



Winter 2007

# rhapsody

An exclusive newsletter for bwL

## regional BUZZ

Grand Opening of Singapore's  
Changi Headquarters

## pay it FORWARD

Phety Soekiato

## beauty TIPS

DR's Secret Touch

## nutri-FACTs

SangoCal: Wat-er Healthy  
Beverage!



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## Rhapsody

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## founders' NOTE

### Dear Best Worlders,

As the tail-end of 2007 approaches, let us take a quick look back at the year that has proven to be both exciting and highly rewarding!

This year, Best World International was again awarded the Top 50 Fastest Growing Company among more than 100,000 companies in Singapore. The company also made its way into the latest Forbes Asia 200 'Best Under A Billion' list which ranks companies with less than 1 billion in turnover but which have shown consistent growth in sales and profits over 3 years. We stand as one of only 20 Singapore Exchange-listed companies in the list. Our excellent globalization efforts were also recognized and featured in the Channel NewsAsia television news feature on 31 July 2007, 8.30pm Singapore time.

Moreover, Best World International's Annual Report 2006, A World of Manifold Returns, received the Black Book AR 100 Award and was named "Best Annual Report Award" in the SESDAQ category at the Singapore Corporate Awards 2007, thereby attesting to Best World's excellence in shareholder communication, corporate governance and financial disclosure standards.

Another piece of happy news: our company received the "People Developer" certification recently. "People Developer" is a business excellence niche standard for our staff and distributors. With this certification, we are equipped with a total approach for managing people and achieving high performance through our human resource management systems. In other words, members of bwL are assured of a good people development system that helps nurture each of our individual talents.

We received top marks for our Half Year financial performance! Revenue increased by 32.7% to S\$46.6 million. Net profit surged 15.6% to S\$6.6 million and membership base shot up by 44.4% to reach a total of 121,553. The growth opportunity in our company is indeed limitless. We expect to continue meeting, and exceeding, our financial targets.

Our new Regional Headquarters, located in Changi, Singapore, was officially opened on 15 October 2007 in the presence of Guest of Honour, Mr Philip Yeo, Chairman of SPRING Singapore. Stylish and well facilitated, our Changi office is home to a dynamic workforce and a buzzing hub of innovative ideas.

Speaking of innovative ideas, during the last quarter of 2007, we rolled out a couple of new products to enhance our product range, namely PentaLab Scalp Care Serum and DR's Secret Touch. These unique and groundbreaking innovations added to our Outer Harmony range will aid consumers in attaining beauty and in turn, added confidence.

As the year 2007 draws to a close, have you begun reflecting on the year that has gone past? Have you started considering if you have undergone any personal growth this past year? And how many of your goals have you achieved thus far? Before HIP 2008 bwL International Convention 2008 descends upon us, do give your all and make a final sprint for the finish line! We love you!



  
Dr. Dora Hoan, Founder

  
Dr. Doreen Tan, Founder

# Phety Soekiato

## Simple Housewife Turned Savvy Entrepreneur

Emerging from her role as a traditional housewife, Phety Soekiato realized her truest potential in bwL to become a savvy, top notch businesswoman.

In 2005, Phety Soekiato emerged from her comfort zone as an ordinary housewife to seize on the entrepreneurial opportunity in bwL. Since then, she worked hard and smart to develop a solid business network and now finally take pride of place in bwL's elite club of Platinum Directors.

Like many others, she was first introduced to bwL through DR's Secret. After experiencing significant improvements to her complexion and receiving countless compliments about her transformation, Phety became convinced that bwL's quality products represented a lucrative business opportunity. In time, she developed new skills and strengths to become one of bwL Indonesia's top distributors.

Her journey has not been easy. Shy by nature and generally inexperienced in the working world, Phety had to learn many things from scratch. But at bwL, she attended company-organised training sessions regularly and her sense of confidence grew. "I used to be shy and didn't have much confidence. But in bwL, I built my sense of confidence after joining the training sessions. I'm now a lot braver and can speak in front of large audiences without a moment's thought," Phety said.

"Since joining bwL, I also learned a lot about people's different characteristics and how to deal with them effectively. This helps me improve as an individual and become a better person," Phety continued. Guided by the sayings, "Where there is will, there is a way" and "Nothing in life is impossible", Phety's positive attitude and eagerness to learn led her towards discovering her true capabilities. Phety's upline, Sri Hendra Setiawaty, added, "Phety is a person who aims high and is very willing to learn. She is self driven, strong willed, positive, optimistic and independent."

"By increasing my product knowledge, following a good business plan and staying focused in my work, I have unlimited income opportunity in bwL. Another good thing about the business is that we get to enjoy passive income too," remarked Phety. Phety's greatest motivation comes from her two children, Andrew, 12, and Shannon, 11. In the hopes of providing them with the finest things in life she resolves to work hard to strengthen her network, motivate her teammates to become independent, duplicate themselves and work according to the system.

"There are many direct selling companies in the industry. But what sets bwL apart is our quality products and unique business plan which allow us to bring immeasurable benefits to others. The business is a long term one that gives us the opportunity to get great results. Besides solving people's skin and health problems, bwL has a fair system that we can all trust."



Phety's downline, Riona Damaris, describes Phety: "She is like a sister who is always there to guide and advise me. She has helped me become who I am today."



