

June 2011

# Rhapsody™

梦翔曲



**The Beauty & Wisdom of Life Harmony**

**Autograph**

BWL Convention 2011

**成功是做出来的！**  
范文瑠博士的成功习惯

怎样的人容易患上  
**老年痴呆症？**

b w l

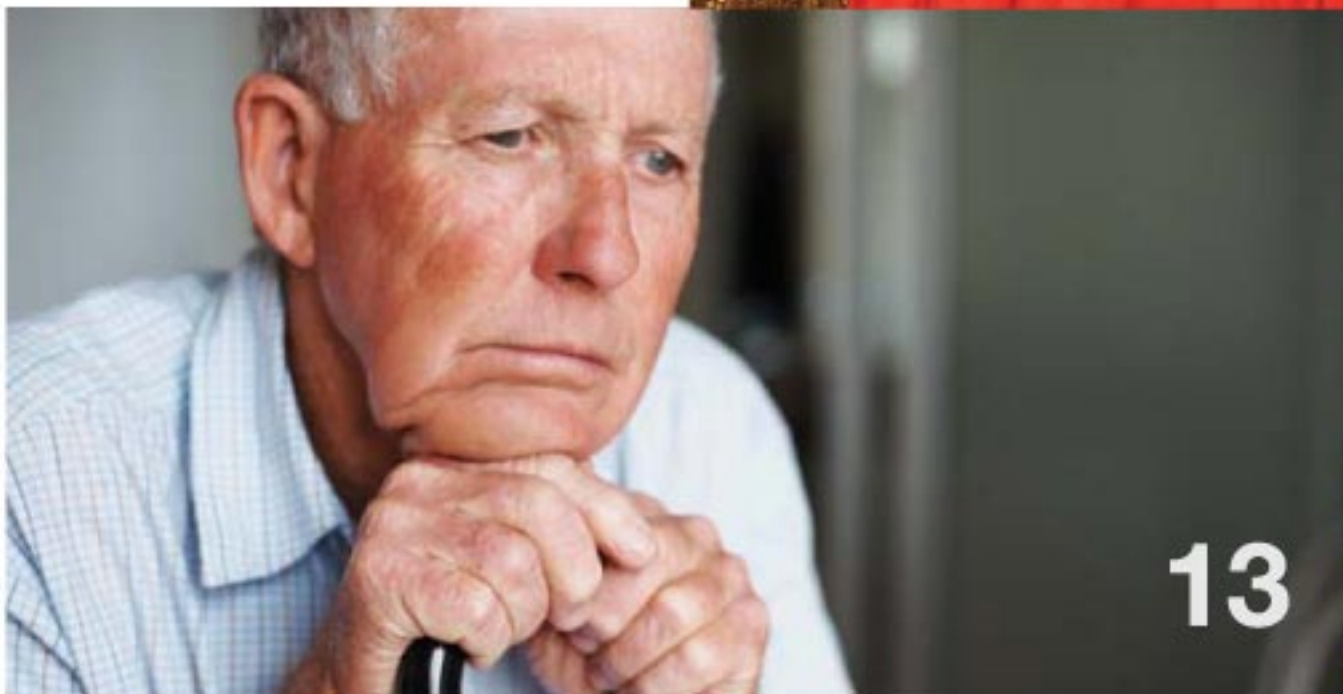
**Extra Pages**  
加厚版



"With higher confidence and a good foundation in holistic health and beauty knowledge, our distributors will be better qualified health and beauty consultants who are equipped with professional knowledge and skills to service their customers' needs and concerns."

**Dr. Doreen Tan**

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# Hand in Hand, Create the Miracle Together!

Founders' Reflections on 21st Anniversary





Dear Best Worlders:

Thank you for the wonderful memories we shared in our just-concluded 21st Anniversary celebration and Annual Convention 2011. It was a delight to see Best Worlders from different countries and cultures, to listen to their sharing in different languages, to watch them in their dazzling cultural costume. In all of these, your inner qualities shine through, true best Worlders all, embracing the same vision: "The World at its Best".

We have witnessed this in our "Light the Passion, Share the Dream" Opening Ceremony. Best Worlders -- hand in hand and heart to heart, passing the torch of passion, as if to let the light illumine the world. During this moving ceremony, it has taken 15 minutes for the torch to be passed around and handed back to us, but in reality, we had devoted 21 years to keep the "Best World Torch" alight, as we strive to build the solid foundation of a great Asian enterprise. We need to keep the light burning brighter in the following decade, as we aim to make Best World a brand of global reach!

