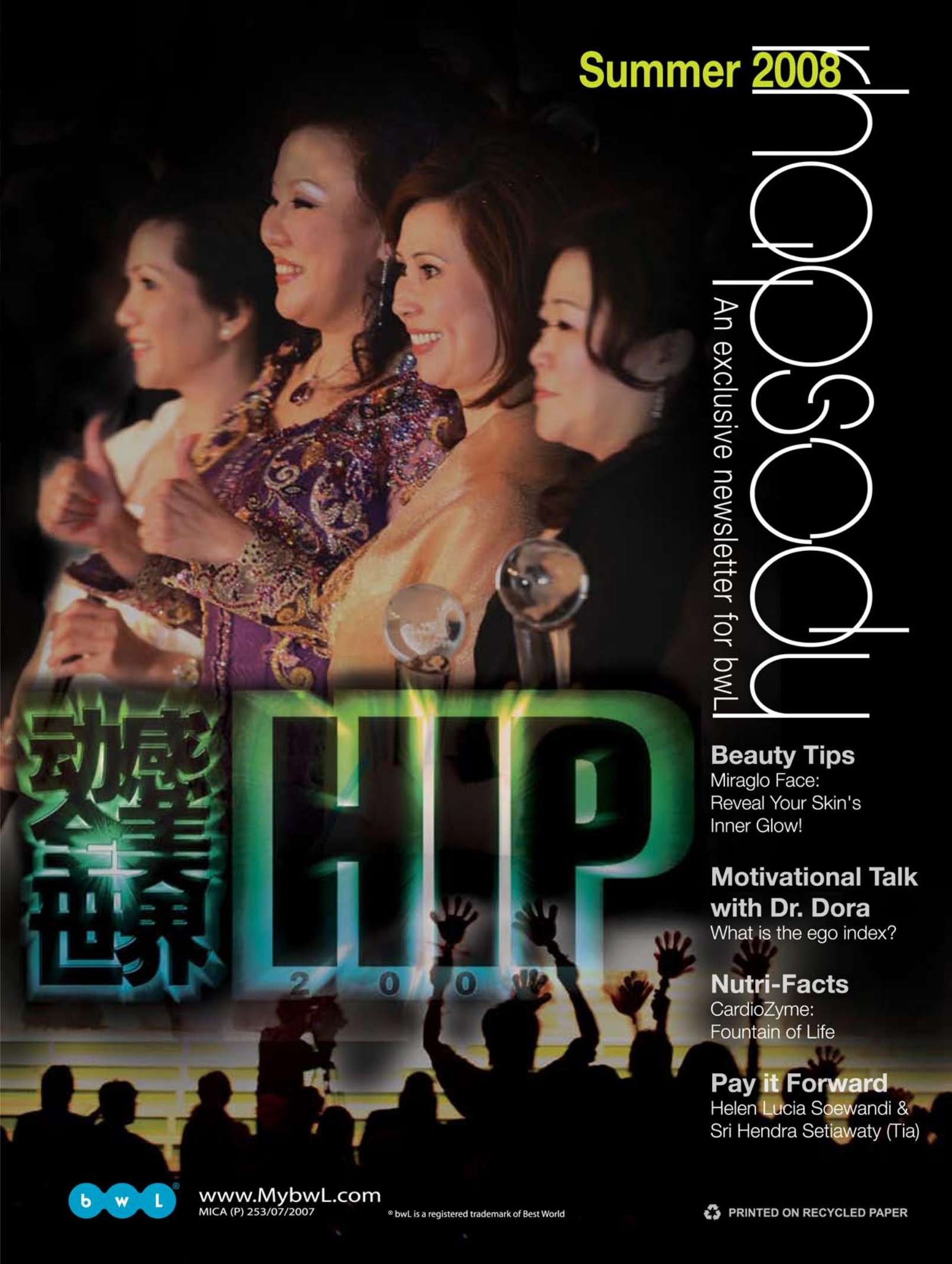


Summer 2008

POP SOON

An exclusive newsletter for bwL



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POP

Beauty Tips

Miraglo Face:
Reveal Your Skin's
Inner Glow!

Motivational Talk with Dr. Dora

What is the ego index?

Nutri-Facts

CardioZyme:
Fountain of Life

Pay it Forward

Helen Lucia Soewandi &
Sri Hendra Setiawaty (Tia)



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Dear Best Worlders,

Shared memories, though intangible, act as a kind of glue for a community. They invariably colour our relationships and deepen the bonds we share with one another. HIP 2008 bwL International Convention, held on 23-24 February 2008, was an event of mega proportions and memories from the 2-day affair would certainly prove indelible in all Best Worlders' minds.

bwL distributors from all over the world came together to commemorate the success of the past year and celebrate our corporate values of Harmony, Integrity, Positivism and Community. Even as we go about our daily activities, let's not forget to take occasional pause to reflect on the happy times we share as one united community. For your convenience, this issue of Rhapsody comes with a special photo edition of HIP 2008's main highlights - all the better for you to re-access wonderful memories of that unforgettable event.

Habits are a form of learned behavior and a natural expression of acquired memories. In that note, bwL's unique KASH training system is designed towards cultivating well-rounded distributors with deep knowledge, positive attitude, useful skills and excellent habits. Our KASH training system has recently been restructured and enhanced for members' maximum benefit. The newly relaunched Habit courses with end-digit 5 (105, 205 and 305) are now headed by Dr. Gan Kok Wee, a noted consultant and trainer with years of professional experience. Through the 105 series, bwL members will discover more about themselves, ways to strengthen their ties to the society-at-large, understand the place they hold in the context of the larger universe and develop vital habits for individual growth and improvement for social wellness.

Henceforth, KASH trainings' 1 series led by Dr. Dora Hoan will be on business systems; 2 series' Knowledge courses headed by Dr. Doreen Tan will be on product knowledge; 3 series' Attitude courses headed by Ms Audrey Koh will be on cultivating positive mindsets to achieve personal growth; 4 series' Skill courses headed by Dr. Dora Hoan will be on building critical skills for business success and 5 series' Habit courses headed by Dr. Gan will be on nurturing habits that would allow us to effectively lead, influence and groom others around us.

Come embark on a learning journey with our KASH programme. Enjoy the 'learn, do and teach' process and you will find yourself becoming a more powerful, confident and knowledgeable leader! Let your days be filled with constant growth and happiness! We love you!



 Dr. Dora Hoan, Founder

 Dr. Doreen Tan, Founder



Top Tip

A Warm Smile Melts Hearts

Would you frown before a smiling infant? The answer would be a definite no. A genuine smile would leave a far superior impression on others compared to sweet compliments. A smile is able to dispel the barriers put up instinctively by others, influence others and create a sense of goodwill and understanding. A smile conveys three messages:

- (1) I like you.
- (2) I am happy when I am with you.
- (3) I'm happy to know you.

