

Rhapsody™

梦翔曲



Achieve Your Ideal Weight

“YES” Weight Management

Mindset for Success

The Entrepreneurial Path.

全美世界新瞩目市场

韩国与菲律宾

无远弗届的联系

加入全美世界Facebook



"Good health is man's most prized possession. One who has lost good health has lost the charms of a happy and contented life. A healthy body promotes a sound mind and enables you to live to- the fullest."

Dr. Doreen Tan

Quoted from www.doreentan.com

In this issue



03 Sparkling Words

A New Dawn, A New Beginning

05 Secrets to Success

The Entrepreneurial Mindset for Success

09 Life Harmony

Say Yes to "YES" Weight Management Programme

13 Date with a Doctor

- Arthritis versus Osteoporosis
- Have a Healthy Heart

33 Inspirational Parables

The Blessing of Sacrifice

35 Hall of Fame

Newly Promoted GD & SD

37 Regional Events

- BWL Taiwan Convention 2012
- BWL Korea
- BWL Philippines
- BWL Taiwan
- BWL Singapore
- BWL Thailand
- BWL Malaysia
- BWL Vietnam

49 Stay Connected

59 BWL News

A New Dawn, A New Beginning



W

We have just passed 2011 and entered the first month of 2012. God is fair. No matter how our performance was in the past year, we can restart, regenerate and recreate miracles when entering a new year.

In the past few years, the global situation has been full of turbulence consisting natural disasters and human chaos. While we fuss over trivial matters, there are people who are struggling to survive at other ends of the world. When we make a fuss about not owning a nice pair of shoes, do we stop to think about crippled little children who continue smiling beautifully in spite of their circumstances? We should spend some time dwelling on this. Do we contribute enough even though we own more than the less fortunate?



We should be grateful with what we have. The biggest enemy in our life is not other people or the external conditions we face, it is our own self. When facing challenges, how would you deal with it? How would you change yourself to cope with the challenges? What action would you take in order to overcome these challenges? We only know the measure of our strengths when there is an obstacle, and the same can be said for our lives. It is easy to lose faith when our lives are comfortable and smooth sailing. Only with trials and tribulation can we grow to be tougher, where no obstacles can stop us.


We would like to quote the late Steve Jobs: *“There is no shortcut to excellence. You will have to make the commitment to make excellence your priority. Use your talents, abilities, and skills in the best way possible and get ahead of others by giving that little extra. Live by a higher standard and pay attention to the details that really do make the difference. Excellence is not difficult – simply decide right now to give it your best shot – and you will be amazed with what life gives you back.”*

As this is a new beginning, set your goals in 2012 and act on it immediately! We should let more people benefit from BWL's quality products and excellent business platform. You can do it, and we have 100% confidence in you. Keep on moving!

In the fourth quarter of 2011, we launched another

new product – “Aestier Hydro Mask”. Hydro Mask provides you with high performance hydro replenishment active ingredients. It helps lock in moisture and prevents dehydration. In addition, Hydro Mask promotes epidermal cell growth and proliferation of the epidermis basal layer. This helps to ensure a normal skin cell cycle and prevents dry and dehydrated skin from the basal level. We ran a Consumer Sensorial Test with 45 women who had one application of Hydro Mask. 93.3% of the women felt that their skin was instantly hydrated and moisturised, while 95.6% of the women felt that their skin was suppler and softer! Get yours today, and we believe you will love it!

Another piece of good news we want to share with you: BWL has moved into a new era of technology. At the end of last year, we launched the EXS Mobile information platform. In the first half of this year, we will gradually launch our online store, online registration portal and other e-services for all of you.

Our annual convention this year will fall on June 1st. It will be organised in Taipei for the first time. We would like to congratulate the newly promoted directors. Your hard work and efforts have paid off. For the Best Worlders that have not achieved the target, you should work harder this year to reach a higher peak! We believe there is no secret behind every success. With a strong belief, lots of action and a spirit of perseverance, you will definitely be successful! Best Worlders, remember that we have a date on June 1st – “Power Up for Success”! We love you! 



Dr. Dora Hoan



Dr. Doreen Tan



The Entrepreneurial Mindset for Success

Dr. Dora Hoan's Mastermind of Success

On 20th October, 2011, Dr. Dora Hoan was invited by Singapore Management University to share with more than 100 students on how to succeed. This is the essence of the sharing.



Dr. Dora Hoan

According to the 80/20 rule, 80% of the wealth is owned by 20% of the population. There might be contention on the exact statistics, but I believe this is a fair argument. More importantly, everyone has a chance to become part of the wealthy and successful minority.

Individuals such as businesspersons, entrepreneurs, investors, politicians, corporate managers, and professionals, to name a few, fall under the 20% category. Some people are fortunate enough to inherit wealth from their families. Of those who are not, many might have missed the chance to study diligently and find success in professional fields. The best

course of action from that point to achieve success is to embark on a career as an entrepreneur. What allows these successful individuals to secure a place in the 20% category is their extraordinary mindsets and attitude towards life.

Identifying and learning from a role model in our lives enables us to acquire important skills, develop different perspectives and serves as a goal for our hard work. My role model is none other than the influential co-founder of Apple, Steve Jobs. His success story serves as an encouragement to businesspersons and innovators of technology to be ever-creative, enterprising and ambitious. We can see that throughout his career, he possessed an entrepreneurial mindset in everything he did.

“ When you have a mindset that demands others to do something for you, you will have no motivation and innovation. When your mindset is one that thinks about what you can do for others, your creativity will be stimulated and you will overflow with enthusiasm for the projects you endeavor on. ”



“ If you can find direction and a mission for your life and career and make full use of your time working towards achieving that, you will find your life to be more meaningful every day. ”



We will be examining the four key points of the entrepreneurial mindset — belief and driving force, attitude and passion, fighting spirit, and pursuit of the dream.

Belief and Driving Force

Steve Jobs once said, “*You know, we don't grow most of the food we eat. We wear clothes other people make. We speak a language that other people developed. We use a mathematics that other people evolved... I mean, we're constantly taking things. It's a wonderful, ecstatic feeling to create something that puts it back in the pool of human experience and knowledge.*”

It is clear Steve Jobs had a dream to change the world, to contribute back to mankind by creating something useful. He also lived his life meaningfully, with purpose and direction. Often times, people think about what others can do for them and what

others owe them, but Steve Jobs approached the same subject from a different angle — he thought about what he could do for others.

When you have a mindset that demands others to do something for you, you will have no motivation and innovation. When your mindset is one that thinks about what you can do for others, your creativity will be stimulated and you will overflow with enthusiasm for the projects you endeavor on. Steve Jobs is an excellent example.

Before I started my company 21 years ago, I was working as a marketing manager, earning more than \$10,000 a month! I plucked up the courage and left my comfort zone because I had dreams I wanted to achieve. I told myself: *I want to develop a company that would stand as a global brand for Asians to be proud of. I want to provide an entrepreneurial platform for inspired individuals to pursue*

their dream of achieving financial freedom and a better life. I want to build a great direct selling company, and I want it to contribute positively to the image of the direct selling industry. I believe I possess a strong sense of mission fulfillment towards the company, my country, the industry and the world that gave me the confidence and passion to continue moving forward. You must have a belief and a dream for it to be your driving force to success.

Attitude and Passion

In his years of success, Steve Jobs mentioned, “*Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful... that's what matters to me.*”

If you can find direction and a mission for your life and career and make full use of your time working towards achieving that, you will find your life to be more meaningful every day, as Steve Jobs illustrated with his quote.

I have realised in my years of working that many people will only go the extra mile for a company if they are well-paid. The irony is that bosses want to see their employees perform before recognising their efforts. Whenever I worked for people, I developed a sense of ownership for the company regardless of whether it belonged to me. I did my best to contribute and tried not to be calculative by adopting the right attitude. Eventually, I did not lose out because the experiences I gained became precious resources that enabled me to start my own company. The kind of attitude and passion you adopt in your life and work will make all the difference to achieving success.

Don't lose faith. – Steve Jobs

Similar to Steve Jobs, my entrepreneurial journey was very tough. Every time I encountered difficulties, I consoled myself by thinking God was testing my capabilities before he entrusted great tasks and responsibilities to me.

I stayed positive and confident, always thinking of ways to turn the tables on my situations. I did not lose faith. I did not fear failure because I believed my business model is meaningful to many people. I sell good quality products to customers and provide a platform for people to start their businesses.