Yes, BWL business is a sustainable and everlasting business. For the past 21 years, we had witnessed so many miracles of lives empowered through our entrepreneurship platform, excellent products, training system and HIPC culture. We have helped transform countless lives and realised so many dreams. As Best Worlders, we take pride in this, our power to create miracles. We strive for our own dreams and also for those of others, as we put into action one of Best World's four core values: "Community".

We have seen in all of you the spirit of the true Best Worlder. You put your faith and trust in our shared mission and vision. Whether in times of prosperity or in times of adversity, you bear with us and persist until we realize our common aspirations. All these only proved the truth of the adage: the winner never quits and the quitter never wins. You have created today's miracle of life for yourself and for other people. You light up the passion for all to see.

In the following months, we must work harder with unity. Strive for your dream and target with full force in order to gain the privilege to get recognition in our 22nd Anniversary Celebration and Convention in Taiwan. Let us move forward with One Passion, One Mission. See you again as our entire Best World family gathers for the first time in beautiful and amazing Taiwan!

We love you!

Dr. Dora Hoan

Dr. Doreen Tan

# Success Happens by Action!

by Dr. Dora Hoan's

Everyone thirsts for success!  
Everyone wants to be successful!

It is a fact that not too many people have already attained success or are well on the way towards it. For most people, it is still a great deal of chasing and struggling, and many may have already fainted on the road towards elusive success.

Is success really out of reach? Is it really that difficult to achieve? For those who have already mastered the principle of success, it is really as simple as just "doing it". Success indeed, may be defined as the end-result of all good habits.





“Time is money”. Good habits lead you to become the master of your time, and therefore the “ Master of your Success.”

### Good Habit is the “Strength of Success”

A lot of people set their goal for success and put in great effort to act and learn time-tested theories and principles of success. Just knowing something does not mean you will put it into action. To make success a reality in our lives, we will need a great deal of determination and self-discipline. We will need to develop good habits that would then make up our own formula or model of success.

I have observed that the reason a lot people are unable to reach the pinnacle of success is because they have failed to develop good habits that build up to great achievement. Habit is absolutely not an innate tendency. It is also not hereditary. Habit is formed by an act of deed, through repeated action, ever since our childhood. Now, if we develop bad habits, it can be really tough to change. We need conscious effort and persistence to make the transformation. If we have developed good habits instead, it will be our nature and yes, the greatest force to drive success.

### Procrastination is the Biggest Obstacle for Success

On the road towards success, I have discovered that “procrastination” is the biggest obstacle!

Some people have formed the habit of putting off for another time what they need and can do today. It starts by delaying things early in the day, and by the end of it, these things remain undone. Success is realized only by an act of will. If we delay then we forget, if we forget, then we cannot do -- how could success happen?

The attitude of procrastination things gives the impression that you are not effective, does not have good time management, not focused or serious and not responsible. You should be firm to get rid of the habit of procrastination, before it leads you and others into ruin.



I would like to share with everyone some hard earned learning on how to overcome the habit of procrastination, and to nurture good habits in its place:

## The Four Good Habits of Success ( 4 “Ds” of Success )

**First**, Do it immediately.

I have found that most successful figures tend to have the same character, that is, they are impetuous. These people will rally strive to do what comes to mind. I can see the reason they are always ahead of the pack, is that they are always quick and decisive. You can call it “fast and furious”. In today's world, time and speed are key competitive edge, but not all persons are ardent. However, all these could be developed through good habits. For instance, when you think of something but you could not do it at the same time, you can write them down and make sure to do later. You will still get the same positive results in the end. The main problem is that most people just try to delay and never do. They put things on the back burner and then totally forget. They have no sense of urgency and tend to always think that there is still ample time to do things. What happens is that most of the time, they forget it and it never gets done.

A proverb says “There are so many ‘tomorrows’, and if we always wait for it, finally we will do nothing at all”. Many people think there are so many “tomorrows”. It is not necessary to do it now, but slowly they will forget everything, and end up with nothing.

Therefore, to solve the delaying habit: do it immediately or write it down, and do it immediately the next day!

Sometimes some great idea strikes your mind on prospecting or following up with customer. But because of your habit of procrastination, you forgot to get it done. If this is your way, then you lose a lot of opportunities for network development.

My dear Best Worlders, please cultivate the habit of doing things immediately and work towards a better life.