A smile is not only visible but audible. When conversing on the telephone, the listener on the other end is often able to sense if you are speaking with a smile on your face, simply from the tone of your voice. One's facial expression, smiling in particular, is more important than any expensive apparel he or she may don. A smile is like playing ball, whatever you receive is whatever you throw out.

By Nora Cheng

Do U Know?

1 The average adult will stand around 0.5 inches taller in the morning than in the evening due to the slight cartilage compression that happens over the course of a day.

2 Hunger can cause death. But did you know that a lack of sleep may also be fatal? Most people can survive without food for up to a month, but going without sleep for ten consecutive days may in fact lead to death.

3 A person produces an average of 10,000 gallons of saliva in a lifetime!



Words of Wisdom

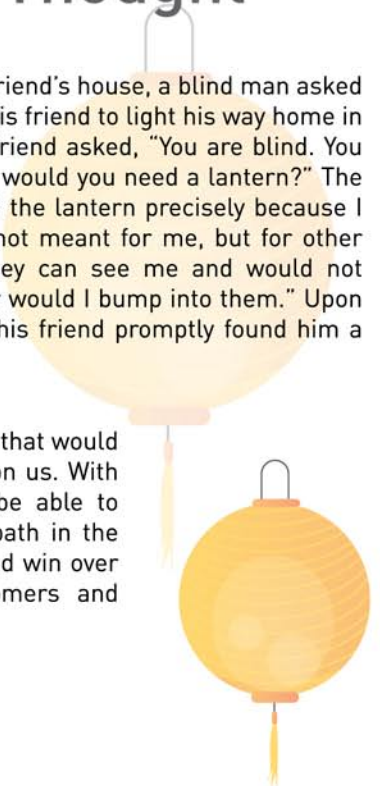
A Tale for Thought

The Tale:

After spending a day at a friend's house, a blind man asked to borrow a lantern from his friend to light his way home in the night. Perplexed, his friend asked, "You are blind. You can't see anything so why would you need a lantern?" The blind man replied, "I need the lantern precisely because I am blind. The lantern is not meant for me, but for other pedestrians. This way, they can see me and would not knock into me and neither would I bump into them." Upon hearing this explanation, his friend promptly found him a lantern.

The Thought:

Always think for others as that would bring greater benefits upon us. With this mindset, we would be able to enjoy a much smoother path in the direct selling business, and win over the hearts of our customers and teammates.



A Tale of 2 Platinum Directors

Indonesia's newly promoted Platinum Directors Helen and Tia are two strikingly different personalities with a similar vision for success. Against all odds, they have scaled to the top of the hierarchy to enjoy immense rewards and respect. Here are their stories:



----- Helen Lucia Soewandi



Sri Hendra Setiawaty (Tia) -----



Helen Lucia Soewandi

Discovering together our paths to success

After giving birth to her two children, Helen Lucia Soewandi's hectic life revolved mainly around her family, her teaching job at an international school and volunteer activities.

Though she was won over by DR's Secret after her and her children's skin problems were solved, she was not keen on taking on a bwL career due to her busy schedule. But upon seeing her downlines accomplishing significant achievements, she began developing a keener interest in the bwL business and a strong desire to find out more.

Helen said, "Most of my downlines are older than me. After taking on the bwL business, they experienced a huge change in their lives. Besides having a more enriching life, they became happier as they could contribute to their families, regardless of their age."

Her upline, Lie Lhi Tjoe remarked, "Ibu Helen is an intelligent person who never stops learning. She is smart, tenacious and persuasive and is always there to care for her team."

Helen said, "Taking up the bwL business, I have become closer to my family as I have more time to meet up with my sisters since they are also with the company. In the past, we could only meet up about two or three times a year. Now we can meet and catch up almost everyday at my Lifestyle Centre."

"It's not difficult to succeed in direct selling, as long as we possess a quick mind, a respectful attitude and open our hearts to learn and accept new knowledge. Also, make sure every step we take takes us on our path to success."

Sri Hendra Setiawaty (Tia)

Keeping the thirst for success

Sri Hendra Setiawaty, nicknamed Tia, was a civil engineering major. After graduating, she worked as a marketing executive in a real estate company and was often awarded the title of 'Best Salesperson'.

However, Tia longed to carve out her own business and gain greater time flexibility. In the middle of 2004, Tia discovered the amazing potential of the bwL business, its well-designed system, harmonious culture and thus decided to fully commit herself to the career. She knew she could, at bwL, realize her true potential and freely display her strengths.

Tia explained, "bwL is different from traditional businesses. Here, we do not need a shopfront and do not need to bear inventory risk. Whenever people place orders with us, we can simply collect the goods from the company. This way, we can save on rental, human resources and overhead costs of running a shop."

Hardworking Tia quickly expanded the reach of her network. At the same time, she helped develop a stable team and groomed her downlines into independent leaders, giving them her best support and assistance.

Phety Soekiato commented of her upline, "Tia is a very patient and hardworking. As such, all of her downlines have immense respect for her."

Tia said, "I'll never look down on anyone, because I started from zero myself. I believe that as long as one is interested in the business, has a thirst for success, and follows the system and trainings, he/she will experience success."



What is Your Ego Index?

Let go of your inferiority complex, build up confidence and avoid becoming egoistic.



What is the ego index?

The ego index is an assessment of our self-esteem. Those with a low ego index have an inferiority complex whereas those who are boastful or have a high ego index are egoistic. A confident individual is one who maintains a balanced ego, instead of one at either ends of the spectrum.



Inferiority complex:

Individuals with an inferiority complex are often self-doubting, doubtful of others and generally lack a sense of security. They are usually self-critical, worried that others look down on them, overly

mindful of others' opinions and therefore live in the shadows of other people. Furthermore, they tend to show off by way of disguising their low esteem. In terms of personality traits, they are inclined to be overly sensitive, suspicious of others, emotional, temperamental and

become hurt easily.

People with a slight inferiority complex tend to be self-protective and always seek to escape from problems; those with a fair degree of inferiority complex tend to be dissatisfied and always place blame on others; and those with an extreme inferiority complex tend to give up and allow themselves to waste away and degenerate. Basically, people with an inferiority complex tend to be pessimistic, quick to find excuses, give up easily and lack direction and strength.



Egoistic:

Egoistic individuals are self-indulgent, condescending, unconcerned about others' opinions about themselves and are trapped within the confines of their own narrow worldview. Egoistic people have a deep



sense of superiority. They are extreme in terms of their character, aggressive, offend others easily and believe they are superior to others in every way.

People who are slightly egoistic are self-satisfied, complacent, think highly of themselves and are very stubborn. People who are fairly egoistic are condescending, self-centred, distrustful of others, unable to accept others' success, grudging, vengeful and maintains the attitude of "those against me shall despair". People who are extremely egoistic regard themselves as "god". They enjoy sacrificing others in order to advance, are unable to accept criticisms and believe that "It's better to live standing than to die on their knees".

An egoistic person would hurt others in order to protect themselves. They offend others, create obstacles for themselves and would eventually fall from grace.