## Dr. Dora's Realm of Thoughts The 5 Do's of a HIP Community

Every country has its laws; every family has its rules. Wherever people come together to form groups, rules and regulations are necessary for preserving the peace. In the previous issue of Rhapsody, we explored the "5 Don'ts for Network Harmony" which are necessary for reducing friction between individuals and within the network. The "5 Do's of a HIP Community", on the other hand, takes the active approach of creating a positive, warm and conducive work environment.



### 1. Respect the Customer

80-90% of the people within our networks are customers. Although they are only BAs (Business Associates) whose sales results are derived mainly from their individual product consumption, they form a significant percentage of our sales results. As they are not part of the "sharing" crowd nor committed to the business as a fulltime career, their attitude is without doubt similar to that of a regular customer. In other words, they are your customer and you ought to treat them as such. And since they are customers, whenever they are dissatisfied, they will openly voice out their demands or complain. Under such circumstances, you must, as an upline, immediately quell their unhappiness instead of immediately pushing the problem to the company to solve. The reason is, in their opinion, you are the person who introduced the product to them and if you were to shirk the responsibility, they will be made even

unhappier. Furthermore, administrative-staff from the company may be unclear about their identity and business status. As a result, they will very likely go by the book and may not solve their problem immediately. As such, the most effective way to go about solving the problem is for you to first settle the matter immediately and let your customer feel at ease and satisfied before you follow up with the company.



### 2. Attend all Meetings

Meeting places are "magnetic fields". It's tough to enliven a meeting place with too few participants. If the meeting is made up mostly of new members, the atmosphere will be very cold. The ideal meeting has about 50% new faces and 50% active distributors; or at least 1/3 of the latter. Old members' enthusiasm is akin to a "positive magnetic charge" that will warm and liven up the atmosphere, while perhaps neutralizing new members' cold and indifferent "negative magnetic charge". Many distributors have this attitude: I will only attend the meeting if I am bringing someone along with me. But if everyone

maintains this attitude, how can a positive atmosphere be created at the meeting? Besides, if you came along to the meeting, you would definitely be able to learn from the trainers and your sidelines. Thus, be sure to cultivate the habit of attending every meeting!



### 3. Tee Up Trainer

We need to learn from the trainers as well as leverage on the trainers' strengths and knowledge to teach, educate and motivate our downlines and network. Therefore, all of us should regard our trainers as benefactors, tee up our trainers and respect them.

When we tee up our trainers, we do not merely express our heart's gratitude, we effectively strengthen our trainers' ability to influence and motivate. This allows us to gain from leveraging on others' strengths, with little effort exerted on our end.



## 4. Follow the System

Our business is essentially a networking business. Distributors come from all walks of life. We differ in many ways, whether in terms of our sex, age, educational background or value system. Thus, it is indeed a big challenge to unite a group of people with vast differences as a team. Moreover, it is quite a task for one to teach another person who does not understand the business completely from scratch. The faster the duplication process, the faster is the teaching process. The team with the most effective duplication and management process must have an “easy to learn, do and teach” system.

An intelligent leader would be able to recognize the power of a system. To create a powerful system, every member in the network needs to follow it. “Only by letting go, are we able to rise.” As such, to create a powerful system, we have to let go of our personal prejudices and ego and follow the system. This way, we would be able to create a powerful system and rise to our potential in all senses of the word.



## 5. Protect the Company

The company is a brand, and every distributor must grow and work under the big umbrella that is the company bwl. Therefore all of us must do our part to protect the company.

Some ignorant and short-sighted individuals complain about the company and push responsibilities to the company the minute they meet with setbacks. This is extremely unwise. When problems arise, we should seek someone out to solve the problem. If we accidentally tarnish the company's reputation, we do not only do harm to ourselves, but also let down everyone else because the company is a brand that must shine for all.



Dr. Dora Hoan



The Era of 3D skincare Technology arrives!

# A Touch of Beauty

Skin therapy with x 400% penetration

The highly nourishing Vitamin C, being water soluble, is often unable to reach beyond the skin barrier into the inner layers to deliver its benefits.

All these are set to change with the introduction of bwl's latest ground-breaking innovation - DR's Secret Touch. Certified by the Korea Food and Drug Administration as a skin therapy medical device with skincare penetration of up to 400%, DR's Secret Touch reaches deep within our skin to release essential nutrients and revive youthful, luminous skin. With it, users can now enjoy the benefits of Vitamin C's anti-oxidant properties which are known to effectively inhibit melanin and activate collagen production, keeping skin looking clear and radiant.

## Redefining convenience and efficacy

Instead of paying regular visits to the beauty salon, DR's Secret Touch allows users to enjoy professional skincare treatments in the comfort of their homes. Also, for those constantly on the go, DR's Secret ensures your skin looks luminous and impeccable whether you are traveling for work or away on vacation. It is akin to having your very own mobile beautician!

It's everyone's dream to retain clear skin and youthful looks. Billions of dollars are poured into the beauty industry worldwide every year because of our shared desire to stall the workings of time. But most conventional skincare products fail to produce satisfactory results. What may the reason be?

According to studies by the American Academic Skin Institute in USA, skincare products should reach deep into the inner skin layers beyond the barrier zone to regenerate skin. However, most conventional skincare products work merely on the outer skin layers.