“There is no shortcut to excellence. You will have to make the commitment to make excellence your priority. Use your talents, abilities, and skills in the best way possible and get ahead of others by giving that little extra. Live by a higher standard and pay attention to the details that really do make the difference. Excellence is not difficult – simply decide right now to give it your best shot – and you will be amazed with what life gives you back.”
– Steve Jobs

In the future, it does not matter whether you are going to pursue your dream of becoming an entrepreneur or work for a company. If you adopt an entrepreneurial mindset, I am sure you will view



3 Fighting Spirit

Steve Jobs was extremely wealthy and successful at the mere age of 30 when he was fired by Apple, the own company he had started. It was humiliating and he was deemed as a failure. It was in those years, however, that he picked himself up, brushed the dirt off his shoulders, and moved on to revolutionise technology after years of toil and sweat.

“...getting fired from Apple was the best thing that could have ever happened to me... It freed me to enter one of the most creative periods of my life... It was an awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick.

There is much truth to what Steve Jobs said, only individuals with perseverance will press on and become successful. Regardless of the challenges I faced, I never gave up. Now, I am proud to say Best World is the only mainboard listed direct selling company in Singapore. Our business has expanded to more than 10 subsidiary companies in Asia, and our network has spread across 21 countries in the world.

4 Pursuit of the Dream

Besides belief, attitude and spirit, the actions you take to pursue your dream are integral to success. Most entrepreneurs work very hard, taking decisive action in the pursuit of excellence.

your life differently, and be well on your way to success. 📖



Interact & Add Me:

Facebook: **Hoan Dora**

范文瑁 Dora^{hoan}

Please visit my website at :
www.dorahoan.com

Say Yes to “YES” Weight Management Programme

Dr. Doreen Tan

Obesity is a global problem that is growing at an alarming rate. It is estimated that there are now more than 300 million obese people worldwide.



Dr. Doreen Tan

Obesity is defined as a condition of excess body fat – usually 20% more than the normal weight for a person’s age, gender, build and height. There is abundant evidence to show that obesity is associated with a large number of life-threatening diseases like cardiovascular diseases, diabetes, cancer and many others.

Research indicates that losing just 10% of excess weight will significantly benefit a person’s health and well-being. For example, people with hypertension, high cholesterol and triglyceride levels, and high blood glucose levels can benefit from a reduction of weight as excess weight puts strain on a person’s heart, vital organs as well as weight-bearing joints.

In Singapore, there is a rising trend of overweight individuals, obesity,

and associated diseases. In the latest National Health Survey, it was revealed that close to 10.8% of the population is obese. This means that 1 in 10 Singaporeans are suffering from obesity. Besides, it was also discovered that close to 54.1% of Singaporeans do not engage in any kind of exercise that lasts for more than 20 minutes. Sedentary lifestyles and unhealthy diets are the main factors.

Other possible reasons for this rise in a trend of obesity include:

- Easy access to affordable, ready-to-eat foods like hawker and fast food that usually have more fats and fewer vegetables.
- Busy lifestyles that make families eat out at hawker centers and fast food outlets. According to the National Nutrition Survey in 2004, 49.3% of adult Singaporeans consume their meals at hawker centres six or more times per week.

- A significant increase in adult Singaporeans with an excess of energy intake: from 31.8% in 1998 to 48.2% in 2004. This increase in energy intake can be attributed to bigger servings of meals being consumed and/or an increased frequency of snacking.
- Overwhelming demands at work, leaving working adults with little or no time for exercise. According to the National Health Survey in 2004, only 21.2% of working Singaporeans between 18 to 69 years old exercise regularly, compared to 24.9% of the general population.
- Cultural beliefs associating excess body fat with health, prosperity, and contentment with life.

Studies have found that 1 in 5 Singaporeans between the ages of 18 to 69 and 1 in 2 Singaporeans after the age of 60 have hypertension – Chinese have the highest rates, followed by Malays, then Indians. Males from all races have a higher risk as well. Research also established that 1 in 5 Singaporeans have high cholesterol with Malays having the highest

number of sufferers, followed by Indians and Chinese.

Leading causes of morbidity and mortality are major non-communicable diseases like cancer, coronary heart disease, stroke, pneumonia, diabetes, hypertension and injuries. In 2009, cancer, ischaemic heart disease and pneumonia together accounted for approximately 60% of the total causes of death. These diseases share many common risk factors like smoking, physical inactivity, alcohol consumption and obesity.

Weight Management for Life - Where Can I Go for Help?

Weight management means maintaining a healthy weight that is just right for your body. If you know that your weight is out of control and you cannot find the motivation and commitment to change your eating and activity patterns in the long run that is helpful for weight control, it is time you look for external sources of help.

At BWL Singapore, we have a brand new holistic weight

management programme that uses physical, psychological and spiritual methods to help you lose weight healthily and happily. It can maintain your new found weight and body size. We named this "YES" Weight Management Programme.

- We will guide you through nutritional classes to equip you with good nutritional choices and sensible weight management techniques to inculcate positive behaviour changes.
- On-going exercise sessions on Mondays and Thursdays, with 1-hour of cardiovascular and weight resistance exercises, and breathing and relaxation therapy.
- Support groups that offer regular weigh-ins, sharing and counseling by nutritionist-trainers and experienced weight management facilitators or co-trainers to help with long-term motivation.
- Introduction of simple, tasty and healthy recipes of 300 to 400 calories per meal.



Remember You Didn't Put on Weight Overnight!

It is true that some people may need extra help to gain control of their weight. Research shows that weight management programmes that include behaviour-change and counseling are the most effective at helping people lose weight. A reason for success is accountability—you know you are going to be weighed at each visit and reviewed by our experienced nutritionist-trainers and weight management facilitators. Although your weight would be checked weekly, there is no need to over-stress yourself if you do not lose weight every week—at least you are focusing on healthy

eating, exercising and feeling positive and happier each time.

Weight loss is definitely challenging and there are no miraculous solutions. It certainly takes time and commitment to lose weight and stay that way. Many popular programmes appear to fulfill their promises in the short-term by using very low-calorie diets or crash diets. These may bring quick results but rarely teach you to establish and maintain healthy eating habits in the long-term. Once you return to your old eating habits, your lost weight rebounds swiftly.

In our holistic "YES" weight management programme, you do not need to starve. You will lose weight by eating the right foods

for your body at the indicated time, and your health and happiness quotient will improve. However, unless you continue the regime of healthy dietary and lifestyle changes, your weight problem is likely to rebound quickly. Serious weight loss and maintenance of a healthy weight requires long-term commitment to adhere to healthy dietary and lifestyle changes that ultimately bring you better health and a more beautiful body.

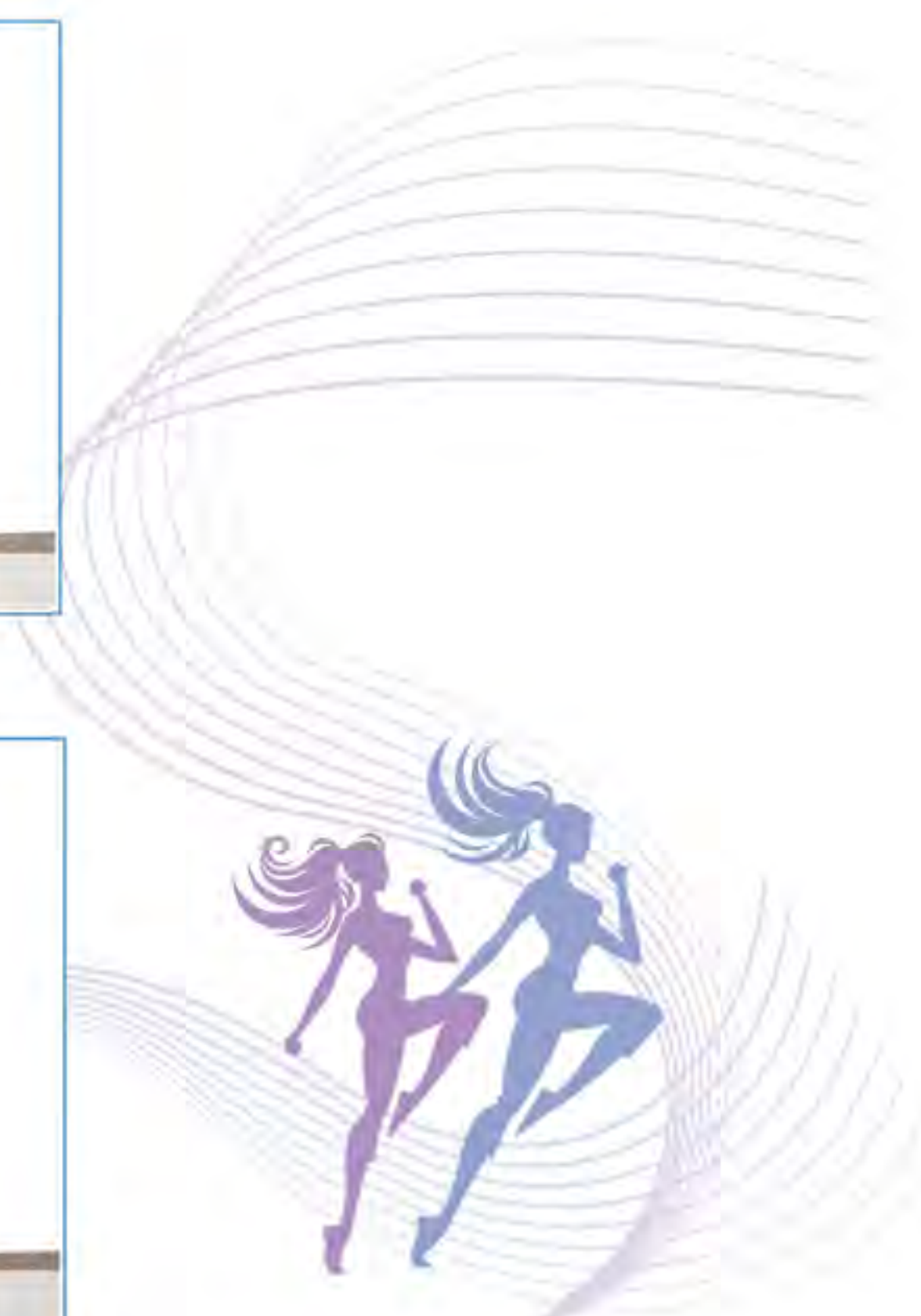
Low-fat, high-energy foods, taken along with cleansing and strengthening herbs can help us look and feel great! Any person with excess body fats will benefit from the cleansing routine with the following quality health products:

Two Satisfied participants in the "YES" Weight Management Programme


Koh Lee Cheng (Loss 11kg in 8 weeks)



Maggie Goh (Loss 7.6kg in 8 weeks)



In any weight management programme, it is said that 100 grams of prevention is better than 1 kg of cure. Weight management is a continual challenge—the cycle of gaining, losing and regaining weight. It is important to work on the prevention of becoming overweight and the maintenance of a healthy weight. It is not possible to manage weight without a proper diet and exercise. Effective weight management involves the right understanding of proper dietary habits, ample physical activity and a willingness to make positive behavioural modifications (dietary and lifestyle changes) to aid effective weight management results. 📖

Products Name	Benefits
Optrimax Plum Delite 	<ul style="list-style-type: none"> • An effective intestinal cleanser to remove static stools, internal heat and toxins. • Rejuvenates body and vital organs. • Relieves constipation. • Regulates bowel movements.
Foodphilo Colostrum Delite 	<ul style="list-style-type: none"> • High protein. • High fibre. • High calcium. • Low fats. • Low calories with only 118 calories per serving. • An ideal immunity enhancer with colostrum powder and beta-glucan to support weight management, heart and gut, and improves exercise performance.
Avance Super EPA 2000 	<ul style="list-style-type: none"> • Omega-3 fatty acids to assist in fat burning. • Increases metabolism. • Cleansing of fatty deposits like bad cholesterol and triglycerides in circulatory system. • Promotes mental clarity.
Avance Black Currant Seed Oil 	<ul style="list-style-type: none"> • Omega-6 fatty acids to help balance hormones. • Reduces water retention. • Nourishes dry skin, hair and nails.
Avance One-Plus-a-Day 	<ul style="list-style-type: none"> • A multi-vitamins and minerals supplement to ensure all essential nutrients needed are met to increase vitality and health. • Reduces stress. • Improves alertness. • Helps cells to better absorb and utilize nutrients to repair damaged cells and build new cells for general well-being.



Interact & Add Me:

Facebook: **Doreen Tan**

Doreen & Life Harmony
happiness comes from within

Please visit my website at :
www.doreentan.com

Arthritis versus Osteoporosis

Interview with Dr. Tho Kam San



Dr. Tho Kam San
Specialist Orthopaedic Surgeon

When people reach mid-life, the most common health problems they face are related to their legs. While traveling on the staircase, some might hear a creaking sound in both legs. That is a telltale sign of arthritis and osteoporosis.

Specialist Orthopaedic Surgeon, Dr. Tho Kam San pointed out that arthritis is different from osteoporosis. However, both are related because ageing is the main cause of both diseases.

Arthritis is caused by the ageing of bones. The cartilage wears out and results in pain during movement. The patient needs to seek medical attention. Dr. Tho said, "However, those in their 40s and 50s might experience pain in the joints while those in their 70s and 80s might not. This is often attributed to bowlegged and knock-kneed syndromes. The O-shaped legs are most common and induce a large amount of stress, causing the inner joints to tear even faster and accelerate the pain."

On the other hand, injuries caused by sports or car accidents result in the tearing of ligaments or the meniscus and cause arthritis. The meniscus is a piece of protective pad that surrounds parts of joints to prevent cartilage injury so it should be treated with care. Besides that, arthritis can also be caused by genetic factors. Some people have joints in good condition and are able to absorb stress induced on the area so they only suffer from arthritis in their later age.

Osteoporosis is due to low bone density and easily results in fractures. Dr. Tho pointed out fractures on the wrist, hipbone and backbone are the most common problems of osteoporosis. Among them, 25% of hipbone fracture patients will die within one year, while another 25% will not be able to return to their normal condition and need to rely on a wheelchair. This is a large burden to a patient's life, family and community.

Dr. Tho said young people are not concerned with adopting a healthy diet and exercise, causing more people to develop bone-related health problems. He said, "Young people nowadays are too comfortable. They sit in the office or home (working, operating computers, etc.) for long hours. In addition, Asians seldom consume milk and cheese, and I can foresee in 30 to 40 years, arthritis and osteoporosis will become serious health problems."

Currently, the treatment for arthritis includes the intake of pain killers to reduce pain and the intake of glucosamine, the fundamental element of cartilage that can help promote cartilage growth. According to the 2001 "Lancet" research report, glucosamine is proven to stimulate the regeneration of cartilage. Dr. Tho said, "The intake of glucosamine could have visible effects on patients with a minor condition, but

a longer time is required to observe the results for patients in a serious condition. Because of this, patients should start glucosamine intake as soon as possible to lower the chances of arthritis."

Doctors can also inject joint lubrication to reduce the pain. One injection can last for 1 to 3 years, depending on the individual's situation. Normally, this injection is unsuitable for patients in a serious condition.

Another newer treatment method is the "Platelet Rich Plasma Therapy" (PRP). This therapy extracts a patient's blood and injects it into the joint's cartilage. The patient's own hormone will stimulate cartilage growth and effectively transfer calcium for strong bones. If it is unsuitable, a minor surgery can be performed to adjust the ligament and meniscus. The last treatment method is to replace the joints.

Will it be effective to prevent and treat arthritis with medicine or health supplements?

Dr. Tho said medical studies have proven that glucosamine is effective for arthritis treatment. It will also be beneficial for arthritis patients to increase the intake of collagen. "Exercise is important for patients. With exercise, the joints can be active and the bones can absorb calcium easily."

Similarly, osteoporosis patients can adopt a high calcium diet, take calcium and magnesium health supplements and exercise regularly. Obese patients can swim, cycle and engage in other sports that keep bones strong and healthy. However, patients with O-shaped legs should not engage in intensive exercise.

(This is a BWL Singapore sponsored interview. The contents can be found in ZaoBao Sunday on 3/7/2011)

Avance health supplements that may benefit your joints and bones



Avance Liqui Cal/Mag



Avance Joint Comfort



Avance SangoCal

For more details on Avance health supplements, please browse : <http://www.avanceforlife.com>

Have a Healthy Heart

Interview with Dr. Tan Yong Seng



Dr. Tan Yong Seng
Senior Consultant
Cardiothoracic & Vascular Surgeon

According to statistics on cardiovascular health from the Singapore Heart Foundation, 15 people die of cardiovascular diseases (e.g. heart attack and stroke) daily.

In 2009, 31.6% of death cases in the country were related to cardiovascular diseases. In other words, one of three people died because of these diseases.

During an interview, Mount Elizabeth Hospital's Heart, Lung and Vascular Specialist Dr. Tan Yong Seng said the

statistics mentioned above show that people will always be affected by cardiovascular diseases.

Between 2007 to 2009, Singapore's mortality rate was an average of 17,000 yearly. Among these cases, 5,500 were related to cardiovascular diseases. 19.2 to 20.1% were attributed to coronary diseases; 8.0 to 8.7% was attributed to stroke; 4.0 to 4.4% were attributed to other heart related diseases. In addition, there is an average of 3,000 new cases of myocardial diseases every year.

A medical research carried out in 2004 showed that among 53,000 patients suffering from acute myocardial infection, the likelihood for patients with various existing conditions to contract cardiovascular diseases are as follows: patients with high blood fat are 3.25 times more likely, smoking patients are 2.87 times more likely, diabetic patients are 2.37 times more likely, and patients suffering from high blood pressure are 1.91 times more likely. These factors, however, can be controlled. As long as people maintain a healthy diet and lifestyle, they can protect their heart and prevent cardiovascular diseases.

