

spring 06 www.bwL.com.sg MICA (P) 266 03 2005

rhapsody

An exclusive newsletter for bwL

Evolution of
Irene Ng

The **optrimax**
lifestyle

We put
C15 Essence
to the test!

Take comfort in
Joint Comfort

**“Attitude
is Everything”**



Best World Lifestyle Pte Ltd 199002159M 480 Lorong 6 Toa Payoh #15-00 HDB Hub East Wing Singapore 310480 **Tel:** (65) 6342 0888 **Fax:** (65) 6748 7970 **Best World Lifestyle Sdn Bhd** 473928-P No. 11 Jalan Radin Anum, Bandar Baru, Seri Petaling, 57000, Kuala Lumpur **Tel:** (603) 90571133 **Fax:** (603) 90572158 **BWL (Thailand) Company Limited** Forum Tower, 18th Floor Unit A, 184 Rachadapisek Road, Huay Kwang, Bangkok 10320 **Tel:** (662) 645 3298 **Fax:** (662) 645 3795 **PT Best World Indonesia** Mayapada Tower 8th floor, suite-02A Jl.Jend.Sudirman Kav 28, Jakarta 12920-Indonesia **Tel:** (6221) 5210221 **Fax:** (6221) 2525147 **The Gioi Toan My Company Limited** 285 Dien Bein Phu, District 3, Ho Chi Minh City

The new year is fast approaching! Have you had a bountiful harvest this year? Did you manage to achieve your desired goals? If you have been well compensated, why not reward yourself with something that has caught your eye and make it a gift to yourself? And don't forget to show your appreciation to your family and friends who have been supporting you all these while.

If you have yet to attain your target, it's time to reflect upon the areas that are lacking and work on them. A fulfilling life is achieved with constant self-motivation and reevaluation whereby you experience growth and transformation built upon our 4 health values.

Without health, life has no freedom.
 Without financial stability, life is woeful.
 Without growth, life has no depth.
 Without friends, life is empty.

What is the meaning of life, if we do not enjoy good health, financial stability, growth and a circle of friends? The bwL platform enriches every Best Worlder physically, financially, emotionally and socially which sums up our 4 health values. These 4 health values are the pillars in our life that mould our culture and beliefs.

We firmly believe in incorporating **Integrity, Gratitude, Support, Harmony** and **Resolve** into our belief system. As may be seen, we possess an unwavering sense of right and wrong. In this way, everyone will become more proactive, happy and harmonious.

Every great mission and vision begins from setting the right example ourselves. Your attitude and behaviour will affect and influence your downlines, friends, working partners and even our society at large. This has resulted in a unique bwL culture that is brimming with enthusiasm, warmth and harmony.

Not only that, we shall continue to spread the joy of having great products, a bright career and warm culture far and wide. We look forward to the day when Best Worlders from all corners of the world gain health, financial stability, happiness and growth with the help of bwL. And every Best Worlder shall exude a strong sense of integrity and positivism in all that we endeavour in. As such, our life will indeed be a fruitful and fulfilling one.

Each of us shall take our own tiny steps towards building bwL as well as our own futures. Dear Best Worlders, the 2005 lap is almost complete, it's time to take stock of how much we have achieved in terms of our 4 health values. In which aspects have we achieved or are we lacking in? It's time to evaluate and do some planning and get into action in the brand new year.

Let's work hard for ourselves and for world peace. We sincerely wish you the very best. Have a prosperous new year and may you Live Life at its Best!



Dr. Dora Hoan - Founder

Dr. Doreen Tan - Founder

pg1 **founders' NOTE**

pg2 **pay It FORWARD**
Irene Ng

pg3 **product TALK**
optrimax

pg7 **beauty TIPS**
DR's Secret C15 Essence

pg9 **nutri-FACTS**
bwL Joint Comfort

pg11 **singapore BUZZ**
(i) Grand Opening
(ii) 305: Art of Leadership
(iii) Hari Raya Celebration

pg13 **malaysia BUZZ**
(i) Katherine's words
(ii) bwL Successes 2005

pg14 **hong kong BUZZ**
Opening of HK Lifestyle

pg15 **motivation TALK**
"Success...Attitude is everything!"

pg17 **what's NEW**
(i) C'Bon Lip Series
(ii) bwL Air Ionizer

rhapsody

Rhapsody is published quarterly by bwL for business associates of our Best World Group. All rights reserved, copyright 2005 by bwL.

The Evolution of irene ng



How did someone who was averse to direct selling come to be one of the first 3 Platinum Directors in a direct-selling company like bwL?

Love of quality products

When you first lay eyes upon Irene, her soft and feminine demeanour comes across more like a damsel in distress rather than a high flying Platinum Director in bwL. It was bwL health supplements that first introduced her to the company. However, armed with a two pronged approach towards health and skin care, it was DR's Secret skin care range that prompted her to become a full-fledged bwL distributor. Since joining in the late 1990s, she has won one award after another and made people sit up and pay attention to her. There is no looking back since.

Life before bwL

Seeing Irene's success now, you would never have guessed that her life used to revolve around work and family. She was never a sociable person to begin with, never got involved in small talk, gossip or office politics. However, she realized that she had to overcome her mental barriers if she wanted to excel in direct-selling. So how did she do it?

