

## Sami Sabinsa founder receives recognition by IAKCCC

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Sami-Sabinsa group founder Muhammed Majeed, Ph.D. has been bestowed with Lifetime Achievement Award by the Indian American Kerala Cultural And Civic Center (IAKCCC). The much-acclaimed award is given to an individual deemed by the IAKCCC members of having high caliber and exceptional contributions made to the society.

This honor, presented to Dr. Majeed underscores his unwavering dedication and significant contribution made to 'nutraceuticals' and 'cosmeceuticals' industries and his commitment to provide 'total health and wellness' to people across the globe.

The presentation of the prestigious award took place at the World's Fair Marina, Flushing, Queens, New York City on 4th November, 2017. The event was also attended by Mr. Sandeep Chakravorty, Consul General of India in New York, as the chief guest and by U.S. Congresswoman Pramila Jayapal from the State of Washington, USA and Dr. Abraham George as the keynote speaker.

During the "in absentia" presentation of the award, the tireless work of Dr. Majeed in "bridging Ayurveda and Modern Medicine to benefit millions of lives across the globe providing 'total health and wellness' were highlighted as well as his efforts in rewarding small and marginal farmers in the cultivation of herbs.

His phenomenal efforts to reach out to the underprivileged children through "Dr. Majeed Foundation" were appreciated. Dr. Majeed, who will celebrate 30 years of Innovation in 2018, told that: "I am not only pleased but also humbled to receive this award for my contribution to the Nutraceutical and Healthcare industry. However, I would like to say that this is very much a group award because if I hadn't had the support from my people in keeping me going during the ups and downs, I would not be the person that I am today. It continues to be a great privilege to lead such an inspirational team across the Sami-Sabinsa group, which every day make such a positive difference to our customers & society in general. I am looking forward to continuing to lead the group to shape the future of the industry, which is at the forefront of innovation."

In the late 80s, Americans were in pursuit of both 'look good and feel good' factors, which eventually gave birth to a new industry that focused on contributing to 'health and wellness.' Around the same time, Dr. Majeed, a native of Kollam in Kerala, India having immigrated to the USA in 1975 with a meagre amount in his pocket but with a mind replete with dreams, and inspiration from his mother, completed his Ph.D. in Industrial Pharmacy from St. John's University, New York. He worked in the R&D divisions of several well-known pharma companies, such as Pfizer Inc, Carter Wallace, and as Head of Research at Paco Research, New Jersey, USA.

He was always aware that 'Ayurveda' had the answers for most of the ailments Americans were suffering from and to convince them, he went deep into the science of herbs, used cutting-edge technology of Industrial Pharmacy to provide a modern touch. Thus, began the journey of Dr. Majeed's success in the field of health science.