

March 2011

Rhapsody™

梦翔曲

Success Secret

The TRUTH about Direct Selling

Regional Events

BWL Vietnam RC Official
Opening Ceremony

生命和谐

暂之密转变人生的美丽奥秘

年度聚焦

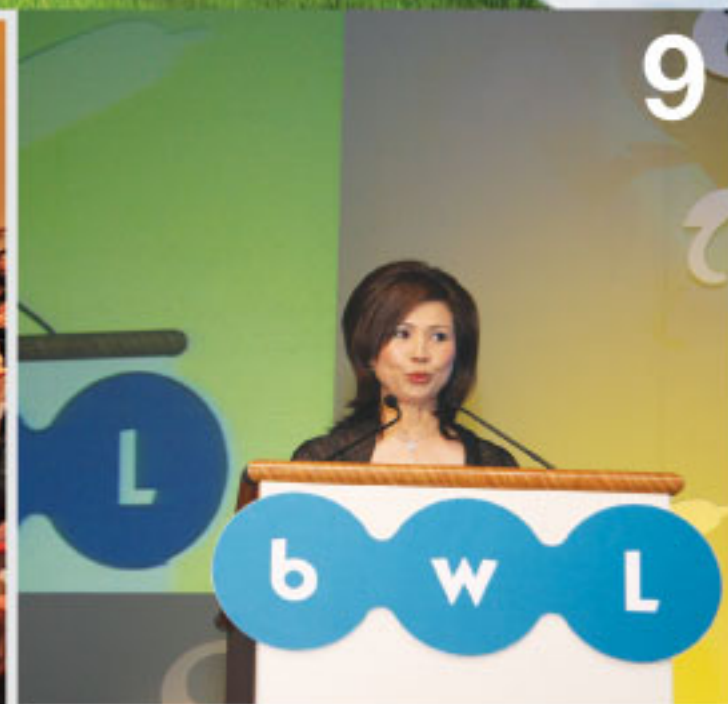
2011全美世界国际年度大会





“Let us work together with the power of a billion, and then create a miracle to achieve our dreams for a rewarding and meaningful life.”

-- Dr. Dora Hoan



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1 PASSION
1 MISSION

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Founders' concluded year 2010



Dear Best Worlders: As we begin the New Year, we wish that every day is a happy day as you continue to progress in business as well as in life!

The last two months of 2010 was a very exciting dash for the finish line as we launched our new stellar brand Aestier Age Arrest. We promoted the product extensively in Singapore, Malaysia and Vietnam and received a very enthusiastic response.

We take pride in this new line of skin care fashioned after the same skin perfection experience of our DR's Secret/DRs Seager products range. Aestier Age Arrest contains the highest concentration of proprietary growth-factor mimicking peptide, E-Factor. It coordinates the process of collagen and elastin production by skin cells stimulating cell-renewal, evens out skin tone and fine lines and increases skin elasticity for more youthful looking skin.

The patented freeze drying techniques preserve the full activity

of the E-Factor in individual tablet forms, thus ensuring a fresh and precise dose of maximum efficacy every time. Aestier Age Arrest is immediately absorbed by the skin rendering it fairer and younger looking with just eight weeks of continued use.


Clinical trials have also confirmed the remarkable efficacy of this revolutionary product to reduce the appearance of fine lines up to 30%, 55% reduction of spots, and moisture increase by 30%. With these attributes, we are certain that Aestier Age Arrest Set marks the arrival of another star product form BWL!

The end of 2010 ushered in other good news: the first Platinum Directors were born in Taiwan and Thailand. We congratulate Xu Ruihan from Taiwan, and Jatiya Varasitthikorn from Thailand for their dedication which brought them to their 'platinum' success.

Although our journey in 2010 has not been altogether smooth sailing, the best part of it was the fact that we witness once again how challenges can serve to make us stronger. We appreciate the loyalty

and hard work of all Best Worlders from different parts of the world. We hope to thank you personally during our International Convention 2011 which will be held on May 15 in Singapore. Let us make way for the arrival of our BWL family from all across the region as they reunite in this celebration of hard work and lasting fellowship.

