

spring 05 [www.bwL.com.sg](http://www.bwL.com.sg)  
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# rhapsody

**New**

**Super-Absorbent  
Oil Control Film!**

**Honey's  
Natural  
Beauty**

**Lose More Weight,  
Gain More Cash!**  
The **optrimax** Challenge

Detox Programme

**Vs** Diet Fads

Product Highlight:

**ENHANCED**  
Pureflo UltraFiltration!



Life at its best

Dear Bestworlders,

It's the time to take stock of our past achievements again. Having crossed a significant milestone, *Best World International*, bwi's parent company, is listed on the Singapore Stock Exchange (Sesdaq) as of 8 July 2004, with direct-selling as our core business. This not only raised our corporate image and profile, but also provided us with a stronger base to spearhead our regional expansion.

Since then, it's been one spitting experience one after another. We have received excellent results from various regions for 2004. Firstly, bwi, Singapore has once again achieved close to 50% year-on-year growth. In Malaysia, the results were even more impressive, with growth of more than three folds! Due to our rapid growth, a new office in Thailand is set up at year-end, and plan is in progress for another Indonesia office in near future.

## NEW Milestone for Another Year

## Buzzing With Dynamism

Our fervent product development endeavours has steered us into new direction. At the beginning of the year, we launched PureIta, an ultra-filtration water system, and in the latter part of the year, a lifestyle weight management product line, *Optimese*. These two leading products will inspire us to conquer new markets as well as strengthening our existing market's potential.

Due to applause feedback from past Success Training System participants, we are introducing 104 and 200 new series of training courses, to help you fine-tune your growth potential. Don't miss out on that!

As 2004 drew to an end, the world-awakening Asian Tsunami disaster has generated waves of sadness and compassion throughout the world. Expressing our empathy, our company, in a joint effort with Lianhe Zhaike, participated in the Tsunami Relief Efforts by pledging a one-to-one match of all contributions to be donated to the Singapore Red Cross Association.

The unparalleled force of Mother Nature has made us realise the shortcomings of our own life and stability. All the more we should cherish what we have in our short-lived life, as well as fully utilising our potential and limits in the present time.

As we grasp the importance of every single day, let us enhance our own and family's Physical Health, Emotional Health, Financial Health and Social Health, so as to enjoy health, happiness, enrichment simultaneously. That is indeed Life at Its Best!

With this, our management team, staff as well as network leaders have set their goals for the new year. What about you? Let us work towards achieving our individual targets together!

Thank you.

As we grasp the importance of every single day, let us enhance our own and family's Physical Health, Emotional Health, Financial Health and Social Health, so as to enjoy health, happiness, enrichment simultaneously. That is indeed Life at Its Best!



Dr. Dara Hoan  
Founder

Dr. Doreen Tan  
Founder

It was until lately that I realise - my wonderful partnership with bwi, is evolving into its 14th year! How time flies.

As I face more steps ahead, a set of footprints is left behind me. While I cannot narrate my life account in its entirety, I would like to share a part of my bwi, story - certainly one that was well-dotted with many ups and downs, happy moments, poignant memories as well as inevitable setbacks. But ultimately, they lead to the fulfillment of my big dreams.

Somewhat, they seem to have taken place only yesterday. How often do we look back on our humble beginnings and use them as a motivating factor? Till now, I am no exception.

I was a hawkler assistant before I joined bwi. Each day, before dawn, I would begin toiling non-stop for the next 10 hours. It was a routine for me - from 5 am to 3 pm, 364 days a year, whether rain or shine without fail. My labour only brought in a pittance of \$3,640 annually and many times, I could hardly make ends meet.

Day after day, month after month, life went on monotonously. There was no excitement, no prospect and nothing to look forward to. Ten years passed uneventfully. Nothing changed and the future looked bleak.

Then, it was serendipity that I got acquainted with Elin, who introduced me to bwi, and became my upline. At that point of time, I didn't have the slightest clue that my life would never be the same again. But that was the turning point of my life.

As I started out my new career in direct-selling, I would work very hard, pay careful attention in classes and learned conscientiously. Soon, I developed a deeper interest and took initiative to read up on reference materials.