Irene's success formula

Irene's "never give up" attitude saw her through the trying 3 year period before she fully embraced bwL. Since young, Irene has always dreamt of becoming her own boss. She never relished the thought of waiting for money to come every month. When opportunity knocked, she jumped at the golden chance to have a hand in the traditional business in beauty care, despite having to use up all her savings.

It was not a bed of roses. Being a newbie, there was so much to handle and Irene certainly learnt things the hard way. Emerging wiser, Irene can safely assure anyone that being a distributor has its perks like no other. The reputation and security of an established company, the absence of an initial start-up capital, the peace of mind from not having to worry about rental, manpower and stocks are immeasurable.

And now, instead of chasing after money, she now chases after people and transforms them into her future assets. Having garnered the coveted position of Platinum Director and earned more than a quarter million income last year, it is not difficult to see why Irene regards bwL as a lifelong career. bwL IS her iron rice bowl.

What's next after PD?

One thing that makes Irene stand out among her peers is her constant quest towards personal development. Developing spiritually, physically and mentally, bwL has nurtured Irene financially, physically and also made her a wiser person.

With more than 20,000 members within and out of Singapore, Irene would like to nurture her members as one would a garden - Planting new seeds, watering, fertilizing and weeding to achieve a garden full of blooms. We look forward to witnessing Irene create the most beautiful garden for herself and bwL!

optrimax™

A holistic way of life

optrimax is a safe, natural and effective weight management programme that helps any adult, even vegetarians, to achieve a healthier and slimmer body. Weight maintenance is no longer just for the vain. Being overweight often brings about unwanted health problems. Your health is your sole responsibility.

Weight management is so fun and easy, that's why the earth is getting lighter



A holistic approach

Why "weight management" and not "weight loss" programme, you may ask? The answer is simple. We do not advocate losing weight solely for the reason of looking good. We are here to help you achieve your ideal weight and live a healthy lifestyle, thereby achieving not only a healthy body but a healthy mind as well.

Being over-weight brings about its own set of problems be it health related illnesses, confidence levels and general lethargy. Losing weight is by no means an easy feat as may be attested by those who have tried to shed a pound or two. bwL optrimax weight management system is here to help!

Our programme emphasizes a holistic approach towards effective weight management through a healthy diet, reduced intake of calories, inner cleansing, regular exercise and external gel application. bwL optrimax weight management system is not just about a set of quality products but also a set of good lifestyle practices to be applied to our everyday lives.

The 3 underlying values of optrimax weight-management programme are:

1) Direction

Having well-defined goals and a comprehensive plan can help tremendously in reaching your final weight management goals and desired lifestyle.

2) Discipline

optrimax is about having a set of goals and adhering to the recommended lifestyle habits that will last a lifetime.

3) Determination

When you resolve to attain results, you will be able to persevere till the end.

The optrimax Launch Campaign

In line with the government's campaign towards healthy eating and healthy living, we have embarked upon a multi-pronged launch campaign for the optrimax weight management series.

Apart from our traditional approach via direct-selling, our campaign saw our optrimax model prancing delightfully on Channel U and Channel 8 with our optrimax range. bwL is the sponsor for "Health In Pulse" on Channel 8, Thursdays at 8.30 – 9.00pm with Guo Liang as the host. Our founders Dr. Dora Hoan and Dr. Doreen Tan appeared in different episodes; Dora as one of the invited guests and Doreen as the nutritionist consultant.



You may have also seen our model trailing around Tampines, Ang Mo Kio, Toa Payoh and the CBD areas on SBS Super buses. Our optrimax "products" also went around the whole of Singapore on taxi tops.



The success stories of our optrimax Challengers were re-produced in the form of print ads in the English and Chinese medium, magazine advertorials in NuYou and endorsement cards.



Other creative outlets are the optrimax standees, buntings and even postcards that adorn our headquarters and branches.

Those of you who are savvy with the computer, may also log on to www.optrimax.com.sg and check your BMI (Body Mass Index) and learn if your weight is within the healthy range.

You may also obtain more information regarding the optrimax lifestyle, register online for our optrimax sharing sessions, as well as get to know our optrimax challengers who managed to "Lose Weight & Gain Cash"!

Our optrimax website is also chockful of information and tips for effective weight-loss as well as recipes to complement our weight management series.

The optrimax sharing sessions were mostly held on Fridays where our successful optrimax challengers made appearances and introduced the optrimax lifestyle to interested parties.

As the up and coming star product, bwL has pooled and put in a lot of resources to launch the optrimax weight management series. By doing so, optrimax's brand will no doubt create a deeper impression and pave a smoother way for our distributors.



The optrimax Weight Management Series

Together with a holistic lifestyle, our 4 quality products - Plum Delite, Meal Replacement Bar, Congee Delite & Anti-Cellulite Gel are so light and delite-ful you'll be smiling before the weeks are counted!



Congee Delite 191 calories per sachet (Mushroom/Japanese Scallop/Celery-Pea flavours)

optrimax Congee Delite is a perfect alternative to commercialised snacks, instant noodles or ready-to-microwave meals. With three mouth-watering selection, optrimax Congee Delite is enriched with soluble dietary fibre Fibersol-2™ to help your body break down fat and waste efficiently, as well as ensuring a slow release of glucose to keep you feeling fuller with its low glycaemic index (GI) rating. Zero in fat and high in nourishment, a leaner and healthier you is well within your reach with Congee Delite.

