

November 2010

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Best World

CSR Initiative

World Learner

Students Exchange Programme

Pay it Forward

The Power of Love

全美世界

企业社会责任计划


世界童窗学生交流计划

成功有多面

爱可以川流不息

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A pair of hands is shown from the bottom, palms up, holding several bright red heart-shaped cutouts. The background is a clear blue sky with a bright sun in the upper right corner, casting a lens flare, and some wispy white clouds. The overall mood is positive and hopeful.

"To realize a world of peace and love,
let's begin from within ourselves!"
-- Dr. Dora Hoan

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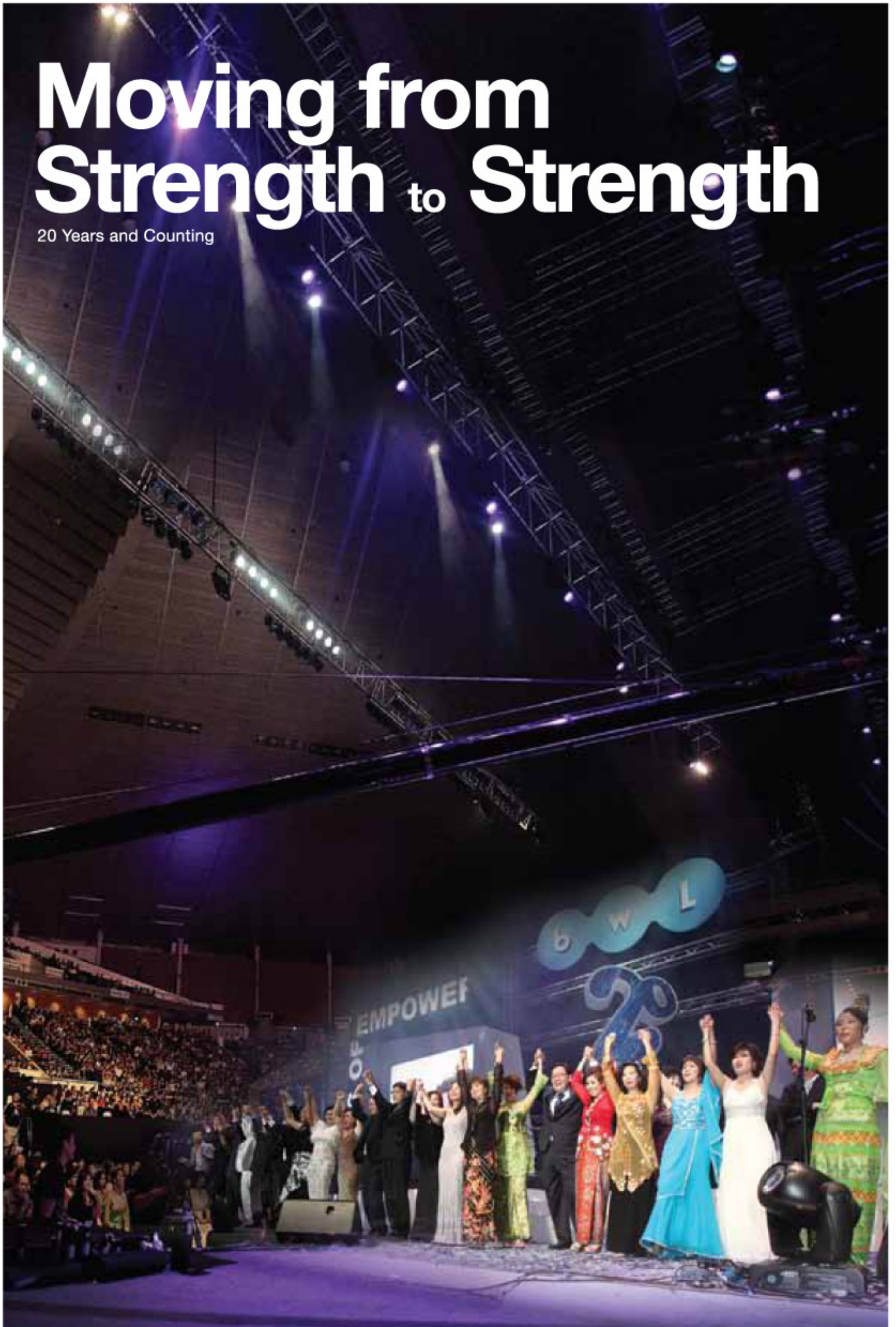
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Moving from Strength to Strength

20 Years and Counting



Our 20th Anniversary Celebration was a spectacular, one-of-a-kind experience that Best Worlders – management, staff and distributors-have put together. The vision of what occurs when team spirit meets passion played out in every aspect of the event. This synergy was visible as we joined hands for the World Learner Extravaganza that managed to pool some \$200,000 in funds for our Corporate Social Responsibility initiative. It was also apparent in every activity from the exhibitions, to the talent presentations and the achievement recognition. The energy and passion resounded in the hall of our world-class venue at Singapore Indoor Stadium and Resorts World Sentosa.

