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**Less Salt,  
Umami it!**  
AJI-NO-MOTO®

**pak AJI**

**'LESS SALT, UMAMI IT'  
FOR HEALTHY LIFESTYLE**

**MINDFUL** eating is the best way to keep yourself healthy. Ajinomoto (M) Berhad (AMB), through the Ajinomoto Group Creating Shared Value (ASV) initiatives, continues to promote the health and well-being of Malaysians by conducting the "Less Salt, Umami It" campaign until Sept 30, 2022.

AMB is concerned about the current situation whereby according to the Malaysian Community Salt Survey (MyCoSS), 79 per cent of Malaysians are consuming excessive salt intake which averages about 7.9 g or 1.6 teaspoons of salt per day. Excessive salt intake will lead to non-communicable diseases (NCDs) such as high blood pressure, diabetes, stroke, and many more.

To encourage a healthy lifestyle and educate Malaysians on less salt intake through AJI-NOMOTO Umami Seasoning, AMB has arranged a variety of activities throughout the "Less Salt, Umami It" campaign. The participants stand a chance to win cash prizes of up to RM11,000 by participating in the sodium reduction recipe challenge which will end on Sept 17, 2022.

Not only that, don't miss your chance to receive a free recipe card by purchasing a minimum of RM5 for AJI-NO-MOTO® Umami Seasoning products from the Ajinomoto Malaysia Official Flagship Stores on the e-commerce platforms Shopee and Lazada, valid until Sept 30, 2022.

AMB hopes through this ASV initiative, we are able to educate and encourage Malaysians to consume less salt yet delicious meals with AJI-NO-MOTO® Umami Seasoning to "Eat Well, Live Well"! For more information, please visit the official Facebook pages at @MyAjinomoto & @HiAjinomotoMY or websites at [www.ajinomoto.com.my](http://www.ajinomoto.com.my) & [umamilicious.my/](http://umamilicious.my/).