Meal Replacement Bar 160 calories per bar (Apricot/Peach flavours)

optrimax Meal Replacement Bar packs an impressive combination of high quality protein to provide more energy as well as Super Citrimax® to reduce regular hunger pangs. With sufficient nutrients included for all your dietary requirements, this recommended snack is simply yummy!



Plum Delite Zero fat content

The delite-fully delicious optrimax Plum Delite facilitates effective inner cleansing. Rich in fibre, just one Plum Delite a day will ensure that waste materials in our digestive systems are removed and not converted into extra kilos. This easy-to-consume tidbit also aids in achieving a smoother complexion. One plum a day keeps your body light and healthy.

Anti-Cellulite Body Gel Effective fat burning

optrimax Anti-Cellulite Gel packs a powerful concoction to eliminate stubborn fat. Formulated with the latest advances in cosmetology, this body gel aims to get rid of unwanted and unsightly fat around the abdomen, hips, buttocks, thighs, knees and upper arms, as well as preventing them from re-appearing. Increase your metabolic rate and see smoother and toner skin in time to come! It's perfect for the busy individual.



The optrimax challengers

The optrimax weight management series is for just about anyone – be it the elderly, adults, youths and even vegetarians! Read on to find out how our optrimax Challengers succeeded in immersing in the optrimax lifestyle, emerging a slimmer, lighter and richer person at the end of just 30 days!

Case Study

1

optrimax Challenger
Bob Wong Siang Boon, 37
Lost 15.2kg



What made you take up the optrimax Challenge?

Gluttony has always been my deadly sin. It certainly doesn't help that my dad was a chef and my mum a great cook. I have been fighting flab since my primary school days. Eventually, my obesity led to diabetes with the possibility of kidney failure having discovered traces of protein in my urine. I knew I had to do something about my excess weight and it had better be fast. It was at this point in time I came upon optrimax.

How do you compare the optrimax weight management programme with other weight loss programmes?

I had my brushes with slimming pills from the pharmacy and doctors. They work fast and the results go away just as fast. But on a long term basis, none really worked for me. optrimax is simply about choosing the kind of lifestyle you want to lead.

What do you think makes optrimax weight management successful?

I have never believed in meal replacements and used to scoff at such diet plans. However, upon hearing the holistic approach of optrimax, I thought to myself, "Now, they are making sense."

optrimax's holistic approach towards weight management is about a change in your mindset and lifestyle in order to achieve your ideal weight goals and the type of life you want to lead.

Do you notice any change in yourself before and after the optrimax Challenge?

Yes! Tying shoe laces and crossing my legs! Things people do everyday and don't even think about were impossible to me before the optrimax Challenge. Previously, I had to tie my shoe laces first before wearing my shoes. And now, I cross my legs with ease! Never thought that I will be able to do these because these two actions have been impossible most of my life! I feel so light and delite-ful now after optrimax.

Case Study

2

optrimax Challenger
Loh Poi Yee, 55
Lost 14kg



Why did you decide to take up the optrimax Challenge?

You may say, why bother to lose weight when I'm already at this age? But let me tell you, I'm so grateful for the optrimax Challenge. It helped me remember what it was like to move around with ease again. At the time I started on optrimax, I was veering on 100kg! I was feeling breathless easily, lethargic throughout the day and eating unhealthily, even as a vegetarian! I'm now so much more mentally alert!

Can a vegetarian take up the optrimax Challenge?

Of course! Before any one take up the optrimax Challenge, their height, weight, age and medical condition will be assessed for suitability by the nutritionist. People usually think that it is impossible to be obese as a vegetarian.

They can never be more wrong. I could not resist the call of deep fried food, flour, cakes and ice-cream. I'm ever grateful that optrimax caters to vegetarians like me.

Wouldn't you feel hungry and faint easily?

On the contrary, I have never felt more light and delite-ful in my life. My waistline shrank 8 inches after just 30 days of abiding by the optrimax lifestyle. I have experienced a total change in mindset through the optrimax challenge. optrimax is a healthy, easy to follow and safe way towards regaining my health. It's fabulous!

Were there certain acts or things that you could not do but can accomplish easily now?

Can you cut your toenails yourself? With my bulging tummy, it was too strenuous to even cut all 10 toenails at one go. Also, crossing legs was impossible. And now, losing more than 10kg thanks to optrimax, cutting toenails and crossing my legs? No problem!

What valuable lessons have you learnt at the optrimax Orientation Programme?

I was impressed with the nutritionist, Dr. Doreen's talk on optrimax. She opened a whole new world in eating and diet for me. There is so much new knowledge that I have learnt and have since applied to my daily life. I now do light exercises and watch my diet. I have experienced a total transformation as to how I look at food and exercise and I'm so glad for optrimax! Try it to experience a lighter and more agile body like me!

Case Study

3

optrimax Challenger
Ng Chai Ying, 40
Lost 8.5kg



What made you take up the optrimax Challenge?

Post natal flab. All these years, I have never managed to get rid of it. I have tried many other slimming methods and even went to the extent of investing more than \$1,000 on a slimming milk powder.

It did nothing for me despite following through it religiously. I decided I had nothing to lose and went for it.

Were there times when you felt like giving up and what did you do about it?