Besides exercise, Dr. Tan also emphasized the importance of the daily consumption of vegetables and fruits. Research has shown that a healthy diet consisting of vegetables and fruits could reduce the risk of heart disease by up to 30%, while regular exercise reduces it by 14%. With both practices combined, the results would be even better.

Dr. Tan gave an example of the Dietary Guidelines announced by the USDA in 2010. It said the ideal daily diet should consist of 50% of vegetables and fruits, while the other 50% should consist of grains and protein. He encouraged people to begin by eating fresh salad. However, because the Chinese are not used to eating salad, they can replace it with steamed or boiled vegetables, brown rice, oatmeal or sweet potatoes, and grilled fish or grilled chicken. He said, "Avoid fried food. Besides being grilled, the food can be steamed or boiled. We should consume more beans to maintain a balanced diet."

For men 50 and above, the probability of contracting cardiovascular diseases is 50%, while the probability for women is 40%. Men face a higher chance of contracting diseases compared to women because of the difference in bodily hormones. However, after menopause, women are equally as likely as men to contract cardiovascular diseases.

Groups who are at a high risk of contracting heart disease include: men above 45, women above 55 or after menopause and people with a family history of heart disease or sudden death. Other factors include high blood pressure, high blood fat, diabetes, smoking, obesity, lack of exercise, stress, etc.

The typical symptoms of heart disease include: discomfort in the chest, chest pain, arm pain, breathing difficulty, arrhythmia, etc. For females, the most prominent symptoms are backache, stress on chin, hand paralysis, etc.

Dr. Tan said we should take note of two key points to prevent cardiovascular diseases. First, we should reduce the intake of low-density lipoprotein (LDL), which is harmful for health. Second, we should avoid oxidizing the LDL in the body. He said, "People can obtain antioxidants from natural foods or health supplements. Besides that, people can consume food with Omega 3 fatty acids, which help in the prevention of cardiovascular diseases."

Omega 3 can be divided to several acids: Alpha-Linolenic Acid (ALA) can be found and consumed in our daily diet. It is mainly found in flaxseed, flaxseed oil, and other plant sources. The human body will transform the ALA into DHA and EPA.

Docosahexaenoic Acid (DHA) is an unsaturated fatty acid. It is difficult to synthesize in the human body and is only obtainable from food. Deep sea fish are good sources for DHA and benefit brain health.

Eicosapentaenoic Acid (EPA) is an unsaturated fatty acid contained in fish oil. It can protect our heart, dilute the blood level, and reduce triglyceride and blood pressure.

Dr. Tan said, "We should have a sufficient daily intake of Omega 3 fatty acids. For the prevention of heart disease, it is advisable to take 1000mg of Omega 3 fatty acids daily. For reducing triglyceride, the intake should increase to 1500mg to 2000mg daily. With a sufficient intake of Omega 3 fatty acids, we can reduce our blood pressure and prevent the formation of blood clots."

(This is a BWL Singapore sponsored interview. The contents can be found in ZaoBao Sunday on 7/8/2011) 12

Avance health supplements that may benefit your cardiovascular health



Avance Super EPA 2000



Avance CardioZyme



Avance PhosChol 565



Avance SangoCal

For more details on Avance health supplements, please browse : <http://www.avanceforlife.com>

The Blessing of Sacrifice

笨人的福气

Dr. Gan Kok Wee
颜国伟博士



I have had a strong impression of Jane since the first time I met her because she could not clearly express herself. After several interactions with her, she started to have confidence in me and was willing to share her past experiences.

For Jane, marriage was a nightmare. Besides engaging in domestic violence, her husband frequently had extramarital affairs. For the sake of her two children, Jane suffered in silence for 16 years and never mentioned their father's misdeeds throughout the years. Nevertheless, Jane still harbors hatred towards her husband. This has affected her self-confidence in interacting with others. She finds it difficult to express herself because she has a strange fear of people.

The "advisors" who were close to her said she is foolish for not knowing how to protect herself by putting up a fight against her husband. Their comments made the situation worse as it made her feel useless. However, whenever she talked about her two children, she would smile unconsciously with a glimmer of hope in her eyes. Her elder son is serving his National Service and has even been granted a scholarship to pursue his university

studies, while her younger daughter is still in high school. Both of them are sensible, self-respecting and cherish their mother.

I congratulate her, for it is not long till the days of bitterness end for her. She had an extraordinary sense of perseverance that allowed a feeble woman such as herself, with no financial independence, to be able to protect her children and give them an opportunity to grow. Her hardships have become the best learning resources for her children. I told her that even though she has been labeled by others as a "foolish woman" for not standing up for her short-term interests, blessings will soon be upon her after her suffering ends. When she heard this, her face lit up into a gorgeous smile. I encouraged her to put more effort into gaining financial independence, and more importantly, to attain spiritual freedom. If she cannot release the hatred of her past and realize that she is already on the path to a bright future, she will not be free from the grip of the negative energy from her past. When she is able to accomplish this, she will be able to face any challenges in life with confidence.

Before Jane left, she gave me a strong and firm hug.

第一次见到阿珍的时候，我因她无法清楚表达自己而对她留下深刻的印象。经过一番交流，阿珍增强了对我的信任，开始愿意与我分享她以往的一些经历。

对阿珍而言，婚姻是一场梦魇。她的丈夫除了家暴，也不断在外拈花惹草。不过，为了两个孩子，她忍受了整整十六年，在孩子面前从不说他们父亲的不是，然而自己内心对丈夫的怨怼却无法释怀；日子一久，这也影响了她与人交往的自信，对人产生莫名的恐惧，难怪她无法清楚地表达自己。

她身边的所谓“军师”都说她笨，不懂得保护自己，与丈夫斗到底。这样的评语对她犹如雪上加霜，更觉得自己很没用。不过，当她和我说起她两位孩子时，我察觉到她双眼闪出希望的光芒，并不自觉地露齿而笑，一副老怀告慰的慈母模样。她的长子正

在服兵役，还获得了奖学金准备念大学，而小女儿则在念高中。他俩都很懂事、自爱，更懂得爱护妈妈。

我恭喜她苦尽甘来的日子已经不远了，因她超强的忍耐力，使她这位原本经济无法独立、个性柔弱的女子，却能保护孩子，并给了孩子一个成长的机会，让自己的困境成为孩子量身定做的锻炼资源。当我说她笨人眼前虽然吃亏，可福气却随之而来，她的神情立即放松下来，并露出灿烂的笑容。我鼓励她在“独立”上多加着力：学习经济独立，更重要的是取得精神上的自由。如果无法放下过去的怨恨，并肯定自己正一步步迈向光明，那过去的负面能量就会继续纠缠着她。只要能够做到这两点，其它的问题自然就能迎刃而解。

阿珍离开的时候，主动给了我一个强而有力的拥抱。

Want to read more? Browse Dr. Gan Kok Wee's Blog at: <http://gankokwee.blogspot.com>.
The contents are currently written in Chinese.

茅塞顿开、意犹未尽？即刻浏览颜国伟博士的部落格：<http://gankokwee.blogspot.com>。

Hall of Fame

新晋卓越领袖榜

Every month, in this business that has 6 Competitive Edges in the industry, a number of BWL distributors have excellent achievements. Here we feature excellent leaders, who successfully fulfilled all the criteria in order to be promoted as Silver Director and Gold Director. They will be recognised on stage in the "BWL Taiwan Convention 2012" that will be held in Taiwan. Way to go!

每一个月，都有来自世界各国的全美世界经销商成功地在这一具备六大优势的事业当中取得卓越的成就。以下为在过去数月当中，成功晋升为银阶与金阶企业经理的部分卓越领袖，他们将在今年于台湾举办的“2012全美世界台湾大会”中上台接受表扬。恭喜他们！

Newly Promoted Gold Directors

新晋金阶企业经理



彭莉



崔华



廖茗億

No	Country	Name
1	China	彭莉
2	China	黄琳茜
3	China	崔华
4	Malaysia	LAI HANG THONG
5	Myanmar	TIN MOH MOH AYE
6	Myanmar	KYAW THI HA
7	Myanmar	HIN SI
8	Myanmar	NANN SANDA LINN
9	Taiwan	林子涵
10	Taiwan	廖茗億
11	Taiwan	林雪鈞

*The list above is valid until 1 Nov 2011.