Confident:

A person with an inferiority complex lacks strength and thus faces difficulty in achieving success. As such, building self-confidence is the key to success. However, many confident individuals become complacent

upon achieving success. This is especially true for those who taste success at an early age or had attained it with pure luck. These individuals tend to view success as something easily achieved. They forget themselves and become increasingly egoistic. As such, they ultimately fall from grace and are left back at where they started.

To maintain continued success, we must learn to acquire and maintain a balanced ego. Besides gaining confidence

by building on your ego and self-esteem, you must at the same time be more self-aware.

On one hand, we have to remain humble, treasure the success we have achieved, be grateful to those who have helped us on our path to success, be aware that there are always others who are better than ourselves, and seek continual self-improvement while caring for and helping others achieve success. On the other hand, we must be aware of our strengths and weaknesses, continually self-reflect, improve on our weaknesses, boost our strengths, grow continually and remind ourselves constantly not to become overly egoistic.

“To maintain continued success, we must learn to acquire and maintain a balanced ego. Besides gaining confidence by building on your ego and self-esteem, you must at the same time be more self-aware.”



Review yourself

A) When faced with negative circumstances,

Those who have **inferiority complex**: are afraid of failure, seek excuses for failure, escape responsibility, give up. Those who are **egoistic**: become angry, unwilling to concede, find a scapegoat for failure, shirk responsibility, blame others.

Those who are **confident**: are brave enough to accept the situation, find solutions for failure, face challenges positively, remain persistent.

B) When faced with positive circumstances,

Those who have **inferiority complex**: are doubtful and worried about what they have.

Those who are **egoistic**: feel assured of their luck and abilities, believe that things are as they should be.

Those who are **confident**: are appreciative of their present circumstances, assured yet watchful.

C) When others cause offence to him,

Those who have **inferiority complex**: are self-pitying, feel that others always cause offence to them.

Those who are **egoistic**: retaliate, feel that others should never cause offence to him.

Those who are **confident**: are curious, wonder why others are causing offence to him.

D) When others are kind towards him,

Those who have **inferiority complex**: are uneasy, suspicious of others' motives.

Those who are **egoistic**: think nothing about it and take things for granted.

Those who are **confident**: let it be, understanding that relationships are maintained with mutual give and take.

At the end of the review, if you realize you are an egoistic person, fine tune your attitude and mindset immediately, put aside some of your ego, maintain an appropriate level of self-confidence and avoid becoming overly egoistic. If you discover that you are a confident person, congratulations, take caution to maintain a balanced ego and avoid falling into the trap of becoming complacent and

egoistic. Finally, if you realize that you have an inferiority complex, do not be discouraged, confidence can be built. Refer to some of the useful tips on building confidence listed below.

How to build self-confidence?



1. Hypnotise yourself

Hypnotise yourself through your subconscious. Tell yourself repeatedly, "I can achieve", "I can succeed." Look into the mirror every morning and say, "I am beautiful" or "I am handsome" or "I am great" until you become self-confident.

2. Do not compare

Comparisons invite despair. If you enjoy comparing yourself with others, you would very likely be upset. People are imperfect. There are always others who are more beautiful, capable, successful and popular than you. Once you realize you fare poorly compared to others, your confidence would be hit for no good reason.



If you really need to compare, find someone weaker than yourself. When you discover that a person weaker than you is able to achieve success, you may be consoled and encouraged to strive for better success.

The best strategy is to seek out your core competencies and enhance them. When you realize that you have areas superior to others, you would surely be able to build self-confidence.

“The best strategy is to seek out your core competencies and enhance them. When you realize that you have areas superior to others, you would surely be able to build self-confidence.”

3. Learn and upgrade

Usually, people are less confident because they feel they are weaker than others or do not know what to do. First, begin by upgrading yourself by learning something easy or things you have a deep interest for. Your confidence level will slowly increase. At bwl, the company invests a lot of resources including talent, money and time to design and organize various training sessions to allow members to continually learn, improve their attitude and confidence levels while acquiring knowledge, skills and keys to executing a system.



Those who lack confidence should not set difficult goals at the start because if you fail to achieve them, your confidence may be affected. A non-challenging goal is meaningless at this point too. You should instead set a realistic and reasonable goal due for completion within one to three months. Once this goal is met, your confidence will increase. You may next set tougher goals and every time you complete them, your confidence will be boosted. Remember that Rome was not built in a day. Build up your sense of confidence with time and persistence.

Cast off feelings of inferiority and become a confident person. With confidence, you can face life with positivism and your potential may then be developed. Gradually, you would become the centre of attraction and become more influential, creative, wise and powerful. Success and wealth will eventually follow.

Finally, remember not to let success go to your head. Maintain a balanced ego, always be humble and willing to learn, be grateful, helpful and lead by example. With these in mind, you would be able to reach beyond success and scale to greater levels of success.

“Cast off feelings of inferiority and become a confident person. With confidence, you can face life with positivism and your potential may then be developed. Gradually, you would become the centre of attraction and become more influential, creative, wise and powerful. Success and wealth will eventually follow.”

4. Do what you fear

Many people wish for success but do not act on it because they are unable to overcome their own psychological obstacle. Many of us have experienced failure and setbacks before and these have resulted in a psychological obstacle that heavily burdens us.



To overcome your fear, clear the obstacle, relieve yourself of the psychological burden and face your fears positively. Do what you fear bravely. Upon achieving this breakthrough, your confidence level will increase.

5. Constantly set and complete new goals

Set long-, mid- and short-term career and life goals. Use **SMART** principles when establishing your goals.



- Specific** : Write down your goals with precision
- Measurable** : Your goal must be expressed with figures
- Achievable** : Your goal must be practical and realizable
- Reasonable** : Your goal must be reasonable
- Time** : Your goal must consist of a time frame



Addressing Heart Disease and Circulatory Problems



Coronary heart disease and stroke are the leading causes of death in Singapore today. These medical conditions are actually preventable if treated early. Recognising cardiac risk factors early is also helpful in preventing against heart diseases like heart attack, stroke, high blood pressure and related illnesses, artery diseases, and other circulatory disorders.

We should take responsibility for our health – by being aware of the risk factors and early signs and symptoms. Regular and complete health screenings should be done at least on a yearly basis and healthy lifestyles practices, including regular exercise, a balanced, healthy diet, consumption of health supplements and adequate rest and water, are necessary.

Modifiable risk factors - things that you can change significantly - include smoking, obesity, lack of exercise, smoking and emotional stress. Non-modifiable risk factors – things that cannot be changed or only to a slight degree – include genetic inheritance, gender, age and the presence of other diseases. By understanding and managing these factors, we can lower our risk for heart disease.

Signs and symptoms

Signs of developing heart and circulatory problems often exist long before symptoms appear.

1 A swollen, puffy, reddish face shows an over-worked heart and circulatory system. The heart muscle is expanded and weakened from too much *yin* food and beverages like sugar and sweets. Reddish facial colour may turn purple and this shows a dangerously overworked heart muscle and the possibility of developing very low blood pressure. A pale facial colour may indicate tightened heart muscles from too much *yang* foods like animal food and excessive salt and oil.