Yes. My 30 day challenge was during the Christmas and New Year period. I had to fend off temptation and chiding from friends and relatives during parties. I remember towards the 3rd week, my on-off migraine problem came back. I nearly gave up the optrimax Challenge as I was on medication. My worry that I will not get well if I continue being on optrimax meal replacement proved unfounded. After one day of normal diet, I resumed my optrimax meal replacement and succeeded in the Challenge the following week!

How do you feel physically now that you have achieved your desired weight?

Simply light and delite-ful! I used to feel lethargic and get tired easily. Now I not only feel much more energetic, people around me have also commented that I look so much prettier and younger! I have also regained my weight during my younger days.

What have you gained after the optrimax Challenge and what advice would you give to potential optrimax users?

I not only gained back cash, I also benefited in more ways than one. The belief in myself for one! Following through the plans is not that difficult. It is a matter of understanding what is good for your body and overcoming your mental obstacles to achieve what you want yourself to be. Be clear of what you want to achieve and go for it like I did!

Our Success Stories!



Know more about the optrimax lifestyle online at www.optrimax.com.sg



DR's Secret C15 Essence

Containing 15% ascorbic acid, DR's Secret C15 Essence has been known to work wonders.



How Vitamin C came about

Since the 15th century, sailors exploring new worlds ate oranges to prevent scurvy. It wasn't until the 1920s, however, that Nobel Prize winning scientist Albert Szent-Gyorgi discovered the use of Vitamin C to fight diseases such as cancer. And now, more than 80 years later, Vitamin C has become the choice ingredient in skin care products.

Vitamin C's activity in the skin as a collagen booster, anti-inflammatory agent, antioxidant, bleaching agent, bacteria killer and immune system booster have made it the hottest must-have in everyone's beauty kit.

How Vitamin C can help your skin

As an antioxidant, Vitamin C's primary role is to neutralize free radicals and it can work both inside and outside the cells to combat free radical damage.

In this day and age of widespread environmental pollution, Vitamin C may just be what you need to combat the effects of toxins, including ozone, carbon monoxide, hydrocarbons, pesticides and heavy metals.

It has been proven to reverse deterioration associated with sun damage and ageing.

To Consume or to Apply?

The benefits of Vitamin C are countless. However, human beings are among the few species that do not manufacture Vitamin C within our bodies.

So should we consume or apply directly? Large concentrations of Vitamin C can be found in fruits such as oranges and strawberries. Many vegetables also pack in Vitamin C including tomatoes and other leafy greens.

However how feasible is it for us to consume the recommended 5 fruits and vegetables a day? And even when we do, how much of it does our body absorb? Not to mention the loss of Vitamin C in the process of handling it.



Reveal your skin's inner vibrance

The best and most effective way to reap its maximum benefits is via direct application. Once Vitamin C gets into the skin, it cannot be washed, rubbed, or perspired off.

The effects are visible and you can be sure how much you have benefited from DR's Secret C15 Essence!

Main functions of DR's Secret C15 Essence Irons out Wrinkles

Vitamin C neutralizes oxygen-free radicals that occur naturally in your skin as a result of exposure to sunlight and air. Also known to be involved in collagen and elastin production, DR's Secret C15 Essence will help in improving the skin's elasticity for a more youthful appearance.

Provides Internal Protection from the Sun

Vitamin C destroys the chemicals that form after UV rays penetrate the skin. It seems to block the damage from UVA (ageing and cancer causing) rays, so it works well with sunscreens, which block mainly UVB (burning) rays, say experts. However, DR's Secret C15 Essence should never be used in replacement of sunscreen, but a good companion to sunscreen products.

Balances Skin Pigmentation

Because Vitamin C neutralizes oxygen-free radicals, DR's Secret C15 Essence helps to normalize or minimize the darkening of pigment in your skin, resulting in greater skin clarity and a more even skin tone.

Repairs Tissues

DR's Secret C15 Essence may reduce inflammation caused by ultraviolet radiation considerably. DR's Secret C15 Essence may also be used for parts of your body that need special care, for example, scarring from a previous wound. Your skin may not return to its original state but it will certainly be revitalized.

Lightens Stretch Marks

Caused by sudden weight loss and especially pregnancy, stretch marks are triggered when skin is stretched to the utmost, causing your skin's elastic fibers to break.

Vitamin C improves the skin's condition by stimulating collagen synthesis. Of course, the earlier you begin to treat the condition, the better results you will get. There is no complete cure for stretch marks.

However, over time, stretch marks will flatten, lighten and fade with religious application of DR's Secret C15 Essence.

How to Apply C15 Essence to maximize its benefits

- Place a few drops of DR's Secret C15 Essence onto clean, dry fingertips.
- Lightly spread the essence 3 times across palms onto face.
- C15 Essence may be used on the eye area.
- Apply with light and short strokes.

Bear in mind that heat or vigorous rubbing will destroy the Vitamin C content. So apply DR's Secret C15 Essence evenly and gently and see your skin glow! DR's Secret C15 Essence works best with the DR's Secret range.



We put the highly touted DR's Secret C15 Essence to the test!

Tried & Tested

STEP 1

Cut an apple into half. Apply a layer of DR's Secret C15 Essence on side A. Leave both sides of apple for 3 hours.