*以上乃截至2011年11月1日的名单。

Newly Promoted Silver Directors

新晋银阶企业经理



Danadiwati Sumardi

Callie Tan

Kim Dong Sik

Wanwilai Asawarat

劉念家

No	Country	Name	No	Country	Name
1	China	王建军	23	Singapore	CALLIE TAN
2	China	成少惠	24	S.Korea	KIM DONG SIK
3	China	熊锋	25	Taiwan	林丁阿玉
4	China	陈春红	26	Taiwan	陳世傑
5	China	河力萌	27	Taiwan	趙麗華
6	Indonesia	WIARNI TJANDRA	28	Taiwan	林裔弼
7	Indonesia	DANADIWATI SUMARDI	29	Taiwan	劉念家
8	Malaysia	WONG KUAN YOW	30	Taiwan	廖威智
9	Malaysia	CHAN CHOI POH	31	Taiwan	梁吳金蓮
10	Myanmar	WIN MOE KYI	32	Taiwan	陳良男
11	Myanmar	KYAW THI HA	33	Taiwan	范百琳
12	Myanmar	HTAY HTAY SEIN	34	Taiwan	張瑩甄
13	Myanmar	DAW NWE NWE SOE	35	Taiwan	王惠屏
14	Myanmar	KHIN THAN NYUNT	36	Thailand	KANYAKORN CHAMPHEW
15	Myanmar	SU SU HLAING	37	Thailand	THANAON ROENGSA MUT
16	Myanmar	THIDAR THEIN	38	Thailand	ONCHANIN SARA KHUN
17	Myanmar	CHIT KO KO	39	Thailand	PHUSITA
18	Myanmar	SAI HTAY HAN			UDOMAKSORNPADA
19	Myanmar	MOE MOE WIN	40	Thailand	BE BEST LOOKK CO LTD
20	Myanmar	MA AYE	41	Thailand	WANWILAI ASAWARAT
21	Myanmar	WIN KHAING	42	Thailand	THANITSAK
22	Singapore	KOH LAY CHOO			TASSANAUDOMSIT

*The list above is valid until 1 Nov 2011.

*以上乃截至2011年11月1日的名单。

BWL Taiwan Convention 2012

2012全美世界台湾大会

The Sky Lantern is also known as the "Kong Ming Lantern". Legend has it in China's Three Kingdoms era, the famous military strategist Kong Ming invented it for the exchange of military information, while the Pinghsi Lantern Festival began with mutual security purposes. Nowadays, the Sky Lantern has become a mere continuation of the traditional event.

Qualify for the Taiwan Tour Incentive and go to Taiwan to light a Sky Lantern and make a wish. Participate in the BWL Taiwan Convention and experience the local customs of Taiwan!

Date : 1 June 2012 (Friday)

Venue : Taipei International Convention Center (TICC)
Hsin-Yi Rd, Sec. 5, Taipei 11049, Taiwan ROC.

Programme Highlights:

- Country parade
- Recognition of newly-promoted awardees & MDA
- Motivational talk
- Make a wish with a Sky Lantern (Outdoor activity)

许愿灯俗称为“孔明灯”，相传是三国时代孔明为互通军情所发明的，而平溪放许愿灯风俗始于元宵时节防盗互助之用。不过演化至今，放许愿灯的目的已成为延续传统的单纯民俗活动了。

台湾旅游奖励：前往台湾放许愿灯祈福、参加全美世界台湾大会、感受台湾独特的风土人情——您也能做到！

日期：2012年6月1日（星期五）

地点：台北国际会议中心 (TICC)
台湾台北市信义路五段1号

节目：

- 各国团队汇聚
- 新晋企业经理与百万赢家颁奖礼
- 激励讲座
- 户外放许愿灯



Watch the BWL Taiwan Convention 2012 trailer video:

http://sg.bwigroup.com/english/whatson_annual.jsp

观赏2012全美世界台湾大会预告片：

http://sg.bwigroup.com/chinese/whatson_annual.jsp

Korea 韩国

BWL 9th RC Soft Opening!

全美世界第9家区域中心开始营业!

After the opening of BWL's 8th Regional Centre in Vietnam last year, BWL has opened its 9th Regional Centre in Korea on October 2011. Chief Operating Officer Mr. Huang Ban Chin was there for the soft opening for the Korea Regional Centre.

继第八间区域中心在去年于越南设立后，全美世界的第9个区域中心也在2011年10月正式矗立于韩国。集团营运长黄雍胜先生特地前往韩国，为该区域中心主持开业仪式。



Philippines 菲律宾

Welcome Philippines to be our 10th BWL family member

欢迎菲律宾成为我们的第10位全美家庭成员

BWL has opened its 10th Regional Centre in 2011, located in the Philippines. Group CEO Dr. Dora Hoan and Chief Operating Officer Mr. Huang Ban Chin were there for the soft opening on 19 November 2011. It brings new hope for all Best Worlders to gear up in this new year for new success!

全美世界在2011年再度设立了它的第10个区域中心——菲律宾。集团总裁范文瑠博士与集团营运长黄雍胜先生皆在菲律宾区域中心开业的2011年11月19日当天齐聚一堂，为这全美世界的新市场加油打气，冀望新的一年能并肩再拼高峰！



Taiwan 台湾

BWL Taiwan Celebrates 5th Anniversary

台湾全美世界五周年庆

BWL Taiwan celebrated its 5th Anniversary, held at Taichung's Headquarters with about 300 participants! The programme for the event included a costume team made up of distributors doing a dance number. Their performance received the most applause from the attendees. BWL Taiwan Country Manager Mr. Ho Kok Tong set new targets for everyone in the coming year. Newly promoted GDs shared their secrets of success on stage and encouraged distributors who were still working hard to achieve their targets. The BWL Taiwan Convention will be held for the first time in Taiwan in June 2012. This is a grand event that will be hosted by Taiwan and all Taiwan distributors have long awaited this opportunity!

台湾全美世界5岁了! 今年的庆典地点在台中总公司, 当天共有约300人参与。现场精彩的节目包括由全美伙伴组成的“美一女”团队整齐划一的舞姿, 赢得了满堂喝彩; 台湾区域总经理何国栋先生为大家设定来年的新目标; 新晋GD上台分享, 为仍在努力完成目标的伙伴加油打气。2012年的表扬大会首度在台湾举行, 全体台湾伙伴莫不翘首以待这项在家门前举办的国际盛典!



Singapore 新加坡

2nd World Learner Student Exchange Program 2011 (Oct 25 - Nov 5)

第二届世界童窗学生交流计划(10月25日至11月5日)

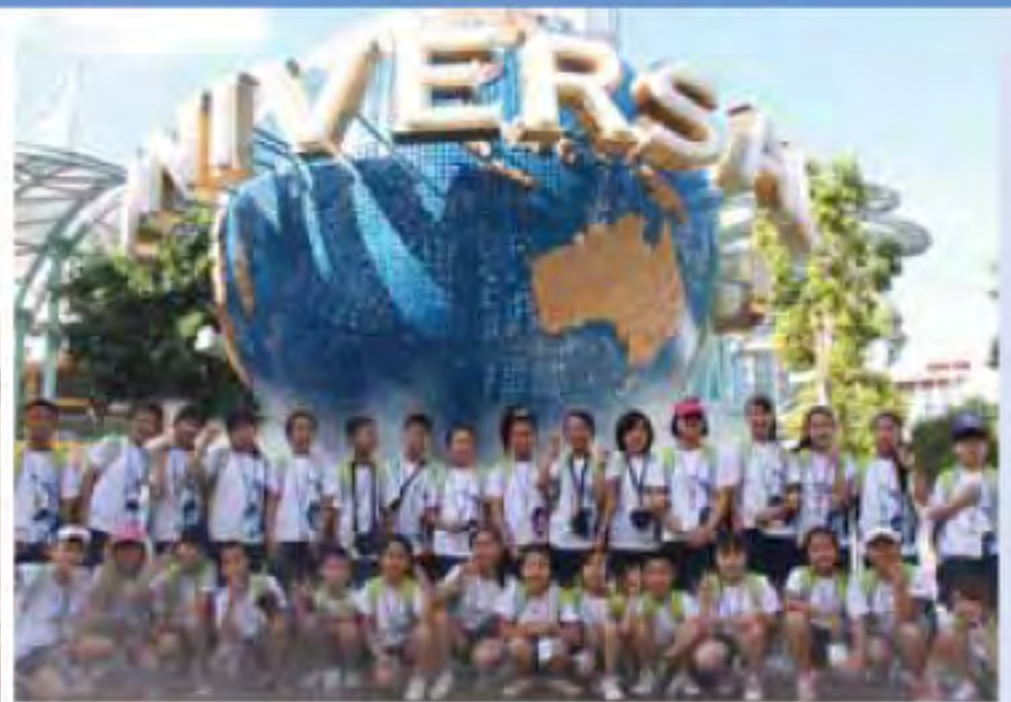




22 students from Sichuan Province participated in the first World Learner Student Exchange Program last year. For this year, the number of participants increased to 30 students. Hwa Chong Institution and Pei Chun Public School hosted these 30 students for their two week stay in Singapore.

