

# DIRECT SELLER MALAYSIA

ISSUE 1 / 2021



## MDTCA SUPPORTS GROWTH OF DIRECT SELLING INDUSTRY

*Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad,  
Secretary General, Ministry of Domestic Trade and Consumer Affairs*

# DIRECT SELLER MALAYSIA

## VOICE OF THE DIRECT SELLING INDUSTRY

**Direct Seller Malaysia** is the official publication of the Direct Selling Association of Malaysia (DSAM) which was founded in 1978. The national trade association promotes the direct selling industry on a national and international level.

With a membership of 123 companies in the country, DSAM is the official voice of the industry, and contributes to the industry's professional image and presence on both the local and global levels. It works closely with the Ministry of Finance, Ministry of Health, Ministry of Domestic Trade and Consumer Affairs and other government bodies and trade associations to achieve the common goals.

Malaysia is among the largest direct selling markets in the world and fourth in Asia Pacific, according to the World Federation of Direct Selling Associations (WFDSA). The 2020 projected industry sales turnover provided by the Ministry of Domestic Trade and Consumer Affairs is RM20 billion.

**Direct Seller Malaysia** publication is mainly to serve the needs of the dynamic direct selling industry in the country and to voice the concerns and needs of the industry.

### TARGET MARKET

- All members of the DSAM
- Top management of companies
- Relevant Ministries and Government Agencies
- Distributed at DSAM events
- Independent distributors
- Consumers
- Sold in all leading bookshops nationwide



HMS

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#### Cover

Datuk Seri Hj. Hasno Zam Zam bin Hj. Ahmad, Secretary General, Ministry of Domestic Trade and Consumer Affairs

# CONTENTS

## COVER STORY

- 2** MDTCA Supports Growth of Direct Selling Industry  
Datuk Seri Hj. Hasno Zam Zam bin Hj. Ahmad, Secretary General of the Ministry of Domestic Trade and Consumer Affairs (MDTCA) shares his thoughts about the Direct Selling industry and its sterling prospects in the Malaysian economy.

## HIGHLIGHTS

- 6** Roundtable Discussion with the Minister Of Domestic Trade & Consumer Affairs

## EVENTS

- 10** DSAM Board Visits its New Members

## COLUMN

- 16** Members Benefit  
**18** Members Listing

## FOCUS

- 8** PM-International AG  
**11** Nu Skin  
**12** Oriental Inchaway  
**14** USANA



# MDTCA SUPPORTS GROWTH OF DIRECT SELLING INDUSTRY

Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad, Secretary General of the Ministry of Domestic Trade and Consumer Affairs (MDTCA) shares his thoughts about the direct selling industry and its sterling prospects in the Malaysian economy.

**m**alaysia's direct selling industry has been in business for several decades delivering innovative and exciting product ranges to customers from all walks of life. Today, the industry has achieved significant presence in Malaysia with both members and sales growing in leaps and bounds. In 2019 alone, Malaysia's direct selling industry achieved RM21.54 billion in sales exceeding its RM18.5 billion targets.

Speaking about the traction gained by the direct selling industry in Malaysia Datuk Seri Hj. Hasnol explains, "For the last two decades this industry has been growing very well on its own without much

help and intervention from the government."

He adds that Malaysia's direct selling industry's exceptional growth can also be attributed to the development of Industry 4.0, and the adoption of digital channels in marketing its products. "This has enabled more business-to-customer (B2C) connections rather than the conventional channels, such as face-to-face (F2F) marketing," he says.

"MDTCA wishes to take this opportunity to congratulate the Direct Selling Association of Malaysia (DSAM) for taking the initiative to maintain a good relationship with the World Federation of Direct Selling Associations (WFDSA) by representing Malaysia in various

world-class meetings and events.

MDTCA believes these initiatives by DSAM would indirectly inspire more Malaysian direct sellers to not only close their sales domestically but also internationally."