**Developed by a practicing plastic surgeon, the multi-award winning DR's Secret Touch performs 5 therapeutic functions:**

- 1 3D Vertical Vibration**  
(Patent No: 0537687)
  - More effective than hand massage actions
  - Removes toxic substances from the skin
  - Stimulates blood circulation
- 2 Iontophoresis**
  - Produces positive and negative ions to increase penetration of skincare nutrients by up to 400%
- 3 Magnetic Therapy**
  - Improves blood circulation & revitalizes skin
- 4 Color Therapy**
  - Releases red and blue color energy. Red: Enhances blood circulation & skin regeneration. Blue: Soothes skin inflammation.
- 5 Sound Therapy**
  - Enhances efficacy of skincare through sound's rhythmic vibration
  - May be plugged into any music or MP3 player

## Safe for all skin types

Made with Titanium ion, DR's Secret Touch is specially designed to suit all skin types, even sensitive skin. It features 5 modes, Cleansing, Facial, Vitamin C, Lifting and Eyezone to effectively ease dark eye circles, remove impurities deep within the skin, enhance skin whitening, reduce pigmentation, moisturize, and improve skin elasticity and blood circulation. By simply using DR's Secret Touch for 5 minutes daily, users are assured of a radiant complexion like never before!

What's more, DR's Secret Touch may be used to tone up the arm areas, and promote better blood circulation around the breast and abdomen areas.

By combining DR's Secret Touch with other DR's Secret products rich in Vitamin C, you can expect even better and more visible results.

## Recommendation

DR's Secret Touch works best with DR's Secret Cleanser, Toner, Sunscreen and C15 Essence.

When massaging, do take note not to press the unit too hard to avoid irritation to the skin, and do not use on wounded or irritated skin.

## Mobile Beautician

All good things come in small packages. And DR's Secret Touch is one such

example! Awarded with various design titles and medical compliance certifications such as the "Good Design Award", "A Venture Design Award" and "CE/PSC-5758", it's your personal beautician made handy and absolutely mobile.

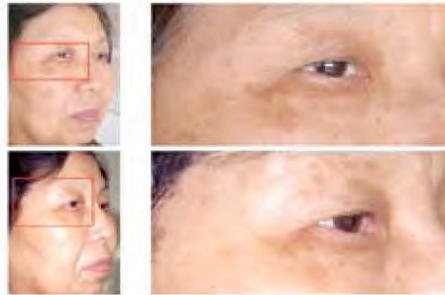
Go on, experience perfect skin with just a Touch.

## See to believe!



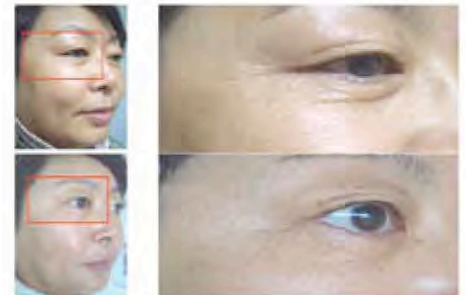
### #1 Before & After

After a week's application of DR' Secret Touch, fine lines around eyes improve.



### #2 Before/After

After using DR's Secret Touch for a week, fine lines around eyes and freckles improve.



### #3 Before/After

After using DR's Secret Touch for about a week, fine lines around eyes improve.



### #4 Before/After

After using DR's Secret Touch for about a week, fine lines around eyes improve.



### #5 Before/After

After using DR's Secret Touch for about a week, acne improve.



In this follow up to the SangoCal article in Rhapsody Summer II 06, we explore the benefits of SangoCal's rich mix of minerals and demonstrate in two experiments the amazing power of a mineral-rich beverage infused with SangoCal.

## Minerals: Maximum Benefits with Minute Amounts

Every living cell depends on minerals for proper function and structure. Minerals are needed for the proper composition of body fluids, formation of blood and bone and maintenance of healthy nerve function. Like vitamins, minerals function as coenzymes (a molecule that attaches itself to an enzyme and converts into an active form), enabling the body to perform its functions, including energy production, growth and healing. Because all enzyme activities involve minerals, minerals are essential for the proper utilization of vitamins and other nutrients.

Our modern diet often lacks essential trace minerals which are needed in only minute amounts for maintenance of good health. The rise in degenerative diseases may be attributed to our modern lifestyle and mineral deficiency in our bodies. With

# Water Healthy Beverage!

the growing demand for food, overplanting of crops results in the soil being unable to 'recuperate' and regain its nutrients before crops are grown again. This causes the food harvested to have less mineral content. Food processing also depletes trace minerals essential for good health.

As with vitamins, it can be difficult to obtain the amounts of minerals needed for optimum health through diet alone. Mineral supplements can help you to make sure you are getting all the minerals your body requires.

## SangoCal's rich mix of minerals

Our highly popular health supplement, SangoCal, boasts a rich mix of essential minerals as it is the result of mining and purifying Okinawa, Japan's coral sand which is notably rich with minerals. By simply placing one satchet of SangoCal into our drinking water each day, we are assured of all the trace minerals needed.

Most bottled water draw away minerals from our bodies instead of adding to them as they are often more acidic rather than alkaline. However, drinking coral sand infused water like SangoCal allows the highly alkaline coral sand to act as an agent for balancing the pH level within our bodies and provide essential minerals for good health.

Our body constantly produces acid. One of the reasons is the excessive amount

of proteins from meats and beans and excessive carbohydrates and oil from starchy and oily food, respectively. In addition, toxins accumulated in the body increase our blood's acidity levels and slow down circulation.

Our body constantly works towards establishing a mildly alkaline blood environment of pH 7.47. The ionic mineral-rich SangoCal water, with its over 70 different kinds of trace minerals, helps balance the pH level and ensures that the body is not strained from reaching the equilibrium of pH 7.47.