In the "Students Learning Report High Tea Meeting" on Nov 2, Minister for the Prime Minister's Office, Mr. Lim Swee Say, witnessed the Memorandum of Understanding (MoU) signing between World Learner and Pei Chun Public School. With this MoU, the World Learner will be earmarked as one of the projects for Pei Chun's Community Involvement Programme (CIP) for their Primary 5 and 6 students.

Dr. Dora Hoan said, "We could witness these students' unwavering determination to learn despite their own environment and economic situations. We believe that their experience will be invaluable for Singapore children to share and learn from."





去年首届世界童窗学生交流计划迎来了22位中国四川省的小学生；今年迈入第二届，参与的学生增至30位，他们在新加坡华侨中学与公立配群学校进行了为期两周的浸濡学习。

在11月2日的学习汇报会上，新加坡总理公署部长林瑞生先生见证了世界童窗与公立培训学校的合作备忘录签署仪式。这意味着世界童窗学生交流计划将纳入该校五、六年级学生领袖培育与社区服务计划的长期项目。

范文瑀博士表示：“从这群四川学生的身上，我们看见了他们刻苦、好学不倦的学习态度，以及积极进取的精神，这将让新加坡的孩子深深受惠。”



Thailand 泰国

Spain – Portugal Incentive Tour

西班牙与葡萄牙奖励之旅

After much hardwork and effort, 17 Thailand distributors achieved the Spain – Portugal Tour Incentive. They participated in the tour on 6 – 15 October 2011. Attractions they visited include: Sagrada Familia at Barcelona, Royal Palace of Madrid, Cabo de Sao Vicente at Sagres, Belem Tower in Lisbon, and more. You reap what you sow. Let's continue our efforts in this new year and see you at the top!

经过一番努力，17位泰国经销商成功达到了西班牙与葡萄牙旅游奖励的条件，他们在2011年10月6至15日来到了目的地，见证了西班牙巴塞罗纳圣家堂的鬼斧神工、参观了马德里皇宫的精致典雅、领略了葡萄牙萨格里什圣文森海角的磅礴气势，以及目睹了里斯本贝伦塔的曼努埃尔式装饰风格。一分耕耘，一分收获，大家在新的一年里继续努力，再创高峰！



Malaysia 马来西亚

Seoul, Korea Incentive Tour

It's Time to Enjoy the Fruits of your labour!

韩国首尔奖励之旅 共享丰硕成果的时刻!

In this romantic autumn season, our passionate BWL leaders visited the BWL Korea Regional Centre, the Teddy Bear Museum, strolled along the filming location of Korea Drama "Winter Sonata", had great fun at Lotte World, enjoyed famous Korean cuisines and shopped at Dongdaemun market and Myeongdong Street. They brought back home wonderful memories and were full of energy to strive for another pinnacle of success in 2012!

10月秋意浓，韩国浪漫的枫叶迎来了热情的全美领袖们。在枫叶的陪伴下，领袖们参观了泰迪熊博物馆、漫步韩剧《冬季恋歌》外景拍摄地点、在爱宝乐园疯狂玩乐、享用韩国美食，以及在东大门与明洞购物街疯狂购物，并专程拜访全美世界韩国区域中心。最后大家带着满满的美好记忆，回到马来西亚准备在2012年再度冲刺!



Vietnam 越南

Vietnamese Women's Day

越南妇女节

In conjunction with Vietnamese Women's Day in October, BWL Vietnam organised exciting activities for all distributors. Senior distributors participated in a quiz and answered products and customer service related questions that were raised by the host. Other distributors participated in a "Handmade Fashion Show" where they used various materials to prepare creative costumes that highlight unique selling points of respective BWL products. Ms. Ann Gao (GD) and Mr. Delon Ng (SD) from Singapore were judges for this activity.

配合10月份的“越南妇女节”，越南全美世界特别为所有经销商举办了一场精彩活动。资深的经销商在常识比赛中发挥临场应变能力回答主持人所提问的产品与顾客服务相关的问题；而其他的经销商则在“手工时装表演”发挥天马行空的创意，运用各种不同的材料装饰自己，以展现全美世界个别产品的独特卖点。来自新加坡的Ann Gao (GD) 与Delon Ng (SD) 也来到现场，担任这场活动的评审。



Vietnam 越南

“Keys to Success” Team Building Retreat

“成功密码” 团康活动

BWL Vietnam organised a Team Building Retreat titled “Keys to Success” by the beautiful Long Hai Sea on 14 – 15 November 2011. The retreat was a special reward for outstanding distributors and aimed to foster teamwork unity.

Besides participating in a few team building activities, participants had a chance to learn business skills through BWL Group Manager for Southeast Asia Development Mr. Jerry Lu’s lecture, “2012 Business Planning”.

Participants shared that they learnt interesting and valuable keys to success. Their harvests will encourage BWL Vietnam distributors to confidently move forward and prosper in 2012!

越南全美世界在2011年11月14与15日在美丽的龙海举办了“成功密码”团康活动，以奖励表现优异的经销商，并增进大家的团队精神。

除了参与数项精彩的团康活动，参加者也有机会聆听全美世界东南亚市场开发集团经理吕仕傑先生分享“2012事业规划”。

在参加者的分享当中，他们表示通过这两天的活动当中都学习到了精彩与宝贵的成功要诀。此次的收获，将进一步鼓舞越南的经销商，为2012更卓越的业绩目标持续迈进！



Stay Connected and Reach Boundless Success!

无远弗届的紧密联系！



Moving into the 21st century, Best World, now 21 years old, maintains its spirit of improving with the times, making practical changes to match the demands of our current age. The EXS programme, which could only be accessed from a personal computer, has now been developed into a mobile application that can be used at your convenience at any location. With our BWL websites, Facebook and YouTube platforms, both Founder's personal websites, online shopping portal, and many more future developments, BWL believes in providing you with the best entrepreneurial platform and quality products. We will guide you in the usage of our technological portals, including leveraging new media to expand your business. This issue of Rhapsody will introduce you to this realm of new media and its boundless possibilities.

走过21载，全美世界在迈入21世纪的新纪元，依然秉持与时并进的态度，并以实际行动付诸实行。从只能通过电脑运作的EXS，发展至能够通过手机或平板电脑随时随地操控的EXS Mobile；从全美世界网站，再到Facebook、YouTube、两位创办人的个人网站、在线购物网，以及更多的未来新开发。

对于这所有的演进与革新，全美世界不但要为所有全美人提供最佳的创业平台与优质产品，同时也要引领大家走在时代的尖端，善用新媒体来发展全美事业。本期《梦翔曲》开始带你进入这个新媒体世界，并一一为你介绍这新媒体无远弗届的威力！

Like Us On Facebook!

加入我们的Facebook!

Currently, most BWL Regional Centres (RC) have created their Facebook fan pages with frequent local and inter-RC updates. Each of the Facebook pages uses local language to communicate directly with local Best Worlders. Please join us on Facebook, and interact with us anytime.

You will be informed with first hand updates and news on BWL, upcoming events, multimedia presentations, exciting promotions and more through our Facebook page. Below are some of the examples:

1) Upcoming events

E.g. Dr. Dora Hoan's seminar on self improvement on Oct 25, 2011, in Singapore.

最新活动

例：范文瑠博士在25/10/2011于新加坡的人生自我提升讲座。

到目前为止，大部分全美世界的区域中心已设立了本身的Facebook页面，并不时上载最新的讯息让广大的全美人分享。每一个区域中心的Facebook皆使用当地的语文，因此能最直接与紧密地和你交流与沟通。请加入我们，让我们时刻与你紧密联系。

你可以在此第一时间获取全美世界的最新资讯与动态、多媒体材料、精彩的促销活动，以及更多。以下为一些我们已经发布的例子：



bwl Singapore
How to overcome your self-imitation? Come to BWL Tee Payoh HQ next Tuesday (Oct 25, 7pm), Dr. Dora Hoan will unveil some interesting tips on self-improvement in life for you. See you!
如何突破自我局限? 下周二 (10月25日, 7pm) 请亲临全美世界大巴窑总行, 范文瑠博士将在现场提供你一些人生自我提升的精彩贴士。万勿错过!



123 People Reached · 2 People Talking About This
Like · Comment · Share · October 17 at 10:52am · 4

Ping Yan likes this.
2 shares

Ping Yan 不是会员也可以入场吗?
October 23 at 9:12am · Like

bwl Singapore 是的, Ping Yan, 范博士的讲座欢迎任何人参加。门票\$5, 还赠送\$5产品礼券及产品样品。就是希望大家都能满载而归, 我们明天见啦! (热线: 6333 3663)



bwl Singapore
"EXS Mobile" App in Thai and Korean version will be launched soon! Mr. Huang Ban Chin, Best World Chief Operating Officer announced that Best World will launch its Thai and Korean version "EXS Mobile" App on 1 Dec 2011. By the way, as the development runs smoothly, the earlier launching date could be expected on Nov 2011. Please check and update it to be the first user on the new Thai and Korean version "EXS Mobile" App!