2 Abnormalities on the nose show underlying heart conditions. For example, a swollen nose shows the possibility of a swollen heart with decreased ability to provide oxygen to cells and tissues. Excessive intake of strong *yin*, like sugar, sweets, and beverages; too much fruit and juices; and alcohol or drugs, causes this condition. This may also be a sign of developing congestive heart failure.

3 A hardened tip on the nose shows a build up of saturated fat and cholesterol in the coronary arteries and the build up of fat around the heart and other vital organs. This is caused by excessive intake of meat, poultry, cheese, dairy, margarine, dressings and other oily, greasy foods. A purplish nose with a hardened tip is a warning sign of an approaching heart attack or stroke. A cleft in the nose shows the presence of heart murmur.

4 The heart meridian can be found from the low inner side of each arm to the inside of the little finger. Feelings of anxiety, tightness, stiffness, flabbiness, or loosening along this region co-relates to heart and circulatory problems. As heart attacks are often accompanied by pain along this channel of electromagnetic energy along the left arm, CPR practitioners may use the Traditional Chinese Medicine (TCM) first aid technique of biting the nail of the little finger to stimulate the heart while waiting to be sent to the hospital. Should there be a stroke, or sudden heart attack, massaging the inside of the little finger and the meridian along the inside of the arm is found to be very helpful.

5 People with developing heart problems tend to be highly excitable, panic easily and talk excessively. Stuttering, stammering and other speech difficulties also correspond to underlying cardiovascular problems. Stuttering suggests a heart murmur. A tired and over-worked heart is usually caused by too much dairy or fatty food. Rapid and excessive speaking show an inclination towards the development of high blood pressure, which is usually caused by excessive intake of spices, sugar and oily food.

6 Although laughter is one of the best medicines, excessive laughter and giggling may indicate a swollen, over-worked heart, which may be caused by an excessive intake of fruit and juices, sugar, sweets, raw foods, stimulants and alcohol.

Maintain a Healthy Lifestyle

1 Maintaining good emotional stability and balance are important to the proper functioning of the heart and circulatory system as emotional shock, trauma, or heavy stress can induce a coronary seizure that can cause the arteries to constrict. This is damaging to the heart and arteries and a heart attack may occur.

2 To strengthen the heart, one can learn to cultivate gentleness, tranquility, intuitive comprehension, spiritual oneness and a joyous, humorous mood, rather than be often found in a depressed and/or angry mood.

3 Get proper rest and a good night's sleep to prevent exhausting our heart. Maintain a balance between physical and mental activity.

4 Moderate exercise, especially a daily 30-minute walk, is advantageous to the heart. Exercises that move almost all parts of the body like yoga, qigong, taiqi, stretching, pilates, gardening and cleaning, are also helpful to strengthen heart and circulatory functions. Avoid overly strenuous exercises or isometric exercises that involve stationary and tension-producing movements as that can raise blood pressure and produce irregular heartbeat.

5 Listening to happy, soothing music or playing a musical instrument helps to support the heart and circulatory system. Alternatively, sing a happy song daily to nourish your heart and lungs.

6 Simplify your life, your living conditions and human relations. Embrace all joys and sorrow and treat everyone with love – regard everyone as your siblings in life.





Dietary recommendations

1 Whole grains like brown rice or 5-grain rice, give the strongest and most balanced energy to our bodies and contribute to the proper development of the heart and circulatory system.

2 Whole corn and corn products nourish the heart. So are foods with a slightly bitter taste. For example, watercress, mustard greens, dandelion greens, turnips greens and burdock improve the heart and circulatory system.

3 Round vegetables are helpful to the growth and repair of the heart, especially vegetables with a heart shape like onions, turnips, radishes and winter squashes.

4 Use good quality plant oils in moderation as they can contribute to the elasticity of the heart and blood vessels. However, too much oil of any kind is harmful.

5 Beans and bean products, especially soy products like tofu, tempeh, and natto, help to lower cholesterol in the blood due to its beneficial enzymes and fibre.

6 Eat sea vegetables like seaweed regularly in small quantities. These provide good quality and quantity of minerals and maintain the natural flexibility of the arteries, veins and other blood vessels. Choose those that are dried and natural without seasonings instead of those baked and packed with seasonings and flavourings.

7 Reduce intake of animal and dairy products as these have a detrimental effect on the heart and blood vessels.

8 Avoid simple sugars like refined sugars and white flour products as these can contribute to the expansion of the heart and weakening of blood vessels. Instead, choose complex carbohydrates like whole meal bread, brown rice and unrefined brown sugar.

9 Salt intake should be moderated and controlled as high blood pressure is associated with high intake of salt (miso, soy sauce, table salt etc). It is recommended to consume sea salt, instead of table salt as sea salt is lower in sodium and higher in trace minerals.

10 Reduce total volume of food consumed and remember to chew your food thoroughly as large volumes of food that are not chewed properly will need additional stomach acid for digestion. Excess stomach acid raises the pH level of blood to be acidic and this can result in further constriction of the heart and blood vessels. Also, excessive stomach acid produced can cause heart burn – a hot, 'sourish' sensation that is stuck in the middle of our body, above the stomach, near our heart and in the middle of the chest.

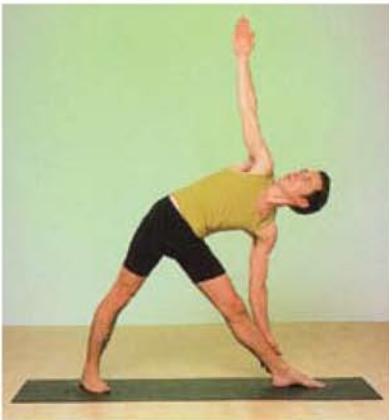
11 Avoid late night suppers as heavy meals before bedtime stress the stomach which inevitably affects the heart.

12 Choose grill or pan-fried cooking methods instead of frying. Steamed and boiled food are preferable too.

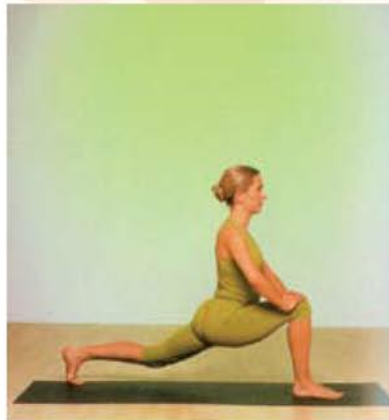


LET'S STRETCH!

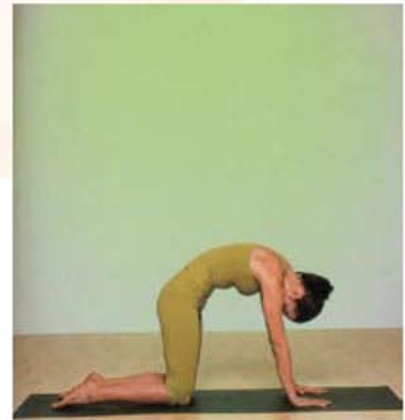
Strengthen your heart with these postures and remember to focus on breathing deeply and evenly.