## COVID-19 AND THE INDUSTRY

With the COVID-19 pandemic adversely affecting businesses across the country and regionally, many Malaysians have turned to direct selling as an alternative source of income. Amidst this, the direct selling industry has continued to reinvent itself in order to remain relevant. A conservative forecast of MDTCA reveals that Malaysia's direct selling sales in 2020 will grow 10-20% compared to 2019,







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considering that more consumers are tightening their belts to save more during the pandemic.

A more aggressive forecast by MDTCA reveals that more direct selling players have been aggressively reaching out to customers by successfully closing sales via the online platform, while consumers are increasingly opting for online shopping platforms for convenience and safety during the pandemic.

Overall, Malaysia's direct selling performance data reveals that between 2016 and 2019, there has been an upward trend in direct sales, increasing by 20% from RM17.93 billion in 2018 to RM21.54 billion in 2019.

In addition, Malaysia's direct selling sales performance was ranked 7th in the world and 4th in Asia Pacific by WFDSA. Based on these achievements, MDTCA is optimistic that direct selling in 2020 would exceed its RM20 billion target.

## DIRECT SELLING INDUSTRY'S FUTURE PROSPECTS

Talking about the future prospects of the direct selling industry in Malaysia, Datuk Seri Hj. Hasnol explains that the industry will continue to stay resilient or even outperform other domestic trades in Malaysia in 2021. MDTCA's direct selling sales target in 2021 was set to achieve RM23.11 billion compared to RM20 billion in 2020.

The government has allocated RM75 million to promote the gig economy and provide a social safety net for gig workers through the PENJANA Economic Recovery Plan. Recently, the Prime Minister launched the Malaysia Digital Economy Blueprint with the hope that gig workers in Malaysia, which include most in the direct selling

● **“We need help from distributors, consumers and industry players to quickly inform us if you discover any suspected counterfeit products. We will do the necessary checks and take action. We also have a global commitment to fight counterfeit products in whatever form, because we honour intellectual property.”**

industry, would be able to perform better under these initiatives.

In pledging MDTCA's commitment to continuously support the industry and work with DSAM, he stresses, "We would like to offer a hand in whichever way possible. The association can always come and discuss with us the areas that the government and the Ministry can actually help them move forward. We are also looking forward to that kind of conversation."

He adds that the Ministry is willing to work with DSAM in addressing difficulties faced by the Association, and that the Ministry would like to know more about these issues.

In supporting the growth of the industry, Datuk Seri Hj. Hasnol shares that the Ministry has been actively promoting and supporting the industry's efforts. "We like the innovation and variety that the industry offers. We will control the quality aspects and the requirements of other ministries," he explains.

He adds that thus far, industry players are very willing to comply with regulations and have been co-operative.

MDTCA not only expects the number of direct selling companies in Malaysia to increase but also the quality of direct selling companies, with added consciousness in self-regulation to establish an ethical direct selling environment and a healthy business ecosystem so that Malaysia can remain competitive in the regional direct selling landscape.

## **BATTLING COUNTERFEIT PRODUCTS**

The direct selling industry and products are regulated by the Direct

Sales and Anti Pyramid Schemes Act 1993, but, there are still unauthorised sales of direct selling products on e-commerce platforms.

Sharing his thoughts on this issue, Datuk Seri Hj. Hasnol explains, "MDTCA is actively fighting counterfeit products not only in this industry but also the entire landscape of domestic businesses. We need the co-operation of the product owners themselves to actively check, especially on the social media platform or online platforms, because these are places where counterfeit products are propagated."

"We need help from distributors, consumers, and industry players to quickly inform us if you discover any suspected counterfeit products. Then we will do the necessary checks and take action. We will not compromise because fighting counterfeit products are part of our national agenda," he adds.

"We also have a global commitment to fight counterfeit products in whatever form, because we honour intellectual property," he stresses.

