

September/October 2021

UFO

UnFranchise™ Owner Magazine

#MAIC2021: THE NEXT CHAPTER...

“The event [#MAIC2021] was an impactful, interactive experience that revealed several groundbreaking new products and featured a host of powerful presentations.”

Meet our newest
Supervising Coordinator

**DANNY ONG
BENG TIONG**

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SHOP SMART Click on the interactive areas throughout this digital magazine, which will redirect you to MY.SHOP.COM and allow you to find the products quickly and easily.

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Get On the Ark Now

By **JR Ridinger**, Founder, Chairman & CEO of Market America Worldwide | SHOP.COM

Create the next chapter of your UnFranchise Business Success Story.

I've said it before, I explained it at our Market America Worldwide | SHOP.COM 2021 International Convention and I'll say it again: Disruption creates opportunity. So long as you're making progress, you will be happy. Problems are the catalyst for change, and sometimes the best intentions are ignored and things go wrong, but don't let that derail you. Get back up and keep on going. Get stuff done (#GSD). It doesn't matter what you do; just don't sit back and do nothing.

Like Henry Ford with the automobile and Thomas Edison with the electric lightbulb, men and women are goal-seeking animals. We were given the power to create, and that's what Market America Worldwide | SHOP.COM and the UnFranchise Business do time and time again. And if the past two years have shown us anything, it's that this business can make the best out of challenging situations.

Market America Worldwide | SHOP.COM has continued to show resilience. We keep pushing forward, coming up with newer, better ways for UnFranchise Owners to succeed. The recent International Convention was a phenomenal hybrid event that had in-person attendees and was broadcast to thousands of people worldwide at the same time. To me, it was a modern-day miracle. We are a modern-day miracle. Here we are, providing the solution you need to reach your goals and achieve your dreams. So do what we did, go out on a limb and start a new chapter of success and prosperity. If you attended International Convention, you've already accomplished one very important step,

so don't lose your momentum now. Continue using the evaluation approach, implementing the fundamentals and the result-producing activities, continue attending events from the GMTSS and continue following the Plan — and hop onto the UnFranchise Business ark as we all move forward to a better future.

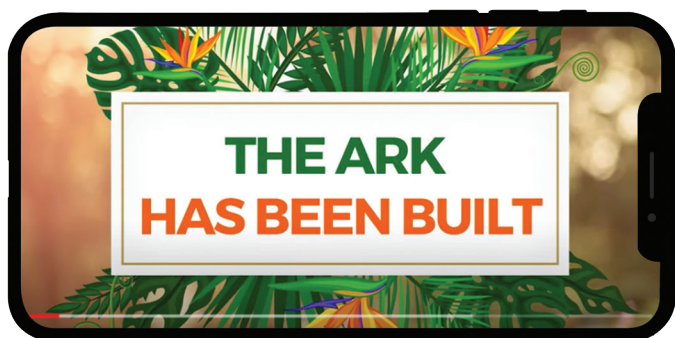
I've built the ark so you and your prospects can weather the current storm. Now you must board it to journey to the next chapter: metaphorically as you advance your business in the new economic paradigm and physically as you attend the Market America Worldwide | SHOP.COM 2022 World Conference. Get on board the ark and **get to #MAWC2022!** Make sure your team and your prospects are with you! The next chapter began at #MAIC2021, so make sure you and they aren't left behind.

The new products and technologies we continue to offer UnFranchise Owners just blow my mind. No one else is doing what we are doing, and these innovations have only made us better. Thanks to our visionary President & COO of SHOP.COM Steve Ashley we are now on the cutting-edge of e-commerce with BitPay that lets your customers pay with cryptocurrency for OneCart products on MY.SHOP.COM. Isn't that amazing? We have the UnFranchise Marketing App, Swapcard, the Motives Virtual Try Me feature, the recently added SHOP LIVE that will now include Pulse, plus so much more. And don't forget President & COO of Market America Worldwide Marc Ashley's enthusiastic introduction at #MAIC2021 of great new products for you to offer: the Heart Health Blood Pressure and Vascular Support supplement, Shopping Annuity Brand Premium Wellbeing Tea and the Neuro Focus supplement. Use the many resources and products provided to grow your UnFranchise Business exponentially and become a hopeless success.

Don't take these things for granted. Don't take this business for granted. You have something that can change the world, and it's something that every single person can do. I don't know if you can become a doctor or a lawyer, but I know you can do this. So, what's stopping you? With people power and belief, we'll turn a new page and start the next chapter of our lives together.

I believe in you. Keep growing.

JR Ridinger



'Two by Two: Saving the World Through Entrepreneurship'



'Two by Two: Andrew Chee Discusses the Ark Concept and the Importance of Attending MAWC2022'



Progress: The Key to the Next Chapter

By Cherie Foong, General Manager, Market Malaysia

September is a significant month for Market Malaysia. On 12 Sept., we celebrated Market Malaysia's four-year anniversary. Market Malaysia's achievement and growth has been realized by the teamwork between our corporate family and UnFranchise Owners (UFOs) in the field. This year, yet again, has shown our maturity and proves that we are stronger together. From the bottom of my heart, I would like to thank our Market America Worldwide | SHOP.COM team, local corporate team and UnFranchise Owners all over Malaysia for continuing to believe in and empower one another, propelling this business forward. I'm looking forward to an even more colorful adventure ahead!

The excitement and exhilaration from #MAIC2021 is still being felt. It was a truly energizing, historical and monumental first-ever hybrid event.

The excitement and exhilaration from #MAIC2021 is still being felt. It was a truly energizing, historical and monumental first-ever hybrid event. I can still feel the energy and enthusiasm from all the knowledge we received that has strengthened and empowered us to keep moving forward. The corporate team definitely put in over 100% of their efforts to create one phenomenal event that will be unforgettable for years to come. Also, thank you to the hundreds of Market Malaysia UFOs who also participated virtually and got inspired by this event!

This same energy was also felt during the 2021 Asia Pacific Leadership School that happened 15–17 Oct.! It was a collaboration with Market Hong Kong, Market Singapore and Market Australia. I hope you were there and enjoyed one of the best interactive experiences that will help you move on to the next chapter! With a powerful lineup of speakers, they provided business-building tips, updates on products and technology innovations, and inspiration to keep building your business. This event was also one-of-a-kind with special breakout sessions taking place to give you the latest updates on Market Malaysia! There was also a special recognition night to congratulate the success of our proud UFOs.

Lately, we have seen a lot of new, exclusive products being introduced at each of our recent major events. This is because our exclusive products are truly effective. We're delighted to have seen a significant increase in these products that are here to help you grow and be

shared with the people around you. No matter what time of the year it is, you can leverage the power of creating relationships with others and show them that you care by providing them with the benefits of all the products we have. Our health and nutrition products continue to help people all over the world maintain their health and stay on top of it. Alongside these products lies TLS, a science-based, holistic approach to changing your lifestyle into a healthier one. It's a system that continues to steadily grow within our community. Our beauty and skincare products are genuinely the most effective at helping people feel and look their very best, no matter what their circumstances may be. And with the recent additions to the Layered jewelry line, there are always occasions to give to the people you love. With these products and so much more, we have everything you need to continue building relationships with the people around you! We will continue bringing in the best of the best products to cater to the needs and demands of the Malaysian community so that you can build your business in the most efficient and effective way possible.

No matter what time of the year it is, you can leverage the power of creating relationships with others and show them that you care by providing them with the benefits of all the products we have.

One important aspect of sharing our exclusive products is being able to communicate the knowledge and benefits behind them. To obtain this critical information and product knowledge, it's imperative you attend the upcoming Product Symposium happening 11–12 Dec. This event will also help you build belief in the company's products, understand their value, learn about their differences and eventually learn how to develop and build a strong customer base effectively. Now you can gain all these things straight from the experts and right from the comfort of your home! Join us this December to grow your business with product knowledge straight from your fingertips.