It was such an unforgettable event that we had wished would never come to an end. And true enough, it was just the beginning. If we carry on the same synergy as we had during our milestone gathering, we can spill it over into our daily lives and translate them into a positive energy with which we are going to conduct and prosper our business. With that, we are certain that today, we are standing on the threshold of unparalleled opportunities and well on our way to achieve an even higher level of success.

Our gathering was not only symbolic of re-affirming our founding principles, but a way for all of us to strengthen our bonds and renew our source and inspiration as we usher in a new phase in our company's

phenomenal development. At this point we are happy to announce that towards the last quarter of 2010 well into the early days of the coming year, we shall have expanded our reach in Asia with the opening of the Ho Chi Minh City, Philippines, Seoul and Chingtao Regional Centers.

We therefore call on all of you to carry on the fervor and work more closely than ever before knowing that we are on track and determined to actualize our goals to establish our rootedness in Asia and from here, be ready to take on the world! 🌐



Dr. Dora Hoan



Dr. Doreen Tan



The Power of Love

Dr. Dora Hoan expounds on a broader and deeper meaning of love.





n July 12, 2010, we warmly received our first batch of exchange students from Sichuan

Province in China. These children spent ten wonderful days in Singapore as part of their cultural immersion program under our World Learner Cultural Immersion Program. During the children's sharing at high tea together with Minister Lim Swee Say, World Learner Committee Advisor, MP Yeo Guat Kwang and committee members, and members of media, they expressed their gratitude with a song. They sang a Chinese song which means "A Grateful Heart", its moving melody, and the remarkable way it was interpreted by these pure, innocent souls truly touched the heart of everyone in the audience, including Minister Lim Swee Say. It was a very moving experience and Minister Lim Swee Say has put it so aptly in his message: "These students came to learn from us Singaporeans but we also have invaluable lessons to learn from them." Indeed, all of us have much to learn from their positive uplifting spirit and their humble and grateful heart.

We posed this question to the children: What makes you so happy and caring? What is the reason behind your hopeful spirit? The little ones gladly shared their thoughts, attributing their positive spirit as the outward manifestation of their thankfulness to Singaporeans who helped them rebuild their schools and in many ways restored their lives after the catastrophic Sichuan earthquake. They were also given the chance to live and learn in Singapore through the World Learner Cultural Immersion Program. The children said that such gesture of kindness has

sparked a flame in their hearts and they have been filled to overflowing with love and thanksgiving. They say that with the kindness that we all have shown them, they have come to understand more about the meaning of love.

Reflecting on this experience conveyed my mind to the power of love. Love has the power to transform and to elevate. It can be an endless stream that continues to flow and inundate the hearts of people. When you touch a person's heart with love, he will be moved to change and being touched by love, will be empowered to pass the love on to other people.

The Many Ways to Love

People have different views of love. Some have the tendency to think that love is an act that exists only between lovers or within the family. Some think that love is simply a feeling of elation from little words and action. In truth, love can be extended beyond biological or romantic ties. Love can be all these, and even more. Love can attain for us the "big picture". Whenever you do something good for others or deal with kind intent, that, in and of itself, is an act of love. A kind heart is the origin and source of love. In fact, a wide range of love can be experienced: When you extend kindness to others, this is a manifestation of love. Love springs from a kind heart and can be manifested by good words and good work.

"Good words" mean words that are truthful, inspiring, compassionate, uplifting and gratifying. When the words that flow out of one's mouth are bitter criticism, sarcasm and even

vilification, they are always done either with ill intention or as a result of inability to manage emotions. "Good deeds" mean doing something agreeable rather than something distressing to others.

Therefore, we recognize a good person as one endowed not only with a kind heart but one who says kind words and do goods deeds. A truly good person is a person characterized by genuine love.

We observe that there are people who are smarter than others in expressing love through words and body language. They show good intentions, speak affectionate words and do benevolent deeds. They express love in words e.g. say "I love you", show love in action by a caring attitude, a friendly touch, an affectionate embrace. These are the people who have mastered the effective communication of love.