3 hours later

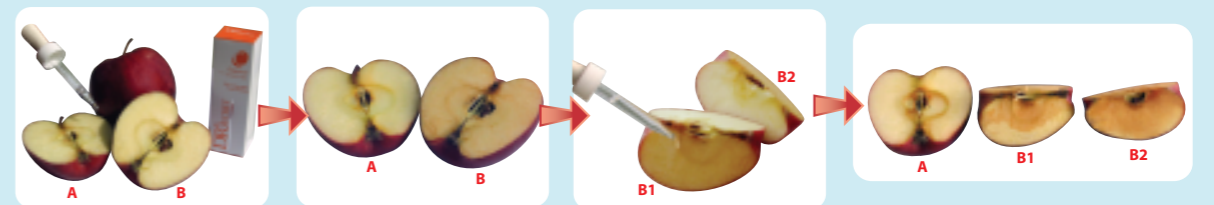
Side B without any application has turned brown while side A with C15 Essence, remains juicy.

STEP 2

Cut side B of the apple into half again. On side B1, apply a layer of DR's Secret C15 Essence and leave for another 3 hours.

Another 3 hours later

Side B2 has turned even more brown. However, side B1 where C15 Essence has been applied has become less brown. Side A still remains juicy.



Now, if DR's Secret C15 Essence can do this to an apple, delaying and even reversing the ageing processes, imagine what it can do for your delicate skin that is constantly exposed to the ravages of time and the harsh environment! DR's Secret C15 Essence has been proven to turn back the clock.

For more information, don't hesitate to look for our friendly bwl distributors or give our beautician Ms Edna See a call at (65)9023 8778 today!



bwL Joint Comfort

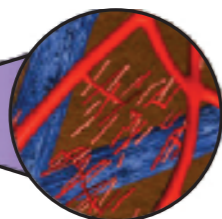
Do your knees produce cracking noises when you walk? Have you ever felt that your joints are giving way? Do you find that your joints are not what they used to be?

Aching and noisy joints

Our feet take the full stress of our body weight, day in day out. Cartilage is what keeps the bones from grinding against each other. Pain is experienced when the production of the fluid in our cartilage decreases, usually with age. In some cases, the pain is so severe that mobility in those joints gradually becomes impossible.



Cartilage breaks down when the matrix cannot be replenished completely



Damaged cartilage matrix

However, joint ache does not only affect the elderly. Those who have experienced ligament tear or sports injuries before, could very well be victims of joint problems. And joint discomfort is becoming more and more common with young adults and even teenagers, who have over-exerted themselves.

Reverse the deterioration process

Perhaps overtime, you are resigned to being less agile than ever before but did you know that the weakening of your joints may be reversed with bwL Joint Comfort?

bwL Joint Comfort contains Glucosamine Sulphate and Chondroitin Sulphate. Studies have shown the beneficial effects of combining Glucosamine Sulphate and Chondroitin Sulphate. Joint pain can effectively change and ruin your life, if you let it. Fight back with bwL Joint Comfort and regain your body's well-being.

What is Glucosamine Sulphate?

Glucosamine Sulphate is a natural substance found in the body and utilised in the production of tendons, ligaments and connective tissues within the body. This is used for energy which is mainly involved in helping to rebuild and restructure the components surrounding the joints. It also has other functions, principally in the area of growth and replenishment.

Available in the body and found largely in the cartilage, Glucosamine provides structure to the bones, cartilage, skin, nails, hair and other body tissues. Glucosamine is readily produced in the human body and is necessary for the production of joint cartilage. As we age, producing enough glucosamine becomes more and more of a challenge as cartilage begins to deteriorate due to wear and tear, causing stiffness and painful joints. This is known as osteoarthritis. And by the time osteoarthritis occurs, the glucosamine level is already insufficient.

Benefits Aplenty

Not limited to relieving of joint pain, Glucosamine actually restores cartilage and connective tissues! It has even been found to restore tissues to the point of recovery that is the same level as it was before degeneration sets in. Some experience almost complete restoration while others experience relief from pain and enjoy better mobility than before. This is certainly great news for many who are enduring the pain on a daily basis.

The best is yet to come. Glucosamine and Chondroitin Sulphates may be taken with any other medication. It has been classified as a dietary supplement. In fact, Glucosamine Sulphate is a safe and effective alternative to prescription medication belonging to the group of Non-Steroidal Anti-Inflammatories (NSAID) which can have various side effects including intestinal upset, headaches, dizziness, ulcers as well as kidney and liver related problems.

What is Chondroitin Sulphate?

Chondroitin Sulphate acts as a liquid magnet that helps attract fluid to our cartilage.

The fluid acts as a powerful shock absorber and transports nutrients into the cartilage.

Chondroitin can protect existing cartilage from a premature breakdown. This is achieved by inhibiting certain enzymes that destroy cartilage and enzymes that prevent the transportation of nutrients.

Natural and effective – bwL Joint Comfort

Glucosamine and Chondroitin Sulphates are substances we already consume and produce in minute quantities in our bodies and they have no known significant ill effects. Equally beneficial are the traces of antioxidants (Activin, Selenium, Vitamins A, C and E) that have been substantially incorporated into bwL Joint Comfort. Antioxidants, besides having potential health-promoting properties, also neutralize harmful free radicals that invade our body system.

Simply put, with bwL's Joint Comfort, the body is given the opportunity to supplement its own glucosamine. This is by far a better and more effective option and a natural one too! So take comfort in bwL's Joint Comfort today!