## **DIRECT SELLING BLUEPRINT 2.0**

MDTCA has taken steps to draft the Direct Selling Blue Print 2.0 in alignment with the 12th Malaysia Plan (12MP). "It is now quite advanced in terms of the framework and the salient points we need to introduce, however, we need to engage more people to make sure that they are in line with the current trends, and also to make sure that all areas are covered," says Datuk Seri Hj. Hasnol.

MDTCA is improving guidelines within the Blueprint and is calling for more input from

industry players. The Ministry is trying to find ways in terms of "ease of doing business", to remove hurdles in current practices and act.

Datuk Seri Hj. Hasnol advises that the Ministry has extended the license duration for direct selling companies from 1 to 2 years to 3 to 5 years, as long as these companies are able to demonstrate proven track records without any non-conformance in the laws and regulations. "I think we should allow a longer license period to build confidence," he shares.

Based on feedbacks received, Datuk Seri Hj. Hasnol shares that lengthening the license period can help industry players to secure more stable financing to expand and develop their products and networks.

## **AN OPTIMISTIC OUTLOOK**

Datuk Seri Hj. Hasnol's advice to Malaysians is to believe that this is a well-established industry as it has the logistics and all the necessary framework in place to make it work. "I personally encourage more Malaysians to go into this industry, but of course, you have to do it correctly by learning through the right associations and the right people."

He explains that this is an opportunity to explore, especially during times like the pandemic when jobs are lost and extra income is needed to sustain.

"This industry has proven itself – that it brings a lot of benefits to the country and to Malaysians who have participated in this industry. This is one industry in which people should not have that much doubt to expand and develop further, as it provides income opportunities and creates jobs," he adds.



# ROUNDTABLE DISCUSSION WITH MINISTER OF DOMESTIC TRADE & CONSUMER AFFAIRS

**a** roundtable discussion was held between industry players and Datuk Alexander Nanta Linggi, Minister of Domestic Trade & Consumer Affairs on 13th August at his office in Putrajaya. Also present from the Ministry were Deputy Minister Dato' Rosol Bin Wahid, Secretary General, Datuk Seri Haji Hasnol Zam Zam bin Hj. Ahmad, and other senior officers. DSAM was represented by its Board and Committee Members.

During the discussion, DSAM

brought up several issues which were pertinent to the Direct Selling industry. These include:

- Non-authorized sale of Direct Selling products by e-Commerce Platforms
- Amendment to the conditions of the Cooling Off period, and
- Enforcement against companies operating the Direct Selling model without license

DSAM also submitted several proposals to enhance the growth of the industry within the country and region. The proposals include:

- Creating a conducive

environment that will enable Malaysia to be the Direct Selling hub for the ASEAN region

- Self-regulation of the Direct Selling industry, and
- Enhancing the role of the Ministry

In response, MDTCA informed that a committee comprising various departments from MDTCA, together with DSAM will be formed to look into these areas.

Later, DSAM President Datuk Tan Chong Guan presented a commemorative plaque to Datuk Alexander Nanta Linggi.



Group photo of the Roundtable discussion at MDTCA.



DSAM President Datuk Tan Chong Guan presenting a commemorative plaque to Minister, Datuk Alexander Nanta Linggi. On the left is Deputy Minister Dato' Rosol Bin Wahid while Secretary General Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad is on the far right.



Courtesy visit to the Secretary General of MDTCA, Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad.



## VISIT TO SECRETARY GENERAL OF MDTCA

A courtesy visit was made in September to the Secretary General of MDTCA, Datuk Seri Hj. Hasnol Zam Zam bin Hj. Ahmad. The main issues discussed during this visit were the follow-up to the recently held Roundtable Discussion with the Domestic Trade & Consumer Affairs Minister Datuk Alexander Nanta Linggi. This was followed by an invitation from the Ministry for Direct Selling companies to participate in a MDTCA exhibition in Shah Alam.

Press Conference  
after the Roundtable  
discussion.



