article are available at Chinese Medical Halls,

HOTLINE:

**6745 0321**

NTUC Unity, guardian and Watsons  
全能市场开发企业有限公司 Quan Neng Marketing Enterprise Pte. Ltd.

# The doc's first task

## New Bank Indonesia governor has to act to fight inflation



BLOOMBERG

IN 1998, when Dr Boediono (picture) was Indonesia's Planning Minister, he refused to let President BJ Habibie spend US\$300 million (\$408 million) to develop a commercial aircraft industry. As Bank Indonesia governor starting yesterday, he will have to resist political pressure against raising interest rates.

The first task facing Dr Boediono, who goes by one name, will be to fight inflation.

The government forecast this week that consumer price inflation will surge to 11.2 per cent by the end of this year from 9 per cent in April. This was after announcing that it will allow average fuel prices to increase 28.7 per cent.

With an election set for next year, President Susilo Bambang Yudhoyono plans to cushion the effect of higher energy costs by making payments to the poorest families. To keep that spending and fuel costs from translating into higher prices, Dr Boediono, 65, may raise interest rates to 8.5 per cent in the third quarter – the highest in a year, from 8.25 per cent, according to a Bloomberg

News survey of 13 economists.

"Any governor of Bank Indonesia needs to be sensitive to political pressure, both from the President and increasingly the Parliament," said Professor Chris Manning, at the Australian National University in Canberra, who met Dr Boediono there in 1972 when the Indonesian was completing his Master's in economics and working as a research assistant. "Boediono will do a good job because he is clearly experienced in that area."

After completing his Master's, Dr Boediono went on to the University of Pennsylvania, where he earned a doctorate in economics in 1979. "He has an education in policy-making and economics that was Western-style," said his thesis adviser F Gerard Adams.

When Dr Boediono was head of

Indonesia's planning commission in 1998, Mr Habibie requested support to get Industri Pesawat Terbang Nusantara's assembly and manufacturing processes certified by international aviation regulators. This was so its planes could be sold commercially, said Mr Ginandjar Kartasasmita, who was the top Economics Minister then.

"The technocrats didn't see eye-to-eye with Habibie for a long time because Habibie was seen as a big spender," Mr Ginandjar said.

Dr Boediono will need that same kind of toughness in his new role. Even before the new governor took office, Mr Dradjad Wibowo, a member of the parliamentary panel on finance and banking, said that the central bank, which has been independent since 1999, should "resist raising interest rates and instead monitor the effect of the proposed fuel price increase".

He added that "raising rates may put banks and businesses in a difficult position".

Mr Ramson Siagian, a lawmaker from Indonesia's largest opposition party, said: "We want Bank Indonesia to carefully take into account the declining purchasing power of low-income earners in Indonesia. If Boediono can't do that, we won't be able to trust him as a smart central banker."  
— BLOOMBERG

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## marketbuzz



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For enquiries, call 6841 2122 or visit [www.audiohouse.com.sg](http://www.audiohouse.com.sg)

### LARGEST LASIK CENTRE IN S'PORE

Singapore's position as the regional medical hub is expected to get a further boost

with the opening of its largest private Lasik centre, the 6,000 sq ft Shinagawa Lasik Centre at Wheelock Place, a \$4 million joint venture project among eyecare providers in Japan and Singapore.

Shinagawa Lasik Centre currently commands 65 per cent share of the total Japanese market in IntraLase Lasik procedures.

The Singapore centre, the clinic's first overseas venture, provides extensive private eye care facilities, including four fully-equipped operating theatres, six consultation and meeting rooms, two diagnostic and preparation rooms, as well as comfortable resting areas.

The clinic uses the IntraLase Method, a 100 per cent blade-free high precision surgical procedure that improves the safety of corneal flap creation, reducing threatening Lasik-related complications.

The clinic is headed by leading cornea expert, Dr Lee Sao Bing, who was formerly the head of Cornea Services, National University Hospital Eye Surgery Centre.



**BIG INVESTMENT: Shinagawa Lasik Centre at Wheelock Place.**