1. Triangle



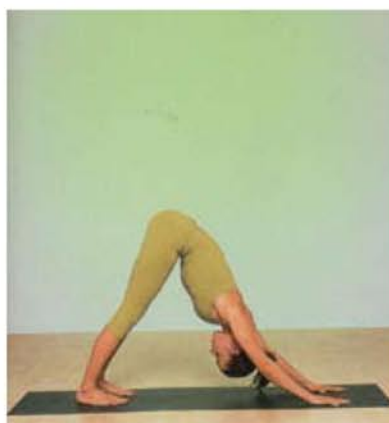
2. Lunge Warrior



3. Cat



4. Cobra

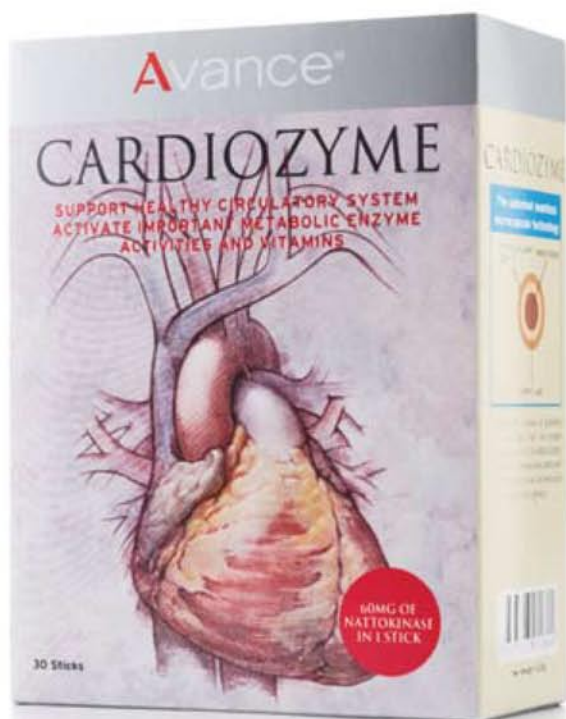


5. Downward Dog



6. Shoulderstand

Fountain of Life



CardioZyme's groundbreaking patented microcapsules containing Nattokinase enzyme help to effectively boost your circulatory system and activate key metabolic enzymes and vitamins, keeping your body pumping with vitality at all times.

The Importance of Enzymes

Enzymes have been termed "fountain of life" because without them, life cannot exist. They play a critical role in speeding up and regulating all chemical reactions in our body.

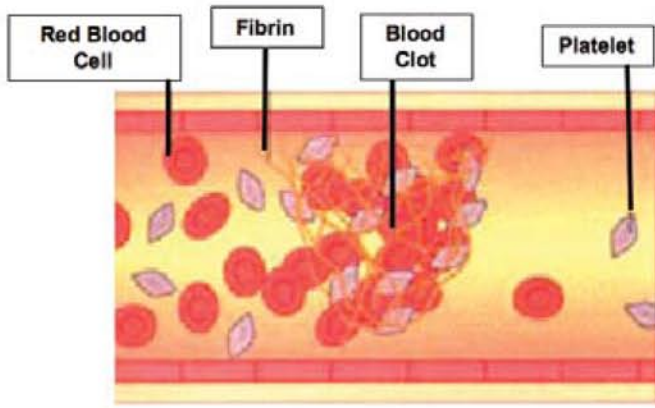
Although enzymes are produced in the body, enzyme production tends to decline, especially when we are under stress or as we age. As such, the body has to obtain enzymes from food in order to maintain the optimal enzyme level. These foods are usually raw foods in their natural state as cooking and food processing often destroys enzymes.

The Wonders of Nattokinase

In 1980, while investigating 173 natural food sources for their ability to break down fibrin, a blood clotting protein, a University of Chicago researcher Dr. Hiroyuki Sumi discovered a potent fibrinolytic enzyme (enzyme that breaks down fibrin) in a popular traditional Japanese food called Natto. Natto is produced by fermenting boiled soybeans with beneficial bacteria called *Bacillus natto*. He named this fibrinolytic enzyme "Nattokinase".

Fibrinolytic enzymes are normally generated in the cells of the blood vessels. But as the body ages and production of these enzymes begin to decline, blood becomes more prone to coagulation. As published in the Health Sciences Institute journal, blood clots form when strands of blood protein accumulate in a blood vessel to form a fibrous network called fibrin. While blood clotting is an important protective mechanism that protects the body from excessive bleeding, when this process becomes over-activated, a variety of health conditions may result. In the heart, blood clots cause blockage of blood flow to muscle tissue. If blood flow is blocked, the oxygen supply to that tissue is cut off and it eventually dies. This can result in angina and heart attacks. In the brain, blood clots can result in senility and/or stroke.

Alternative medicine purports that the heart and intestines are markedly linked. When the heart weakens, small intestines tend to weaken too, thereby affecting nutrient absorption which takes place mainly in small intestines. This in turn leads to further deterioration of all vital organs especially the heart.



As a potent fibrinolytic enzyme, Nattokinase helps

- Support a healthy heart and circulatory system.
- Regulate and activate various other metabolic enzymes and vitamins.

By breaking down fibrin, Nattokinase helps dissolve blood clots, reduce blood thickness and enhance blood circulation. This means that more oxygenated blood is able to flow into the brain and other vital organs, allowing one to feel fresher and more energetic.

Nattokinase’s function as an activator of metabolic enzyme processes and vitamins enhances the body’s ability to absorb vitamins and minerals. Improved metabolism represents a host of benefits which includes better digestive health, nutrient absorption, growth and repair, new cell production, fat burning and increased vitality. What’s more, Nattokinase is without any side effects that are often associated with blood-thinning medications. It is longer lasting and especially effective when taken orally.

Why CardioZyme?

Cardiozyme is a naturally occurring, food based dietary supplement that contains Nattokinase. Unique benefits that differentiate CardioZyme from other similar products in the market include:

• Patented double coated seamless microcapsules

Nattokinase, being an enzyme, is sensitive to heat and the acidic conditions of our stomach. To ensure that the goodness of Nattokinase reaches the intestines for maximum absorption into the system, the microcapsules **(patent no. 5,478,570)** of Cardiozyme are double coated with an enteric-layer and a protective pectin layer to prevent the natural enzyme from premature damage by gastric acid in the digestive tract. The seamless capsule also ensures that air does not interfere with the integrity of CardioZyme’s formulation when users tear open the satchet before pouring its contents into their mouths.

• Long lasting effects

Unlike other blood thinning medications which last for only a short while, CardioZyme lasts for 12 hours after consumption.

• Convenience

Natto has a strong, cheese-like smell and a sticky consistency. CardioZyme, on the other hand, contains Nattokinase that is extracted from natto and made into easy to consume capsules without the same strong smell or taste. In other words, CardioZyme offers users the convenience of easy oral administration.

