

張權破痛油因為其多種功效而聞 Cheong Kun oil is well known for its all-rounded functions

家傳戶曉的張權破痛油 Cheong Kun – trusted homemade remedy

少不了一瓶跌打藥油。而澳門亦有本 地研製的跌打藥油。張權破痛油由張 權師傅自家精製提煉,在50年代經 過多年臨床測試後才推出於世。每一 瓶張權破痛油由生產至出產均需要 經過3至4個月的時間。

經過逾半世紀的發展,張權破痛 油已廣受本地居民以及香港、大陸旅 客的青睞。

張權破痛油中藥廠董事長兼張 權的傳人張建能先生表示,目前,張 權破痛油年產量為80萬支,供應給

在每户中式家庭的藥箱裡,一定 In every Chinese family's first-aid kit, a bottle of pain remedy oil is an absolute must. And Macao has formulated its very own. After years of clinical studies, Master Cheong Kun first introduced the formula for Cheong Kun oil in the 1950s, and it takes three to four months to produce just one bottle.

> Now, more than half a century later, the Cheong Kun remedy oil has become popular not only with Macao locals, but also with visitors from Hong Kong and Mainland China.

> Cheong Kin Nang, Director of Fábrica de Medicina Chinesa Cheong Kun and successor of Master Cheong Kun, said that each year, Cheong Kun produces 800,000 bottles of oil, and supplies them to more than 300 local pharmacies.

全澳逾300多間藥房。「我們最初經 營的規模相當小,但慢慢地,憑藉客 人一直以來的支持,我們得以逐漸擴 充經營。我們的破痛油就是依靠口碑 及質量一直承傳下來。」

市面上眾多藥油品牌中,本地生 產的張權破痛油因為其快速止痛、止 血、舒緩紅腫、燙傷,及緩解風濕的 多種功效而聞名。 破痛油的配方絕 對百分百天然,不含任何化學成份, 藥性溫和,是老少適用的安家良藥。

張權破痛油的生產線自 1999 年 起正式遷進了位於澳門台山牧場街 的工業大廈內,這個轉變亦為破痛油 迎來了製藥生產方面的新一頁。擴充 後的廠房使用現代化生產,廠房內分 為儲存、準備工作、生產、入瓶及包 裝各個區域。由製作到成品,每一瓶 張權破痛油均須經過澳門衛生局的 嚴格質量監管。

繼打造現代化廠房後,張權破痛 油中藥廠現正為打入新市場做好準 備。「在現階段,我們正籌備打入葡 語國家位於非洲莫桑比克的市場,並 期望藉此連繫至更多葡語國家,例如 巴西。」自 2011 年起加入藥廠的質 量保證主管及未來接班人張樂祈先 生表示。「我們亦希望藥油能夠以更 簡單易用的模式為用家帶來便利。所 以,我們正在研究如何把藥油轉化成 藥貼、噴霧等形式推出市面,希望在 不久將來大家將會在市場上見到其 他衍化版的破痛油。 |

張氏傳人雖然不斷將品牌朝現代化 的方向發展,但他們卻一直堅持以 傳統的橘色包裝盒,以及人手用牛

"We started with a very small volume, but slowly we've scaled up through the years thanks to the support of our loyal customers," Mr Cheong told Macao Image. "Our business relies entirely on the reputation and quality of our product."

Among the wide array of remedy oils available on the market, Cheong Kun oil is well known for its all-rounded functions providing pain relief, treating bleeding wounds, swelling and scalding as well as easing rheumatism. The remedy oil is 100 percent natural and free of chemical substances. It is mild and suitable for people of all ages including infants, according to the company.

In 1999, Cheong Kun moved its remedy oil production factory into an industrial building at Rua dos Currais. This millennium milestone marked a new chapter for the pharmaceutical company. With the expanded space, the line of production was modernised and sectioned into different isolated areas – storage, prep work, production, filling and packaging. From start to finish, every bottle of Cheong Kun pain release oil takes months to produce and must undergo the Macao Health Bureau's strict quality control process.

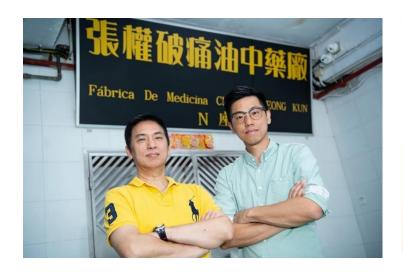
Modernising the production line also enables Cheong Kun to look into new business opportunities. "At the moment, we are planning to expand our business in Mozambique, a Lusophone country in Africa. With that move, we hope to open doors to other Portuguese-speaking Countries such as Brazil," explained Cheong Lok Kei, Quality Assurance Supervisor and future successor of the business. He has been fully engaged in the pharmaceutical field since 2011.

"Simplicity makes life easier," he said. "With that in mind, we are also looking into possibly transforming our product into other user-friendly forms of pain release products, such as bandage and spray, and hopefully we can launch these products in the near future."

In spite of their moves to modernise, they will always keep the classic orange packaging and kraft paper wrapped around each

皮紙把每一打藥油分類包裝起來。 對他們而言,這些歷久不變的傳統 細節就是張權破痛油歷史悠久的最 佳見證。

of the dozen bottles of Cheong Kun oil. For Cheong Kun, it is the traditional, small touches like these that represent the rich history of the local brand.



張建能(左) 與張樂祈(右) 現打理 家族生意

Cheong Kin Nang (left) and Cheong Lok Kei (right) – managing the family business