



Press Release – For Immediate Release

## Miraglo Face: The Definitive Exfoliating Product to Unveil Your Skin's Miracle Glow

- Unique, effective and fuss-free exfoliation
- Made in France using patented Evolon microfibre technology

**7 March 2008, Singapore** - The beauty advice column in Urban, The Straits Times, dated 6 December 2007, brought up an interesting point. The columnist wrote, *“You have a case of leathery, rough and scaly skin that’s brought on by severe dehydration. It’s not enough to just moisturise now. Those dry, scaly patches are clusters of dead cells that have built up on the surface of your skin and are hindering the absorption of moisturisers.”*

### How necessary is it to exfoliate?

Indeed, however beneficial your skin care products are, they are rendered useless if they are not able to penetrate into your skin’s inner layers to release their essential goodness. As such, an exfoliating agent is a must-have in your skin care regime in order to remove unwanted debris from the skin.

Exfoliation has manifold benefits: it helps remove dead skin cells, debris, blackheads and speeds up skin renewal, stimulates the circulation of essential nutrients and oxygen for skin regeneration, stimulates collagen and elastin production, removes keratinized cells to allow for maximal absorption of skin care products and helps smoothen and soften skin.

### Miraglo Face – The Definitive Exfoliating Product

Best World Lifestyle Pte Ltd, a direct selling company specializing in the distribution of health and skincare products, offers an effective, fuss-free and unique solution.

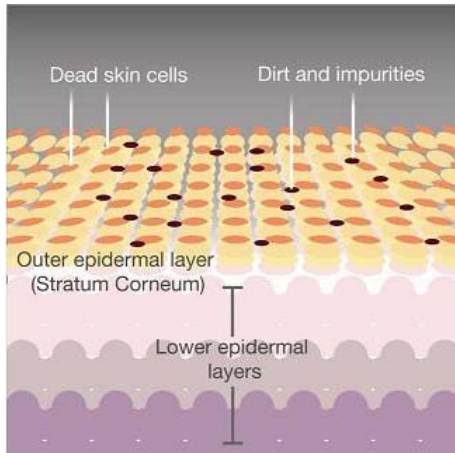
Best World Lifestyle Pte Ltd

480 Lorong 6, Toa Payoh #15-00, HDB Hub East Wing Singapore 310480 Tel (65) 6363 6663 Fax (65) 6748 7970 [www.bwl.com.sg](http://www.bwl.com.sg)



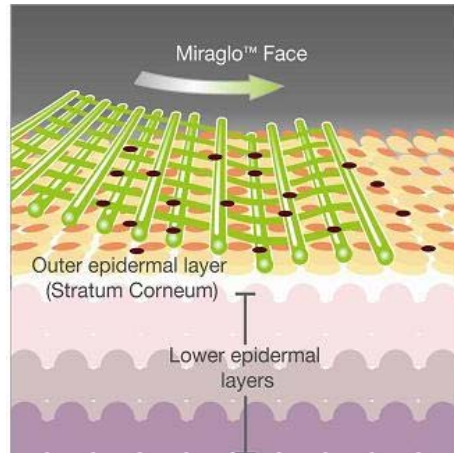
Its brand new Miraglo Face uses patented<sup>1</sup> Evolon microfilament technology to enable safe and precise skin exfoliation.

The fabric's simple appearance belies its groundbreaking technology, which creates patented ultra-thin microfibres that are 50 to 100 times thinner than human hair. The microfibres are specially designed to go between the keratinized cells of the epidermis, lifting these dead cells delicately with precision and removing 99% of the impurities on the skin surface, without injuring the skin's deeper layers. Used regularly, it primes skin for maximum absorption of nutrients and active ingredients, giving you noticeably smoother, softer and suppler skin.



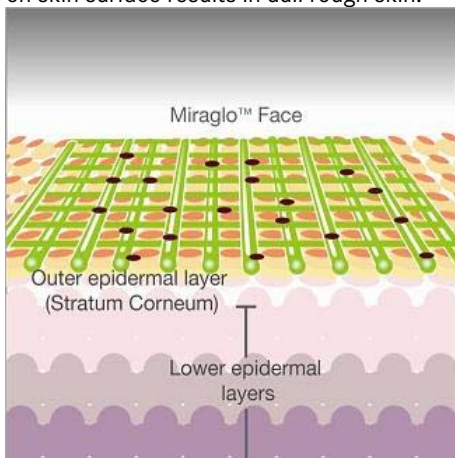
**Before**

Accumulation of dead cells and impurities on skin surface results in dull rough skin.



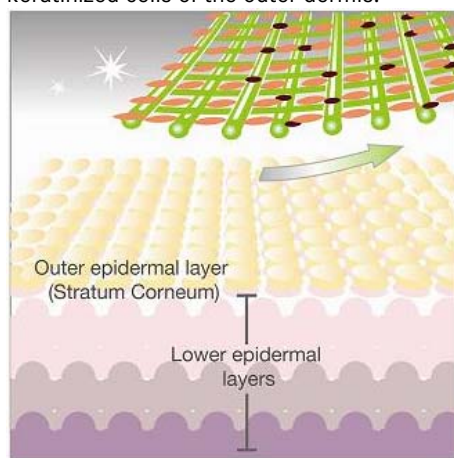
**Patented microfibre technology**

Miraglo™ microfibres effectively slot between keratinized cells of the outer dermis.



**Effective exfoliation**

Microfibres act like magnets to thoroughly trap and remove dirt and dead skin cells.



**After**

Miraglo™ Face effectively removes dead skin and impurities.



Made in France, Miraglo Face has been tested to be “skin-friendly”, hypoallergenic and suitable for all skin types, much unlike conventional exfoliation fibres or beads which are usually abrasive and injurious to skin. Furthermore, it has been awarded the Oeko-Tex Standard 100 certification and certified free of harmful substances<sup>2</sup>.

Miraglo Face, a composite of the words Miracle and Glow, promises you “Instant Exfoliation for Glowing Skin”.

The product is priced at \$84(DP) and available at:

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480, Lorong 6 Toa Payoh,  
#15-00, HDB HUB East Wing  
Singapore 310480  
Tel: (65) 6342 0888

Bugis:  
Golden Landmark,  
390 Victoria Street, #03-28,  
Singapore 188061  
Tel: (65) 6348 9949

Ang Mo Kio  
Blk 726 Ang Mo Kio Ave 6  
#01-4150  
Singapore 560726  
Tel : (65) 6459 7288

Jurong  
Blk 353, #01-105  
Jurong East St 31  
Singapore 640353  
Tel:(65) 6560 8884

<sup>1</sup> United States Patent Number 5,970,583.

<sup>2</sup> Awarded the Oeko-Tex Standard 100 certification, an international recognition given to textiles that verifies the article has been tested for harmful substances and has shown to satisfy the requirements.

The End



## About Best World Lifestyle Pte Ltd

Best World Lifestyle Pte Ltd is a health and lifestyle product company, which specializes in the distribution of their products through their direct selling channel.

Through better understanding of consumer needs and driving product innovation specifically designed to address market demand, Best World has since developed many preferred brands like DR's Secret, Optrimax, Avance, PentaLab and UberAir.

Leveraging on its success in Singapore, Best World Lifestyle has established a presence in Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei, China, Australia and Hong Kong.

For more information, please visit Best World's corporate website at [www.Mybwl.com](http://www.Mybwl.com)

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## **CONTACT INFORMATION**

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