Consumption of alkaline food and liquids helps neutralize the acidity level and provide energy for vital organs to work in harmony. When our blood is slightly alkaline, red blood cells are better arrayed and circulate in our body to supply adequate oxygen and nutrients to nourish all body cells. Sufficient supply of oxygen enables us to stay energetic. Furthermore, white blood cells can better circulate in our bloodstream and destroy bacteria or viruses effectively.

## Go green! Recycle your SangoCal satchets!

Did you know that plants may turn yellow even with ample sunshine? The reason is that the tap water used to water the plants is acidic. You can in fact reuse your SangoCal satchets after removing them from your glass. Simply pour out the coral sand in the satchet into the soil. The minerals added into the soil helps make your plants grow greener and stronger.

## Light Bulb Experiment



1. A light bulb is connected to 2 plugs, 1 of which is plugged into an electrical socket and switched on.
2. Place the 2nd plug into a glass of tap water. Result: No reaction is found.
3. Remove the plug from the glass of tap water and place it in a glass of SangoCal water.  
Result: The light bulb lights up immediately.

### What does this mean?

For the light bulb to light up, positive and negative charges need to be present for electrolysis to occur. The light bulb fails to light up when placed in the glass of tap water because it is lacking in minerals and thus positively-charged, while wire A in the electrical

socket is similarly positively-charged.

On the other hand, the glass of water with SangoCal is negatively charged due to its wide mixture of minerals. Its ionic minerals help produce voltages (energy) which enable electrolysis and

thus light up the light bulb. These voltages (energy) are crucial for all biochemical reactions like digestion and metabolism.

## Breathalyser Experiment



1. A subject drinks half a can of sake.
2. The subject blows into a breathalyser which then reads 0.395.
3. 0.395 is above the safety limit for driving which is set at 0.2.
4. Add 2 satchets of SangoCal into a glass of water.
5. The subject drinks the glass of SangoCal water. Top up the glass once more, leaving the 2 satchets in.
6. The subject blows into the breathalyzer again after about 30 minutes. The reading has gone down to 0.075.
7. The subject is now ready to drive.

\* Results may vary depending on the percentage of the alcohol content in the beverage and the amount consumed.

### What does this mean?

When we consume alcohol, our bodies need to break down the alcohol in our blood. If minerals are low, we will not have enough coenzymes to break down the alcohol. Hence we would feel tipsy after taking alcoholic drinks. The breath

alyser experiment proves that SangoCal effectively diminishes the level of alcohol in the body because SangoCal is rich in ionic minerals. These minerals help activate the enzymes to quickly convert alcohol into lactic acid in the digestive system and remove alcohol from the

bloodstream. Thus, in the experiment, the subject felt revitalized after taking SangoCal and the breathalyser's reading dropped to within safety standards shortly after.

**Tip:** when feeling tipsy, take 1-2 satchets of SangoCal, 1-2 pieces of Syunkai Mint to freshen your breath and 1-2 softgels of PhosChol 565 to boost your liver function.



# Holistic Living with Dr. Doreen

## Heal your digestive system for good overall health!

Many of us with weak digestive health suffer in silence for years. But now is the time to heal our digestive system, as many health ailments arise from a weak digestive system. Research studies show that digestive disorder is more than twice as common in women as in men. This is due to the influence of ovarian hormones (estrogen and progesterone) which have an effect on digestion.

Most women are familiar with the bloated feeling that sometimes occurs during the time of their menstruation. This sensation may be attributed to the slower speed with which food is digested in women's stomach and intestines during the last two weeks of the menstrual cycle compared to the first two weeks. As such, it appears that a decrease in ovarian hormones is strongly linked to a rise in weak digestive health symptoms.

### Some symptoms:

- Bloating, belching, burning sensation, flatulence after eating
- Indigestion, diarrhea, constipation
- Undigested food in the stool; greasy stools
- Nausea and or regurgitation
- Abdominal/intestinal pain
- Loss of appetite
- Bleeding from the digestive tract
- Chronic intestinal infections by parasites, yeast and or fungi
- Rectal itching
- Post-adolescent acne or other skin

- problems like eczema and rosacea
- Fatigue, physical and or mental
- Iron deficiency
- Amenorrhea (absence of menstruation)
- Skin that bruises easily
- Weak or cracked finger nails
- The index finger and its roots, down to the base of the palm, correspond to the digestive system. Weakness, stiffness, and or protruding, swollen veins in the index finger reflect a weak digestive system that is possibly congested with toxins.

Digestive problems often cause poor absorption of nutrients that is needed by our bodies to maintain good health. The result is nutritional deficiencies that can lead to an increased risk of chronic diseases. Therefore, healing your weak digestive system does not only improve the quality of your life by eliminating unpleasant symptoms, it also promotes good long-term health.

When our digestive system is balanced, infestation by microorganisms would seldom occur as our immune system would work naturally to keep the infestation under control. Unfortunately, eating heavily infested food will make a healthy digestive system unwell.

The balance of good and bad bacteria in our digestive system is easily upset by the abovementioned points. Other factors like stress, fear and anxiety can further lead to

an imbalanced pH level (the acid/alkaline balance) in your intestines which is usually the first area of your body to react to these factors.

In a balanced digestive system, when stress is reduced, the pH balances back and symptoms may disappear. However, in a weakened system and under unrelenting stress, the intestines continue to be irritated and may cause chronic discomfort. People under tremendous stress tend to develop gastric pains, a bloated stomach and irritable bowel syndromes. Some also develop skin problems as a result of accumulated toxins in an overly acidic blood environment.