Benefits of bwL Joint Comfort:

- Helps reduce symptoms of joint discomfort
- Protects joints from natural degeneration
- Replenishes the joints with necessary nutrients for cartilage building, even as we age
- New formulation of Glucosamine Sulphate and Chondroitin Sulphate results in greater efficacy
- Time-released supplements to ensure constant supply of antioxidants over extended periods
- Small tablets: For easy consumption and maximum absorption by the digestive system





Military band performance



People, people everywhere!

9 September 2005 Grand Opening

The unveiling of our new office on Friday, 9 September 2005 was a day many of us eagerly looked forward to. It was the official opening of our spanking new office at Toa Payoh HDB Hub. The hustle and bustle was in the air. Dressed smartly in our jackets and suits, we could feel the excitement and anticipation as we greeted our hundreds of guests and prepared for the arrival of the Guest-of-Honour.

To demonstrate the importance and significance of our Grand Opening, we have cordially invited Dr Vivian Balakrishnan, Minister for Community Development, Youth & Sports and Second Minister for Trade And Industry to grace this special occasion. Our Guest-of-Honour and invited guests were treated to a military band performance and a short corporate video clip introducing our company's milestones as well as our core values.

A Brand New World marks the theme for our Grand Opening.

The opening of this Regional Headquarters in the heart of Singapore moves Best World a step closer as a leading brand in the international direct selling scene and at the same time, a forerunner in the industry. And what a spectacular sight it was. Well-wishes in the form of bouquets filled the lobby all the way to our entire office. In the course of a few hours, our office was transformed into a flower paradise!

Best World has certainly come far. Starting with only 7 employees and 100 distributors, our staff strength stands at 83 and a network of 50,000 distributors spanning across the regions from Malaysia, Thailand, Indonesia, Vietnam and Brunei, to other markets like Hong Kong and Taiwan.



Our founders and Guest-of-Honour Dr. Vivian Balakrishnan



bwL top management with Dr. Vivian Balakrishnan

The relocation from Sing Post to HDB Hub was a timely move. The expansion of Best World has been so fast that the space constraint at Sing Post became more and more pressing. Regional expansion is one of the key drivers for our growth and this state-of-the-art office will be the training, IT and support hub for Singapore

distributors and regional expansion efforts. The contemporary décor also sets the tone for the more than 30 as well as the upcoming Regional Centres and Lifestyle Centres.

With all the support in place - the far-sighted management, dedicated staff and large network of distributors and now our sophisticated office, Best World is set to conquer the Asia Pacific!



305 Art of Leadership

The success and progress of bwL is dependent on our leaders. Therefore, we are never complacent when it comes to nurturing and developing our leaders. Our key Malaysian and Singaporean leaders underwent the 305 - Art of Leadership camps at their respective countries in early September and October 2005. The perfect settings were found in Port Dickson, Malaysia and the Nacli Camp, Singapore.

Though the two leadership camps were held separately, the objective was one and the same. The training camps were specifically designed to further hone the leadership, problem solving, organizing and planning skills of our leaders as well as build the esprit de corp among them and to cultivate a better understanding between the company and the group.

Fun and games

Important lessons and skills were built into the 3 days of fun and games for the Silver Directors, Gold Directors, Lifestyle Centres Stockists and Platinum Directors.



Our Malaysian participants

Our leaders were initiated into a series of activities where their brains and brawn were put to the test. The enthusiasm was evident. Full participation in all the activities and competitions led to greater self-awareness, enhanced confidence and deepened friendship for our leaders.

Thumbs up for training camps!

Our bwL leaders were all praise for the training camp. The lessons learnt served as a reminder and reinforcement to put such knowledge into practice in all aspects of their lives.

Most importantly, the camaraderie between our distributors was no longer limited to groups but extended to the entire bwL family.

Now, this is what I call one big happy family! Three cheers for bwL!



Hari Raya Celebration @ Sheraton Towers

Hari Raya is a time for get-togethers to foster closer ties and it is no different within the bwL family. The annual bwL Hari Raya celebrations were held on Sunday, 20 November 2005 at the Sheraton Towers Singapore. The 5-star deluxe hotel won the hearts of our bwL Malay group with its timeless style and elegance.

Our 2 founders, Dr. Dora Hoan and Dr. Doreen Tan and their spouses, Mr Rodney Seng and Mr Richard Pek, as well as various artistes graced the occasion. Many took this opportunity to dress up.

There were games, skits and melodious singing which brought much joy and left everyone in stitches.

The atmosphere was relaxed and cosy.

An event like this will not be complete without the right food. The sumptuous buffet spread prepared by the hotel chefs was well-received. All in all, a grand hotel with the right company, good food and delightful entertainment adds up to a really happy occasion for the bwL Malay group to cherish for years to come.

Our center have moved from Geylang to:

Golden Landmark
390 Victoria Street #03-28
Singapore 188 061
Telephone: (65) 6348 9949
Fax: (65) 6396 8670

Come visit us!



Our founders and their spouses in full splendour



bwL Malay group



Katherine Cheah

Country Manager, Malaysia

How time flies. We have come to the end of 2005. This year has been a fruitful one for Malaysia.