137 People Reached · 3 People Talking About This
Like · Comment · Share · November 1 at 11:14am · 4

2 people like this.
2 shares

2) Latest news on BWL new media progress

E.g. Mr. Huang Ban Chin first announced the new development progress of EXS Mobile App in a multiple languages platform in Singapore's October 2011 BM Meeting.

全美世界最新的新媒体进展

例：黄雍胜先生在新加坡的2011年10月的经理会议中首度宣布，EXS Mobile App 将陆续推出各种语文版本的最新发展讯息。



3) Latest news on products

E.g. Avance i-Care relaunch in Singapore in Nov 2011.

产品的最新消息

例：维格爾護明方在2011年11月于新加坡重新推出。

4) Corporate news

E.g. In Oct 2011, Dr. Dora Hoan was appointed as the Chairperson of Association Services Committee for World Federation of Direct Selling Association. This news was broadcasted not only in English and Chinese, but also Vietnamese and Thai as well!

企业最新资讯

例：范文瑠博士在2011年10月受委为世界直销联盟的服务工委主席。此消息的发布，不仅限于英文与华文，而且还包括越南文及泰文！



5) Recent activities

E.g. Highlights of DR's Secret Ambassador Contest from July 2011 – April 2012 held in Singapore.

近期活动

例：从2011年7月至2012年，于新加坡举办的暂之密魅力大使竞赛的精彩花絮。



6) Video on recent events
 E.g. Edited video on 2011 Convention and a sharing by Taiwan PD in China.

近期活动录像
 例：2011年度大会与台湾PD在中国的分享片段剪辑录像。

7) Current promotions
最新促销



8) Beauty & health care tips
护肤与保健小贴士



Be a fan of your local RC's Facebook now!
现在就成为你所属区域中心的Facebook跟随者吧!

bwl Singapore
BWL Taiwan

bwl - Malaysia
BWL Vietnam

BWL Indonesia
BWL Philippines

Bwl Thailand

YouTube Easy Access Video Sharing Platform

操作简易的视频分享平台

YouTube uses a simple, easy and direct video sharing platform that everyone can use for free. This is undoubtedly an ideal marketing tool for your prospecting.

Just log on to YouTube and enter the BWL Media Channel to watch all BWL's published video!

Just two simple steps:

1. Log on to: www.youtube.com
2. Key in "bwLMedia's" at the "Search" bar, and hit enter. All BWL published videos will be displayed in front of you.

Alternatively, key in this URL:
www.youtube.com/bwlmedia

Just a few examples on recent BWL videos that are available on YouTube for your prospecting:

YouTube乃一个简易、直接的视频分享平台，任何人都能免费使用，而这也正是你保荐新客户的理想工具。

只要登录YouTube，并进入全美世界的录像频道，便能随时随地播映全美世界的所有视频！

登录全美世界的YouTube录像频道只需两个步骤：

1. 前往www.youtube.com
2. 在搜寻栏目 (Search)，输入“bwLMedia's”，然后按搜寻键，所有的全美世界视频即会出现在你面前。

另一更简易直接的方式为直接输入：
www.youtube.com/bwlmedia

在此提供你几个全美世界视频，作为你在保荐时的参考：



1) Product testimonials

DR's Secret: Great Skin, True Beauty!

产品见证

皙之密：五官大小不重要，肌肤透亮就是美！



2) Product demos

Simple demos that allow everyone to witness the excellent quality and efficacy of BWL products.

产品演示

简单的演示，让所有人清楚地看到全美世界产品的卓越品质与功效。

3) Platinum Director Profile Videos



All 20 Platinum Directors' success stories – proven results by BWL's entrepreneurship platform!

铂阶企业经理录像专辑

20位铂阶企业经理的成功分享视频 – 证明有效的全美世界创业平台！



4) BWL Recruitment Videos

A comprehensive marketing tool for your new prospects!

全美世界事业保荐录像

一套齐全的营销工具，尤其是在你进行保荐时！

5) Founders Interview by the media



Founders interviewed by Phoenix Satellite TV could be your best testimonial for BWL business!

两位创办人媒体访谈

两位创办人接受凤凰卫视的访谈内容，可作为全美事业的最佳见证！



The Passionate and Knowledgeable Entrepreneur

Dr. Dora Hoan's Personal Website

热情与智慧兼具的企业家

范文瑁博士的个人网页

A visionary leader and dynamic doer, Dr. Dora Hoan wears many hats—she is a loving mother, a corporate leader and a community contributor—while finding the delicate balance between work and life to live Life at Its Best!

In her personal website, you can view her multimedia interview videos and write-ups, milestone photos, written literature and understand how she drives Best World to achieve even greater success. Learn from her formula of success and direct selling expertise to succeed in BWL!

范文瑁博士是一位具前瞻思维的领袖与魄力十足的执行者，也是一位慈母与热心社会贡献者，更懂得兼顾事业与生活，活出生命的姿采！

在她的个人网页中，你可以看到她精彩的人生片段、媒体报导、思想格局，以及她如何打造今日的全美世界。想要在全美世界成功，就得从范博士的成功方程式与直销功法中取经！



Gallery

Photo gallery of awards, business partnerships and community involvement.

范博士的得奖、企业及社会贡献的照片集。



Profile

Dora's road to success, achievements and contribution to society.

范博士的成功历程、成就及对社会的回馈。



Media

Media coverage of Dora ranging from articles to video interviews — an insight into Dora's opinions on relevant issues in our society.

范博士对时事演变的评论与见解的媒体报导——从平面到电子媒体皆有。



Home

Perceptive thoughts on business and upcoming events and seminars.

范博士对创业深具洞察力的思想与她来临的讲座详情。



Vision and Philosophy

Dora's vision for the company and the steps she has taken to ensure its success — important tools to introduce individuals to the network marketing industry.

范博士对全美世界的展望、她在迈向目标所采取的行动——这些都是保荐新客户的最佳营销工具。

Utilize these tools for your prospecting!

你可以使用以下的材料作为你的营销工具

Example 1

Good Morning Singapore Video Clip

例一

新加坡电视台节目“早安，你好”的访谈内容



Legal Direct Selling Versus Investment Scams

Dispel negative impressions of direct selling with this interview video clip where MP Yeo Guat Kwang and Dr. Dora discuss safe and regulated direct selling.

正规直销与非法直销的分别

让人们消除对直销的错误与负面印象：杨木光议员与范博士畅谈安全与正规的直销模式。

Example 2

Seminar Materials

例二

讲座材料



Communicate Effectively with Prospects

Dr Dora's sharing, "Effective Communication Skills", teaches you how to talk to prospects. Keep them interested, highlight product features and close the deal!

将推荐工作变得更简单

范博士分享“事半功倍的沟通功夫”，让你学习如何与推荐对象有效地沟通：让对方产生兴趣、带出产品的优点，然后成功销售！

Living a Life of Joy and Harmony

Dr. Doreen Tan's Personal Website

快乐与和谐的生命篇章

陈俐蓉博士的个人网页

Possessing decades of experience in health and wellness and a deep passion for harmonious living, Dr. Doreen Tan is an integral part of the equation to Best World's success. Have you ever wanted to live a healthier and more fulfilling life? Dr. Doreen's personal website contains important information on holistic health and life harmony everyone should know! There is even a free consultation blog where you can ask health questions and receive professional advice!

在保健领域拥有数十载经验及对生命和谐具有满腔热忱的陈俐蓉博士，乃全美世界今日成功不可或缺的灵魂人物之一。你是否时刻皆期盼能活得健康且充满生命姿采？在陈博士的个人网页内，包含了许多与我们每一个人息息相关的整体健康与生命和谐的内容。值得一提的是，你甚至可以通过陈博士的部落格直接向她提问，而她也将提供你所需的专业咨询！

Doreen & Life Harmony
happiness comes from within

Please visit my website at :
www.doreentan.com



About Me

Doreen's life story and profound experiences that made her the successful, healthy person she is today.

陈博士的生活小故事，以及她所具备的经验，造就今天成功又健康的她。



My Gallery

Media coverage on topics such as health advice by Doreen and a photo gallery of Doreen giving back to the community and living life with her family, friends and colleagues.

媒体报导内容，如陈博士的保健提议、社会回馈照片集，以及与家人朋友的生活照。



My Blog

Doreen's insights on healthy living developed over years of research and practice.

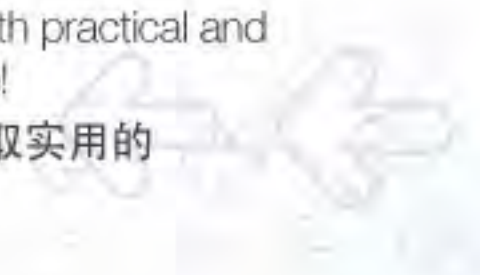
陈博士对健康生活多年的研究与临床经验心得。



Consultation

A free health consultation with practical and useful health tips and advice!