In our journey through the past 21 years, we have always managed to break through the many challenges and emerged even stronger. Indeed, the most profound secret to our success is that our passion never runs dry and our mission never ends. We believe, today as always, that we can make things happen when we put all our hearts together as one.

**One Passion, One Mission.
We Can Make It Happen!** 



Dr. Dora Hoan



Dr. Doreen Tan



The TRUTH about Direct Selling

Direct Selling is NOT an Investment Scam
by Dr. Dora Hoan



Dr. Dora Hoan addresses an audience of nearly 600 during the Public Forum in Mandarin entitled "Knowledge is Protection" jointly organized by the Consumer Association of Singapore (CASE) and the Direct Selling Association of Singapore (DSAS).

In the olden days people conduct trade directly through the barter system,

selling goods in exchange for other goods. As the years progressed, trading has become increasingly structured and traditional marketing was gradually developed. This method of traditional or conventional marketing as we know it today, to a certain extent, has created a marketing channel that somehow led to a disparity in income and wealth.

Business has always been the road to riches. However, people rarely possess all the necessary conditions or the channel of distribution to make a successful business start up. It is often the case that the upstream of these commercial activities are held by the rich and powerful who have access to capital and will then control and monopolize the market. In this kind of set up, the rich has the opportunity to get richer and those without money will end up having less and less.

About half a century ago with the birth of the direct selling model came a revolutionary approach to the marketing of goods. With direct selling, suddenly every individual has the opportunity to create a vast network of business out of an enormous consumer base. From then on, direct selling came to be known as a dynamic and rapidly expanding channel of distribution for the marketing of products and services directly to consumers.

Through the Direct selling business model, everyone has equitable access to business opportunities

for alternative sources of income, with their entry not restricted by gender, age, education, or previous experience. This powerful channel of distribution through the remarkable direct selling industry has proven to help people establish themselves financially while acquiring values that tremendously enhance their quality of life.

The Birth of direct selling

The direct selling model was borne of the intention to market a range of functional goods which requires person-to-person approach with demonstrations, consultations and after-sales service. It was based on the noble intent of conducting honorable business while providing maximum benefit to consumers.

In an effort to make selling more powerful, the single-level direct sales compensation plan has emerged. In this system, the direct sellers' rewards are directly proportional to the effort they put in. This single-level direct sales compensation plan brought the system beyond the traditional framework, and its dynamics allowed the hard work of people to be duly compensated by receiving high returns.

Direct Selling Channel vs Traditional Marketing Channels

In direct selling, the goods are sold directly to consumers. Therefore there is no need for shops or overhead expenses or to rely heavily on advertising campaign to sell goods.

In traditional distribution,



manufactured products are distributed to wholesales. The wholesalers then sell those products to retailers and the retailers sell the products to the consumer at a significantly greater cost than the manufactures sold them for.

In this case, retailers have no choice other than to charge more for the product, as they have to pay for advertising, shop rental, among others. Clearly those costs must be borne by the customers, if the retailers are to make money. In direct selling, these layers are abolished, and the factors of production are focused on creating high quality products to satisfy consumers and trigger the dynamics of word-of-mouth advertising. In direct selling, people get more value for their money.

The power of multi-level marketing

The direct selling model is a form of "shopless marketing" whereby the distributor relies on a network of people to market the goods. This then gave birth to the multi-level marketing system. Multilevel marketing is an important component of direct selling. It is also referred to as network marketing, and has proven over many years to be a highly successful and effective method of compensating direct

sellers for the marketing and distribution of products and services directly to consumers.

While single-level direct selling rewards distributors in proportion

to their efforts at selling goods, the multi-level marketing system provides a business platform, to pursue networking for unlimited income. Across the world, multi-level marketing business

opportunities not only provide great opportunities for self-made entrepreneurs, but also transform the lives of countless people.