**Second**, Do not forget to follow-up.

Many people spend a great amount of time for prospecting and closing a deal, developing their network but never care to do a follow- up. After a good deal of time passes, they feel uneasy to follow-up with customers. That is how they lose opportunities for repeat sales and even the opportunity to recruit a potential business builder.

Always remember: people who buy products from you, definitely believed your word. If you are steadfast in your communication with them, they will definitely continue to use and buy that product. It is rare for customers to initiate a call for repeat purchase. If you do not follow up with them, some other people will win them over.

If we make the habit to follow-up after each sale, you will not only have satisfied customers, but get repeat sales out of your current customers and downlines. Your follow-up system will turn your customers into possibly a potential business builder or a loyal consumer.

Those who do not make the after-sales follow up are too unwise. All too soon, they will lose lots of things in their businesses and in their lives. Do not rely on your own memory, treat follow-up as a habit and a system, and do it!





## Third, Do not waste time.

It's fair enough that each and every person in this world has 24 hours in a day. The way we spend our time to make use of these 24 hours spells the difference between a winner and a loser.

Some people do not practice good time management. They do whatever comes to mind and never get their schedules organized. There is a saying that goes "If you fail to plan, you are planning to fail". We should get organised, set important tasks as our priority, and settle the less urgent during the spare time. It is necessary to chase after time in order to succeed. Do not waste time with things that do not make sense or those that are harmful to people.

My daily habit is: In the morning, I will view my diary to see my schedules. I will write down those things that I need to do today, and will spend time to do them one by one.

## Fourth, Do task with a deadline.

Make it a habit: Set a deadline for every important task, and nurture the habit to be goal-oriented. You will then work for a target with deadline, which makes you feel more urgency and focus to implement it. Those tasks without deadline will always be tasks that are out of reach and will never see the day of completion.

You should be aware that to set a target does not mean to make a false promise. If you are afraid that you could not make it after you set a target and that you will lose your trustworthiness, then you better change this mindset. You could try to set a minimum target that "you must accomplish" and another ideal target which you may aspire to.

Always remember, target setting is to set a direction and motivation for yourself or your team. If you could accomplish the target, you will get a sense of accomplishment. Otherwise, even though you could not, you will learn something in the process. The more important thing is to take the time to review why you could not hit the target. From this point of view, you will understand that target-setting is also an important learning process.

Best Worlders, let us nurture the 4 "Ds" of Success: "Do it immediately", "Do not forget to follow up", "Do not waste time", and "Do task with a deadline" from now on. You will never again procrastinate and you will find that you are more effective, energized and productive. As time passes by, you will finally find that your success is accomplished by what you have done, and in the near future, your business achievement and life will be more prosperous!

Let us work harder to nurture more good habits, and accomplish great success!



# The Beauty and Wisdom of iKASH 302 Life Harmony

By Dr. Doreen Tan





Drawing from over 40 years of my experience in the beauty and wellness industry, I am happy to share with you treasured knowledge and skills that I have specially integrated in two important courses: iKASH 302 Holistic Health and Wellness Course (H), as well as iKASH 302B Holistic Beauty Course (B). Each one is a 2 full-days course conducted separately on a quarterly basis in all BWL Regional Centres, including the BWL Headquarter in Singapore.

## Why iKASH 302 Life Harmony?

There are many factors driving change in the health and wellness industry as it relates to consumers in this knowledge-driven era. In today's interconnected and globalised world, consumers are well-informed and have higher spending powers than ever before. Today's consumers want quality service, and quality health supplements and beauty care products to achieve better health and skin.

In today's intensely competitive business environment, customer-focused value is very important. As a person to person business, the consumers' possibly only contact with our company and our products is YOU. Therefore the overall customer experience can determine the growth potential of your BWL business.

## One-of-a-Kind Consumer Experience

We have to be fully aware of current consumers' needs. I believe that our distributors should not only be ordinary sales people. It is the company's aim to develop them and equip them with in-depth knowledge on holistic health and beauty care in order to advise people on how to better manage their health and facial complexion. With deeper understanding and proper knowledge, our distributors would be in the best position to give excellent consumer experience.

I believe in the following measures of how a distributor can make a difference by bringing an amazing consumer experience. A distributor with a real competitive edge should be able to:

- Demonstrate the qualities of a trusted health and beauty wellness professional who delivers on a promise.
- Listen to and genuinely cares for the customer.
- Resolve a problem at first contact, and follow up as promised.
- Provide ways to help customers take care of their own needs.
- Possess adequate knowledge about company's products and services.