Our network is fast expanding. From July till October 2005, we have 14 newly promoted Silver Directors and 3 Gold Directors from all over Malaysia. Sales in East Malaysia have been very encouraging. There are more than 300 new Business Managers and Senior Business Managers from January to October 2005. With the establishment of 2 Lifestyle Centres in Kuching in early 2005, 2 more new ones will be coming up respectively in Miri and Kota Kinabalu and as of November 2005, there are a total of 27 Lifestyle Centres in Malaysia.

On 20 October 2005, more than 85 elite leaders participated in the 4 Day Bangkok incentive tour as a reward for their nine months of hard work and contribution. All in all, it was a fun-filled and relaxing trip. Every one enjoyed the trip and brought home fond memories and lots of souvenirs!

The widening of our network and the increase in the numbers of managers and key leaders are testimonies to the effectiveness of our ENP. It is a realization of our leaders' dreams where they embrace "Life at its Best". I would like to take this opportunity to wish everyone a Merry Christmas and a Happy and Prosperous New Year 2006!



bwL Successes in 2005



Super Excellence Master Award of Direct Sales 2005



The 4th Asia Pacific/Malaysia e-Entrepreneur Excellence Award 2005-Excellence Brand



The 4th Asia Pacific/Malaysia e-Entrepreneur Excellence Award 2005-Excellence Leadership

2005 is indeed a remarkable year for bwL, Malaysia. The Annual International Convention held on Saturday, 9 July 2005 was a truly happy occasion. Besides the crowning of our Silver Directors, Gold Directors and the first-ever Platinum Directors, bwL Malaysia also received "The Most Professional Company" award by Global Business Magazine Publication.

It is indeed an honour for bwL to receive such a coveted award. This award is typically given to companies that stand out in the crowd and enjoy a professional edge over its competitors.

Following that, on Sunday 10 July 2005, bwL Malaysia received 2 excellent awards at the 2005 Asia Pacific e-Entrepreneur Seminar at First World Hotel, Genting Highlands, Malaysia. The seminar was organised by the ever popular Global Business Magazine.

This is one of the yearly events organised to recognise direct selling companies which have, in the past year, achieved outstanding performances in leadership, service, branding and other relevant areas in the direct selling industry. bwL was one of the few companies selected and awarded the 2005 Excellent Brand and 2005 Excellent Service Quality Award.

As the first company with direct-selling as core business to become public listed in Singapore, it is not difficult to see why bwL is achieving one award after another. At the same time, Best World also enjoys regional presence. The success of a company speaks of its leaders. And in the case of bwL, Malaysia, the leadership and foresight of our 2 founders as well as our Board of Directors are proven once again by achieving this award.

May we look forward to many more awards.



Opening of Hong Kong Lifestyle Centre



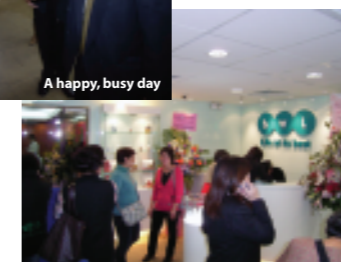
Those who have graced the event

bwL has expanded again! Wednesday, 30 November 2005 saw the opening of the First Lifestyle Centre at the centrally located Mongkok. The unveiling of our Hong Kong Lifestyle Centre speaks of more to come. Strategically located between Taiwan and China, the Hong Kong Lifestyle Centre paves our entry into the China market.

The important task of helping the Hong Kong operations lies in the hands of Mr Pengo Chow – our new Country Manager. With more than 2 decades of experience in the pharmaceutical and beauty industry, it is not surprising that Mr Pengo Chow was headhunted by our management.



A happy, busy day



Lifestyle Centre owner Ms Susan Ng and Mr. Pengo Chow, Country Manager, HK

As the anchorman for the Hong Kong business, Mr Pengo Chow will steer the Hong Kong operations based on the directives set by the Singapore Headquarters. He will also fully assist the distributors in reaching out to the Hong Kong market.

And now what's left is to make our presence felt in the region and beyond. And we can hardly wait for the opening of the Hong Kong Regional Centre in 2006!

Hong Kong Lifestyle Centre:

16/F Room A,
Hua Chiao Commercial Centre
No. 678 Nathan Road,
Mongkok, Kowloon, Hong Kong
Tel: (852) 2736 8178

For any enquiries, feel free to email Pengo at pengoc@bwL.com.hk.



Success... Attitude is Everything!



Our Group CEO, Dr. Dora Hoan, was a guest speaker at the Direct Selling Forum at Crown Princess Hotel, Kuala Lumpur, organized by Global Business Magazine. Here is an excerpt of her motivating speech.

According to statistics, the percentage of successful people is actually very low. There are also not many who have totally failed. Most belong to the category who hope to succeed, or some have succeeded then failed and are still trying.

Success, so near yet so far. The route to success is often filled with obstacles. Many a time, we might lose our way in our search for success.

Actually, what really determines your path towards success is your attitude. The right attitude towards interpersonal relationships, your attitude towards work and the attitude towards yourself are deciding factors towards success. As what people say:

"The Altitude of Success is determined by the Aptitude of Attitude."

Emotional Quotient

Let us begin with "Emotional Quotient". Direct selling is very much a "people business". If you do not have the emotional quotient and do not handle interpersonal relationships well, problems will surface one after another. Interpersonal relationship problems are usually brought about by a sense of injustice. Therefore, for us to have successful interpersonal relationships, we must first understand the roles each of us play.