I couldn't believe that direct-selling is so rewarding! From then onwards, I became even more determined to work harder, believing this is the business where I would reap what I sow.

The sky's the limit. At bwi, what we have are the best products, members, management and training. What I have witnessed for myself is - there is truly ample and equal opportunity for personal development and success.

All that I have achieved today - physical, financial, emotional and social health - I want to share it earnestly with others. I dream of branching out of Singapore and expanding my network regionally. It's a marvelous feeling to be able to share with others and provide them the chance to live "life at its best".

Maggie Goh  
Platinum Director



## Transformation of a lifetime

Maggie Goh shares with us how she paved the well-trodden route to her present sweet success.

Then the moment came when I received my very first pay cheque as a Business Manager! The amount - to my utter amazement - was more than my utter annual salary as a hawkler assistant!

## Info @ your fingertips

@ACCESS



All thanks to e-Access, now you can enjoy hassle-free check and verification of your monthly bonus and commission! e-Access is available online at [www.bwL.com.sg](http://www.bwL.com.sg)

We have also installed an e-Access booth at our Singapore Post Centre headquarters for your easy surfing. Introduced in October 2004 to provide a more convenient alternative to calling up our branch or waiting on the line, you can view all your records and even check the sales of your downlines, as it gives an overview of their sales up to three levels down. Next time you make a visit to the headquarters, remember to try out the user-friendly e-Access! All you need is your bwL member code as id and identity card number as your password.

Let your fingers do the trick. Simply click, scroll and view!



[www.bwL.com.sg](http://www.bwL.com.sg)  
**EMBRACES**  
new look

An exciting brand new look for the new year! Incorporating an eye-pleasing, wholesome look, the new bwL website not only features the usual Product information and Online shopping categories, but also an online bwL newsletter for your reading pleasure. What an engaging way to get connected anywhere, anytime! Check it out now at [www.bwL.com.sg](http://www.bwL.com.sg) and give us your comments!



## bwL Success Training System 100

Learning never end, especially in our accelerated route to success. bwL's Success Training System 100 comes in a series of 101, 102, 103, 104 and 105, offering a concise, compact and comprehensive preparatory programme specially devised to enhance your progressive learning.

Over a period of two to six months' time, participants will learn, enrich and empower one another in a cosy and conducive setting. New members will find the programme particularly useful for learning new skills in building new grounds for their success, whereas seasoned distributors will delight in learning from a different eye-opening angle. The completion of the 100 series will grant you access to the 200 series.

### bwL 101

- How to be a better person
- Explore the direct selling industry

### bwL 102

- Grow with networking
- The Enterprise Network Programme (ENP)

### bwL 103

- Change your attitude for a quantum leap

### bwL 104

- Enhance your direct-selling with proficient salesmanship
- Marketing skills
- Mentoring with your group

### bwL 105

- Product knowledge



Genuine comments from some ardent participants of a recently-held 103 training course:

*"Nobody has ever taught me the way the trainer has before. She never gave up on me but kept encouraging me. I sincerely felt the warmth from everyone in the class. It touches me a lot."*

Irene Heng Ah Nai SG 0000618

*"I am most grateful for all the teaching and sharing. What I have learnt is something that money cannot buy."*

Maryanne Tan SG 20028709

*"I have been to many training courses but this is the only one that stands out. Everyone is so motivated, earnest and down-to-earth, even the bosses of the company, Dora and Doreen! The lessons have greatly enriched my life. I could not believe that someone could go to such an extent in organising such beneficial training for us!"*

Kitty Tan Low Kiow SG 20024343

Members, what are you waiting for? Let's have a memorable time together in helping one another grasp the essence of living "Life at its best"! Don't miss out on our next intake! For course enquiries or sign up, please call Edna at 63470849(DID) or Alice at 6347 0856(DID).

While many are fighting the battle of bulge these days, there lies a quiet battle among many self-professed weight loss regimens. So what works and what doesn't - we let you weigh the outcomes.

## Detoxification VS Diet Fads

As revealed by recent dietary trends, Singaporeans are not eating as healthily as they should. According to the Health Promotion Board, about 1/3 of the calories consumed by Singaporeans come from fat. One in two men and one in three women have excess cholesterol intake, which is the culprit of heart disease and other illnesses.