Who should consume CardioZyme?

Those who are prone to late nights and stress may take CardioZyme to maintain a strong and healthy circulatory system, which is vital for keeping energetic and vibrant.

Patented Double Coated Seamless Capsule



Recommended Consumption Methods

- 1 For regular health maintenance: take 1 satchet before food every two days, preferably half hour before lunch between 11 am to 1pm (golden time for repairing heart muscles).
- 2 For those with minor health risks: take 1 satchet before food daily.
- 3 For those with health problems: take 1 satchet in the morning and 1 satchet at night before food daily, with an interval of about 12 hours.
- 4 Those who experience cold, stiff and numb sensations in the limbs, headache and discomfort in the chest and jawline may have a weak circulatory system which could lead to various health problems. This condition may be due to the presence of blood clots or fatty deposits situated in the blood arteries. In such cases, complement the consumption of CardioZyme with PhosChol 565 to help reduce triglycerides and fatty deposits in the liver, and Super EPA 2000 to help reduce fatty deposits in the arteries.

- * Do not chew or break the microcapsules.
- * If you are on medication, take CardioZyme at least 2 hours before. It is also recommended that you consult with our nutritionists for the best results.

Reveal

Your Skin's Inner Glow



Why exfoliate?

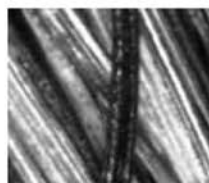
Do you have a case of leathery, rough and scaly skin that's brought on by severe dehydration? Those dry, scaly patches are clusters of dead cells that have built up on the surface of your skin and are hindering the absorption of moisturizers.

Indeed, however beneficial your skin care products, they are rendered useless if they are not able to penetrate into your skin's inner layers to release their essential goodness. With age, skin cells take longer to slough off, causing them to pile up. This gives skin an uneven, rough and dull appearance. As such, an exfoliating agent is a must-have in your skin care regime in order to remove unwanted debris from the skin.

To answer all your skin exfoliation needs, bwL's brand new Miraglo Face uses patented Evolon microfibre technology to enable safe and precise exfoliation.

Miraglo Face – The definitive word on skin exfoliation

The fabric's simple appearance belies its groundbreaking technology. Its patented ultra-thin microfibrils are 50 to 100 times thinner than human hair¹.



Human hair
magnified
100 times



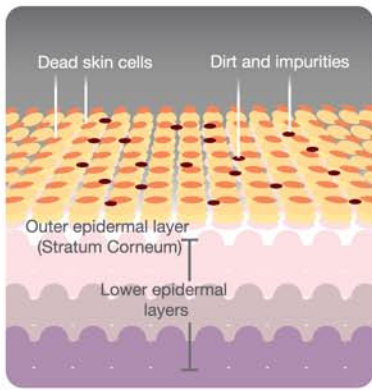
Miraglo
microfibrils
magnified
100 times

The microfibrils are specially designed to go between the keratinized cells of the epidermis, lifting these dead cells delicately with precision and removing 99% of the impurities on the skin surface, without injuring the skin's deeper layers. Used regularly, it primes skin for maximum absorption of nutrients and active ingredients, giving you noticeably smoother, softer and suppler skin.

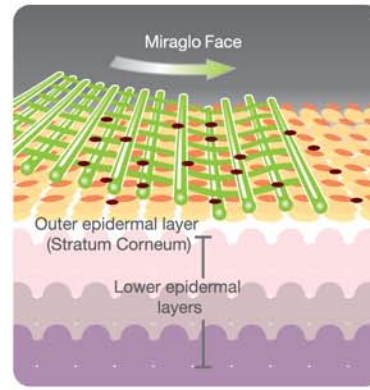
Made in France, Miraglo Face has been tested to be "skin-friendly", hypoallergenic and suitable for all skin types, much unlike conventional exfoliation fibres or beads which are usually abrasive and injurious to skin. Furthermore, it has been awarded the Oeko-Tex Standard 100 certification and certified free of harmful substances².

¹ United States Patent Number 5,970,583.

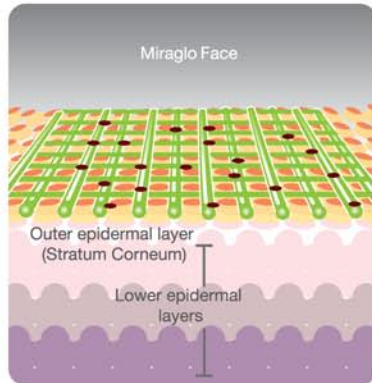
² Awarded the Oeko-Tex Standard 100 certification, an international recognition given to textiles that verifies the article has been tested for harmful substances and has shown to satisfy the requirements.



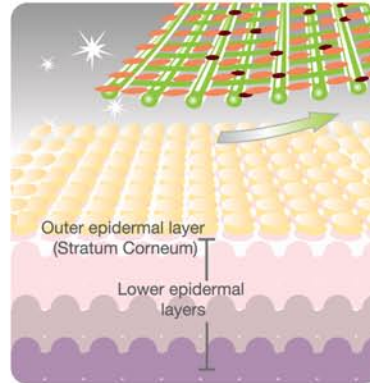
Before
Accumulation of dead cells and impurities on skin surface results in dull and rough skin.



Patented microfibre technology
Miraglo microfibrils effectively slot between keratinized cells of the outer dermis.



Effective exfoliation
Microfibrils act like magnets to thoroughly trap and remove dirt and dead skin cells.



After
Miraglo Face effectively removes dead skin and impurities.

Manifold Benefits of Exfoliation

- Removes dead skin cells, debris, blackheads and speeds up skin renewal
- Removes keratinized cells to allow for maximal absorption of skin care products
- Stimulates the circulation of essential nutrients and oxygen for skin regeneration
- Stimulates collagen and elastin production, and helps smoothen and soften skin

Easy to Use Application

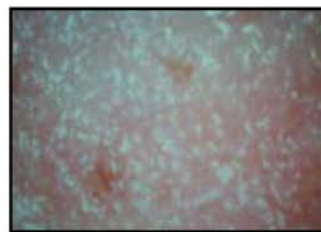
- Rinse Miraglo Face before use.
- Apply cleanser and wash face using Miraglo Face with gentle circular strokes.
- Rinse cleanser off and continue with your regular skin care routine.
- Do note that Miraglo Face is suitable for both the face and the body.

Recommended Tips

- For best results, use with DR's Secret Cleanser.
- Optimise effects of DR's Secret Touch by using Miraglo Face first.



Before
A thick layer of dead skin cells is visible on the surface of the skin.



After
Immediate results upon using Miraglo Face and DR's Secret Cleanser! Dead skin cells are dramatically reduced.

Bit O' Trivia!

Miraglo Face is a composite of the words 'Miracle' and 'Glow'. With it, you can expect to experience miraculously glowing, luminous skin!