I believe in the essential goodness of humanity. Our starting point was good. Love may have a nature, yet we may not possess the proper intellectual capacity to understand it. Accordingly, we may gain glimpses perhaps of its essence. There are those, owing to unfortunate experiences in life, have grown too obnoxious and vindictive, that it has become impossible for them to give love and live in truthfulness.

Rediscover Your Authentic Heart

Sometimes, it is very hard to restore the heart to its authentic goodness. But if we open our hearts, despite the negativities



in our lives, no matter how the world looks like with its sham and drudgery, no matter how much hurt we have suffered, we can begin to reconnect with our authentic goodness in love. Love can then be like a magnetic field and this power of love can attract a multitude around you. Finally your love will certainly influence, guide and touch more and more people. That is how you spread the love. Reconnect with your authentic heart and good nature, no matter what the circumstances. Have the spirit of a good heart and speak kind words that inspire people to do great things. Finally, your love will certainly influence, guide and touch more people, and that is the way by which love can pay it forward.

Sell and Close with Love

As you go about your business transactions, it will make all the difference if you are to love entirely as a starting point. This means valuing and providing value to your customer. You must let your customers know that you care, and that the buying decisions you promote and propose are not motivated solely by money but that it is done and carried out with love, for their ultimate benefit. When customers feel that you conduct your business with a deep sense of caring, they will establish trust in you and are likely to seal the deal

with you. That is the beginning of a rewarding customer relationship.

Coach with Love

When you deal with your downlines, your starting point is still to love completely. Your concern is the good of people under your care. Hence, think of what would be good for them, telling them what to do and not to do. Teach them, withholding nothing, as long as it will redound to their own benefit and well-being. Be relentless in encouraging and motivating them, leading them towards success. Once your downlines are guided by your transforming, elevating love, they will be better able to pass the love along the line.

Lead with Love

An effective leader does not only depend on rank, seniority and power to move people but draws on the power of love to inspire them. Only love as a starting point would seem to be valid. Selfless dedication for the organization will add strength to your talent. Share your vision to lead the organization with a pattern of solidarity, inspiring value and promoting cohesion for your people. You can lead the organization integrating intangible principles and witness it grow tangibly, into a prosperous sustainable business.

Spread the Love

When you regard everyone with love and good intentions, speak good words and do good deeds, then you are to be distinguished as more than just a nice person, but one who has found love. Your love will warm your family, gather your organization, spill on to your team and being such, will guide and influence more and more people towards genuine love. To love one's flesh and blood is no achievement. Yet, love of the helpless one, love of the poor and the stranger, love of people under your care, as you lead and guide them to good and lofty things, is the beginning of true love. A family full of love is a happy family; an organization full of love is a united organization; a community full of love is a harmonious community; a country full of love is a vibrant country – all these will lead to a peaceful happy coexistence in the world.

When the world is filled it love, then you see for yourself “The World at its Best”, and then you get the most amazing deepest sense of happiness in the thought that such a world, once began with YOU! 📌

Facts that Could Change Your Skin

Aestier Skin Care Looks at the BIG Picture



At what age do good looks start to fade? It may come sooner than we think.

Many women only start fussing about their skin when lines and furrows appear, but taking good care of your skin from the start, lets you look good, longer.

“The appearance of the signs of aging can be accelerated by many factors,” Dr Doreen shares.

“Knowing what these factors are, could save your skin.”

1. Your skin's reserves may run dry.

If you drive, and never top up the petrol, soon enough you will run out of fuel. It's the same for our skin.

Our skin needs a variety of nutrients to ensure it functions normally. When the skin lacks a certain nutrient, that deficit shows up almost immediately. Take Vitamin A for example. It is essential for the maintenance and repair of skin tissue. Once our skin's Vitamin A levels dip low, we get a dry, flaky complexion.

If our skin does not have a reserve of nutrients, it cannot carry out its normal functions or repair. You need to build that nutrient reserve for your skin with products that contain phytonutrients and obtain the necessary vitamins and minerals.

BWL latest exclusive skin care series Aestier Basics are formulated with **7 Organic** Extracts that have protective antioxidant effects, moisturisation and soothing properties, to ensure your skin is in tip-top condition.



build
your skin's reserves

instruct
your skin to renew

guard
against aggressors

The cocktail of 7 Organic Extracts, made from celery, cabbage, brown rice, tomato, turnip, carrot and broccoli, provides a unique and beneficial range of nutrients that help maintain the skin's health and appearance. Keeping your reserves high, makes sure your 'skin batteries' do not run out of power.