As eating habits deteriorate over the past few years, obesity has become a growing concern. A recent study shows that one out of every five adult Singaporeans is overweight. It's no of surprise that many have turned to diet fads and various means to fight the battle of bulge. But are we aware of the right way to diet and what constitutes a healthy lifestyle?

**Diet fads that do not provide long-term health benefits**

While some diet fads may help you lose weight for a short period of time, they are neither healthifying nor effective in helping you maintain weight loss in the long run. Some of these diet fads even pose health hazards.

One of the most highly publicised diet programmes, the Atkin Diet, promotes "high protein, high fat" intake while inhibiting carbohydrates food, claiming that reduced carb intake will force the body to burn up reserves of stored energy, thus leading to weight loss. In devising the diet programme, Dr. Atkins recommends eating generous amounts of meat and restricting intake of vegetables, fruits, pasta and any other forms of carb.

However, such low-fibre diet also deprives us of essential vitamins, minerals and antioxidants

necessary for good health. According to Dr. Dean Ornish at the Great Nutrition Debate, U.S. Department of Agriculture, 2006, one study funded by Dr. Atkins found that 70% of people became constipated and 65% developed bad breath. In fact, health experts have expressed their concern that the effects of such high protein, high fat diets may put one at increased risk of heart disease, high cholesterol, liver and kidney damage and even cancers.

**What is Detoxification?**

Detoxification is one of the most effective and natural weight management methods, which promotes healthy weight loss through removal of toxins that are accumulated in the body as a result of modern, stressful lifestyles and insufficient fibre and water in diet.

When we do not take enough fibre and water in our diet, we suffer from constipation and subsequently, ineffective removal of waste and toxins.

# health

Even regular bowel habits may not totally remove intestinal plaque - the stubborn toxins which stick on to our intestinal walls, just like the dental plaque on our teeth and gums. Therefore, we need extra help to get rid of this intestinal plaque from our body.

It has been proven that removal of intestinal plaque will lead to substantial weight loss, as well as improvement in physical appearance and well-being, enhanced vitality and improved complexion!

With a unique bundle of three quality products - Plum Delite, Meal Replacement Bar and Anti-Cellulite Body Gel, the **optiMax** weight management programme is a three-pronged approach to help you achieve substantial weight loss in a natural, effective way. Perfectly safe, healthy and natural, it enables you to lose weight effectively and maintain it in the long run!

## LOSE the Excess Weight, but NOT Good Health

### Plugged No More!

Indulge in some delicious fat-free natural plums to facilitate inner cleansing. Plum Delite, made with active natural ingredients that promote movement of the gastrointestinal tract, flushes out toxic and wasted materials from our body system, thus promoting healthy weight loss. Taking Plum Delite regularly also helps to improve your facial complexion.



### Fancy Having Your Meal Anywhere You Like?

Containing only 160 calories, the Meal Replacement Bar is packed with rich nutrients and vitamins to ensure that good health is not compromised with slimming goals.

### No more hunger pangs

• Super CitriMax helps to curb your appetite and inhibit the conversion of carbohydrates into fat, promoting a slim and toned physique.

### Stay energetic and vibrant

• SmartCarbs provides you up to 50% long-lasting energy, so you won't feel lethargic.

### A well-toned and slim body

• 14 grams of high-quality protein to make sure your lean muscles are not reduced.

### Balanced nutrition

• Omega 3 & 6 acids will ensure that you meet your daily nutritional requirements.

### Burn fat, not muscles

• Combine will increase your body's fat burning mechanism without losing lean muscles.

### Spot It & Erase It!

Cellulite is that lumpy, rippled skin appearance that is common in men and women regardless whether one has a weight problem or not. Caused by water retention problems, lack of proper circulation and dietary cellulite is not only hard to get rid of, it may recur if you don't take preventive measures! Made of natural plant extracts, the Anti-Cellulite Body-Gel fights off cellulite by:

- Helping you eliminate unwanted fat and preventing it from appearing.
- Penetrating into deepest layer of skin to rev up your metabolism.
- Giving you a well-toned and slimmer body as well as smoother skin.