As you move toward the end of the year, you must keep your momentum up and continue making progress.

As you move toward the end of the year, you must keep your momentum up and continue making progress. As you continue to learn from event to event and through the GMTSS, you must apply all of the knowledge you've gained to your business. At the same time, lend a hand and support others so that you can all grow together, leveraging off each other and naturally creating success. With all of the energy and momentum created using people power, nothing will be completed without taking action. If you all want happiness and success, you must make progress to achieve what you desire on your journey. Let's keep progressing and start moving on to the next chapter of success!



Meet Our Newest Supervising Coordinator: Danny Ong Beng Tiong



From Selangor, Malaysia

At the age of 14, I stopped going to school and stepped into society. I managed a badminton stadium, and I have been in this industry for over 20 years. I love my job and am willing to work hard for it; however, as I grow older, my body is unable to keep up with a hectic lifestyle.

For the past 10 years, I had been seeking opportunities to earn supplemental income, and I knew actually finding one was rare. Traditional businesses require a great amount of start-up capital. In 2017, my best friend recommended Market Malaysia to me. At first, my attitude was to just wait and see, but then I tried my first Isotonix™ product and I fell in love. After three years of continuously taking these supplements, I re-evaluated the entire UnFranchise™ Business. I found out that other than exclusive products, Market Malaysia also has a great Global Meeting, Training & Seminar System (GMTSS) that helps boost my confidence and motivation in this business. For three years, I've improved my entrepreneurial mindset and I've built a great team.

The years 2020 and 2021 have been very challenging years, so let's grab hold of the UnFranchise Business opportunity, share the Shopping Annuity™ with others and start converting spending into earning. The UnFranchise Business is a business worth investing in. It gives me the reassurance and security that other businesses aren't able to provide, so let's help more people pursue their dreams with Market Malaysia!



Power People

The following UnFranchise™ Owners have advanced to a higher UnFranchise Level from 30 April – 2 July 2021.

PROFESSIONAL COORDINATOR



Jesse Chan Yit Thien

Kuala Lumpur

After giving birth to three children, I became a full-time housewife. I used to have a different online business, but later, I switched to the UnFranchise Business. I was first attracted by the products. Then, I found out that Market Malaysia has a powerful system of converting spending into earning to earn supplemental income. Now, I'm

a Certified Motives® Trainer and Speaker's Bureau member. I hope to help more people like me in the future.



Rebecca Phang | Sarawak

I'm currently a housewife. I used to have no experience building a business or networking, but I'm so glad JR and Loren Ridinger established Market America, allowing an ordinary person like me to have an extraordinary life. Thank you to my senior partners for your guidance and teaching me how to become an entrepreneur. Thank you to my teammates for supporting me.

Through this system, I have built my own business and now, I can help others.



Soh Lihhuey | Johor Bahru

I'm glad that I came to know about MY.SHOP.COM in 2019. I've spent one and a half years managing my business full time. Market Malaysia has changed my life and my income. Moreover, I became a person that can give back. Thank you to Market Malaysia and my team. This business allows ordinary people to change their lives, and I hope to help more partners achieve

their goals and dreams with Market Malaysia.

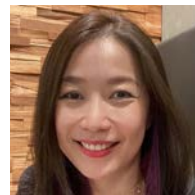
SENIOR MASTER COORDINATOR



Chan Jern Jeit | Kuala Lumpur

I've always been interested in becoming an entrepreneur. When I was introduced to Market Malaysia, I liked how the business is built on a system. I'm able to make supplemental income, something I never thought was possible while working a busy schedule. It's given me a sense of security. I will continue following the *Getting Started Guide*, attending events from the GMTSS and helping

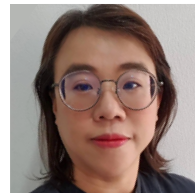
more people realize their dreams.



Cheng King Ling | Selangor

I've been in the beauty industry for 13 years. I started managing my UnFranchise Business part time in 2017. Last year, I began putting more effort into my business to earn more supplemental income. Thankfully, I could still expand my business no matter the situation. I was able to close my beauty business and

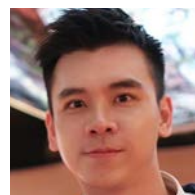
start my UnFranchise Business full time. I feel secure with Market Malaysia and I'll continue my business, helping more people in the process.



Joan Cheng | Kuala Lumpur

I had a few other jobs and I worked very hard, but I never have any time and my health was at stake. I started my UnFranchise Business part time in 2018. I'm grateful that I made the right choice and that I'm enjoying supplemental income. Market Malaysia's products even helped me maintain my health and

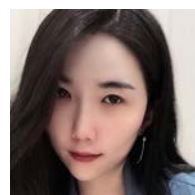
now I'm living a healthier lifestyle. Moving forward, I hope I can help more partners earn supplemental income.



Sam Chin | Selangor

I'm glad that I joined MY.SHOP.COM three years ago to earn supplemental income. Over three years' time, I have become a Senior Master Coordinator. There are no secrets in this business, and if I strive to be persistent and consistently follow the system, even an ordinary person like me can continue earning

supplemental income. I'm glad that I have likeminded partners on this entrepreneurial journey! Together, we can do it!



Vivian Chin | Melaka

I was working in a traditional clothing business for four years and ended up trading time and energy for money. I started my UnFranchise Business in 2019, and now I've become a Senior Master Coordinator. I'm blessed that there is such a great system available. I really love this business, as it's helped me maintain

my health and earn a supplemental income. I'll continue managing my business and helping more people realize their dreams.

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Power People

The following UnFranchise™ Owners have advanced to a higher UnFranchise Level from 30 April – 2 July 2021.

SENIOR MASTER COORDINATOR



Hiu Fu Hua | Sarawak

In 2018, I decided to leave my hometown to pursue my dreams. I tried starting my own business, but I failed. After returning to my hometown, my brother introduced me to the UnFranchise Business with Market Malaysia. After evaluating the business, I decided to start my journey. The journey has been tough, but I know I made the right choice. It's a blessing to have MY.SHOP.COM and the MPCPI!



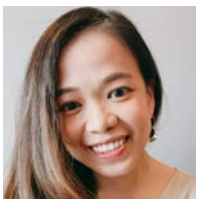
Joey Lee Jia Qin | Selangor

I've been in this business for two and a half years now. I'm very grateful to have a team. All I have done is made their goals my goals and cooperate with them to lead and execute becoming a Master UnFranchise Owner and Shopping Annuity™ Master Member. As Loren said, lead by example. I will continue to live out my goals and show that this system works, helping more people succeed.



Lim See Hooi | Pulau Pinang

I'm an accountant and a mother. I'm glad I met my sponsor and my team, as I receive a lot of encouragement from them. Market Malaysia made me believe ordinary people can change their lives through enough effort. If you have faith in the business, it'll be worth it. My next goal is to assist those who have faith in me to achieve their best life.



Low Sin Ling | Kuala Lumpur

If not now, then when? I feel so grateful that I joined MY.SHOP.COM two years ago, when I started on my own journey to pursue my big dreams. I have learned and grown a lot, both personally and professionally. My goal now is to help more partners achieve supplemental income and fulfill their goals.



Teh Wen Kai | Pulau Pinang

I'm a student currently managing my UnFranchise Business part time. The UnFranchise Business is suitable for part-time management if you believe and follow the Two- to Three-Year Plan. By continuously doing the right thing, you can definitely earn supplemental income and realize your dreams!