2. Skin starts aging at 20.

Contrary to popular belief that aging only kicks in after you are past your 30s, our skin's renewal functions start to slow down after 20.

Research published in the British Journal of Dermatology shows that after 20, our skin's production of collagen decreases by 1% each year. This results in the lines and

wrinkles and sagging skin that crop up a few years later.

Skincare that slows this gradual decline should start even in your 20s, to delay the onset of the signs of aging.

"People often ask for skincare tips when I meet them. The advice I have for them? "You reap what you sow."" Dr Doreen smiled. "I've started my daily skincare routine since I was 15. It's paying off!" Products designed to keep the skin looking youthful, will contain ingredients that send 'SOS' signals to the skin cells that repair and renewal is needed.

Aestier Basics contain the proprietary ACT-peptides (Aestier Counter Time peptides) that instruct and reactivate the renewal processes in the skin, to keep skin looking younger and smoother, longer.

3. Pollution is as damaging as the sun.

"We are very familiar with the harmful effects of the sun, and most of us are using the necessary sun protection, to avert the aging effects of the UV rays. But did you know environmental pollution also has a huge impact on our skin?" questions Dr Doreen.

aestier 
by DR's Secret



Pollution is a horrible look-zapper. It causes a marked increase in free radicals, and these terrorists not only start destroying our skin cells' ability to repair, and cause the collagen and elastin fibres to break down faster, it also leads to the onset of melanin production. Attacked and irritated by free radicals, our skin pigment cells go into 'enraged mode', and starts producing more melanin, causing the skin to become darker, or uneven skin tone to surface. Guard your skin against these aggressors with protective ingredients.

Aestier Basics uses Korean Ginseng and Pomegranate Extracts to protect the skin. Our upper hand? ZymoScience Technology. This breakthrough technique uses enzymes to enhance ingredients, by breaking them down into small molecules for improved absorption and effects, or activating them for enhanced effects.

4. Dehydration is the root of all skin evils.

Dehydrated skin is flaky and itchy, not to mention a distressing sight. It also results in a weakened barrier, which lets in external irritants more

easily, triggering skin inflammations and leads to skin dullness.

Water that is rich in mineral content helps the skin absorb and retain moisture. That's why the Japanese love their 'onsen' (hot springs) because it gives their skin that burst of moisture!

Aestier Basics homes in on the concept of mineral-rich water to enhance our skincare. Using Jeju's pristine volcanic mineral water, Aestier Basics deliver premium ingredients in the best water, for the ultimate hydration of your skin.

5. Be obsessed with sunscreen.

Sun exposure makes the skin look older than it should. An effective sunscreen should be the anchor of every skincare regime.


Sunscreens should protect against both UVA and UVB rays, and we need look out for product information that confirms that ability.

Dr Doreen explains symbols found on sunscreen packaging, "SPF stands for sun protection factor. Someone using an SPF 15 product will take 15 times longer to redden than without sunscreen, and this is

usually the minimum for adequate protection. However, do note that SPF only confirms that you are protected from UVB rays."

She explained that in the past, protection against UVA rays was not measured and stated on the packaging, so it was important to know the key ingredients that worked for UVA protection. Effective UVA blockers were zinc oxide and titanium oxide (physical blockers, i.e. they reflected or absorbed all the UVA and UVB rays before they reached the skin). If these ingredients are spotted in the ingredient list, the sunscreen is a keeper.

These days, some sunscreens carry the PA rating (Protection grade of UVA), and these ratings inform the user if the product effectively blocks out UVA.

Dr Doreen explained the development philosophy guiding Aestier, "Aestier is a skincare regime that looks at the BIG picture --- it builds your skin's reserves, instructs your skin to keep up its renewal, guards against skin aggressors. Women in their 20s and 30s are busy 'fighting' battles. Now with Aestier, you can work hard, play hard, and easily look good all the time!" 

Clinical Results

Reduction in pigmentation	55%
Reduction in fine lines & wrinkles	30%
Moisturisation increase	30%

Average Individual Improvement (%)

An 8-weeks trial using Age Arrest and AR Essence conducted on 34 people aged between 25 to 65 years old demonstrated 30% improvement in skin's moisture levels, at least 55% reduction in pigmentation and a 30% reduction in wrinkles.



instruct your skin to stop aging

Age Arrest tabs contain proprietary E-Factor™, a revolutionary growth factor-mimicking peptide that instructs the production of elastin and collagen from the very beginnings of cell renewal pathways. Efficacy and absorption optimised by AR Essence, E-Factor effectively evens out skin tone and fine lines, for longer-lasting youthful radiance.



www.aestier.com