### The following factors can further weaken our digestive system:

**1** Improper and insufficient chewing of foods before swallowing may result in further stress on the stomach to digest them. Proper nutrient absorption should commence from the mouth when our food is chewed before swallowing. If the food is not chewed properly, nutrient absorption would only begin in the stomach. In this case, the stomach is further stressed to produce more stomach acid to digest the partially chewed food, in turn increasing the stomach's acidity levels and compromising nutrient absorption.

**2** **Insufficient time allocated for eating.** Eating too quickly slows down digestion. Allow yourself at least 20 minutes to complete your meal. This will also reduce the chances of overeating.

**3** **Over consumption of foods made with refined flour.** This includes bread, cookies, chips and cakes, which may cause digestive problems due to insufficient dietary fibre, vitamins and minerals. Excessive intake of such foods also causes mucus and inflammation, which are by-products of poor digestion. This may lead to chronic coughs, asthma, eczema, sinusitis, constipation and vomiting.

**4** **Over consumption of foods made with simple sugars.** This includes refined sugar, chocolate, honey, fruits, juices and soda.

**5** **Over consumption of meat, eggs, poultry, fish, seafood and baked food.**

**6** **Over consumption of fat.** An excess of vegetable oil and animal foods high in fat including meat, poultry, milk, cheese and other dairy products may coat the intestines with fat and mucus, which may lead to the formation of cysts, polyps and tumors.

**7** **Under consumption or over consumption of salt** can cause the intestines to, respectively, overly loosen or harden.

**8** **Excessive midnight snacking** can lead to stagnation of the intestines.

**9** **Excessive intake of fluids with meals dilutes gastric juices.** This slows down and affects the ability of the digestive system to digest food properly. More gastric juices will need to be produced which may burden the stomach and cause discomfort.

**10** **Very hot or very cold foods and fluids** slow down and weaken the digestive system. If food is cold, vital energy is drawn from the stomach to warm the cold food before digestion can occur. Very hot food and drinks can weaken the throat and digestive organs as the linings of these areas are very delicate, thereby reducing nutrient absorption.

**11** **Excessive intake of drugs like antibiotics and steroids, and for long durations,** can result in constipation, diarrhea or other more serious disorders.

**12** **Lack of exercise** can affect proper digestion, absorption of nutrients, blood circulation and result in sluggish intestines.

**13** **Extreme tension and stress may cause digestive problems.**

**14** **Treatment of diseases often requires strong medications which can lead to colonic disorders.** However, it is necessary to recover from the original disease first and subsequently treat the colonic disorders.

**15** **Insufficient rest from overworking and irregular dietary habits.** Eating late at night and snacking between meals increases the burden on our digestive organs as each organ has their allocated time to repair damaged cells.

For example, it is beneficial to be in deep sleep before 11pm as gall bladder detoxification occurs between 11pm and 1am, liver detoxification from 1am to 3am and lung detoxification from 3am to 5am. To maximize the benefits of detoxification, deep sleep is recommended. In particular, when an individual is awake during the period of liver detoxification, part of the liver's energy is diverted to help keep him awake, thereby leaving minimal energy for growth and repair of liver cells.

#### For optimal digestion:

It is important to eat a well balanced diet of unrefined carbohydrates (5-7 servings), vegetables and fruits (3-4 servings) and plant and animal proteins (2-3 servings).

Whole, unrefined, warm and easy to digest food, together with healthy cooking methods like stewing, pureeing, steaming, boiling, sautéing, baking and roasting (instead of frying), are ideal for people with a weak digestive system and those wishing to maintain optimal digestive health.

Regular intake of pharmaceutical-grade nutritional supplements with good bacteria like Lactobacillus Acidophilus and Bifidobacteria helps maintain healthy intestinal flora, cleanse and remove bad bacteria. Bad bacteria, on the other hand, cause overproduction of acid and gas, which in turn results in gastric problems and a bloated stomach.

In addition, coral sand with ionized calcium and other essential minerals can act as a blood cleanser to balance pH levels of toxin-congested and acidic digestive systems. This is because the pH of weak digestive system is often very acidic and slows down the healing process since detoxification is slower in an overly acidic blood environment.

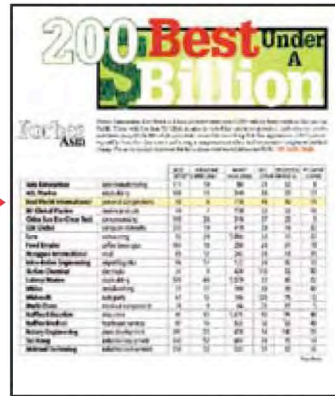


Dr. Doreen Tan

# new AWARDS

## Winning New Accolades

Best World International has been selected as one of the top 200 'Best Under A Billion' companies by Forbes Asia. The list ranks companies with less than 1 billion in turnover but which have shown consistent growth in sales and profits over three years. Best World International is one of twenty Singapore Exchange-listed companies in the list.