Dr. Gan Kok Wee

The New 105 System Training

Let Best Worlders Charm with Humanistic Learning

bwL is taking off in the global arena. However, going global means that the company will face ever keener competition. To build bwL into a stellar international brand, three critical elements must be in place, namely, providing the best quality products, building a strong system and standards, and cultivating a quality team of Blue Ocean members who are well trained and possess strong team camaraderie and a deep sense of mission and conviction. This year, Dr. Gan Kok Wee, who is trained both in the sciences and humanities, joins the bwL family as Group Manager, Education and Training.

Dr. Gan holds double doctorate degrees in Computer Science from the National University of Singapore and Chinese Philosophy from East China Normal University. He has been in the education and training industry for close to 20 years. For several years, he was a researcher with Hong Kong University of Science & Technology, specializing in artificial intelligence. Out of a keen interest in the humanities, he pursued philosophy concurrently and hence obtained a doctorate in Chinese Philosophy. His thirst for knowledge knows no bounds. Having been trained in the sciences, he has the courage to turn his knowledge into action, and had left the academic world to provide education in rural China. He has made many exploratory contributions to children from kindergarten to secondary levels

and even to children with special needs. At the same time, he has devoted himself to cultural education too. He has over 10 years of experience in training adults in lifelong learning, and coaching them towards improving their humanistic quality and life skills development. He has taken on leadership, managerial and educational roles and his work covers China, Hong Kong, Taiwan, Malaysia and Singapore.

Dr. Gan will be redesigning the KASH 5 series courses and educating Best Worlders on converting humanistic values and ideals into concrete actions and habits. He will be training them on becoming leaders with self-leadership skills, and who seek constant self-improvement. Ultimately, the soft power of bwL will strengthen as she strives to differentiate herself as a blue ocean team with the charm of humanistic learning.

105 Best Life has started in China, Taiwan, and subsequently in Singapore and Malaysia. The course will help Best Worlders to uncover the value of conviction and humanistic learning; to embrace deeply the spiritual corporate mission of "The World at its Best begins with ME". With greater confidence and action, let all Best Worlders unite in positivism and integrity while striving to create a world of harmony and a sense of communal spirit.

Dr. Gan's 105 course participants have their say:

"The course has helped me further understand Best World's core values of Harmony, Integrity, Positivism and Community. These values have to be experienced deep from heart and sincerely expressed in our thoughts and actions every single day in order for us to live life at its best."

Liu Ying Wei, China

"My perception of money has changed and I have discovered enduring passion and drive for life."

Ouyang Jingwen, China

"I have rediscovered my long lost sense of self-confidence and I am better able to cherish the people and things around me, cast aside my baggages and devote myself to work. With a strong conviction, nothing cannot be done."

Li Xueyong, China

"Life is not like film making. There are no chances for NGs. Therefore, we have to appreciate the joys and sorrows of each day."

Huang Wenxiang, Taiwan

"We can only influence others by changing ourselves. To love others, we must first know how to love ourselves. Sincerity is important in every human relationship as it is the key to a harmonious life."

He Lihua, Taiwan



Dr. Dora Hoan

The New 104 “Start Up Skill”

Led by Dr. Dora Hoan

KASH 4 Series' Skill Courses

Besides the revamp of the KASH 5 series' Habit courses, KASH 4 series' Skill courses led by Dr. Dora Hoan have also been newly enhanced and re-launched. Skill courses emphasise on acquiring practical sales experience and equipping distributors with the necessary skills to execute systematically the “learn, do and teach” process. Dr. Dora launched the newly enhanced 104 training in each and every region.

Dr. Hoan's 104 course participants share their experiences:

“104 changed the way we think as a team. We have become more positive and confident in striving for our goals. The course is simple and easy to understand. Furthermore, breaking into groups allows us to interact and put into practice all that we have been taught.”

Ho Ching Lee, Malaysia

“104 helps me to build my network and duplicate faster because it teaches us how to implement a well-devised system.”

Yvonne Kee, Malaysia

“I have benefitted greatly from 104. Before, I was afraid to share with others about our company and the products, but now I am no longer scared. Contents of the course comprise product knowledge, prospecting, sponsoring, ENP and an overview of the KASH system, which equips us with excellent knowledge, skills, attitude and habits. The training is systematic. It has enriched my thinking and made me more confident. I shall 'learn, do and teach', and pass on all that I've learned to my downlines.”

Leslie Chong, Malaysia

“The modules of “Product”, “Company” and “System” are easy for the participants to learn, present and duplicate.”

Candy Ng, Singapore



1. Dr. Hoan addresses the crowd with her trademark wit and humour. [104]
2. Jolly times with our Taiwanese distributor. [105]
3. Malaysian participants flash their toothy grins and victory signs. [104]

Phoenix Satellite TV's special feature on bwL

From March this year, Phoenix Satellite TV began a series of reports on the direct selling industry to highlight its healthy, burgeoning growth in the region. The station began sourcing for key players who held significant influence in the industry and eventually selected bwL as one of the major representatives of the industry to feature. The crew from Phoenix Satellite TV specially flew into Singapore from China for exclusive interviews with Dr. Dora Hoan, Dr. Doreen Tan and Mr Huang Banchin.

The programme was broadcast worldwide on 3 and 4 May 2008 via Phoenix Satellite TV's Asian and regional news channels.



*Video clips of the interview are available at all Regional Centres.

Caring Company Recognition

Ceremony 2007/08

21 February 2008, Hong Kong

At the recent Caring Company Recognition Ceremony Best World Lifestyle (HK) Co., Ltd was awarded the Caring Company Logo 2007/08 from the Hong Kong Council of Social Service as an acknowledgement of our contributions and care for the community. As a responsible corporate citizen, bwL believes in giving back to society by being actively involved in

providing assistance to various needy associations. bwL Hong Kong is actively involved in charitable activities, constantly encouraging and supporting employee volunteering, sharing our business expertise with social service organizations as well as making donations to the community.



Dr. Pengo Chow, The Hon. Bernard Chan, JP, Chairperson of The Hong Kong Council of Social Service and Dr. Timothy Chan, Director of Richmond Fellowship of Hong Kong, at the Caring Company Recognition Ceremony.



Dr. Pengo Chow and avid supporter of bwL's community programmes, Hong Kong Silver Director Ms Lee Pui-Lam, Philomena, at the award ceremony.

Top 25



25
Top BUSINESSWOMEN
IN SINGAPORE



Dora Hoan

Chief Executive Officer, Best World International
Dora Hoan founded the company in 1990, and today Best World is a listed company with many awards under its belt. Best World has a regional global presence in countries like Australia and Indonesia, distributing beauty and health products.

Power Factor: Besides leading one of the most transparent firms in Singapore, Best World's firm growth in its regional offices have won approval from investment experts with share prices seeing bullish prospects.

Businesswomen in Singapore

"The Executive" Magazine named Dr. Dora Hoan one of the "Top 25 Businesswomen in Singapore", scoring for bwL's very own corporate honcho yet another prestigious industry accolade. The list, not ranked in order of merit, establishes Dr. Hoan as a female icon of intellect, elegance and power.

