



BOTTLING SUCCESS

世代傳承 | 造福社群 |

Fábrica De Medicina Chinesa Cheong Kun's lone product is a highly effective – and popular - medicated oil

張權破痛油中藥廠專注生產一種外傷藥油，產品功效備受讚譽

Cheong Kun Pain Reliever Oil is a household name around Macao, with a history spanning more than half a century. The remedy's inventor, Cheong Kun, was a Chinese doctor who specialised in treating fractures and strains, with a clinic established on Macao's Rua da Praia do Manduco in the early 1950s. Later, his son Cheong Kin-nang started Fábrica De Medicina Chinesa Cheong Kun (Cheong Kun Chinese Medicine Factory), with Cheong Kun Pain Reliever Oil as its only product.

Instant pain relief

Living conditions in Macao in the 1960s were harsh, and many could not afford to see a doctor. In response, Cheong developed a simple yet effective Chinese medication to let patients treat their injuries themselves. With years of experience and a decade of experimentation, he kept improving the formula until he created Cheong Kun Pain Reliever Oil, a highly effective medicated oil for treating fractures, strains and pain symptoms.

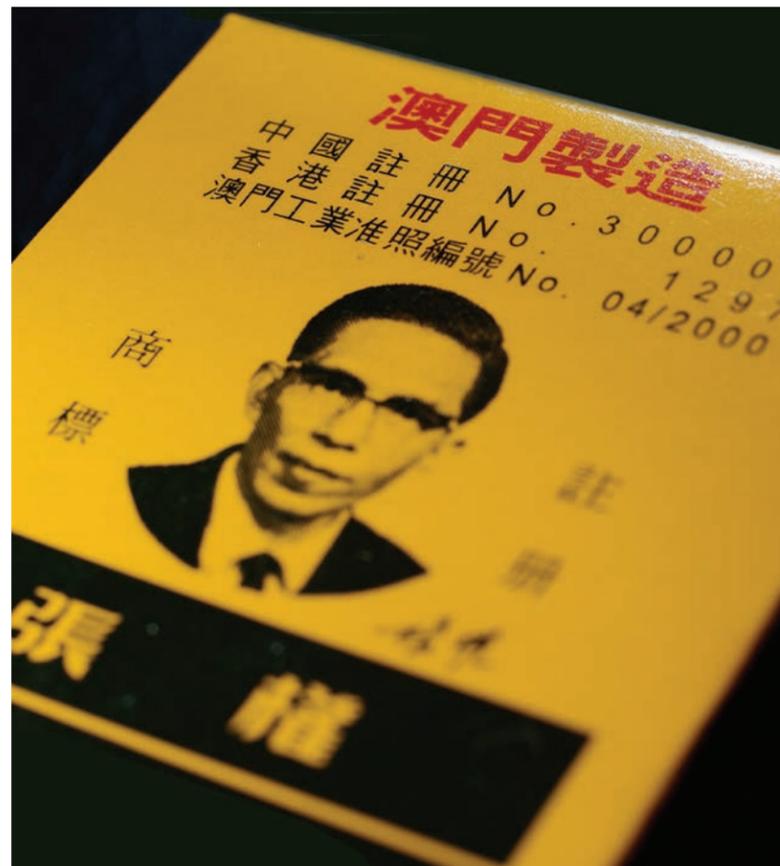
任誰也想不到，一支藥油居然能雄踞市場半個多世紀，甚至衝出澳門、行銷至其他地區，這個傳奇的主角就是張權破痛油。張權破痛油的研發者張權先生早於上世紀50年代初期便於下環街前舖後居設館行醫，以中醫療法為患者治理跌打損傷痛症，及後他兒子張建能更設立張權破痛油中藥廠，多年來專注生產這一款治療外傷的藥油。

純中藥精煉 瞬間消除痛楚

上世紀60年代，市民生活清苦，遇上傷患亦不能輕言就診。張權先生有感於民生疾苦，為方便病人自行用藥，因而研製出一種既便捷、又實用的外傷中成藥。他結合多年行醫的經驗，加上歷時十幾年的反覆試驗，不斷改良配方，成功研發出一種高療效、專治跌打損傷及痛症的外用藥油——張權破痛油。「曾經有一實例，一個嬰兒的背部被熱水燙傷，痛得大哭，我的父親立即把藥油厚敷於孩子的背上，不消半刻，孩子的痛楚逐漸得以紓緩，哭聲亦慢慢停止了。當時，附近的街坊都看在眼內，這件事亦讓我深切體會到藥油的可取之處。」憶述往事的，正是張權破痛油第二代傳人張建能先生。

Opposite: Cheong Kun Pain Reliever Oil was packed in glass bottles in 1988, but today the packaging has been improved with an easy-to-carry plastic design.

