



Press Release (For Immediate Release)

## Finally an effective skin care solution for the scalp

- 5 proven Efficacies
- Unique and revolutionary scalp permeable technology, PentaFuse

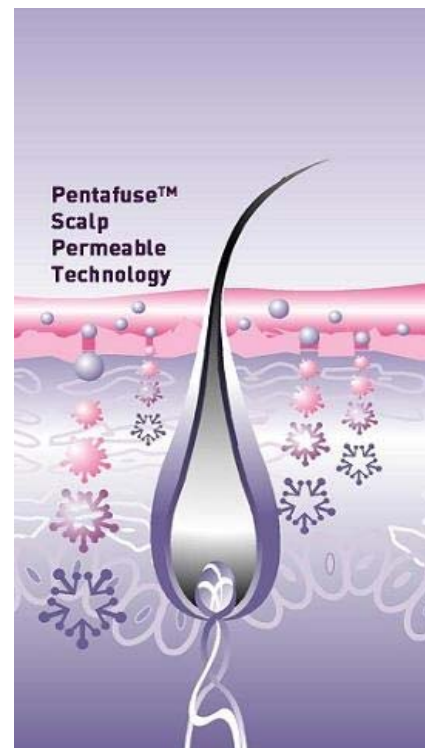
**Singapore, 26 October 2007** – This year, Best World Lifestyle Pte Ltd (bwL) turns the spotlight from facial skin care to scalp care, with the official launch of its latest product, PentaLab Scalp Care Serum.

Research has shown that our scalp ages faster than skin in other parts of the body. It is as delicate as our facial complexion as the same skin cell structure extends all the way to the top of our head.

Dr. Dora Hoan, Group Managing Director and CEO of bwL, said, “PentaLab is developed using safe and efficacious ingredients and is suitable for daily use. There is no alcohol, no artificial colouring, no animal testing, no fragrance and no mineral oil used.”

Dr. Doreen Tan, Group Executive Director of bwL said, “We believe that treating our scalp is the proven path to revitalise scalp’s skin metabolism and at the same time address early signs of hair miniaturization.”

“If the scalp lacks nutrients, hair follicles will harden and lead to hair thinning and hair loss. To counter this, PentaLab Scalp Care Serum’s unique and revolutionary scalp permeable technology, PentaFuse, consists of sponge-like solid microspheres which allows nutrients to be timely released and absorbed into the dermis layer of the scalp.”





To obtain healthy and shiny hair, simply apply a small amount of the serum to clean and dry scalp and massage with your fingertips for 2-3 minutes everyday before bedtime.



When faced with hair miniaturization problem, people often look towards hair restoration solutions and thus seek specially formulated hair serums and moisturizers, but to little avail. To effectively treat the root problem, we should start by caring for our scalp. Let's change our mindsets today!

PentaLab Scalp Care Serum is priced at S\$105(Member Price) and available for sale at:

Best World Lifestyle Pte Ltd  
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

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) .

---

### **CONTACT INFORMATION**

Best World Lifestyle

Tel: 6342 0888

Fax: (65) 6748 7970

Contact person: Ms Joe Ho or Mr Krisdono Chandra

Email: [joe@bestworld.com.sg](mailto:joe@bestworld.com.sg) or [krisdono@bestworld.com.sg](mailto:krisdono@bestworld.com.sg)