In direct selling, we will meet all sorts of people. Within the company, there are uplines, downlines and sister lines. Direct selling companies and distributors' relationship are like husband and wife. As the saying goes, we should be rational before marriage and choose our lifetime partners with care. After marriage, we should express our emotional side more, respect, support each other and live amicably till a ripe old age.

It is always easy when it comes to spouting theory. The truth may be far from it. It is only human for us to covet another's wife and think that the grass is greener on the other side.

And when this happens, we become critical, begin to compare and start to complain. Gradually, husband and wife's relationship will be on the rocks. By then, if one party were to seek another person's warmth and engage in extra-marital affairs, the marriage will eventually break down.

Therefore, the company and distributors should each do their part in contributing to the interest of the whole company to reap the full benefits.

Apart from the company, distributors may have a few uplines and a large group of downlines. Some people regard their uplines as "Mum" even though some of the downlines are actually older than their uplines. Some of the uplines regard themselves as their superior. However the downlines are not getting a paid salary. And if you address your upline as "teacher", not every upline is capable of conducting trainings.

Therefore, the relationship between the upline and downline may best be described as working partners. The upline and downline should work as a Team. They should appreciate, support each other and work together. Unity is Strength.

There will be many sister lines in an organisation. These people may seem to be your internal competitors. However, they are actually in the same boat as you. If everyone can live under one roof harmoniously and not benefit at the expense of the same family, our company shall enjoy a strong bond and foundation. Therefore, sister lines should regard one another as colleagues, respect one another as you would your own siblings. When everyone is civil to one another, petty arguments will not lead to a petty environment.

All in all, we should adopt the values of "Gratitude", "Support", "Harmony" in treating people so as to create a warm and friendly culture within the organization.

Working Attitude

And now, let us discuss about your working attitude. Is "integrity" the basis in all your business operations? Your sincerity may be seen when you fulfill your promises and it will also show when you put others' benefit before yourself. Are you sincere or professional enough during your sales talk?

Professionalism is not exaggerating or cheating. Remember that your customer or downline shall follow you forever. Lies will be uncovered sooner or later and how would you be able to face them? Remember that others' trust in you is built up over the years. You only need one lapse for your reputation to be destroyed. This is certainly a risk you would not want to take. With such a good career and reliable products as bwL, all you need to do is to say it as it is. Remember, "Honesty is always the best policy."

On the other hand, do you put "love" into your career? "Choose what you love and love what you choose." Only when you possess love will there be sparks. Do you always feel excitement when you conduct your business? Do you possess enthusiasm and passion? Do you have an unwavering belief? If the answer is yes, your career will experience exponential growth and reach outstanding heights.

All in all, you should possess the values of "Integrity" and "Resolve" in all that you do. Only then can you establish a positive and righteous organizational culture.

Self

If you adopt "Do the right things, do things right" and "Be in the right role and conduct ourselves right", you will be able to build your network step by step. Gradually, you will accomplish your goals and climb up the hierarchy. There will come a day when you realize that you have already reached the peak. To continue your success, you will have to continuously overcome obstacles and scale greater heights. By then, you will have to rely on your personal development and growth. Ask yourself a few questions.

- "Do you constantly lead by example?*
- Do you walk the righteous path?*
- Do you reflect on your shortcomings and improve on them?*
- Do you maintain a humble attitude?*
- Do you engage in lifelong learning and continue to grow?"*

If you have, you would be walking the success route by now. Let us fine-tune our attitude so that things can run smoother and let us take off from the success runway together! See you at the success pinnacle!



C'Bon Lip Series

The C'Bon Lip Series from Japan is finally here! Take your pick from 3 of this season's most current lip colours and 1 lip gloss not forgetting a lip brush for easy application. Whether it's the sweet, natural or dramatic look you desire, there will never be a dull moment with C'Bon! With quality ingredients such as jojoba and extracts of royal jelly, you can rest assured your delicate lips stay well moisturized. Sold individually, the C'Bon Lip Series are compact and convenient to bring along, wherever you are. Get your very own C'Bon Lip Series today. It's party time!



Available Colours:

- C'Bon Lip Colour L115 
- C'Bon Lip Colour L121 
- C'Bon Lip Colour L127 
- C'Bon Lip Gloss LG201 
- C'Bon Lip Brush



Items are sold separately.

bwL Air Ionizer

Compact. Effective. Durable.



The bwL Air Ionizer from Korea brings the energizing effects from nature right at our homes. Emitting over 1 million negative ions, the highest ever in the market, the Air Ionizer has been used in hospitals with scientifically proven health benefits. Negative ions have been known for their therapeutic benefits like anti-ageing effects, relieving of sleep disorders and strengthening of immunity. It is suitable for people of all ages.

With 3 dynamic colours of blue, red and silver to choose from, it might even add a dash of excitement to your home! Make a difference in your life today! Look out for more information in our next issue of Rhapsody.



Specifications:

- Electricity – DC12V
- Power Consumption – 0.7A
- Purifying Area – 67 sqm
- Size – 220 x 126 x 320 (mm)
- Available Colours:





DR's
Secret

Reveal your
skin's inner vibrance.



By following the simple steps of 1, 2, 3, 4 and 5, your skin will experience skin cell rejuvenation and a never-before transformation, revealing new skin within. You'll see the radiance within weeks and your skin will thank you for it!