免费的咨询服务，让你获取实用的保健贴士与咨询。



Leverage these resources as your prospecting tools!

你可以使用以下的材料作为你的营销工具

Example 1

Product Introduction Video

例一

产品推介视频



Aestier Age Arrest Set

Introduce your prospects to the quality Aestier skin product with this informative talk. Dr. Doreen discusses the usage and efficacy of Aestier Age Arrest Set.

熙黛尔驻颜配套

通过此视频，陈博士将让你的保荐对象认识熙黛尔护肤产品，了解驻颜配套的使用方法与功效。

Example 2

Free Consultation

例二

免费咨询



Nana:

I have freckles and some leftover pimple scars. What product is suitable for me? I'm 27 and I have sensitive skin.

Nana

我脸上有雀斑及残留的暗疮疤痕，请问有什么产品是适合我的？我现年27岁，且拥有敏感肌肤。

Dr. Doreen:

Don't be exposed for long periods under the sun, always go out with sunscreen. Pimple scars can only be lightened, it cannot be removed totally. You may use products with slight exfoliating effects, collagen and Vitamin C skin care may help to puff up the scar area and perform some repair work.

陈博士:

避免在阳光下曝晒，并记得在出门前涂抹防晒霜。残留的暗疮疤痕只能淡化，而无法完全消除。你可以尝试使用含有轻微去死皮功效的产品，而含有胶原蛋白与维生素C的护肤品则可以协助你脸上残留暗疮疤痕的部位更平实及促进修复作用。

Receive Free Consultation and Health Tips

Help your prospects with their problems with this free service offered by Dr. Doreen who provides professional advice to your health and beauty problems.

免费咨询与保健贴士

为你的客户提供另一咨询管道，陈博士的免费网上咨询服务。陈博士将以她的专业知识与经验，为你解答关于保健与美容的问题。

Please note:

BWL provides you even more than this! In our next issue, we will be presenting several BWL new media platforms such as the EXS Mobile, Touch Screen, Online Shopping Portal, etc. Stay tuned to find out more!

预告:

全美世界能为你提供的当然还不只这些！下一期，我们将为你介绍更多全美世界已经推出的新媒体平台，如：EXS Mobile、点触屏幕、网上购物等等，敬请关注！

Group CEO's New Appointment!

集团总裁的新任务!



We are most delighted to announce that our Group CEO Dr. Dora Hoan has been appointed the Chairperson of Association Services Committee for World Federation of Direct Selling Association (WFDSA) at the WFDSA CEO Council Meeting held on 4 Oct, 2011, in Istanbul, Turkey.

Dr. Dora Hoan will be joining the WFDSA Operating Group as the Chairperson of Association Services Committee, enabling her to be a key driving force for all the 60 DSAs in the world. She is highly respected and has been delegated the responsibility of performing key tasks and providing operational support together with the WFDSA Chairman, Vice-Chairman and office bearers of the organisation. We are also extremely proud that Dr. Dora Hoan is the first representative from an Asian company

awarded with an honorary title in the operating group for WFDSA! Congratulations to Dr. Dora Hoan and all Best Worlders!

所有全美人的骄傲! 全美世界集团总裁范文瑀博士在2011年10月4日于土耳其伊斯坦布尔举行的世界直销联盟(WFDSA)总裁会议中, 获得“协会服务提升委员会主席”的委任状, 以致力提升分布在世界各地60家直销协会的服务水平。值得一提的是, 范博士也是WFDSA有史以来首位获委此重任的亚洲企业代表!

通过此次受委, 范博士将加入WFDSA的营运小组, 并与WFDSA的主席、副主席及联盟的其他委员紧密合作, 为直销领域的长远未来进行规划。任重道远, 恭喜范文瑀博士, 也恭喜所有全美人!



Rhapsody to Go Online!

《梦翔曲》即将推出全新电子版！

Throughout these years, Rhapsody has accompanied Best Worlders in their growth and development. Starting this June Rhapsody will be published online as an electronic magazine*. To read Rhapsody, all Best Worlders can go online to browse or download the latest issue! A sneak preview of the online version of Rhapsody:

- **Webpage link:** When you read an article in Rhapsody that mentions a BWL quality product and would like to know more details, you may click on the product's picture or text link to view additional details.
- **Multimedia support:** As usual, Rhapsody will frequently report on recent activities of all Regional Centres. For instance, if you missed out on Convention 2011, you may click the related links and take part in the excitement via the video highlights.
- **Interactive platform:** Have suggestions for Rhapsody? While you browse Rhapsody, you can be linked to any Regional Centre's Facebook page and post your comments there.

随着时代的演进，陪伴全美人多年的《梦翔曲》也一路成长与改进：从今年6月份开始，《梦翔曲》将正式推出第一份全新电子版*。您可上网浏览或下载，继续详阅最新的《梦翔曲》！在此先向你揭露《梦翔曲》全新电子版的一些附加特点：

- **网页链接：**当你阅读到《梦翔曲》的某篇专栏，提到某种全美世界优质产品时，而想知晓更多有关此产品的详情，你只需点击产品图片或文字，便能马上获取相关的资料。
- **多媒体支援：**《梦翔曲》不时都会向你报告各区域中心近期的动态，比如说，你错过了2011年表扬大会，你可以通过点击此专栏的相关链接，便能在网上观赏此年度盛会的精彩剪辑录像。
- **互动平台：**对《梦翔曲》有什么建议？你可以在翻阅之际，链接到我们任何一个区域中心的Facebook，然后写下你的留言。

*随着《梦翔曲》全新电子版的推出，《梦翔曲》印刷本也将在2012年6月开始停止发行。

*With the new launch of Rhapsody Online, printed copies of Rhapsody will be discontinued with effect from June 2012.



It's back again by popular demand...



12mg of anthocyanins,
6mg of lutein and 500RE
of β -carotene to keep your
eye health in check!

Avance i-Care Now in new 10-sticks package

See what's the demand from the ground:

facebook

Email Password Log In

Sign Up Facebook helps you connect and share with the people in your life.

About
iwi, aim to provide every individual with premium quality products, let's be...
More

535 like this
3 talking about this
Create a Page

iwi, Singapore
By popular request, Avance i-Care will be back to the rack soon!
應立要求，應將此項產品早日恢復發售！



Like · Comment · 21 hours ago · 21

Eve Chen, Nancy Chang, Annelin Ting and 2 others like this.

Wantipa Phokhao Hopefully as soon as possible, I am waiting too long...
20 hours ago

iwi, Singapore Hi, Wantipa Phokhao, great to know you like this exclusive product. Are you in Singapore? It is now available here.
20 hours ago

Annida Ray 亞尼達·拉伊
See Translation
20 hours ago

Wantipa Phokhao 哇！這真是太好了，真是太棒了！
See Translation
19 hours ago

哇！太好了，真是太棒了！
See Translation
19 hours ago

Eve Chen 伊文陳
See Translation
18 hours ago

Hopefully as soon as possible, I am waiting too long...

Hi, Wantipa Phokhao, great to know you like this exclusive product. Are you in Singapore? It is now available here.

What is this?

This is supplement for eye nourishment. It helps your eyes from being fatigued.

That's great. It's really a good news!

I can't wait for it.

This product is now available in Singapore. It will be available in other countries soon. For more information, please browse to www.avanceforlife.com

您知道每5名女性中， 就有1名受阴道炎 困扰吗？

阴道炎是由不同病因引起的多种阴道粘膜炎症的总称，以私密部位有持续受刺激、瘙痒灼痛的不适之感为主要临床特点。它是一个困扰着不同年龄层女性的普遍妇科疾病，但许多患病女性却仍为之感到困惑不解。

预防可阻止问题产生。



亲曼女性卫生洁液

每日洁净护御，
让您常享干净、平衡、
清爽和自由！

酸碱值3.5

维护自然酸性和菌群平衡

低过敏性

不刺激、温和洁净

抑制异味

给予持久清爽感受

镇静异分泌

对抗异常分泌物排放

保湿滋润

深层滋润，防止干燥



Aestier Hydro Mask for an instant moisture boost!

A revolutionary hydration source from the Antarctica

Seamlessly adhering to the skin, **Hydro Mask's** nano-fibre biocellulose perfectly infuses the miraculous Pseudoalteromonas Ferment Extract from the Antarctic glacier into skin for high-performance hydration, unveiling weeks of results in just 20 minutes.



Skin feels instantly hydrated and moisturised **93.3%***

Skin feels suppler, softer **95.6%***

* consumer sensorial test - self assessment - 45 women with just one application of Aestier Hydro Mask