## Healthy Facts About Fibre



Health experts have discovered that a diet high in fibre can help to reduce constipation and risk of heart disease and certain cancers by 30-30%! Other benefits of high fibre diet:

- Assist in losing weight
- Decrease appetite
- Maintain energy level
- Rid the body of toxins and wastes

Do you believe that you can gain more cash as you lose more weight? Shed those extra pounds and get rebates from us - as much as 100%! Moreover, you will save as much as \$120 when you purchase the **optiMax** Weight Management Package now! To find out more about this "Gain as you lose" deal, refer to back cover - the **optiMax** challenge!

## WATER and your HEALTH

Water is not only the number one ingredient for a healthy body on the inside, but also responsible for maintaining a healthy and youthful appearance on the outside.

We all know that water is essential for living. In fact, water makes up about 70% of our body, 85% of our brain cells and 90% of our blood! We may survive for many days without food, but we can't live on beyond 72 hours without water.

As water is important to us, we should think more about the quality of water we drink. Have you thought about where it comes from and how it travels to us?

### What about chlorine?

Chlorine has been used as an effective disinfectant in drinking water supplies. While the chlorine placed in our water can eliminate some bacteria and viruses, it also reacts with naturally occurring substances such as decomposing plant and animal materials to form a group of harmful chemicals known as disinfection-by-products which may pose health risks. Several studies have found

a link between long-term exposure to high levels of chlorination by-products and a higher risk of cancer.

### What about boiling?

Studies show that continuous boiling of water for 5 minutes or more will not eliminate all bacteria in the water. To eliminate most bacteria, you need to boil for 15 minutes. By then, how much water will you have left? Boiling also does not remove solid particles, harmful chemicals, preformed toxins or heat stable solutes.

### What's the solution?

Designed to provide pure filtered water free from health-damaging contaminants, bacteria and viruses in our drinking water, PureFlo is a tap-mounting, easy-to-install water filtration system relying on the latest ultra-filtration, membrane technology from Hyflux. With a filtration capability of up to 0.015 micron matter unit, PureFlo can remove any possible trace of impurities, bacteria and viruses, offering you the purest and highest quality of drinking water straight from the tap - so now your family can enjoy a piece of mind!

### PureFlo purifies our tap water in 2 efficient processes:

#### PureFlo Purification Process 1: Granular Activated Carbon

Effectively removes chlorine and bleach in our water, thus clearing any possible odours and smell.

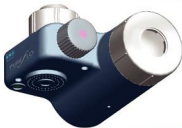
#### PureFlo Purification Process 2: Ultra-Filtration

Ultra-Filtration, a revolutionary technological advancement in membrane filtration, ensures that microscopic particles and organisms as tiny as 0.015 micron are filtered out

## An improved version to pure, perfect water PUREflo

### 3 times better Flow rate

When first launched the PureFlo water filter in February 2004, it drew an overwhelming response in no time. In the innovative spirit of seeking the best finality of our products, we have come up with an enhanced version of PureFlo that provides consumers with a better flow rate through the filter - as much as 3 times! After installation of cartridge, let the water flow under "Pure" mode for an hour before use for consumption. You may use the running water for cleaning purposes such as washing hands, dishes or watering plants.



## Why is FILTERED water good for us?

Not only does drinking filtered water free us from potential health hazards, it harbours lots of benefits, such as better nutrient absorption, digestion, skin hydration and detoxification. Here's how it works:

#### Aid in digestion

Water aids in digestion as part of the food mass in the intestines. The movement of food in the digestive tract is more effective if more water is retained in the food. When food reaches the colon, most of the water is reabsorbed.

#### Enhance nutrient absorption

An increased intake of filtered water helps our food to be digested properly and also speeds up the metabolic rate, allowing our body to better assimilate nutrients from the foods and health supplements we consume.

#### Promote better looking, healthier skin

Pure water keeps our skin moist, subtle and resilient. The best way to moisturise the skin is from the inside!

#### Prevent illnesses

Water prevents dehydration, which is the hidden cause of many illnesses such as extreme fatigue, lower back pain, respiratory problems, intestinal disorders, kidney failure and many other diseases.

Other benefits of drinking pure water include better stress management, higher energy levels, sharper eye vision, a boosted immune system and overall improved brain and body function.