MLM vs Pyramid Selling

Due to the attractiveness and power of direct selling, it began to attract a lot of speculators who with their ill intent began to distort the meaning of direct selling. They designed a variety of systems to deceive people under the guise of

being direct selling companies. In the past few decades, several systems appeared on the market distorting the real meaning and noble intent of direct selling. Their only intention is to make profit out of masquerading as direct selling,

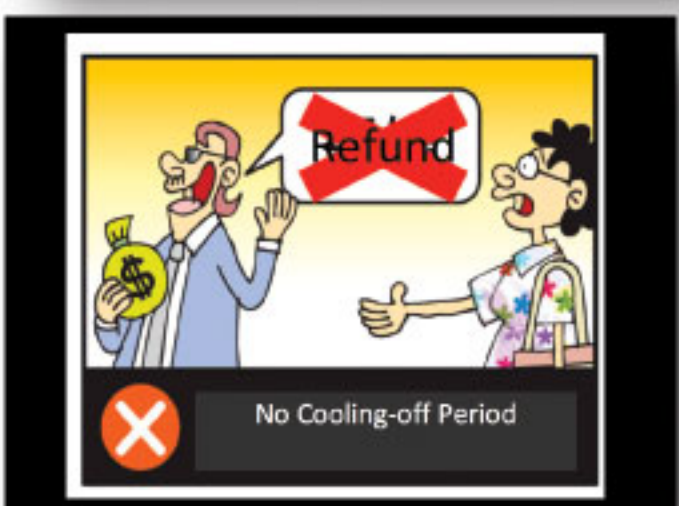
luring participants beyond the boundaries of what is legal and reasonable. A variety of these illegitimate schemes are the pyramid selling, Ponzi schemes, investment scam, and money game.

Selling Models that requires a Network of People

Legal	Illegal
<ul style="list-style-type: none"> • Single level Direct Selling • Multi-level Direct Selling 	<ul style="list-style-type: none"> • Pyramid model • Ponzi Scheme • Investor scam • Money Game

Multi-Level Direct Selling	Pyramid Model
1. No front loading criteria	1. Need to pay a huge amount to enroll
2. No risk	2. Risk with inability to sell products
3. Every distributor begins from a foundation leading towards the selling target. Promotion is achieved step-by-step	3. Company looks for highest ranking investor to purchase a big volume of products, and sell these to downline

How to Identify the Scam



The Social Responsibility of All Direct Sellers

Although the Government has banned these illegal marketers, cases of such illegal selling continue to victimize people. Some are even registered in Singapore, but some rely on e-commerce to recruit members. They prey on innocent, unsuspecting people who are not aware that these fabricated investment opportunities are illegal. There are those who use connections of friends and family to carry on their illegal intent playing on the tendency of people to want to have more thus creating the psychology of greed.

Even more distressing is this group of opportunists in the market, enticing people with a false "get rich quick" mentality. These unscrupulous operators, jumping from one company to the other, mislead a great number of people into joining the same investment scam, thus increasing the number of these helpless victims who all too soon find out that these fly-by-night offices have closed down and ran away with their hard-earned money.

I have been in the direct selling business for over 30 years and I can definitely tell you that the original intention of direct selling is noble and meaningful. It is our collective responsibility to prevent and combat these "rats" in our community. Let us ensure that we

get smarter and know our basic rights and in order to distinguish these illegal companies and shun them at all cost. The fact that people join and get deceived has contributed to the arrogance of these criminals.

People must know that those who join these illegal schemes virtually become their accomplice.

These scammers have done profound harm to society and the sad thing is they disguise themselves as direct sellers thus destroying the name of a good and vibrant industry. They undermine the positive aspect of direct selling and take people's mind away from its bright opportunities. Both consumers and legitimate direct sellers must work together to prevent and combat these illegal mice on the streets.

Apart from not participating in these illegal activities, we must also educate and persuade the people around us to be able to distinguish legal from illegal direct selling. When more people are enlightened on the truth of direct selling, more will benefit from its excellent products and business platform. Then, the direct selling industry will gradually become mainstream, and with a more enhanced image, it will then greatly benefit society and mankind.