SENIOR MASTER COORDINATOR



Wong Wai Yan | Kuala Lumpur

My wife and I, with no sales and marketing experience, can't believe that we're running an online business as UnFranchise Owners on a part-time basis. With the proven and duplicable system, we are blessed that we can earn supplemental income while still keeping our day jobs. We want to thank all of our senior leaders who gave us their full support. We're celebrating another milestone achievement and are now one step closer to our goals.

MASTER COORDINATOR



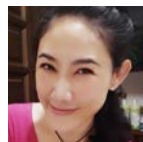
Jeffery Cheah & Rachel Tan | Selangor

We never thought that we would venture into running an online business. However, ever since we started, the fundamentals of the business have changed our mindset and lifestyles completely. We began catching up with family and friends and getting around to the people we love. Our lives have become more colorful, meaningful and exciting. We feel that we've gained so much from this business and that it will eventually lead us to fulfilling our dreams.



Chen Siew Mei | Pulau Pinang

My husband and I have managed our UnFranchise Business for two and a half years now. Ever since coming to Market Malaysia, our perspective and mindset on life has changed. We are more willing to learn, have more visions and life is healthier and more fulfilling. My next goal is to become a Senior Master Coordinator. I'll continue to cooperate with my partners to achieve my dream.



Chin Shee Loo | Pulau Pinang

I used to think I had everything I needed in my life, so I stopped wishing and dreaming. However, in 2020, my content life was disrupted. I'm thankful to my senior partner for introducing Market Malaysia to me. I love the team concept and the culture. My achievements are all due to my amazing business partners. Now, through this business, I've realized I do have dreams and goals again.



Choong Seow Mun | Kuala Lumpur

I got to know about Market Malaysia through my classmate. Although he's a businessman who doesn't speak English, he is still about to earn a supplemental income. Because of his passion, I decided to join Market Malaysia. At first, I had no idea how to manage this business, so I continued attending GMTSS events to learn. Market Malaysia has changed my life. My goals are to complete one Business Development Center and earn supplemental income.

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Power People

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MASTER COORDINATOR



Fo Kah Fung | Sabah

I came to know MY.SHOP.COM through my cousin. After listening to her explanation, it changed my perception on the business. It's a business model based on converting spending into earning. As long as we change the products in our household to Market Malaysia's products, we can build this business. I started managing my UnFranchise Business and earning supplemental income every month. I hope I can do the things I love and spend more time with family.



Khor Kar Hoe | Pulau Pinang

Thank you to my leader and team for your guidance and cooperation. If you want to go far, go together. I started my UnFranchise Business last year and the secret to my success is motivation. Focus on One-to-One Marketing and provide professional product knowledge. Form a team and create bonds. I'm blessed to have such an amazing team!



Paige Lee Pei Tjin | Kuala Lumpur

I always believed that a career in law and accounting was the only pathway to the life I desired. However, even though I had better income, I had less time with my family and myself. I asked myself, what is life if I'm only working for money? MY.SHOP.COM has allowed me to build supplemental income, and my goal is to help more people realize their dreams and live without worries.



Lee Wei Xian | Pulau Pinang

The UnFranchise Business allows me, as a student, to help my family financially. Market Malaysia is the key to opportunity. I can strengthen my abilities along my entrepreneurial journey. I hope to become a Professional Coordinator by the end of the year, so I will be more capable of assisting more partners, earning supplemental income and achieving our dreams. See you at the top.



June Liew | Negeri Sembilan

I've known since I was young that I would need to strive for my dreams. So, I chose a career that enabled me to earn a generous income as long as I put in the effort. After some time though, I knew I needed a change, and the UnFranchise Business gave me a model I hadn't seen before. This system helps me earn a supplemental income. I want others to have this as well.



Lim Cai Hooi | Kuala Lumpur

Through carefully evaluating the business, I came to know about the importance of supplemental income. So, I decided to start my own UnFranchise Business. Throughout this journey, what touched me the most was the response to the difficulties that came last year. I feel blessed and thank JR Ridinger for creating such a simple system where ordinary people can succeed. This system has changed my life. My next goal is to become a Senior Master Coordinator.

MASTER COORDINATOR



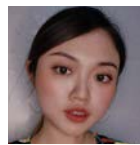
Lim Pang Im | Selangor

I work as a senior human resource consultant and manage my UnFranchise Business part time. This business has a fair and equal system for earning supplemental income. It made me realize that even ordinary people have the opportunity to own a business. This made me more persistence to leverage the power of the Plan and assist people around me to improve their lives. I will continue moving forward onto the next UnFranchise Level.



Casmine Loo Mei Theng | Selangor

I was in the construction industry for 10 years before becoming a stay-at-home mom. I'm grateful that I started my UnFranchise Business. Throughout this entrepreneurial journey, nothing comes easy as there are many challenges and obstacles that show up, but it has given me an opportunity to become a better version of myself and have a positive mindset, self-discipline, and better communication skills. With my team and the GMTSS, I'm on my way to supplemental income.



Evelyn Ng Ye Song | Pulau Pinang

I'm a full-time UnFranchise Owner and professional makeup artist. After joining MY.SHOP.COM, I built up my team with persistence, teamwork and this business's fair system. I will continue to assist even more young entrepreneurs with their dreams by earning supplemental income. I will regain control of my life and fulfill my dream.



Alison Tai Hui Chung | Selangor

MY.SHOP.COM changed my perception toward supplements and I have been able to maintain my health. When my colleagues and others around me saw me change, they were curious about the secret behind it. Ever since then, I have been running my UnFranchise Business. My goal is to become a TLS® Coach and help more people learn how to have a positive diet and stay healthy.



Joyy Teh | Pulau Pinang

When I was in secondary school, I came across the book *Rich Dad, Poor Dad*, and I wondered how I could be debt free. After graduating, I began working. But, I knew that I was still in the hamster wheel until I came to know about MY.SHOP.COM. It has the GMTSS and MPCP, and if we follow the proven system, we can regain control over our lives.



Ivlyn Teo | Kuala Lumpur

I was juggling my own business and employment with the hopes of having a better life. But I ended up struggling every day and had no time. I was introduced to MY.SHOP.COM and without hesitation, I started my business in 2018. The fair and proven MPCP, the UnFranchise Business system and trainings, and my amazing business partners can all be counted toward my success!



Power People

The following UnFranchise™ Owners have advanced to a higher UnFranchise Level from 30 April – 2 July 2021.

MASTER COORDINATOR



Janice Teow | Pulau Pinang

Working hard in my sales and marketing career for 10 years made me feel exhausted. Therefore, I returned to the makeup industry. However, I was still trading time for money. So, I'm blessed that I met Market Malaysia three years ago. With

the UnFranchise Business, I can earn supplemental income while continuing to pursue my dream as a makeup artist. I will continue to help more people meet their dreams so that I can also achieve mine.



Brandon Ung Lik Yueh | Sarawak

There are many things I want to attempt and accomplish, so I need to regain control over my life. The UnFranchise Business helps provide a healthy lifestyle for me and my family as well as entrepreneurial opportunities. I want to

say thank you to Market Malaysia and my team! Follow the proven system and you can make it happen!