### Other unique qualities of PureFlo:

- It is so compact that it can be easily installed on most taps.
- It has a transparent window for you to view if the membrane cartridge is empty without having to take the filter apart to check.
- Its chlorine removal function is effective for 1500 litres, translating into 4 to 5 months' worth of use for a family of four.



While many people recognise the nutritional properties of honey, not many realise that there's much more to honey than meets the eye. One of nature's oldest medicines - honey is a sweet treat for your complexion as well as a natural provider of good health.

**HONEY,**  
You're a  
Natural Beauty

**The Intrinsic Goodness of Honey**

Honey is made up of fructose, glucose, water and other sugars, as well as many enzymes, vitamins, minerals and amino acids that our body requires. It also contains many antioxidants that are used by the body to eliminate free radicals that harm the healthy cells in our body, killing the contaminants it comes into contact with. Due to its antibacterial and antiseptic properties, honey is good for preventing scarring and helping to disinfect and speed up healing in wounds, scrapes and burns. Sores, mouth ulcers and bleeding gums all respond nicely to raw honey applications.



Not all  
**HONEY**  
Are the Same

• **Raw is real**

Most honeys found in the supermarkets and even health food stores are not raw honey but are termed as "commercial" honey, which has been heated and filtered and gives off a brownish yellow colour - darker than the look of raw honey. It has a clear looking consistency, unlike raw honey's milky look with particle flecks in it. Apparently, honey has been heated and filtered to give it a cleaner, more eye-appealing look to the consumer as well as make it easier to handle and package. However, much of the intrinsic goodness of raw honey would have been lost as **heat destroys the honey's active enzymes and antibacterial agents, thereby stripping them off their unique and beneficial properties.**

On the other hand, Activv Honey has never been exposed to beyond 39 degree Celsius, ensuring that the essential enzymes found in raw honey are kept intact and alive, so that the diverse benefits of vitamins and minerals can be unleashed to different parts of our body.

• **Natural-Occurring**

Activv Honey is harvested from the untouched Mount Cook region in New Zealand, containing many vitamins and minerals at their most natural-occurring state. It is also enriched with 1% of purest Bee Pollen Grains which, even in small quantity, provides significant amounts of nutrients, amino acids, minerals, vitamins and antioxidants.

Each delicious dose of Activv Honey delivers the royal goodness of 99% raw honey and 1% Bee Pollen Grain, fresh from the beehives - original, delicious and very healthy! Here's why Activv Honey stands out from the bunch!

The **BEAUTY** of  
**RAW HONEY**

**Prevent Aging**

Raw honey is rich in enzymes, which helps to restore youth and vitality, giving you extra energy. Regular intake of enzyme-rich food like raw honey will ensure that enzymes are being replenished at a faster rate and thus, slow down the ageing process.

**Enhance the skin**

• **prevent sagging and wrinkling skin**  
Free radical damage decreases skin's elasticity and resilience, resulting in sagging and wrinkling skin. Polyphenol, a substance is found in raw honey, supplies high levels of powerful antioxidants such as vitamins A, C and E and other nutrients which help to prevent new damage or reversing earlier damage posed by free radicals.

• **reduce skin scarring and promotes healing**  
Raw honey's anti-bacterial properties make it a powerful weapon against scars, cuts, rashes, burns and other skin injuries. It works well for acne and on chapped lips.

• **nourish the skin**  
Raw honey's rich supply of vitamins, minerals and amino acids contributes to healthy glowing skin as well as adding lustre and shine to our hair. It has a natural moisture retention ability to help the skin stay hydrated and moisturized, maintaining softness and suppleness.

**Reduce obesity and weight**

Results have shown that honey, when taken on an empty stomach with lemon and water over a period of time, can help the body to slim down.

**Relieve symptoms of constipation**

If you are constipated, drinking honey with hot milk at night can relieve your condition.

**Repair tissue and ward off diseases**

Raw honey's health-befitting enzymes, coupled with its antioxidant components, will boost our body's natural defenses to ward off cancer, heart disease and other diseases.

**Prevent headaches and hay fever**

Researchers have found that honey can help to prevent headaches and reduce the impact of hay fever. The deposits of the pollen collected by bees will slow-immune against the allergy and initiation of hay fever.