BWL is More than a Good Direct Selling Company:

- Anyone can join BWL at low-cost or even free, there is no front loading criteria.
- BWL has been in the market as an established business for 21 years sourcing, formulating and marketing products of the highest quality.
- BWL has designed a fair and just compensation system known as the Enterprise Network Programme which provides inspired individuals with a risk-free entrepreneurial platform.
- BWL is a member of the Direct Selling Association of Singapore (DSAS) and is fully compliant with the regulations by the DSAS Code of Ethics as well as that of the Consumer Association of Singapore (CASE) providing consumers with a 7 day cooling off period.
- BWL provides comprehensive training and education system to train distributors to become capable entrepreneurs as well as the uplifting culture to make them knowledgeable, caring people.
- BWL's uplifting values of Harmony, Integrity, Positivism and Community has created a dynamic vibrant team of people that attracts people like a magnetic field.

We invite you to come and join us at BWL, where you will come to know and realize what is "Life at its Best". Here, you will realize how our products, business platform, and well-rounded learning culture can enhance the value and quality of your life. If you are looking to build your own direct selling business and discover a better and more meaningful life, BWL is definitely your Best Choice! 

Why DR's Secret/DRs Seager is the Skincare that Truly Transforms People

By Dr. Doreen Tan





“As I travel across the region, I never cease to be amazed when women (and yes, men too) share stories of their beautiful transformations by using and rediscovering the secret in DR’s Secret/DRs Seager.”

“Are you among those who have been missing out on this great transformation? Let me reveal the secret to you!”

“It’s an EXTRA-Ordinary Skincare”

There are countless “skincare” products in the market. But it is hard to match DR’s Secret/DRs Seager abilities in troubleshooting skin problems and transforming complexions.

Since its launch nine years ago, DR’s Secret/DRs Seager’s formulas have focused on functionality and efficacy. DR’s Secret/DRs Seager’s range of extraordinary skincare products have shown to turn skin problems around. The results speak volumes.

1) By targeting skin concerns, DR’s Secret/DRs Seager is corrective. It improves the condition of problem skin with marked difference.

2) DR’s Secret/DRs Seager is preventive. It understands that building the foundation of skin health is important. It shields the skin against potential problems.

3) The formulations are highly effective. With correct usage, you will experience amazing results.

4) DR’s Secret/DRs Seager is safe as its various natural ingredients work in harmony with the body’s natural mechanisms.

“It’s the DR’s Secret/DRs Seager Skin Renewal” It’s all about Healthy Microexfoliation

What makes skin look dull?

As skin cells move from the dermis to the epidermis over the course of their life cycle, they gradually die, and this causes the skin’s surface to appear rough and dull.

Removing these dead skin cells enhances cell renewal rate and allows light to bounce off plump, healthy cells, resulting in a glowing complexion.

Exfoliation should never be done in a manner that injures the skin. With DR’s Secret/DRs Seager, this microexfoliation is done through a synergistic approach.

Each exfoliant in DR’s Secret/DRs Seager plays a different role:

Fruit Extracts

Natural kiwi and grapefruit extracts in DR’s Secret/DRs Seager stimulate microexfoliation of the surface layers to smoothen the skin texture. The refined

microexfoliation gets rid of all the unwanted problems and cell-renewal barrier in a gentle, safe way. Horse Chestnut Extract The seeds of the horse chestnut contain an active ingredient known as aescin, which in clinical studies, has been reported to promote blood circulation. The nutrient transportation and metabolism rates are hence enhanced to achieve youthful and healthy skin conditions.

“Skin transformations require a long lasting solution” Lightening and brightening skin from within

For pigmentation problems, it is not enough to merely erase existing spots. An effective skin-lightening product should stabilise the skin’s synthesis of melanin from within. Only then will your pigmentation problem get a real and lasting solution.

Kojic Acid

Kojic Acid was discovered as a natural product derived from mushroom in Japan. It is widely consumed in the Japanese diet, as it is of benefit to health. It lightens pigment spots and skin discoloration, while inhibiting the enzyme activity of tyrosinase, which is the enzyme involved in the biosynthesis of the skin pigment melanin.

ANTIOXIDANT PROTECTION

In our body, natural cellular processes lead to formation of free radicals. They in turn react with DNA, proteins, and cell surface molecules, causing direct cell damage. The production of free radicals increases with age, while our body's ability to neutralize the reactive radicals decreases. This imbalance leads to progressive cell damage and accelerated aging.