Forbes Asia 200 Best Under A Billion

| Rank | Company       | Revenue (USD) | Profit (USD) | Employees | Country |
|------|---------------|---------------|--------------|-----------|---------|
| 1    | Alibaba Group | 1.1           | 100          | 100       | China   |
| 2    | Google        | 1.0           | 100          | 100       | USA     |
| 3    | Microsoft     | 0.9           | 100          | 100       | USA     |
| 4    | Amazon.com    | 0.8           | 100          | 100       | USA     |
| 5    | Facebook      | 0.7           | 100          | 100       | USA     |
| 6    | Twitter       | 0.6           | 100          | 100       | USA     |
| 7    | LinkedIn      | 0.5           | 100          | 100       | USA     |
| 8    | Dropbox       | 0.4           | 100          | 100       | USA     |
| 9    | Slack         | 0.3           | 100          | 100       | USA     |
| 10   | Zoom          | 0.2           | 100          | 100       | USA     |

Best World International is one of Forbes Asia's Top 200 "Best Under A Billion" Companies.

### Best World International

Best World International's 2006 annual report, A World of Manifold Returns, has been doubly recognized. It recently received the "Black Book AR 100 Award" and was honoured with the "Best Annual Report - Silver Award" in the SESDAQ category, at the Singapore Corporate Awards.



Sweet Silver: Best World takes the Silver Award for Best Annual Report, SESDAQ category.

bwL founders, Dr. Dora Hoan and Dr. Doreen Tan, provided an exclusive interview and graced the cover of the 20th issue of the prestigious Global Business Magazine.



bwL founders grace the cover of Global Business Magazine.



Dr. Dora Hoan gives a speech at the United Nations' International Trade Centre seminar.

Dr. Dora Hoan was invited to speak at the United Nations' International Trade Centre seminar held in Switzerland on 9 October 2007.

This year, our company was awarded the People's Developer Standard, certifying our commitment and systematic approach to developing our human resources.

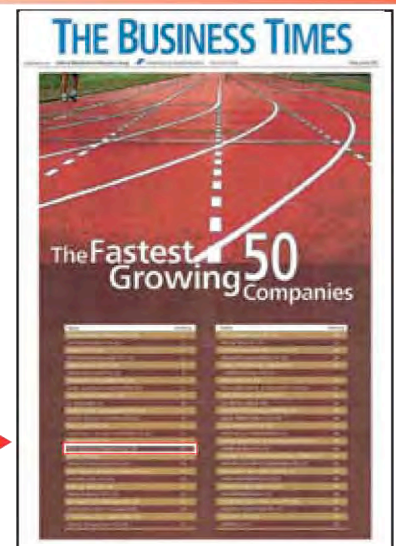


SPRING Singapore's Chief Executive, Mr. Loh Khum Yean, tours our Changi premises.



Awarded the People's Developer Certification from SPRING Singapore.

To cap it off, Best World International has been ranked 16th among Singapore's 2007 Fastest Growing 50 Companies. Cheers! A toast to all!



Best World International is the 16th Fastest Growing Company in Singapore.

| Name                         | Ranking |
|------------------------------|---------|
| BEST WORLD INTERNATIONAL LTD | 16      |

# Official Opening of Best World International, Changi Headquarters

15 October 2007

The highly anticipated opening of Best World International in Changi, Singapore took place on 15 October 2007. Besides the honorary presence of Mr Philip Yeo, Chairman of SPRING Singapore The MP of Tanjong Pagar GRC. Mr Sam Tan is also a special guest to witness

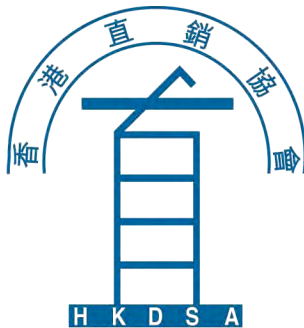
the take off. the event was also graced by various business leaders, the media and bwL distributors. All attending guests were also invited to a tour of the premises which spanned a good 45,000 square metres.



1. bwL founders, Dr Dora Hoan, Dr Doreen Tan, Mr Huang Ban Chin and Mr Philip Yeo, Chairman of SPRING Singapore, officiate the opening of Best World International's Headquarters.
2. bwL cleared for take-off: Staff members prepare to release the balloons and let them soar to their highest.
3. A big thumbs up! bwL's devoted business partners grin from ear to ear as they celebrate the big day.
4. our Executive director Mr Huang Ban Chin explaining to Mr Philip Yeo during this Tour of our packaging plant.
5. Mr Philip Yeo (right) and Mr Sam Tan, MP for Tanjong Pagar GRC, Radin Mas (right), unveil the plaque commemorating the opening.
6. bwL distributors are duly impressed by the high-tech premises.

## Wage Protection Certification & DSA Membership

Best World Lifestyle (HK) Co., Ltd. is being invited to be an official member of the Direct Selling Association of Hong Kong Limited (HKDSA). The HKDSA is an official member of the World Federation of Direct Selling Associations. The main objective of joining the HKDSA is to assure our distributors and the public that bwL has the highest level of business ethics within the direct selling industry by maintaining a viable, self-regulating consumer protection programme and providing excellent products.



Best World Lifestyle (HK) Co., Ltd. is now an official member of Direct Selling Association of Hong Kong Limited.

In addition, the Hong Kong Labour Department has certified the company as a socially responsible enterprise that provides employees with wage protection, and has therefore presented the company with a specially designed logo for use.

For more information on HKDSA, log on to [www.hkdsa.org.hk](http://www.hkdsa.org.hk).



WPM logo

- The red "W" at the top of the logo and the green "P" on the right represent "Wage Protection".
- Furthermore, the red heart in the logo symbolizes that the organization takes care of its employees.
- The logo also features a blooming bud, signifying the steady development of the organization in tandem with its care for staff members.