How to **Savour** Activv Honey?

Activv Honey is so delicious you won't get tired of it - either eat it on its own or try different ways of consuming it. Drink it direct from bottle or blend it with fruit water, juice, ice tea or even hot chocolate. Spread onto a toast for a simple, yet nutritious breakfast. You can also savour the goodness of its taste when mixed with cereals, fresh fruit or desserts.

How to **Make Facial Mask** with Activv Honey?

Mix 2 tablespoons of Activv Honey with 2 teaspoons of milk. Smooth over face and throat. Leave on for 10 minutes, then rinse off with warm water.



## Our Health Promoters

Q How can GLA relieve PMS and menopause symptoms?

A Women with PMS and menopausal symptoms often have low blood levels of Gamma-Linolenic Acid (GLA) due to inactivity of a specific enzyme called delta-6-desaturase (D-6D). GLA an omega-6 fatty acid which has touted benefits for skin, PMS, menopause,

arthritis-inflammation and cardiovascular health. GLA in Black Currant Seed Oil and Borage Seed Oil has been found to relieve symptoms of pre-menopause and menopause including nighttime flushes, inflammation, water retention, depression and irritability.

GLA is the gatekeeper to both our health and appearance which gives remarkable rewards such as:

- Aiding in body's resistance against viral infection or illness.
- Reducing health-weakening cholesterol levels in the body.
- Relieving arthritic joint pain, stiffness and inflammation.
- Restraining blood clotting, allowing bloodstream to move smoothly
- Increasing cell resilience and retaining skin's moisture balance, delivering a multitude of beautifying benefits such as:
  - Soothing dry, scaly skin
  - Combating wrinkles
  - Strengthening brittle nails
  - Preventing collagen loss
  - Producing a radiant complexion
  - Nourishing stringy hair



Adding a rich source of GLA to your daily regime is a powerful key to vibrant health and radiant beauty. Derived from Borage plant seed, bwl's Borage Seed Oil contains 20-27% GLA - a much higher concentration than the evening primrose oil (with about 8% GLA). Daily supplement of GLA can assist in keeping your body slim and healthy. GLA also converts to a hormone-like substance in the body called prostaglandin E1 (PGE1) which has anti-inflammatory properties and works to maintain good hormones, nervous system as well as cardiovascular function.

Jerry Lu  
General Manager - Singapore



## NEW GIRO Service for Betterment



When our parent company, Best World International, got listed on the Singapore Stock Exchange (SESDAQ) in July 2004, I felt a tremendous sense of achievement. Now, we are truly excited, knowing that our goals will be more distinct, our strategies more precise and our achievement more remarkable. I would like to thank all our bwl distributors who have put in a whole-hearted performance in their direct-selling endeavours.

Indeed, bwl strives to achieve continued success and synergy by bettering our operations and not simply rely on old practices. With this, I'd like to introduce a new GIRO service for all our distributors' monthly bonus payment. Convenience is indeed the key word in our busy schedule today. The last thing you want is to waste your precious time worrying about a lost cheque that spells your hard-earned bonus!

You will be glad to know the new GIRO service will credit your monthly bonus into your bank account in a timely fashion. If that sounds like a hassle-free deal to you, begin your GIRO route with us! Simply pick up a Giro application form now!

So let our endeavours leave behind a legacy. Embrace "life at its best".

Is your face always shining - not from perspiration but from oil produced by over-active sebaceous glands under your skin? Fret not.

Here's a gleaming opportunity: We're giving away a FREE Oil Control Film packet with every purchase of a DIY'S SECRET skin care product set. Hurry!

## No more SHINY face

Now you can indulge in the daily usage of bwl's Oil Control Film wherever you are, at any time of the day. Made of higher absorbent material, the new Oil Control Film conveniently lifts away excess oil and helps skin stay fresh and matte. Make your skin feel as good as cleansed skin!

- Remove shine from face without altering makeup or stripping skin of its natural moisture.
- Superior absorbency effect
- The Film's change of colour soon reveals the amount of oil being absorbed clearly.



## A Toast to our High-Achievers



**K**udos to all our distributors! We have done exceptionally well this year, as revealed by the numerous awards received at our recent Conventions, both in Malaysia and Singapore!