Externally, free radicals are generated by UV radiation, resulting in oxidative damage to cellular components and DNA, which in turn accelerates aging and even contributes to skin cancers.

Since the skin can easily be overwhelmed by free-radical-induced oxidative stress, ensuring broad-spectrum antioxidant protection is crucial in fighting skin aging.

Idebenone

Idebenone is closely related to CoQ10 in its structure. Just as CoQ10, Idebenone is a powerful antioxidant. Since Idebenone is a smaller molecule than CoQ10, it is better suited to penetrating the skin. It protects the skin from free radical damage through its potent antioxidant effects. It also supports mitochondrial energy production to counter act skin aging.

Vitamin C

Vitamin C is essential for synthesis of collagen. Topical Vitamin C stimulates the skin's cells to

increase production of collagen, to boost skin elasticity. As a powerful and effective antioxidant, Vitamin C when applied to the skin, forms a barrier to protect the skin from free radicals in the environment, and the topical absorption of Vitamin C protects the skin cells from inside out.

Vitamin E

Vitamin E is our first-line defence against oxidative stress. Topical use of Vitamin E can help maximise its concentration in the skin and support the physiological mechanisms that restore a healthy skin surface.

Strengthening:

As our skin cells age, our skin renewal rates slow down. Aged and damaged cells may lose their various normal biological functions. Only healthy and strong cells can work for our skin in the longer run to keep it youthful-looking and energetic.

CM-Glucan

Glucans are involved in the activation of the body's natural defence mechanisms and in the acceleration of the skin's wound healing processes. CM-Glucan enhances the renewal rate of the stratum corneum. It synergises skin repair and improves skin functions.

Moisturisation:

A hydrated stratum corneum is the key to healthy skin and attractive

appearance. When this layer is hydrated, shedding of keratinised cells happens naturally. On the contrary, in the absence of water, the skin can be thickened, dry, rough and scaly.

In addition, our modern lifestyles expose us to air-conditioning for long durations. Our skin can suffer from serious water loss.

Natto Bean Extract - γ -PGA

γ -PGA is extracted from the Japanese superfood, Natto. It is a remarkably potent hydrating compound that is ten times more hydrating than Hyaluronic Acid. It enhances the skin's natural moisturising capabilities and locks in moisture, giving you softer, and more supple skin.

Sodium Hyaluronate

Sodium Hyaluronate is the salt of Hyaluronic Acid and it has a much lower molecular size that allows it to penetrate skin when applied topically. It is able to hold more than 1000 times its weight in water. This hydrating property makes it an excellent moisturising ingredient that not only hydrates the skin, but limits the skin's water loss.



Cucumber Extract & Aloe Vera Extract

Tons of polysaccharides are contained in cucumber and aloe vera extracts. These polysaccharides hydrate and soothe the skin.



"Training your cells to do its job requires patience, much like bringing up a child. When you begin right with DR's Secret/DR's Seager, you cannot go wrong, your skin, strengthened, nourished and renewed, will begin to heal itself."

Simple:
The basic regime is simple to follow and suitable for all skin types.

	1, T2, 6, 5
	1, T2, T3 +T4, 6

Speedy:
T Series regulates skin cell metabolism, speeding it up and activating cell renewal in a natural,

gentle manner. It stimulates microexfoliation and enhances blood circulation. It does not simply speedily suppress problems. Instead, it works with your skin's natural renewal cycles and rhythms to provide stable and long-term solutions.

Surely Safe:

It stimulates your skin to work itself, going along a safe and natural way. At the same time, it provides extra nutrients to nourish and strengthen the skin for healthy cells. Only healthy cells can deliver normal functions and work for you in the longer run.

It also delivers preventive actions to defend and shield the skin against potential problems. It works with your skin to take care of your skin, making sure your skin benefits from using these products.

The Beautiful New You Revealed

"With the blend of powerful active ingredients, T Series helps you achieve a fairer skin tone, a crystal-clear glow and great-looking, healthy skin.

The unique crystal-clear glow and aura are brought out when the flat and dull keratinized skin cells are exfoliated and the healthy cells are replenished with nutrients and plumped!" 