EXECUTIVE COORDINATOR



Ang York Pin



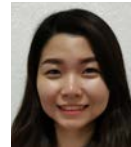
Chai Man Li



Cheah Ai Ping



Cheah Shu Hui



Cheng Yi Jie



Jason Chia
Chung Sheng



Chia Sooi
Yuen



Chia Wei Shin



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Bei



Yegine Chong



Jaff Choong
Gian Yong



Chung Wei
Suan



Jessie Hau



Hee Hong
Kwang



Candy Hee



Hoh Jia Yung



Hoo Jee May



Esther Ji Lee
Yun



Keong Yen
Hong



Khor Kar Tien

EXECUTIVE COORDINATOR



Kong Sing Yii



Lam Xue Jia



Law Yee Lee



Lee Ai Cheng



Lee Jia Ern



Katrina Lee
Kah Yee



Lee Kok Wai



Lee Man Yee



Michelle Lee
Pei Yee



Lee Tuan
Leong



Lee Wei Lin



Lim Car Yang



Lim Hui Fen



Chloe Lim



Lim Tze Hwai



Lim Geh Ying



Ling Yuk Chii



Loke Kok Suet



Loo Yen Fun



Loo Yeok Wan



Low Kok Yang



Lye Wei Liang



Ng Chun Kwee



Ng Hui Kuen



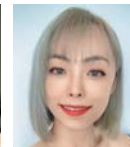
Silvia Lai Zia Yi



Soe Jia Yih



Michelle
Soo



Menico Tan



Tan Chi Xin



Tan Chiau
Chy



Gavin Tan &
Yew Hui Hui



Sharon Tan



Tan Yew
Hang



Tan Yep
Zi Yu



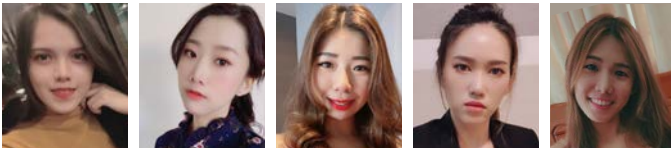
Lynne Teoh



Power People

The following UnFranchise™ Owners have advanced to a higher UnFranchise Level from 30 April – 2 July 2021.

EXECUTIVE COORDINATOR



Wang Zi Lin Annie Wong Wong Yeng Peng Yap Bee Kiam Yap Kai Sin



Yaw Sin Pey Yong Siew Lun

EC not pictured: Yasmin Emilia Ahmad Azhari, Chan Sau Peng, Chea Leet Mui, Choong Sou Ching, Eu Ru Yi, Evan Yeap Zhu Xiang, Fo Nyuk Ching, Hu Pooi Nam, Khoo Yee Xan, Koh Wan Chin, Lee Mei Ting, Simon Lee, Lee Yoke Kam, Lem See Kong, Leong Jia Rui, Liew Suk Yin @ Theresa Liew, Lim Levia, Loh Nyok Yoon, Mak Wei Ping, Ng Sock Chen, Oon Hui Yin, Tan Anway, Tan Fiin, Tang Lay Peng, Alexis Teh, Teh Kun Mooi, Teo Hwee Kee, Teo Wei En, Wong Teck Wei, Wong Wen Hui, Wong Yoke Sun, Benjamin Yap Kar Hei, Yap Liam Kim, Yap Woei Haur

COORDINATOR

- | | | |
|---------------------|-------------------|----------------------|
| Iris Ng | Suan Teck Seng | Theam Kar Ying |
| Ng Jia En | Tan Boon Ming | Tiew Hue Fen |
| Ng Yee Mun | Tan Boon Wei | Jenny Ting |
| Ng Yih Szu | Tan Che Mean | Ting Siew Kiong |
| Ngooi Guan Keong | Jessy Tan | Winnie Tiu |
| Kaori Nonogami | Tan Jia Jing | Toh Yoong Huay |
| Ong Lake Koon | Megan Tan | Wong Chee Hem |
| Aariz Muhammad Ong | Tan Mei Hui | Wong Chee Keong |
| Ong Seng Theam | Tan Shi Yee | Wong Chew Yee |
| Ong Sze Mei | Tan Siau Lee | Jessie Wong Chin Wen |
| Ong Tsuey Tsuey | Tan Siow Luan | Wong Siew Choie |
| Ooi Chiah Sing | Tan Suit Chin | Wong Xingni |
| Ooi Yi Shuang | Tan Suit Lee | Wong Yeow Mun |
| Pang Jin Xin | Tan Tai Feng | Woo Chooi Yee |
| Letricia Phu | Tan Thean San | Woon Puey Yee |
| Poh Siew Mui | Tan Yi Hang | Gwen Yap |
| Quah Soon Phei | Tan Yi Shin | Yap Siew Lai |
| Seow Xin Hui | Serene Tan Sin Yi | Yap Wei Xuan |
| Serena Wah Siew Yee | Alice Tay | Yeap Teik Sheng |
| Hew Shiang Ling | Teng Yee Hung | Yeap Yong Pheng |
| Sim Chew Wei | Cherilyn Teo | Yong Poh Yee |
| Soh Fang Ting | Teo Kah Seng | Yong Sin Yee |
| Soo Phik Yan | Tew Ying Ying | Yoo Mei Lee |
| Soo Wai Yin | Shielney Tham | |

COORDINATOR

- | | | |
|------------------------|------------------------|----------------------|
| Ang Hock Lee | Evonne Gan | Lee Shwu Ning |
| Ang Zhi Yan | Ewe Chun Kei | Lee Thiam Hock |
| Anthea Liew Chia Ming | Ferreira Yeoh Sue Ying | Lee Wei Jun |
| Venessa Beh | Fo Siau Loong | Lee Yi Lin |
| Boey Swee Chee | Fook Poh Yee | Lee Yik Song |
| Boh Zhuang Ying | Fu Poh Keng | Leong Xu Xin |
| Marcus Chai | Goh Seow Wei | Lew Peck Hui |
| Chai Suk Yin | Heng Ker Hui | Lian Sin Guen |
| Chai Zhuo Ying | Susan Hii Lu San | Liew Zheng |
| Cham Hui Ling | Kee Xin Niu | Hanson Lim |
| Chan Jia Min | Khong Yoke San | Jack Lim |
| Chan Yien Wei | Khoo Swee Cheong | Nadeline Lim |
| Cheng Chew Khim | Kiu Toh Chung | Lim Qin Shi |
| Cheng Lai Yie | Koh Hui Yee | Lim Shiu Wv |
| Cheyenne Lim Chi Yen | Koh Poh Chan | Stanley Lim Zhi Kang |
| Cloris Chin | Daniel Kok | Lim Thung Eaw |
| Chin Se Yi | Kong Siew Yung | Lim Yih Ming |
| Chin Sook Yee | Jocelyn Lai | Ling Poi Fong |
| Cho Wan Fong | Lai Lye Pheng | Liu Wen Hsuan |
| Chong Kian Fui | Lao Lee Yoke | Loh Han Ting |
| Chong Tian Zhen | Lau Suk Wen | Loh Ying Yi |
| Chong Wai Joon | Lau Wee Chan | Loh Zhi Yan |
| Lee Choon Guey | Law Fung Ping | Loo Pea Pea |
| Christy Liew Yie Ching | Lee Chien Wei | Loo Soh Min |
| Aiden Chuah | Lee Jia Xin | Stella Looi |
| Ernest Chen Ern Chuan | Lee Jing Jing | Low Zi Yen |
| Ee Jia Li | Lee Kok Ming | Mavis Luk |
| Ee Mei Teng | Lee Pey Ing | Lum Ket Yin |
| Eng Hui Peng | Lee Shee Ern | Crystal Ng Qian Ling |

GET THE RECOGNITION YOU DESERVE.

Submit your photos and stories for Power People recognition.



Master UFO Recognition

The following UnFranchise™ Owners have qualified as Master UnFranchise Owners three out of the last four quarters as of the first quarter 2021.