The main objective of iKASH 302 Life Harmony courses are to train our distributors to acquire a competitive edge over others in the industry. Knowledge builds confidence in people, and provides the abilities to go the extra mile for their customers. With higher confidence and a good foundation in holistic health and beauty knowledge, our distributors will be better qualified health and beauty consultants who are equipped with professional knowledge and skills to service their customers' needs and concerns.

These courses are open to Business Managers (BM) who attains a minimum of 2000BV sales within a month for each course. For Silver Directors and above, they are eligible to attend these courses for free.

To qualify as a Health and Wellness Consultant, you need to go through two full days of attendance, complete two case study analyses and obtain a minimum passing grade for a theory examination.

To qualify as a Holistic Beauty Consultant, you also need to go through two full days of attendance, and obtain a minimum pass grade for a theory examination.



Vietnam 302B Graduation



### Learning outcomes for participants of iKASH 302B:

- Identification of different skin types, manage skin problems and provide solutions.
- Application of appropriate skin consultation.
- Promotion of good personal grooming and understanding of codes of ethics.
- Enhancement of self-confidence to achieve better sales results.
- Leadership and guidance for customers and down lines.
- Hands-on proper application methods when using Best World skin care products.
- Performance of lymphatic drainage massage for face.

### Learning outcomes for participants of iKASH 302H:

- Understanding the difference with conventional healing and holistic healing.
- Understanding what is good health and cells fundamentals.
- Understanding what is nutrition, functions of vitamins and minerals, and choices for good health.
- Understanding of holistic treatments – the 5 elements formula and 5 tastes, emotions, diagnosis symptoms.
- Understanding of body anatomy and its functions.
- Understanding dietary and lifestyle recommendations, and recipes for the respective vital organs.
- Appreciation of the code of ethics and guide to a nutrition consultation.
- Basic medical palmistry and face diagnostic knowledge.



## Testimonies of iKASH 302H Holistic Health and Wellness



**Sri Hendra Setiawaty (PD, Indonesia)**

I learned about the functions of each organ of the body and caring for them for optimal functions. I came to know health management through the suggested holistic and dietary therapy resulting in a healthier and stress-free life. I thank Dr. Doreen Tan for this priceless knowledge.



**Pearline Wee (GD, Singapore)**

This training has strengthened my understanding in naturopathy. We have to take an examination and submit two case studies before we are certified as "Health & Wellness Consultant". The success of obtaining the title of "Health & Wellness Consultant" has increased my confidence when handling customers' health concerns.



**Felicia Tan (GD, Singapore)**

The training is of great benefit to people who really want to be in this kind of business. As we have to sit for an examination after the course, we have to prepare ourselves to obtain good results. We also have to complete 2 case studies which both test our knowledge and understanding of this course. This valuable course makes us stand out from the rest in this competitive industry!



**Ester Ong Lee Koon (SD, Malaysia)**

Extremely informative course! It has widened my product knowledge and health diagnostic skills. These tips will definitely enable me to convince more customers that BWL products are truly wonderful. Comparing with other similar MLM products, ours are just outstanding. A million thanks Dr Doreen Tan.



**Angel Chong Hui San (GD, Malaysia)**

Now I can face health problems with calm. I am able to advise my brother to win his own battle with cancer. I can analyse people's health through the color and taste of the food they prefer. With palmistry, I am able to assess a customer's health condition. Now I can use the knowledge that I gained to help my customer and friends.

## **Testimonies of iKASH 302B Holistic Beauty Training**



**Selleen Tan (GD, Singapore)**

I achieved personal growth in skincare and beauty products' knowledge. I do not need to spend money to learn this course, as similar beauty courses conducted in beauty schools may cost around SGD 700 to few thousand dollars. I also obtained problem-solving skills in handling different skin problems. On top of these, I have developed better customer services skills and can provide value-added services to my customers.



**Veronica Jaw (GD, Singapore)**

This is great learning to enrich my mind and develop more self-confidence when handling customers' enquiries. My professional image has been great enhanced and this makes a good impression on my customers. Now, I have better understanding of our beauty products' functions, applications and knowledge.



**Dorothy Ong (GD, Singapore)**

These courses broadened my skin health and product knowledge. Thus, it is easier for me to share and communicate better with my customer. My sales volume/earnings has pick-up ever since. I also had the opportunity to learn from our company's experienced trainers on skincare and skills.



**Aina (GD, Indonesia)**

By taking part in these trainings, my knowledge improved. And with the knowledge I have gained; I am a more confident and happy person. It is an amazing thing to help people by giving them the accurate solution.