On our first-ever Regional Convention in Kuala Lumpur, Malaysia, a total of three Gold Directors and five Silver Directors were 'crowned' at Sunway Lagoon Resort Hotel. This joyous proceeding was graced by none other than the two founders of bwl - Dr Dora Hoan and Dr Doreen Tan.

In a short span of two months, when we attended the International Convention in Singapore in June, we had new additions of four Gold Directors and eight Silver Directors. The number of Business Managers had sprung from 400 to over 900, while our sales grew by more than three folds! Such positive results just spur our spirits to go further in this unlimited potential of bwl!

So what lay in store after becoming a Silver Director? You can apply to become a franchisee of our authorised Lifestyle Centre where you will earn lucrative income. Till this date, we have a total of 16 Lifestyle Centres set up in Malaysia, covering namely Wilayah, Klang Valley, Johor, Ipoh and Seberang Prai, Penang.

Lifestyle Centre franchisees will go hand in hand with bwl's goals and practice of the 3 'S' - Sponsoring, Sales & Servicing as well as its 4 core values of Physical Health, Financial Health, Social Health and Emotional Health.

So, set a new goal for 2005. Let us drum up preparations for more heated competition and excitement for our next year's convention!



# NEW Premise, NEW Promise

Malaysia

Katherine Cheah  
General Manager - Malaysia



Here's sailing into the new year on a good note! Our highly anticipated new 4-storey shoplot building in Kuala Lumpur has completed renovation!

Embracing bigger space for our distributors' activities and a state-of-the-art auditorium, the new office will incubate better hardware and software supports and more personalised services. All these without compromising on a cosy and comfortable environment for our customers!

For those we can't wait to know - our new office address will be  
Our office general hunting line:  
603-90571133 and Fax No: 603-90572158.

Another fabulous news - the company has purchased a 3-storey shoplot building in Johor at Taman Nusa Bestari, Bandar Nusajaya. Renovation will begin in early 2005.

11, Jalan Radin Anum,  
Bandar Seri Petaling,  
57000 Kuala Lumpur

## Stepping into the "Land of Smiles"

Thailand


Now we will have one more reason to flash our smiles, for our newly-acquired bwl Thailand branch will soon be opened! Let us applaud our company's regional expansion efforts into the "Land of Smiles"!

Placed in charge of this newly expanded premise would be Ms Susan Khoo, our General Manager - Thailand. When you make a trip down to our brand new Thailand office, remember to give a chirpy "Wai" (the traditional Thai greeting) with a dazzling smile!

Our bwl Thailand office can be reached at:  
Tel no: 662-3096642  
Fax no: 662-2506255

184/185, Unit A, Forum Tower 184,  
Rachadapisek Road, Huay Kwang  
10320, Bangkok, Thailand.





The night's splendid celebration was like a scene taken from the Hollywood Oscars. Still, the red carpet royal treatment, mini fireworks and pyrotechnics failed to steal the glitter away from the night's main attraction - the awardees of bwl International Convention 2004.

## A Night for the Mega-Stars!

As we enter the ballroom at Swissotel, the air was electrified with the glamour and success of bwl's brightest talents. It was truly a revelry befitting our celebrities - none other than our Million Dollars Achievers and newly-promoted Gold and Silver Directors.

Dr Dora Hoan and Dr Doreen Tan, founders of bwl, delivered a speech with the theme of "Success inspires success". Arijit, the presence of our distributors from Singapore, Malaysia, Indonesia and Thailand served to bring the essence of the evening's theme across - that we should actively spread bwl's success across the region and beyond.

Indeed, cultural diversity too centre-stage with as many as 1,200 bwl distributors gracing this year's convention, mingling heartily from table to table. Let us applaud not only the success of our top achievers but also all those who have played a part in helping bwl to grow locally and regionally.

It was indeed an evening of colours, splendors and fulfillment!

Dear bwl members,  
From this spanking new issue onwards, we welcome you to pose all your queries in regards to all bwl matters. We will address your relevant queries as much as possible in the next issue. So let those letters pour in! Send them to:

Marcom Department - bwlLetter  
Best World International Ltd

10 Eunos Road 8 #06-03 Singapore Post Centre Singapore 408600