Sherlysaa Chiew



Lew Yen Yin



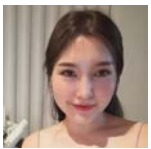
Casmine Loo Mei Theng



Moh Zia Ziat



Ng Swee Hong



Tang Tieng



Eve Tan Jiau Keiy



Chew Keat Geork



Sam Chin Shin Wai



Ch'ng Joe-Lene



Eng Chee Hoong & Wong Shin Chi



Evon Lim Sze Wei



Fo Siew Yuen



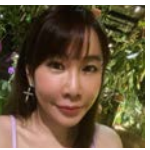
Goh Choon Ling



Jacqlyn Tan



Jynne Lai Jen Nee



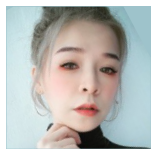
Khoo Lay Khoon



Katrina Koh



Yeubert Leong & Amy Koo



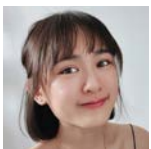
Lim Meow Pin



Lilian Liow



Rebecca Phang



Melody Soong Tian Yun



Teo Chiat Jing



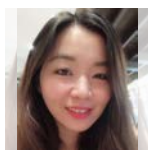
Teo Yu Chian



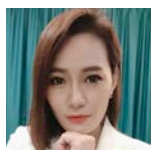
Wayne Wong & Inez Leow



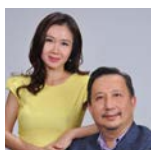
Yap Hui Ying



Yap Pooi Kee



Jesse Chan Yit Thien



Chin Pek Yoke & Alan Goon



Irene Chong Siew Wan



Choong Seow Mun



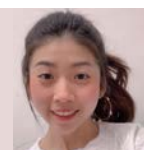
Chua Hui Phin & Sim Kok How



Den Chiew Fung



Denise Chai



Grace Siew Lin Choo



Jesline Koay Yee Nee



Lim Ket Yee



Wong Kiew Moi



Chua Lee Yeng



Desmond Lee & Celine Tan



Kew Choong Hoong & Ng Hai Lee



Siong Chai Qin



SK 8 Marketing



Wong Choon Kiat

The following UnFranchise Owners represent initial and requalifying UnFranchise Owners who qualified in the first quarter of 2021.

Initial Qualifiers

Ang Beng Hoon
Chai Man Li
Cham Hui Ling
Chan Sau Peng
Cheah Jia Wei
Cheah Shu Hui
Chee Wang Sheng
Cheng Lai Yie
Cheong Li Jre
Chew Cawei
Chia Yaw Seng
Chloe Khoo Chiau Chi
Chong Jia Yao
Chong Lee Leng
Chong Mee Yan
Chong Yang Bei
Choo Chor Hiang
Chu Poh Yee
Eleanor Wong
Siew Huang
Heng Phai Lee

Hey Ying Thong
Hoo Wai Pheng
How Jenn Lin
Jason Chia
Chung Sheng
Jenny Die
Jiang Hang
Jocelyn Lai
Joni Teh Yun Yang
Kai Pui Shan
Kee Xin Niu
Khoo Tuan Yung
Khor Way Chun
Kon Ee Wen
Kuan Tze Ming
Lam Xue Jia
Lau Wan Yi
Lee Choon Kei & Yung Kim Fong
Lee King Sen
Lee Ling Ling
Lee Pei Chiew
Lee San Yeong
Lee Sut Hooi
Lee Tuan Leong

Lee Wei Jun
Lee Wei Lin
Lim Car Yang
Jasmine Lim
Lim Lee Kwong
Lim Sing Wyei
Loo Mee Wan
Loo Yen Fun
Low Xin Yi
Marcus Chai
Maygie Liew
Meggan Tua
Michelle Lee
Norlizah Mustapa
Ng Chun Kwee
Ng Wei Lu
Ong Chu Hui
Pang Jin Xin
Poh Jing Wei
Poh Siew Mui
Sharon Teo Ing Ling
Sim Khai Lee
Soo Wai Yin
Tan Ai Lee

Tan Ing Ay
Tan Jia Xing
Tan Jin Kit
Tan Mina
Tan Xian Hui
Tan Yep Zi Yu
Tang Pang Chai
Tay Siew Boon
Tay Yi Ling
Tee Tang Tang
Tee Xin Yi
Teng Yee Hung
Shielney Tham
Tiew Hue Fen
Tiew Hwee Ling
Toh Yong Wee
Wan Huey Boon
Wong Xiang Long
Yap Kai Sin
Yap Liam Kim
Yap Yi Xuan
Yaw Sin Pey
Yii Ming Ching
Yii Ming Ley

Yin Aik Shi
Yong Siew Lun
Requalifiers
Candy Oon Yu Juan
Chai Hui Yun
Chan Winn Er
Chan Yinn Jengg
Cheng Ai Ling
Cheok Jun Hao
Cheong Wan Sin & Low Ming Sher
Chew Pik Meen
Chia Sooi Yuen
Chiew Yock Fun
Ching Huei Ying
Chong Ai Ling
Christine Chua
Esmee Wong
Goh Yee Hui
Goh Yi Jun
Hiu Fu Hua
Hue Yoke Sek
Isabelle Goh
Khor Kar Hoe

Jenny Khoo & Tan Kai Hua
Koh Yee Ling
Kwan Weng Fei
Lee Ai Cheng
Lee Man Yee
Lee Suk Jing
Lee Tung Fatt
Leong Jia Rui
Lim Chew Siang
Lim See Hooi
Low Kim Kiow
Lye Seet Cheng
Mak Siew Fong & Gan Ka Yaw
Nam Wan Li
Ng Jian Huay
Ong Chin Ee
Poh Chi Yean
Poh Chu Wen
Raphael Liew & Kuek Ling Tze
Sew Chin Chin
Sew Fong Peng
Sha Wan Xuan

Silvia Chew
Simon Lee Lik Hong
Star Tan
Tam Mei Shin
Tan Guan Yu
Tan Pei Yee
Tan Sih Chen
Tan Wei Sen
Tan Xiao Ping
Tan Yi Hang
Tee Zhi Wei
Tseng Chi Wen
Vivian Chin
Vivian Goh Wai Mun
Wan Chee Hao
Wong Min Chen
Wong Su Lee
Wong Yee Ling
Yau Kim Chuan
Zow Huey Chin
Cindy Lawi
Fong Mei Yi
Goh Chai Seng
Khoo Chiau Ying

Koh Wan Chin
Moo Sin Pen
See Zhun Jiat
Tan Meo Shian
Tan Siang Yike
Teo Yi Ching
Yong Jiunn Yuan
Yong Yik Wei & Sea Su Yee
Lee Kok Leong & Hii Ming Ting
Ang Pheik Cheng
Angel Chan
Juan Kah
Bren Da Teh
Chew Boon How & Ting Lee Lin
Chew Sze Jie
Tan Git Cin
Hew Li Shin
Liew Chun Seian
Lim Cai Hooi
Lim Pang Im
Lim Pei Mun
Low Sin Ling

Micheal Ooi
Wooi Jin
Ooi Shu Kai
Pamela Hew & Stenn Wong
Pung Yin Ying
See Sze Jia
Soh Lih Huey
Cheng Poh Poh
Chong DinFung
Chung Nyuk Fong & Chua Poh Lim
Koh Mei Ling
Lee Ai Ling
Lee Chin Ming & Leong Kar Lai
Lee Hee Sim
Lim Bee Chin & Gan Wei Kuan
Lim Phaik Gan & Lam Wai Hong
Stephy Tam Huey Yi & Kok Chit Han
Lim Phaik Hui

SEEING IS BELIEVING

You can put the power of believing in your customers' hands with the new **Lumière de Vie® Needle-Free Serum Trial-Sized Marketing Packs**. By incorporating these trial-sized products into your business strategy and giving your customers something tangible from this exclusive brand, you're promoting brand awareness, increasing sales and creating new business relationships. Help your customers feel confident about their future purchases and step into the world of trial-sized marketing!

