

## For Immediate Release

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## Touch – The Era of 3D Skincare Technology Arrives!

**Singapore, 29 November 2007** – The latest beauty device by bwL, DR's Secret Touch, enhances the penetration of skincare products into your skin by up to 400%, making your skincare products achieve maximum results for you!

DR's Secret Touch is the latest invention by renowned Korean plastic surgeon Dr. Kim Won Seok who was in town for a series of seminars at bwL's Singapore Headquarters. Dr. Kim's previous innovations include the highly acclaimed minimally-invasive cosmetic surgery procedure, Gold Thread Surgery.

Dr. Kim said, "As a plastic surgeon, I am pleased to help my customers achieve the looks they desire. But often, their expectations fall short despite having undergone plastic surgery because of poor skin quality. To become beautiful, having good skin is paramount. Through the invention of DR's Secret Touch, I am able to enhance the looks of regular folks and help them achieve beautiful skin like that of their favourite movie stars!"

Certified as a skin therapy medical device by Korea Food & Drug Administration, DR's Secret Touch is a breakthrough in professional skincare treatment. Its unique 5 Therapeutic Functions and 5 Mode Features provide complete and sustainable skincare results.

What makes DR's Secret Touch stand out is its patented 3D vertical vibration and Iontophoresis, which surpass an aesthetician's hand to enhance skincare absorption, thereby reviving youthful luminous skin, brightening your skin tone and effectively lifting skin almost instantly!

DR's Secret Touch also helps the water soluble vitamin C to penetrate into the inner skin layers. Its anti-oxidant properties can effectively inhibit melanin and activate collagen production, making your skin suppler than ever.

Dr. Kim remarked, "DR's Secret Touch is the result of 10 years of research and development. Its unique benefits include effective penetration of active ingredients

into the inner skin layers and increased blood circulation. Blood circulation enriches the skin with nutrients and oxygen which are crucial for skin regeneration.”

“DR’s Secret Touch simulates facial treatments in beauty salons. Instead of relying on complicated beauty machines at salons, with Touch, you are offered an easy to use and mobile alternative. By using DR’s Secret Touch for only 5 minutes a day, you can experience marvellous skincare results and attain impeccable looking skin. ”

With the handy and sleekly designed DR’s Secret Touch, you can enjoy excellent skincare treatment at all times, allowing skincare nutrients to be absorbed into the inner skin layers and achieve a radiant complexion that glows from within. DR’s Secret Touch’s Titanium ion head is suitable for all skin types, including sensitive skin. In particular, Titanium is known for its biocompatibility and is used in a range of medical applications like implants and surgical implements.

Dr. Doreen Tan, Group Executive Director of bwL, said, “Many skincare products boast of formulae that should do wonders for our skin. However the biggest obstacle lies in effectively delivering the nutrients into the inner layers of our skin and allowing them to release their essential goodness. DR’s Secret Touch uses groundbreaking 3D technology, coupled with iontophoresis, to deliver active ingredients into skin’s inner layers and enabling them to achieve optimal skincare results.”

Dr. Dora Hoan, Group Managing Director and CEO of bwL, added, “DR’s Secret Touch is a high-tech DIY skincare device. Fast, effective and simple to use, it’s the perfect skin treatment tool for us in these modern times. This latest addition to our range of skincare products is sure to become a phenomenal sensation in the region.”

### **DR’s Secret Touch 5 Therapeutic Functions**

- 3D Vertical Vibration
  - Result is better than hand massage action
  - Effectively removes toxic substances
  - Stimulating blood circulation
  
- Iontophoresis
  - Produces positive and negative ions which increase penetration of any skincare nutrients by up to 400%.
  
- Magnetic Therapy
  - Improves blood circulation and vitalizes skin
  
- Colour Therapy
  - Red light: stimulates blood circulation , enhances skin regeneration. Blue light : soothes skin inflammation.

- Music Therapy
  - Enhances the efficacy of skincare through the rhythmic vibration of music
  - can plug DR's Secret Touch into any music player, e.g. MP3.

### **DR's Secret Touch 5 Mode Features**

- Cleansing Mode
    - Deep cleansing to remove impurities deep inside the skin.
  - Eye Zone Mode
    - Prevents fine wrinkles and easing of dark circles underneath the eyes.
  - Facial Mode
    - Moisturizes by providing sufficient moisture and nutrients.
  - Lifting Mode
    - Enhances the skin elasticity and blood circulation.
  - Vitamin C Mode
    - Enhances skin whitening and reducing pigmentation.
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### **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, PentaLab 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](http://www.MybwL.com).