

Press Release – For Immediate Release

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Discovering Beauty at DR's Secret SuperStar Grand Finals

Singapore, 16 July 2007 - Best World Lifestyle Pte Ltd, a health and lifestyle products company specializing in the direct selling of more than 100 products, is organizing DR's Secret SuperStar Grand Finals, to be held on 29 July 2007 at Swissotel The Stamford.

The event celebrates the remarkable transformation enjoyed by users of the revolutionary DR's Secret skincare range. Ten finalists with the best skin transformation were selected among 27 contestants during the recent 9 June Semifinals to vie for the grand title at the upcoming Finals.

Thanks to DR's Secret, tens of thousands of people have regained healthy and beautiful looking skin since its launch in Singapore in 2000. DR's Secret is also widely popular in Malaysia, Indonesia, Hong Kong, Taiwan, Brunei, Vietnam and Thailand. To date, close to one million sets of DR's Secret (comprising cleanser, toner, skinlight, skinrecon and sunscreen) have been sold regionally.

Specially formulated in USA, DR's Secret allows your skin to experience the process of reconstruction and re-conditioning in a Simple, Safe and Speedy way. Infused with vitamins and minerals to give your skin a rejuvenating boost, DR's Secret addresses common skin problems like wrinkles, fine lines, acne blemishes and pigmentation, delivering a younger and healthier look in a matter of weeks.

Indeed, the top ten DR's Secret finalists can attest to this. All of them saw massive improvements to their skin, obtaining smooth, radiant and youthful looking skin within a relatively short span of time.

Dr. Doreen Tan, Chairman of Best World Lifestyle, said, "Having a beautiful appearance is important in this day and age. I am heartened that scores of people have benefited from using DR's Secret and have experienced a transformation not only in terms of their physical looks but also in their attitude towards life and sense of confidence."

Through DR's Secret SuperStar, Best World Lifestyle intends to reach out to more Singaporean consumers and create a deeper awareness of DR's Secret's efficacy. At the same time, as Regional Headquarters, Best World Lifestyle hopes for this event to function as a useful template for its regional subsidiaries. In time, the success of DR's Secret SuperStar will also be replicated in other regions.

Dr. Dora Hoan, Group Managing Director and CEO of Best World Lifestyle, said, “Our regional strategy is driven by expansion and consolidation. To achieve this, we need to continually implement innovative programmes on a regional scale while adapting them to local needs. We believe key lessons learnt from DR’s Secret SuperStar will serve us well when we organize this event at other parts of the region.”

DR’s Secret SuperStar Grand Finals also coincides with the 17th anniversary celebration of Best World Lifestyle Pte Ltd.

- Find out more about the DR’s Secret SuperStar Finals at <http://www.drs-secret.com/Contest/>.

- Find out more about DR’s Secret at <http://www.drs-secret.com>.

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 develop many preferred brands like DR’s Secret, Optrimax, Avance and ÜberAir.

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

For more information, please visit Best World’s corporate website at www.mybwL.com.