Get the pack of 10 on [UnFranchise.com](https://unfranchise.com), and don't forget to add a single pack during checkout to any order you make. ©

Smooth. Firm. Supple.
From hydration to glow.



Lumière de Vie® Needle-Free Serum Trial-Sized Marketing Packs
MY12246 | Single — Free with RM26 Shipping & Handling

Lumière de Vie® Needle-Free Serum Trial-Sized Marketing Packs
MY12244 | RM364 — Pack of 10



#MAIC2021: The Next Chapter...

By the Market America Editorial Team

The company's first-ever hybrid event brought thousands back to the Greensboro Coliseum and virtually from around the world.

From 26–28 Aug. thousands of entrepreneurs experienced the Market America Worldwide | SHOP.COM 2021 International Convention. Following current health guidelines, this year's International Convention was held as a hybrid event, allowing entrepreneurs worldwide to experience the next chapter of business innovation. The event was an impactful, interactive experience that revealed several groundbreaking new products and featured a host of powerful presentations.

An UnFranchise™ Business Presentation on Wednesday evening preceded #MAIC2021, with Founder, Chairman & CEO JR Ridinger and Vice President Andrew Weissman showing how it's done. On Thursday, Co-Founder & Senior Executive Vice President of Market America Worldwide | SHOP.COM Loren Ridinger kicked off the event by inspiring the audience to take charge and make progress to step into the next chapter of their lives and businesses. She said this next chapter is all about one word: progress. Progress = happiness and happiness = progress, Loren explained. "This chapter begins with me taking charge," she shared. "This chapter says go for it. Do not wait."

First up after Loren was a business-building segment from Executive Vice President of Market America Worldwide | SHOP.COM Dennis Franks, Executive Vice President of Asia-Pacific Kevin Buckman, Andrew Weiss-



man, and Vice President of Sales Jim Winkler, where they discussed the company's four cornerstones. There were many other opportunities to receive valuable business-building information from the Executive Team and field experts throughout the event, leaving UnFranchise™ Owners fully edified on the most effective ways to grow their businesses.

President & COO of Market America Worldwide Marc Ashley brought the heat with every presentation, being the one to announce many of the company's new products and innovations. Among them were new products Neuro Focus™ Alert, Attention + Focus, Heart Health™ Blood Pressure and Vascular Support, and Shopping Annuity™ Brand Premium Wellbeing Tea. Also new for #MAIC2021 is a partnership with Sezzle, the highest-rated "buy now, pay later" online payment provider that allows online shoppers the convenience of paying in four easy installments over six weeks with zero interest. Marc encouraged UnFranchise Owners to use Sezzle as a great way to **purchase their three tickets for #MAWC2022.**

Progress = happiness and happiness = progress

In the Cosmetics, Skincare & Personal Care division, new products introduced included Motives® Sublime Eye Shadow Palette, two shades of Motives Sublime Luminizing Jelly, the Motives Hand-Held Mixing Palette and Lumière de Vie® Lift Up (Neck & Décolleté Crème). There are also two new shades for the Motives Lip Kits, Déjà Vu and Romance. La La Anthony, Actress, Author & Entrepreneur, joined the event via video to announce the new Motives L A L A Liquid Lipstick. Amber Ridinger-McLaughlin, Creator of Lumière de Vie, DNA Miracles and Layered, and Kim Ashley, Director of Motives Cosmetics, Skincare & Layered, presented the **newest additions to Layered** — 52 pieces in total! — and shared creative ways to style them. Amber and Kim also provided their expertise on skincare during the event with a live skincare demonstration and tips on using Lumière de Vie products.

In the world of technology enhancements, Marc also introduced the next chapter for **SHOP LIVE**. Beginning in October, users can add a second presenter to their live event, and in November, users will be

able to save and archive SHOP LIVE shows to share with anyone who didn't attend. You'll be able to repeatedly leverage a strong show, which will still feature clickable products just like on the livestream. Also coming is an in-stream shopping cart and the ability to livestream from your mobile device.

Beginning in October, users can add a second presenter to their live event, and in November, users will be able to save and archive SHOP LIVE shows to share with anyone who didn't attend.

In addition to the enhancements to SHOP LIVE, the **UnFranchise™ Marketing App** will also soon include Pulse. "We're gonna pour gas on the UnFranchise Marketing App," Marc exclaimed. "We're going to give the UFO all the intelligence insights they need to market to customers." This new feature, now in development, will allow you to keep your finger on the pulse of a customer. You will be able to use it to view order history, get push notifications about customer actions, such as when they put something on AutoShip, and more. Then, you can follow up with just a click.

The event was an impactful, interactive experience that revealed several groundbreaking new products and featured a host of powerful presentations.

Steve Ashley, President & COO of SHOP.COM, also introduced many of the company's new enhancements with palpable excitement. He emphasized many of the company's recent improvements, the most thrilling of which was the announcement of the use of cryptocurrency as the next chapter in purchasing products on SHOP.COM. "Today, I'm

announcing that SHOP.COM is going to be offering Bitcoin, Ethereum and several other cryptocurrencies through BitPay," Steve said. "This is not just the wave of the future. This is the now, the later and the soon to be. This is everything!" These digital currencies are now accepted on SHOP.COM in the U.S., Canada, Australia, Hong Kong, Malaysia and the U.K.

Pulse will allow you to keep your finger on the pulse of a customer. You will be able to use it to view order history, get push notifications about customer actions, such as when they put something on AutoShip, and more. Then, you can follow up with just a click.

Recognition is important to Market America, as shown in several congratulatory segments throughout the weekend. New UnFranchise Levels, new Million Dollar Club members and challenge winners were recognized. Top UnFranchise Level recognition and special awards took place at the first-ever Saturday Night Celebration, featuring Grammy-nominated artist and entrepreneur Joseph "Fat Joe" Cartagena, the company's President of Urban and Latino Development, who rocked the night away along with DJ Nasty. Dennis Franks and his band, The Gypsy Drug Store, also brought down the house with their phenomenal performance, and Loren joined in for several numbers. DJ M Dot helped get the crowd dancing. The party was open to all in-person attendees and streamed for the online audience.

The event also featured experts in the fields of health and science. Dr. Deedra Mason, Vice President of Product Development & Clinical Education, encouraged listeners to focus on building small, healthy habits and prioritizing a daily regimen to help maintain longevity. Guest Dr. Tamara Weinstein said that anti-aging is a "fantastic starting place," but noted that it's key to eat healthy, exercise, get a good night's sleep and manage stress. Guest Gary Brecka, human biologist



Programs, products and services mentioned in this issue of the UnFranchise Owner Magazine may not be immediately available in all markets.



JR Ridinger and Andrew Weissman

and researcher, wowed the audience with his special breathing techniques, and offered expert insights into living a healthier lifestyle. "Think about what you can do to impact someone's well-being and you can be wealthy," he said.

SHOP.COM is going to be offering Bitcoin, Ethereum and several other cryptocurrencies through BitPay.

Fat Joe was once again inspiring as he stressed the importance of being surrounded by encouraging people who offer you hope, then turn it around and provide that same help to others. Other celebrity guests and close friends of JR and Loren also took part in International Convention both in person and via video conference throughout the event.

In one of the most anticipated presentations of the weekend, Loren kept the inspiration coming as she took the stage once more and got personal about the difference between having dreams and reaching them. "When other people are living their dreams, it's because they are doing the things that get them the results," she said. "They're not coming up with excuses or reasons why they can't."