## Vietnam's first Lifestyle Centre opens in Hanoi!

22 July 2007

bwL opens yet another new chapter in Vietnam! To tap on the rapidly burgeoning Vietnamese market, Gold Director Ms Tran Thi Minh Duc establishes Hanoi Lifestyle Centre in the heart of Hanoi City. Let's congratulate her and wish all our Vietnamese members and friends a fruitful journey ahead!

**Address: Cong Ty Co Phan Ngoi Sao Nho,  
9 Van Phuc (Noi Dai), Hanoi, Vietnam**

1. Dr. Doreen Tan, Mr & Mrs Quach, Mr Vann Philong and top distributors from Singapore were present to offer their congratulations to LC owner Ms Tran Thi Minh Duc.
2. The elaborate decorations brightened up the mood and atmosphere.
3. "Trust in our health supplements for the best results!"



## Taiwan's first Lifestyle Centre opens in Kaohsiung!

1 July 2007

Taiwan's first Lifestyle Centre was officially opened on 1 July 2007! Here, comprehensive facilities combine with a warm and inviting atmosphere to provide Southern Taiwanese folks with a great meeting place for discussion and other activities.

Seminars and training workshops are already in the pipeline. New and existing customers and distributors in the region will now have easier access to bwl's beauty and health information and products.

**Address: Kaohsiung Lifestyle Centre**  
**Kaohsiung City, 2 TzuLi Road, No. 1-8,**  
**Tel: (886) 7 201 3838**

1. Dr. Dora Hoan (middle) is flanked by Mr. George New (left) and Lifestyle Centre owner, Mr. Jiang Yuming (right).
2. The Lifestyle Centre was festooned with colourful decorations to mark the day's celebration.



## Opening of Exclusive Lifestyle S/B, Petaling Jaya

22 July 2007

The newly opened Exclusive Lifestyle S/B is exclusively for those looking for the best and nothing but the best both in terms of quality products and taking up network marketing as a business. Just like the other 40 Lifestyle Centres before his, Exclusive Lifestyle S/B, opened by Gold Director Mr Dennis Yong, operates in line with bwl's philosophy and values. The only difference is he chooses to accentuate the exclusivity of bWL in Petaling Jaya, a city where people are highly

sophisticated in their taste and purchase choices. Regardless of the challenges ahead, the reward is huge and he is sure to make it. 22 July 2007 was the official opening of the Lifestyle Centre and the beginning of an endeavour by Dennis to realize all his goals.

**Address: Exclusive Lifestyle S/B, Taman Megah,**  
**47301, Petaling Jaya, Malaysia**  
**Tel: 03-78057498**



1. (From left) Ms Elyssa Liew, Mr Dennis Yong, Dr. Dora Hoan, Ms Katherine Cheah and Mr Robert Ho unveil the plaque commemorating the establishment of Exclusive Lifestyle S/B.
2. "We are Team Numero Uno!"

## Best Way Lifestyle Centre, Kelantan officially opens

4 August 2007

One of the best ways to capture the Malay market in Malaysia is to learn the Malay culture. Kelantan is well-known to all as the “cradle of Malay culture”. Many of the Malay traditions, ways of life and code of practices spring forth from Kelantan.

The setting up of Best Way Lifestyle Centre in Kelantan by bwL Silver Director, Mr Tenh Hong Way, looks set to attract many

more Malay distributors to join bwL. Best Way Lifestyle would certainly play an important role in helping us to develop the Malay market.

**Address: Best Way Lifestyle Centre, Lot 135, Jalan Pos Office Lama, 15000 Kota Bharu, Kelantan**  
**Tel: 09-7461626**



1. Mr Tenh Hong Way and his supporters get psyched up for an exciting journey ahead.
2. Radiant faces brought to you by none other than DR's Secret!

## Celebrating the opening of Harmony Lifestyle Centre, Taiping

22 September 2007

Harmony is one of the core values of bwL, and Harmony Lifestyle Centre aptly reflects this value in every way. The grand opening of Harmony Lifestyle Centre on 22 September 2007 in Taiping is a manifestation of the support given by the leaders to its owner, Ms Ho Ching Lee, and the harmonious relationship between them. Pay a visit to this outlet and feel bwL's unique brand of harmony!

**Address: Harmony Lifestyle Centre, 76 C, Jalan Tupai 34000, Taiping, Perak**  
**Tel: 016-5553232**

1. “Experience our unique brand of harmony!”
2. Ms Ho Ching Lee celebrates the opening with distinguished guests that included Dr. Doreen Tan, Mr Jerry Lu, Ms Katherine Cheah and Mr Robert Ho.



## Best World (Hunan) Health Sciences Co., China, is formally established

May 2007

Best World Lifestyle officially establishes its 9th Regional Centre, Best World (Hunan) Health Sciences Co., Ltd in May 2007 in the People's Republic of China, with a registered capital totalling US\$10,670,000.

A simple yet exquisite sales counter, a lovely exhibit area and a bright and expansive office area fully display the company's unique culture and impressive ideals of beauty and perfection.

Here on out, our Regional Centre in Hunan, China will serve as the base for which bwL's culture, vision, mission, and health values are transmitted, realized and promoted throughout the nation. We are fully confident bwL's China Regional Centre will go on to blaze a new path for bwL!



1. bwL's China Regional Centre.
2. A lovely and stylish area perfect for receiving friends and customers.
3. Check out our range of quality products!
4. Discover the essence of our company culture.

