

**THE SOCIAL DEMAND AND FUTURE  
PROSPECTIVE OF  
'ANTI-AGING MEDICINE'  
IN MALAYSIA**

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## ABSTRACT

This new field of medicine is based on principle of sound research and responsible medical care which come along with those in other preventive health specialties. Researcher took initiative to find out what the public thinks about the possibility of healthy long living, as well as their level of awareness in anti-aging medicine. It is interesting to know whether they would be willing to buy and consume the drugs that known to have anti-aging properties. There were total 200 recipients recruited in the survey questionnaire research. Out of all the participants, there were 70% of them are aware of their apparent general health status. They have given optimum rating upon their current health status. Around 62 % (n=138) of the samples think that, this anti-aging medicine is a future lead in medicine field. However, they are less confidence upon the new emerging medicine, around 30 % (n=60) of participant thinks it may bring unexpected adverse reaction. Almost two third of the participants have anticipated the possible negative impact upon the Anti-aging medicine. As we can see from the data, almost half a portion of the respondent, 46% has acknowledged that, they have no exposure to Anti-aging medicine at the moment. However, this significant portion has showed positive respond upon their acceptance toward the Anti-aging medicine. Two third of them have indicated they will need Anti-aging treatment. In most of the time, the public merely having knowledge exposure to mass media or products advertisement which has no proper translation from medical or scientific based references. Further possible adverse reaction from this new medicine has then hastened the public to draw own conclusion. Most of the respondent thinks middle age group from 25 -34 would be the most indicated age group for anti-aging treatment. This can be explained by the individual financial capability and the aging related changes have brought this age group in to the anti-aging services. Researcher has found that, 60% of the participants think that, the ideal timing to see anti-aging effect is between 1-3 months. There were total 84 % participants expect for the pricing less than RM500 for the anti-aging medicine treatment. The results are reasonable and reflect upon the local context in Malaysia populations. There is slight contrary when we come to the comparison with the first world country, in which the physician training and expertise will be one of the priority considerations for the anti-aging treatment. Overall they viewed it positively toward this future medicine which will bring good to them, almost all of the participants have showed some degree of interest upon the anti-aging medicine. In which they foresee the demand will increase in 5 years' time.

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