**Linda Lie (PD, Indonesia)**

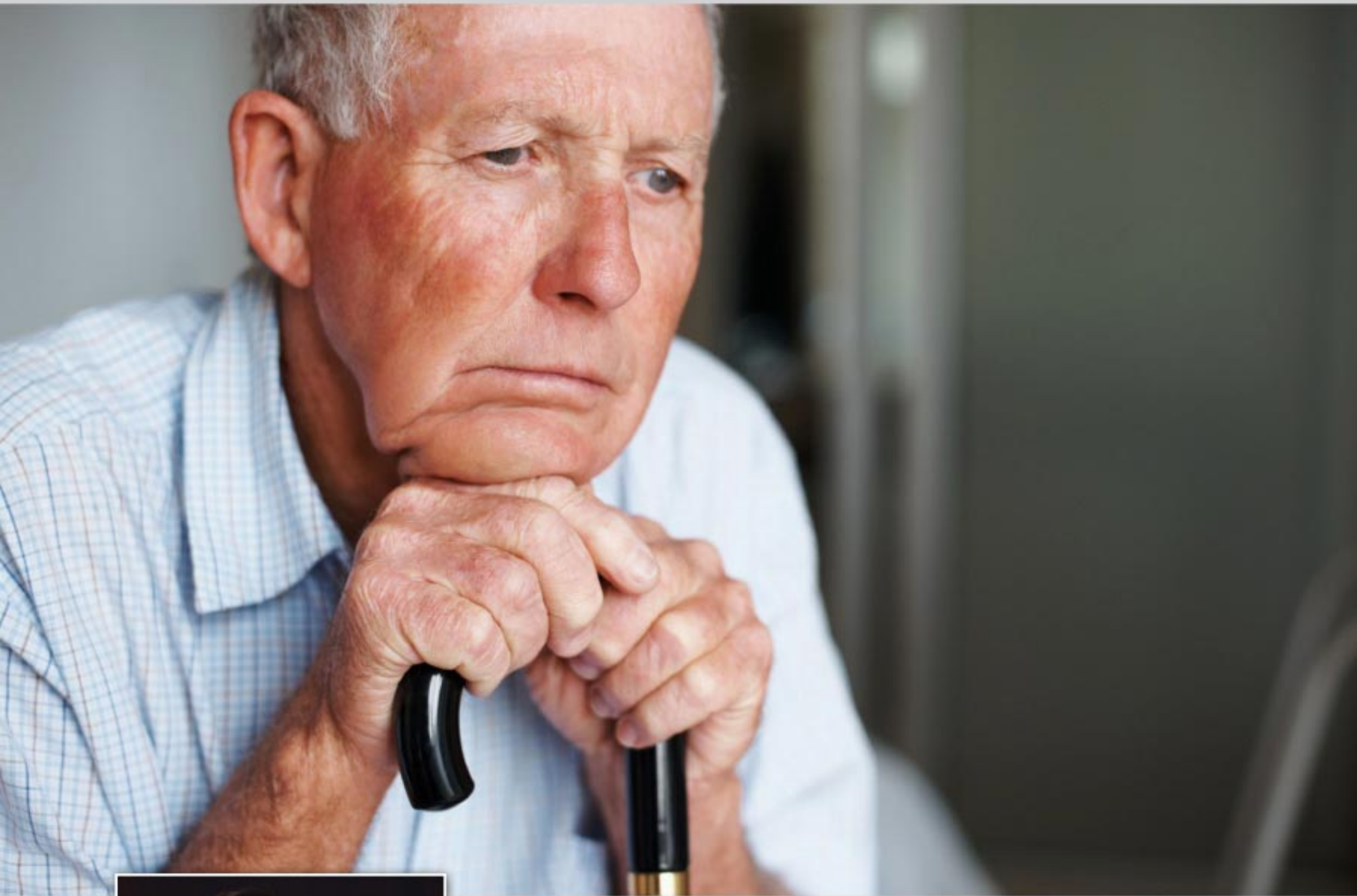
I am very fortunate to have the opportunity to participate in the 302B Training. I gained deeper knowledge about skin care. I can now practice the detoxification technique on face. The result was fantastic! At first, I did not believe that such a simple skill can produce great result. I feel very blessed after learning these skills. I benefit from them and help others too! Thank you Dr. Doreen!