對頁: 1988年的舊式張權破痛油為玻璃瓶包裝，經改良後，現已換成輕便的膠樽裝。



“It can reduce inflammation, regenerate tissue, relieve stanching, pain and burn, and reduce blood stasis and swelling.”

Above left: Cheong Kin-nang upgraded the family-style production to a modern, semi-mechanised manufacturing process. **Above right:** The company registered a portrait of Cheong Kun as the trademark of the oil in China.

左上: 張建能將藥廠由家庭式生產發展至半機械化的現代化生產模式。**右上:** 為防止偽冒侵權，藥廠在內地註冊了張老先生的頭像商標。

Cheong Kin-nang, the second-generation owner of Fábrica De Medicina Chinesa Cheong Kun, says: “I remembered seeing a crying baby whose back was burned by hot water. My father applied the oil on the baby’s back immediately, and not too soon after his pain was relieved, and he stopped crying. People nearby all saw this happen, and it made me firmly believe the oil is effective.”

Cheong Kin-nang took over at the company in 1997 and set up a factory in 2000, and has been following his father’s principle of using the best, most natural and most applicable Chinese medicines to produce the oil. “Cheong Kun Pain Reliever Oil is effective in reducing inflammation, regenerating tissue, relieving stanching, pain and burn, and reducing blood stasis and swelling,” he says. “We rigorously examine the

張建能於1997年正式接手藥廠的工作，更於2000年成立廠房，一直緊守父親的製藥原則，堅持以純中藥製作，絕不加入任何化學成分，亦只採用最優質、最合用的原材料。他說：「張權破痛油主要有消炎生肌、止血止痛、紓緩燙傷、散瘀去腫等功效，每次選購原材料時，我們也會嚴格檢測每種藥材的質量，以確保每個批次都保持一定的質素。整個過程由揀選材料、剔除雜質、進行提取、浸製、加熱、過濾以至隔離雜質等，需要約45至60天時間，證明我們絕非流水作業。」張建能更補充說，現時藥廠每年生產約72萬支張權破痛油，並暢銷港澳。

臨床實證 以良心破痛

雖然張權破痛油止血快、止痛速的功效受大眾認可，並且廣受用家支持，但多年來並沒有大幅加價，仍然維持於大眾化水平，更為持有澳門老人咭的用家提供折扣優

張建能指，張權破痛油主要有消炎生肌、止血止痛、紓緩燙傷、散瘀去腫等功效。”

quality of the ingredients to ensure only the best quality of oil is produced. The production process encompasses sourcing, purification, extraction, steeping, heating and filtering, which takes up to 45 to 60 days and is proven to be meticulous.”

He adds that the annual output level of the factory is 720,000 bottles, targeting markets in Macao, Hong Kong and beyond.

Clinically proven

Cheong Kin-nang invited Guangzhou Nan Fang Hospital to conduct a series of clinical tests on Cheong Kun Pain Reliever Oil, and the results proved its effectiveness in reducing inflammation and swelling, regenerating tissue and healing wounds. The mild oil does not irritate the wound to cause further pain and has a gentler odour compared with most traditional oils, making it easier to use.

These properties have helped to make the oil a great success, resulting in it being named one of Macao’s Top 20 Feature Products and earning distinction with the Macao Honour Board. The company has also shown the product at exhibitions abroad, including the popular Hong Kong Brands and Products Expo, where the oil drew positive reviews from many buyers.

Although the oil has grown immensely popular over the years, Fábrica De Medicina Chinesa Cheong Kun has always kept it at an affordable price, even offering discounts for holders of the Macao Senior Citizens Card.

In future, Cheong envisions upgrades at the factory to meet Good Manufacturing Practices standards and to take steps to spread Cheong Kun’s spirit of selfless dedication further abroad to help those in need. M

惠。張建能還親赴廣州邀請南方醫院進行臨床驗證，證明張權破痛油在消炎生肌、消腫、幫助傷口癒合等方面療效極佳。破痛油的最大特色，是它的質感極為溫和，不會對傷口造成刺激，以免加深痛楚，它亦不像傳統藥油般散發濃烈的氣味，所以更容易被接受。以上多重優點令張權破痛油屢創佳績，除了被評為「澳門20項最具特色產品」外，亦成為「澳門特色光榮榜」的一份子，可見社會對其的認同。因此，藥廠亦隨同澳門業界商會出外參展，包括參加香港工展會等，買家們都對產品給予極高評價。展望將來，張建能希望將藥廠提升至GMP（國際藥品良好生產規範）標準，把張權先生行醫濟世的無私奉獻精神弘揚海外。M



Left: Cheong Kin-nang is chairman of Fábrica De Medicina Chinesa Cheong Kun

左: 張權破痛油中藥廠董事長張建能

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FÁBRICA DE MEDICINA CHINESA CHEONG KUN
張權破痛油中藥廠
Tel: (853) 2823 0066