## bwL products' inaugural unveiling in China

23-25 July 2007

To equip local Chinese customers with a deeper understanding of bwL products, bwL China organized its first product training session on 23 July 2007 in Changsha, gathering old pals and new friends from both Singapore and all over China.

The entire training session was lively and varied in nature, comprising seminars like “Uniquely Beautiful”, “Rediscovering

Good Health”, “Very Healthy”, “4 Health Treasures”, “Intestinal Health Guide” and “Breathe in for Good Health” and hosted by speakers including Ms Wu Chunying, Mr Xu Ruihan, Ms Wu Mei Er and bwL Executive Director, Mr Huang Ban Chin. To round it off, bwL founder Dr. Dora Hoan conducted a training session on “Success Systems”. Through the trainings, participants gained a clearer understanding of bwL’s product philosophy and increased confidence in their efficacy and quality.



bwL founder, Dr. Dora Hoan, bwL China's General Manager, Mr Lau Chong Guan and the local training participants.

## bwL China's Elite Training Session & Forum

30 August - 2 September 2007

bwL China's Elite Training Session and Forum took place on 30 August - 2 September 2007. Throughout the 3-day event, bwL founder, Dr. Doreen Tan shared with the attendees her vast knowledge on holistic treatment and the human body system. Her lively and information-packed lecture threw light on the efficacy and premium quality of our health supplements. Ms Edna See spoke of her personal transformation since using DR's Secret, as well as its unique benefits and application tips.

In turn, Mr Lau Chong Guan, General Manager, China, gave a passionate talk about the company's well-planned business model and success system.

This rare gathering of experts attracted local consumers and distributors from all over China. With the dedicated effort of bwL China's staff force and associates, we opened an exciting new chapter for bwL China.



1. Attendees listened attentively as Dr. Doreen Tan explained about the circulatory system.
2. Ms Edna See recounted her transformation since using DR's Secret and spoke of its key benefits.
3. Mr. Lau Chong Guan, General Manager, China, interacted with the audience and spoke of the importance of changing ourselves and obtaining new mental breakthroughs.

## Silver, Gold & Platinum Director Promotions

2 April 2007 to 1 October 2007

### PLATINUM DIRECTOR



**Phety Soekiato**  
1.9.2007

"Where there is a will, there is a way.  
Nothing in life is impossible."  
"Dimana ada kemauan, disitu ada jalan.  
Tidak ada yang mustahil di dunia ini."

### GOLD DIRECTORS



**Yati S Iswara**  
1.8.2007

"Winners think problems are a challenge, whereas losers find them a burden."  
"Pemenang menganggap masalah sebagai tantangan, pecundang menganggapnya sebagai beban."



**Gouw Miauw Huang**  
1.9.2007

"Success to me means being successful in both family life and career."  
"Sukses bagi saya adalah bisa berhasil di dalam keluarga dan karir."



**Eni**  
1.9.2007

"Every successful person faces challenges, if you want to be successful, don't back off because of challenges."  
"Setiap orang yang sukses pasti mengalami rintangan, jika ingin sukses, jangan putus asa jika membentur rintangan."



**Vivi Sabrina**  
1.9.2007

"When all doors are closed, there is always a window open. Jump over it!"  
"Ketika semua pintu telah tertutup, masih ada jendela. Jangan pernah putus asa!"



**Veronika Sulistyoningih**  
1.9.2007

"Serve everyone sincerely and patiently."  
"Melayani dengan hati yang tulus dan sabar."



**Linda Lie**  
1.10.2007

"Set your goal & be focused."  
"Pasang dan fokus ke target."



**Phan Thi Kim Anh**  
1.8.2007



**Ngo Viet Phi**  
1.10.2007



**Sujati Aili**  
1.8.2007

### SILVER DIRECTORS



**Daniel Pribadhi**  
1.8.2007



**Lina Wardhani**  
1.8.2007



**Anna Landrita Pulungan**  
1.8.2007



**Rita Busra**  
1.8.2007



**Kiang Tjoei Hoeng (Yuli)**  
1.8.2007



**Octaviyanti Chandra**  
1.9.2007

### SILVER DIRECTORS

# regional PROMOTIONS 20

## SILVER DIRECTORS



Taty Patrice Sumbu  
1.9.2007



Hj Huzni HS  
1.9.2007



Tjan Fie Tjin  
1.9.2007



Hermin Sri Hartati  
1.9.2007



Lilyana Widjaja  
1.9.2007



Silvia Indriati  
1.9.2007



Anna Sumihar Tobing  
1.9.2007



Niken Wulandari  
1.9.2007



Welly  
1.10.2007



Elma Theana  
1.10.2007



Kathryn Libyanto  
1.10.2007



Veronika Inge Iskandar  
1.10.2007



Lulu Wulandari  
1.10.2007



Tindawati Asalim  
1.10.2007



Miko Melania  
1.10.2007



Alan Bong Kok Keong  
1.7.2007



Low Wai Fong  
1.7.2007



Priscilla Ho Lee Lee  
1.9.2007



Tran Thi Bich Hue  
1.10.2007



Vu Thi Ha  
1.10.2007



徐千芸  
1.10.2007



Nguyen Thi Quynh Anh  
1.10.2007



Nguyen Phuc Toan  
1.10.2007



Nguyen Thi Kim Hoang  
1.10.2007



Malaysia



Vietnam



Indonesia



Taiwan