With his usual energy, humor, passion and vast knowledge, Founder, Chairman & CEO of Market America Worldwide | SHOP.COM JR Ridinger took the stage multiple times throughout the weekend and talked about how disruption can create opportunity and lead to acceleration. Using the hashtag #GSD for "Get Stuff Done," he reminded everyone that it's time to take action because progress = happiness. He reiterated the importance of not getting stuck in a rut and that time is running out. "You've got everything to gain and nothing to lose," he said.

JR continued to drive home the point that taking action is everything. "Try or cry! If you're not going to try, don't cry," he said. "That's the bottom line. Because we're going to take all of your excuses away!" JR finished his inspirational concluding presentation with, "You have a dream, a goal, a mission. You didn't have to come here, but you planned, and you prepared, and you traveled — and I appreciate you for that! Thank you for coming!"

"When other people are living their dreams, it's because they are doing the things that get them the results," Loren said. "They're not coming up with excuses or reasons why they can't."



Steve Ashley

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JUMP START YOUR WEIGHT MANAGEMENT JOURNEY

30-DAY JUMP-START TRACKING SHEET:
Phase 1 (Days 1-7)

NAME: _____ DATE: _____

WAKE UP Did I take 1 packet of the Nutrisoft Daily Essentials with exactly 8 oz of water, drink immediately and wait 20 minutes before eating or drinking anything else? Time: _____

20 MIN LATER Did I take one scoop of the Nutri-Clean Fiber in 8 oz water, drink immediately? Time: _____

Did I take two capsules from the other pack to decrease thirst if necessary? Time: _____

Did I separate 16 oz of 8 oz warm water?

BREAKFAST 1 serving fruit _____

1 serving vegetable _____

MID MORNING SNACK 1 oz water _____

1 serving fruit _____

SUPPLEMENT Did I take two T.L.S. COM capsules 30-45 min before lunch? _____

LUNCH 16 oz water _____

1 serving ground fat _____

1 serving vegetable _____

AFTERNOON SNACK 8 oz water _____

1 serving fruit _____

1 serving vegetable _____

SUPPLEMENT Did I take two T.L.S. COM capsules 30-45 min before dinner? _____

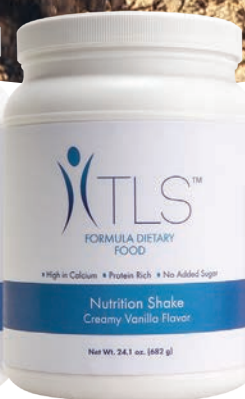
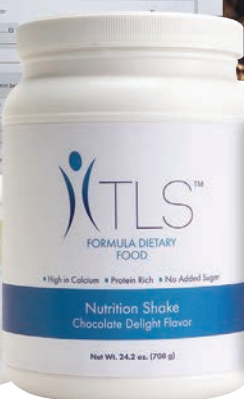
DINNER 16 oz water _____

1 serving ground fat _____

1 serving vegetable _____

EVERY DAY Did I take two T.L.S. COM capsules 30-45 min before bedtime? _____

Comments: _____



Get your weight management journey back on track with the **TLS® 30-Day Jump-Start Kit!** We believe weight management should be simple, and that's exactly what this kit is designed for. With nine products that provide you with essential vitamins, nutrients and minerals, you are sure to find success and discover a new lifestyle and a new you.

[Go to MY.SHOP.COM](https://www.myshop.com) and get yours today! ©

TLS® 30-Day Jump-Start Kit (English)
MY30DAYENG | RM873

TLS® 30-Day Jump-Start Kit (Simplified Chinese)
MY30DAYCHN | RM873



PROTECT THE UNFRANCHISE BUSINESS

The UnFranchise™ Business is about One-to-One Marketing, valuing communication and connection with customers, making this business something unique and unlike any other. As an UnFranchise Owner, you are the face of the company and serve as the personal bridge that connects people with our line of incredible products.

UnFranchise Owners earn commissions through managing, training, supplying, supporting and motivating their organizations to produce the retail sales volume that's needed. It's crucial that everyone runs their business using the right practices, as this will ensure that UFOs consistently earn the supplemental income that they deserve in a fair environment. The success of UFOs truly is the top priority because it is the backbone of Market Malaysia.

In order to grow your business the right way and protect the environment that we have in the UnFranchise Business community, we must say no to these actions:

1. Making sales on other unauthorized online platforms such as Lazada, Shopee, Carousell, Facebook Marketplace, WeChat, Line, Tao Bao and any retail websites. This includes any form of personal or business websites.
2. Creating fake or fraudulent UnFranchise Business accounts to gain profits from "non-existent" UFOs
3. Committing cross-group sponsoring
4. Selling Market Malaysia exclusive products and conducting any Market Malaysia business activities in a country that is not authorized to conduct the UnFranchise Business
5. Advertising Market Malaysia's exclusive products for less than the suggested retail price
6. Logging in to the UnFranchise.com account of any other UnFranchise Owner

By prohibiting ourselves and our teams from the actions above, we are doing what's crucial as an UnFranchise Owner. Being the 2013 and 2018 Torch Award Winner for marketplace ethics, Market America has proven and been recognized to have exhibited high standards of honesty, integrity and transparency promoted by the BBB. Therefore, being part of the big Market America Worldwide | SHOP.COM family, we must also be aware and consistently demonstrate and integrate those standards into daily practices as entrepreneurs.

Let's protect the UnFranchise Business together.



Royal Spa™ Ultra III Shampoo (for Chemically Treated Hair) – Single Bottle (473 ml/16 fl oz)
MY12006 | RM82



Royal Spa™ Chamomile Shampoo – Single Bottle (473 ml/16 fl oz)
MY12003 | RM80



Royal Spa™ Tri-Protein Plus Deep Conditioner – Single Bottle (473 ml/16 fl oz)
MY12015 | RM86



Royal Spa™ Scalp Revival Scrub – Single Tube (237 ml/8 fl oz)
MY12019 | RM92



MOISTURIZE, SOOTHE AND REVITALIZE

From a moisturizing shampoo to a brown sugar body scrub, Royal Spa™ provides you with products specifically designed to replenish and nourish both your skin and your hair.

Show your skin and hair some love today with all eight of Royal Spa's products that you can get on MY.SHOP.COM.



Royal Spa™ Foaming Brown Sugar Body Scrub – Single Tube (237 ml/8 fl oz)
MY12016 | RM94



Royal Spa™ Nourishing Brown Sugar Bath & Shower Gel – Single Bottle (473 ml/16 fl oz)
MY12026 | RM92



Royal Spa™ Smooth As Silk Hydrating Lotion – Single Bottle (473 ml/16 fl oz)
MY12000 | RM111



Royal Spa™ Imperial Blend Bath & Shower Gel – Single Bottle (473 ml/16 fl oz)
MY12012 | RM84

ASTAXANTHIN: THE KING OF CAROTENOID

In recent years, astaxanthin has been portrayed as a novelty in the world of natural health products. Astaxanthin is a member of carotenoids, like beta-carotene for carrots and lycopene for tomatoes. The carotenoids in these fruits and vegetables are healthy antioxidants, yet astaxanthin is the strongest antioxidant of them all! Astaxanthin can neutralize oxygen free radicals 4.9 times better than beta-carotene and 1.6 times better than lycopene¹. Its outstanding antioxidant strength and potency have earned it the title of “the king of carotenoids.”

Sources of astaxanthin

In nature, you can find astaxanthin in microalgae, salmon, trout, krill, crayfish, lobster, shrimp and crab². Compared to other creatures, Haematococcus pluvialis, a fresh water algae, is the richest source of astaxanthin in nature, with a whopping 50,000 ppm concentration³. Astaxanthin is a stress response of the microalgae cell. Initially, the microalgae is green in color. The accumulation of astaxanthin turns the algae from green to red in response to unfavorable environmental conditions such as high salinity, elevated temperature, starvation or intense UV exposure. Astaxanthin is what gives those marine creatures their reddish-orange hue, as well as strengthens their natural responses to stressors.

