



Press advisory (For immediate release)

CONTACT INFORMATION

Best World Lifestyle

Website: www.bwl.com.sg

Tel: 6342 0888

Fax: (65) 6748 7970

Contact person: Ms Joe Ho or Ms Wanjing Liew

Email: joe@bestworld.com.sg or wanjing@bestworld.com.sg

Enjoy remarkable facial treatment at all times !

Singapore, 9 October 2007 – Best World Lifestyle Pte Ltd, a direct selling company specializing in healthcare and skincare products, expands its popular DR's Secret skincare range with the launch of its latest beauty device, DR's Secret Touch.

Certified as a skin therapy medical device by Korea Food & Drug Administration, DR's Secret Touch safely enhances the penetration of skincare products into your skin by up to 400% to produce optimal skincare results!

Unlike conventional skincare products, DR's Secret Touch does not merely treat skin's outer layers but reaches deep beyond the barrier zone into the inner skin layers to regenerate skin and provide sustainable skincare results.

The handy and sleekly designed DR's Secret Touch serves as the perfect alternative to costly visits to the aesthetician. More effective than hand massage actions, DR's Secret Touch enhances skin metabolism and its absorption of nutrients and vitamins through 5 therapeutic functions, 3D Vertical Vibration, Iontophoresis, Magnetic Therapy, Color Therapy and Music Therapy.

With DR's Secret Touch, men and women alike can enjoy professional skincare treatment in the comfort of their homes. Also, for those constantly on the go, DR's Secret Touch ensures your skin looks luminous and impeccable whether you are traveling for work or away on vacation.

Avance®

DR's
Secret

optrimax®

UberAir



Developed by a practicing plastic surgeon, DR's Secret Touch is a breakthrough in the area of skincare therapy. Dr. Doreen Tan, Group Executive Director of bwL, said, "The anti-oxidant properties of Vitamin C are known to effectively inhibit melanin and activate collagen production to keep skin looking youthful. However, most conventional skincare products do not penetrate deeply enough into the inner skin layers to deliver Vitamin C's benefits. Now with DR's Secret Touch, users can enjoy the benefits of Vitamin C by pairing it with other nutrient-rich skincare products, particularly DR's Secret Cleanser, Toner and C15 Essence."

Made with Titanium ion, DR's Secret Touch is specially designed to suit all skin types, even sensitive skin. It features 5 modes, Cleansing, Facial, Vitamin C, Lifting and Eyezone to effectively ease dark eye circles, remove impurities deep within the skin, enhance skin whitening, reduce pigmentation, moisturize, and improve skin elasticity and blood circulation. By simply using DR's Secret Touch for 5 minutes daily, users are assured of a radiant complexion like never before!

Dr. Dora Hoan, Group Managing Director and CEO of bwL, said, "bwL's latest groundbreaking innovation, DR's Secret Touch, can further enhance customer's skin texture and provide radiant skin that glows from within. To generate greater buzz for the product, we will be introducing a special launch promotional package: With every purchase of DR's Secret Touch, customers will receive 4 free DR's Secret skincare products, namely cleanser, toner, sunscreen and C15 essence."

Obtain perfect looking skin at a steal of a price!

About Best World Lifestyle Pte Ltd

Best World Lifestyle Pte Ltd is a health and lifestyle product company, which specializes in the distribution of their products through their direct selling channel. Through better understanding of consumer needs and driving product innovation specifically designed to address market demand, Best World has since develop many preferred brands like DR's Secret, Optrimax, Avance and UberAir.

Leveraging on its success in Singapore, Best World Lifestyle has established a presence in Malaysia, Indonesia, Vietnam, Thailand, Taiwan, Brunei, China, Australia and Hong Kong.

For more information, please visit Best World's corporate website at www.mybwL.com.

Avance®

DR's
Secret

optrimax®

UberAir