Taiwan 302B Graduation

# Alzheimer's Disease: Who is at Risk ?

Interview with Dr. Yeo Seem Huat



## **Dr. Yeo Seem Huat (Consultant Psychiatrist)**

**Dr. Yeo Seem Huat is the Senior Fellow of the Singapore Institute of Medicine and the Australia-New Zealand Royal Psychiatric Institute. Currently, he is a Consultant Psychiatrist at Paragon Medical Centre in Singapore.**



Alzheimer's disease, according to Dr. Yeo Seem Huat, is partly hereditary. However, genetics is only one among the factors. Other factors play a more important role in the development of this disease, such as :

1. Ageing. As we increase in age, the chance for developing Alzheimer's disease goes up. Women are more prone to develop this disease than men and this could be related to the drop in female hormone after menopause.
2. Lack of education. It has been generally observed that people with lower mental abilities are more prone to developing Alzheimer's.
3. Patient who once suffered head trauma could have higher chances of developing this disease.
4. Other causes: Depression, deep grief or loss, drunkenness, diabetes, undernourishment, etc.

**Dr. Yeo** said, "Early detection of Alzheimer's is not easy as most of the people tend to think that it is normal for old folks to have a decline in memory. However, prevention is a big factor to avoid this disease. Early treatment and diagnosis of Alzheimer's could prolong and save lives. Normally, the prognosis for those with late-stage is rather bleak, and the patients usually succumb after eight to ten years from being diagnosed with the disease. ."

He said, it is not easy to detect Alzheimer's early. However, family members should be alert to the following symptoms :

- The decline of memory, especially recent memory, e.g. can't remember information like where he/she went yesterday, what he/she took for breakfast that morning.
- Confusion with time, people, venue direction, e.g. no sense of direction, could not recall what today's date is.
- Decline of ability to do the familiar things, e.g. throw the rubbish into a flower vase, and forget to switch off stove.
- Judgment ability declines, e.g. unable to count money.
- Language ability declines.
- Problems in thinking processes, e.g. answers differ with questions.
- Unstable in emotion, strange character, e.g. bring rubbish back home.
- Lack of motivation, does not appear to be concerned or interested in anything.

According to "Neurology Magazine" 2009, a medical report suggests that the diet which abounds near the Mediterranean (i.e. more vegetables, fruits, oats, fish and less meat) could reduce the possibility of Alzheimer's by 48% as compared to the opposite diet.

Dr. Yeo said, it is common for people to confuse Alzheimer's with depression. Alzheimer's progresses within a span of 1 – 10 years, while depression develops at a faster pace. Alzheimer's disease patient will have decline in memory, while those who suffer from depression generally feelings of low self esteem and a general lack of interest in anything. However, both diseases would have the following similarities: change of character, silence, and some form of doubt or paranoia.

Alzheimer's is a disease of the central nervous system which progressively obstructs cognitive abilities and hence the decline in memory occurs. The cause of this disease is still unknown and there is lack of effective solution as to its proper treatment. However, recent research and clinical studies suggest that there is a select group of supplements that could help to improve the patient's memory and cognitive ability as well as help to retard the ageing process.

Clinical research has established that the ginkgo extracts, GB-761 which has free radicals elimination effects could improve Alzheimer patients' cognitive ability. Vitamin E is a vital anti-oxidant that could protect the nerves from attack of free radicals. Vitamin C has similar anti-oxidant effect, and could stabilise the cells membrane. DHA extracted from fish oil and Phosphatidylcholine extracted from soybean are found to have similar effects.

(The above is BWL Singapore sponsored interview contents in ZaoBao Sunday on 13/3/2011)