Source	Astaxanthin Concentration (PPM)
Plankton	60
Krill	120
Artic Shrimp	1,200
Haematococcus pluvialis	50,000

A naturally potent antioxidant

Astaxanthin exhibits strong antioxidant properties in nature. It's superior at protecting against cellular damage, especially in the brain and vascular system. Astaxanthin is substantially larger and longer than other carotenoids. Its size and physical form allow it to be integrated into cell membranes where it's able to span the entire width and thickness of the cell membrane⁴. This allows astaxanthin to have better protection from oxidative damage and stabilizes the cell membranes on the inner and outer cell membrane.

For instance, numerous studies have shown that Oxygen Radical Absorbance Capacity (ORAC) values for astaxanthin are up to 6,000 times more potent than vitamin C, 3,000 times more powerful than resveratrol, 800 times stronger than coenzyme Q10, 560 times stronger

than green tea catechins and 40 times more effective than vitamin E. Astaxanthin has outperformed all these common antioxidants and serves as the strongest oxygen quencher⁵.



Source: 2017 AstaReal Inc.

Revised from Nishida Y, et al., (2007). Carot Sci. 11: 16-20

Astaxanthin, with its unique molecule, is a versatile antioxidant that reaches the water- and fat-soluble parts of the body. Thus, it's able to cross the blood-brain barrier and halts neurodegenerative conditions like Alzheimer's and Parkinson's disease. It can also cross blood-retinol barriers which support eye and vision health⁶. With its strong antioxidants and anti-inflammatory properties, it provides a wide range of health benefits⁷:

- Balances and supports the immune system
- Improves muscle endurance
- Improves age-related forgetfulness, multitasking and alertness
- Lowers gastric inflammation
- Revitalizes photoaged skin and improves skin elasticity
- Supports cardiovascular health
- Improves blood lipid profiles and enhances capillary circulation

Astaxanthin is crowned the king of antioxidants. This prestigious yet potent anti-aging nutrient, with a wide array of researched health benefits, should be incorporated into your supplementation regimen.

Sources:

¹<https://astaxanthin.net/pages/what-is-astaxanthin.html>

²Guerin, M., Huntley, M. E., & Olaizola, M. (2003). Haematococcus astaxanthin: applications for human health and nutrition. TRENDS in Biotechnology, 21(5), 210-216.

³Michael Murray, N.D. (2017). The Whole Body Benefits of Natural Astaxanthin. NAXA.

⁴Kidd, P. (2011). Astaxanthin, cell membrane nutrient with diverse clinical benefits and anti-aging potential. Altern Med Rev, 16(4), 355-64.

⁵Nishida, Y., Yamashita, E., & Miki, W. (2007). Quenching activities of common hydrophilic and lipophilic antioxidants against singlet oxygen using chemiluminescence detection system. Carotenoid Science, 11(6), 16-20.

⁶<https://www.ingredients-insight.com/features/featureblooming-health-6818171/>

⁷<https://www.astareal.se/benefits-of-astareal-astaxanthin/>



New Clothes, New Passions

Check out these Partner Stores to spice up your closet and style.



DR MISTER
11% PPC IBV
4% IBV, 4%

Dr Mister is a streetwear experiment specially made by thinkers, for thinkers. The brand aims to bring value and thought to your daily essentials, with a vision to create walking canvases with stories, details and aesthetics.



havan

Havan Clothing
11% PPC IBV
5% IBV, 4%

Where fashion and art have a beautiful heart! We aim to empower kids through fashion. Discover fashionable accessories designed to make a difference, and update your wardrobe through the power of community and purpose.



Heartsandkisses.co
11% PPC IBV
4% IBV, 4%

Shop all pretty dresses and new arrivals here at the H&K Online Fashion Boutique. They offer casual and outfit-of-the-day looks and office wear for trendy women. Shop online and enjoy free shipping with minimum purchases.



IS SO BASIC

IS SO BASIC
11% PPC IBV
4% IBV, 4%

IS SO BASIC is a brand where you can find the most affordable, premium-quality basic wear, a place where all customers can enjoy premium clothing at affordable prices — this is an affordable luxury.

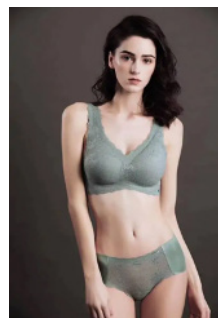


BEV C

MULTI LABEL STORE

BEV C
11% PPC IBV
4% IBV, 4%

BEV C is a retailer that mainly sells designer brands and features real artists based in Malaysia. They not only want to work with real artists, they want to introduce them to you. As a local business, they not only want to hear what goes on in their community, they want to be a part of it.



ElenaJenn

ElenaJenn
22% PPC IBV
9% IBV, 9%


ElenaJenn's seamless bras keep you supported, sweat-free and comfortable throughout the day! Their bras lift your girls with exceptional cushioning comfort, breathability and softness that prevents chafing and skin irritation during humid and hot weather. With stretchy fabric that breathes and moves with you, it will conform to your curves while smoothing bulges for a sleeker, perkier silhouette.



Holdera
16.5% PPC IBV
6% IBV, 7%

Holdera wishes to accompany and empower women to create better wearing experiences in their daily lives. Their vision is to fulfill the need to have good quality, affordable and inspiring underwear that's comfortable to wear all day long.



11% PPC IBV, 4% IBV, 4% 

Au'tree Candle is a candle company that specializes in high-quality, hand-poured candles and wax melts. They want their products to reflect luxury and be long lasting and environmentally friendly. To them, trees represent nature (hence their golden tree logo) and their business is their life.



English Pear & White Freesia and Roses & Guaiacwood Candles

English Pear & White Freesia is a fresh and fruity scent, with a slight earthy scent. Its aroma is romantic, chic and effortlessly luxurious. It's made to create a charming atmosphere that no one can resist. **Roses & Guaiacwood** encapsulates the soft and fresh floral atmosphere of a romantic date. It's the perfect mix of soft, fresh and floral scents with a wooden scent. Indulge in a peaceful and delightful spring breeze with this delicate blend.

Mini 65 g Cotton Wick | Burns between 15–20 hours. Recommended for use in bathrooms, small rooms or place it right next to you.

Classic 170 g Wood Wick | Releases a pleasant crackling sound while burning to add a luxurious and unique burning experience. Burns between 35–40 hours. Recommended for medium to larger rooms.



24K Gold Blend Essential Oil

24K Gold Blend Essential Oil emits a warm, sweet scent that eases your distress. It's a powerful and defensive blend that consists of frankincense, myrrh, ginger and citrus essential oils. The properties found in these ingredients are scientifically proven to have strong anti-inflammatory and antibacterial effects and stimulate the body's immunity. It also relaxes the nerves and muscles on your body.

Focus & Memory Essential Oil Roll-On 10 ml

Focus & Memory creates a quiet and rejuvenating atmosphere that awakens your mind and inspires you to maintain a sharp focus. Packaged in a convenient roller bottle, it fits easily into a purse or pocket and is easy to apply when needed.

FOCUS ON ANTIOXIDANT DEFENSE



Daily exposure to free radicals can result in long-term physical stress, so protect your body with **Choice™ Astaxanthin 6mg**. Choice Astaxanthin uses AstaReal®* astaxanthin — a good source of antioxidants — which helps promote a healthy body and provides antioxidant defense. Focus on antioxidant defense and start maintaining your health today.

Get it today on [MY.SHOP.COM](https://www.myshop.com). 

Choice™ Astaxanthin 6mg – Single Bottle (30 Servings)
MY14500 | RM190

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