Other noted businesswomen in the list include Mdm Ho Ching, Ms Claire Chiang and Ms Olivia Lum.

Lianhe Zaobao Beauty & Healthcare Fair 2008

26 & 27 April 2008, Singapore

bwL was a proud sponsor of LianHe Wanbao's Beauty & Healthcare Fair 2008 held in Singapore on 26 & 27 April 2008. Our booth attracted an overwhelming response from participants who were keen to discover the perfect solution to effective, fuss-free skincare.



1. bwL's specially designed booth was a hive of activity.
2. "Our beauty mantra? Exfoliate, deliver and protect!"

Interview with Power Network Monthly

Taiwanese magazine, Power Network Monthly, conducted an interview with Dr. Dora Hoan during her recent sojourn in Taiwan. She described bwL's place and role in the global market, and highlighted the company's key assets and appeal which enable us to expand within Asia Pacific. The interview, published in the April issue, also features Dr. Hoan's take on how a global enterprise should utilize its financial and human resources to develop its unique corporate values and culture to become internationally viable and competitive. Here are some choice snippets:

"The most important aspect when building a direct selling business is creating and promoting a unique corporate culture that is highly distinguishable from other companies."

"The first batch of distributors that enters each new market is very important. If they have the right outlook, the market can be developed significantly. Otherwise, it would be tough to tap on the market's full potential."



Healthy Water, Healthy You

碱回健康



A Special Highlight on SangoCal

Our efforts to stay healthy are often thwarted by what we consume and what we should consume but don't. A healthy body is slightly alkaline at pH 7.5 and keeping our body fluids in slightly alkaline conditions is a key way to stay healthy. With SangoCal, you can do just that!

• Maintains water at a healthy alkaline pH level

Acid reduces energy production in the cells, the ability to repair damaged cells, the ability to detoxify heavy metals and makes the body more susceptible to fatigue and illnesses. It is important that our daily dietary intake of food acts naturally to balance our body pH. SangoCal, rich in natural calcium and magnesium carbonate, raises the pH of our beverages to an alkaline level, and aids in the smooth biochemical processes in the body.

• Enriched with 74 different types of essential minerals

SangoCal is enriched with a wide variety of essential minerals critical for good health. Key minerals include:

- Calcium** – Enhances bones, teeth, muscle and nerve functions
- Magnesium** – Enhances calcium absorption, relaxes nerves
- Iodine** – Produces thyroid hormones, promotes cell renewal
- Iron** – Produces red blood cells, enhances enzyme production
- Zinc** – Promotes body's absorption of other minerals

• Contains ionic minerals which allows for faster and improved absorption by body cells

SangoCal's bioavailable ionic calcium is 1000 times smaller than mineral calcium which allows for improved absorption by our body cells.

• Removes chlorine, making beverages more palatable

SangoCal contains ascorbic acid and coral reducing agents which help remove chlorine from our drinking water. It also removes odour and foul taste.

珊瑚钙特写

我们的健康状况常常受到我们的饮食习惯所影响。健康身体的酸碱度应处于7.5且把体内的液体维持碱性是保持身体健康的关键之一。有了珊瑚钙，你就可以不用烦恼了！把它加入饮料，你每天都可以享有富含矿物质的健康饮料。

• 把饮用水维持在健康碱性水平

酸性体质破坏细胞的生产力，修复损坏细胞的功能，排毒功能并使身体容易疲劳及患病。我们可以透过每日的饮食习惯来平衡身体的酸碱水平。SangoCal珊瑚钙，富含天然钙质及碳酸镁，把我们的饮料的酸碱度调高至碱性水平并且促进我们体内的生物化学过程。

• 74种丰富矿物质及微量元素

SangoCal珊瑚钙富含各式各样有益于健康的矿物质。

主要矿物质：

- 钙离子—帮助骨骼、牙齿、肌肉、神经功能。
镁离子—有助于钙质的吸收、神经安定作用。
碘离子—制造甲状腺荷尔蒙，以利新陈代谢进行。
铁离子—制造红血球、酵素重要元素。
硒离子—制造氧化物、抵抗自由基。
钾离子—帮助其他矿物质易於被人体吸收。

• 含促进身体细胞吸收能力的离子钙

每包珊瑚钙含有超过800毫克的离子钙，充分的满足每个人的钙质需求。生物活性离子钙一千倍小于一一般矿物钙，使人体细胞更容易吸收。

• 去除氯，使饮料口味更佳

珊瑚钙含有抗坏血酸及珊瑚还原剂来去除饮用水中的氯。珊瑚钙也移除异味，使饮料变得更健康更好喝。



Dorothy Ong,
Singapore

"Once, I was suddenly overcome by a major headache. The pain was so overwhelming I started to tear. I immediately opened one sachet of SangoCal, swallowed its contents and turned on UberAir Space. After just 20 minutes, the pain went away and I felt much better. Additionally, I bring SangoCal with me even when I go overseas to ensure I get clean and healthy water."

"有一次，我突然得了很剧烈的头痛。那次我还甚至痛到掉泪。我马上撕开一包珊瑚钙，把里面的珊瑚沙吞下去并启动UberAir Space 20分钟后，痛觉消失了，整个人感到很轻松。除此之外，出国时我也会随身携带珊瑚钙以确保我到哪都喝得到干净健康的水。"

Here are stories of those who have benefitted from this excellent product 以下是受益于珊瑚钙的真人真事:



Bobo Leong,
Malaysia

"I first attended a seminar on SangoCal in 2007. During the seminar, my old problem acted up again. My stomach felt uncomfortable and bloated with flatulence. A friend then told me to consume SangoCal directly and explained that SangoCal relieves gastric discomfort with rapid results. I was hesitant initially but swallowed the contents of the sachet anyway. After about 3 to 5 minutes, I belched and the uncomfortable bloated sensation was gone. I could then focus fully on the seminar. Now I take one or two sachets of SangoCal daily by placing it in about 800ml of water. I feel healthier, more energetic, and am no longer feeling signs of fatigue from having an acidic body constitution. Also, my problem with flatulence does not trouble me as it did before too."

"我于2007年参加在珊瑚钙的说明会。会中，我的老毛病又发作，感觉到胃又在胀气，很不舒服。在场的朋友立刻嘱咐我服食一条珊瑚钙，并解说此珊瑚钙能很快的解除胃胀气。我半信半疑，勉为其难吞食了一条珊瑚钙。大约过了3至5分钟，我咯了一大声，忽然感觉到腹部的一股闷气，由口腔吐了出来，之后胃部鼓胀的感觉消失了，取而代之是一种前所未有舒畅的感受。那晚，我可以集中精神听完说明会。现在我每天都服食一或两条的珊瑚钙，每次都以800毫升的水来浸一条。如今我觉得很健康，再也没有酸性体质疲累的现象，胃胀气也没有再发作了。"