**BWL products that may help to prevent Alzheimer's Disease :**



**Avance Phoscol 565**



**Avance Super EPA 2000**



**Avance One Plus A Day**

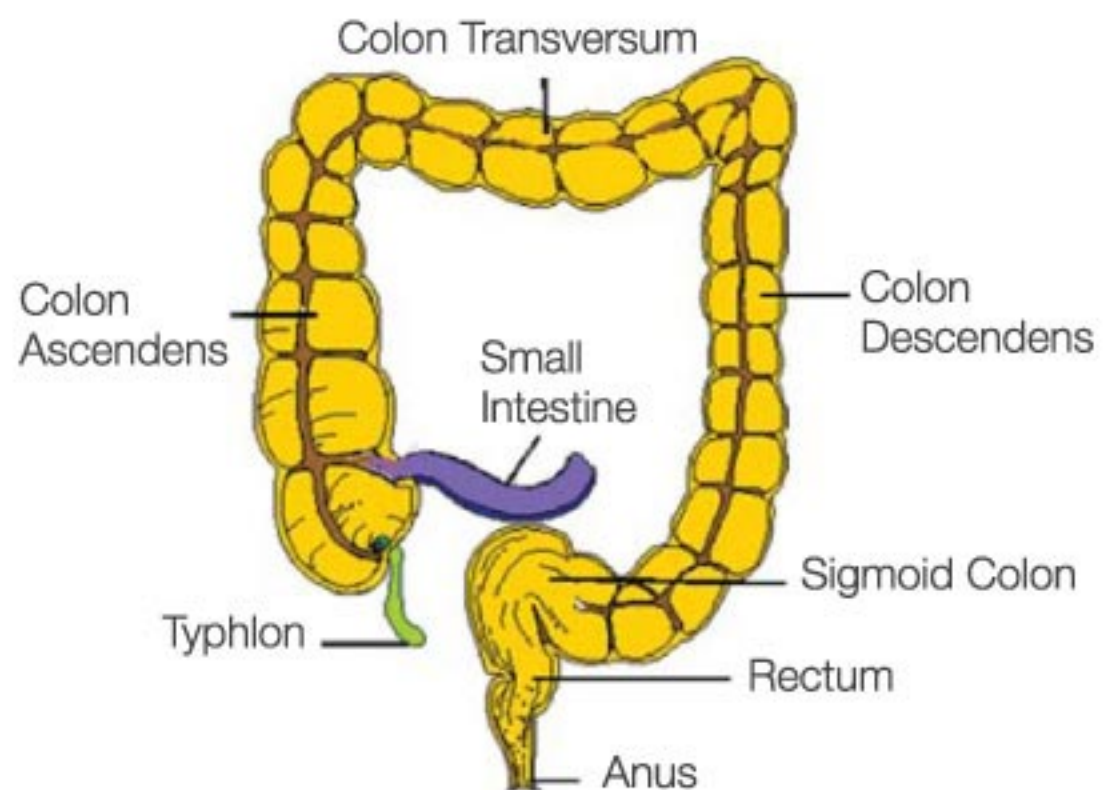
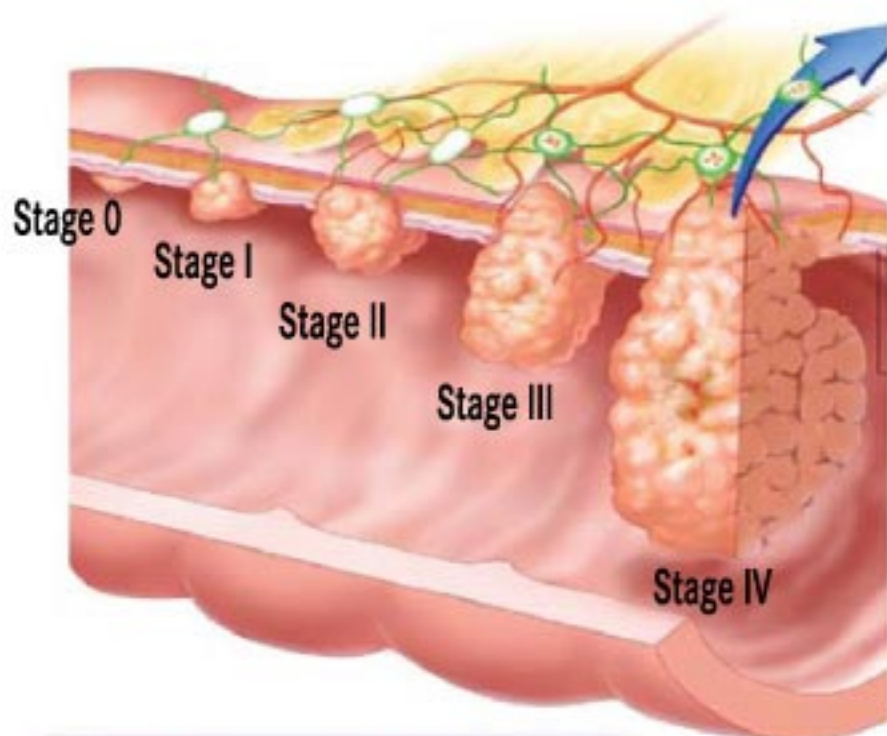
# Digestive Health & Prevention of Colorectal Cancer

Doctor Seminar by Dr. Seow Choen

Should being diagnosed with cancer mean the end of your life? What if you can actually recover from it? Take colorectal cancer for instance: if the patient could be diagnosed early and able to get prompt treatment, there is a very good chance of surviving up to 90 – 95%. For end stage colorectal cancer, the future looks bleak with only 5% chance of recovery.

During the Doctor Seminar Series conducted at BWL Singapore on April 9, 2011 by the internationally- recognised colorectal surgeon, Dr. Seow Choen, early diagnosis with prompt treatment could significantly increase the rate of survival for cancer patients. For the terminal stage patients, survival rate remains at about 5%.

Dr. Seow explained that colorectal cancer is caused by a malignant tumor on the upper layer of the big intestine mucosa. This is the most common malignant tumor growth in the digestive system, followed by stomach cancer and esophagus cancer.



## Dr. Seow Choen's Profile

Dr. Seow Choen is an internationally-recognised colorectal surgeon. He is currently a practicing surgeon at Mt Elizabeth Medical Centre, Singapore. He is also a Visiting Professor for some hospitals in the People Republic of China.

He said, when people find that they have static stools with blood, changing of defecation habit, continuous stomach pain or discomfort, they should be alert as these might be early stage colorectal cancer symptoms. Sadly, more than 60% of colorectal cancer patients are already in terminal stage when diagnosed. The reason for this is that most colorectal cancer cases did not have obvious symptoms or may exhibit symptoms that seem not too serious which could be wrongly judged and even ignored by the patient!

### Early Diagnose and Early Treatment

Dr. Seow suggested that people should go for enteroscopy. If the checking found the polypus, the surgeon is able to remove it via enteroscopy, which does not need surgery or chemotherapy and there is a very high chance of recovery. That said, when a patient is found to have early stage colorectal cancer, he/she should not be too anxious because most early stage colorectal cancer can be cured. The key point is: early diagnosis and early treatment.

From the angle of gender, Singaporean male colorectal cancer patients are more than the female patients. Among all types of cancers, colorectal cancer male and female patients take up 17.4% and 14.4%, respectively. Obviously, colorectal cancer is the most common type of cancer afflicting Singaporeans today.

Dr. Seow informed that those patients without family colorectal cancer history background will start to have symptoms of colorectal cancer after the age of 50 due to ageing and other diseases affecting the big intestine. He recommended that for people without family colorectal cancer history, medical check up should be done when they reach their 50s. Those with family colorectal cancer history should go for a check even before reaching their 50s.

### Intake of Lactic Acid Bacteria to Prevent Colorectal Cancer

Dr. Seow said that the causes of colorectal cancer include ageing, genetics, environment pollution and dietary factors. To prevent colorectal cancer, people should maintain a healthy lifestyle, exercise regularly, eat nutritious food, and take lactic acid bacteria which is one of the ways of preventing the disease. Most colorectal cancer cases begin from a little polypus, that if could be removed before it transform into a tumor, will no doubt be the best way to prevent colorectal cancer.

He explained about the beneficial bacteria in the intestinal tract commonly called probiotics. Two most beneficial common probiotics in the human body are "acidophilus" and "bacillus bifidus". These probiotics could provide an environment for breeding good bacteria. One of the functions of acidophil is to decompose fructose to lactic acid. Scientific research found that lactic acid has anti-cancer and anti-pathology effects. It could turn the intestinal tract into an acidic environment, to reduce the breed of non-acidophil or bad bacteria.

Dr. Seow said that intestinal tract has 9 types of bacillus bifidus. During its metabolism, it will produce ethylic acid and lactic acid to make the intestinal tract to be more acidic, restrain the breeding of bad bacteria. When the bad bacteria in intestinal tract decompose food and gall, it will produce toxic and carcinogenic elements, nitrosamine. Medical research has also found out that bacillus bifidus functions like an antioxidant, anti-ageing, anti free radical, helps in reducing the work load of liver in detoxification, and to balance the pH of intestinal tract.

### BWL Products that may help your intestine health:



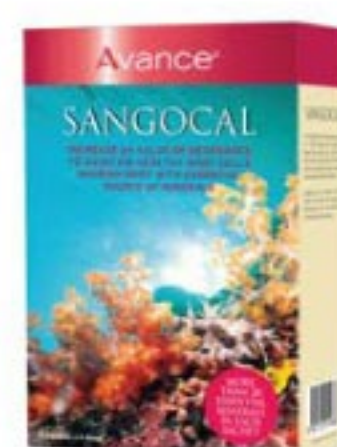
Avance BifiMax



Optrimax Plum Delite



Avance V-Propolis



Avance SangoCal