# PM-INTERNATIONAL AG SCORES BIG AT DSN GLOBAL 100

**PM-INTERNATIONAL AG RECEIVES THE BRAVO INTERNATIONAL GROWTH AWARD FROM THE US TRADE MAGAZINE “DIRECT SELLING NEWS” FOR ITS REVENUE GROWTH AND ALSO CLINCHES THE 10TH SPOT IN THE CURRENT DSN GLOBAL 100 LIST.**

The Bravo International Growth Award was presented for the first time in 2021 in connection with the “DSN Global 100” ranking of the leading direct selling companies worldwide which honours the highest yearly revenue growth among all international DSN Global 100 companies. PM-International also made the leap among the largest direct selling companies worldwide for the first time in 2021 when it took the 10th place on the current DSN Global 100 list.

The list is published once a year by the US trade magazine “Direct Selling News”. PM-International made it onto the list for the first time in 2010 and has been consistently listed ever since, most recently in 13th place. The decisive factor for the first-time leap into the TOP 10 is the previous year's sales. In 2020, the provider of premium products for health, fitness and beauty, increased its group-wide annual sales by more than 50% to \$1.7 billion. For its sales growth in 2021, PM-International was also awarded the Bravo International Growth Award by Direct Selling News.

In his acceptance speech, Rolf Sorg, CEO and Founder of PM-International, underlined the team effort behind the award. “Being ranked in the TOP 10 is a great honour and a goal we at PM-International have been working towards for over 25 years. I especially thank our Team Partners, leaders and employees worldwide for the outstanding work they do every day. A big thank you also goes to my family, friends and everyone who believes in our vision.”

The “DSN Global 100” list shows which companies are on the rise and provides an overview of the global development of the industry – not only for industry members, but also for researchers, investors and, most important, those seeking opportunities within the industry.

Rolf Sorg also said that in 2020 during the COVID-19 pandemic, PM International Team Partners did an extraordinary job under the most difficult conditions by responding flexibly and taking advantage of the company's expanded digital offering. “This allowed them to continue to operate without restriction and maintain momentum during the pandemic. In the end, the whole is more than the sum of its parts, and I truly appreciate everyone's efforts,” said Sorg whose goal is to have a sustainably growing business model for future generations. “The next chapter in PM-International's corporate history starts now. This year, we are tackling the second billion in sales together.”

As one of Europe's largest direct selling companies in the areas of health, wellness, and beauty, PM-International AG which is based in Luxembourg, develops and markets high-quality, premium dietary supplements and cosmetics through its own brand FitLine® – many of which have a patented technology.

More than 700 million FitLine® products have been sold worldwide including PM-International Malaysia through Fitline (M) Sdn Bhd which is a national HQ of PM-International AG. More than 1,000 top athletes from over 60 disciplines and 30 nations have trust in



FitLine nutritional supplements and FitLine is the official supplier of numerous sports associations and national teams.

The Nutrient Transport Concept (NTC®) represents the company's core competency: it delivers the nutrients exactly when they are needed and where they are needed – to the cellular level, from inside and out. To guarantee a continuous high product quality, the products are regularly and independently tested by TÜV SÜD ELAB. End customers can review information about the analysis directly on the TÜV SÜD ELAB website, by scanning the QR code on the product packaging. No other competitor offers this level of transparency.

Within the framework of a unique sports marketing concept, there are co-operations with the Korean Table Tennis Federation (KTTA), Korea Wrestling Federation (KWF), the German, Austrian, Polish and Canadian Ski Associations (DSV, ÖSV, PZN, ACA), the German Ice Hockey Federation (DEB), the Federation of German Cyclists (BDR), the German Athletics Association (DLV), the Swiss Sliding Association (including bobsleigh), the Swiss Handball Federation (SHV) and others.



# Congratulations!

## PM-INTERNATIONAL

Direct Selling News  
**GLOBAL**  
ONE HUNDRED

 Think**BIG**  
GO Massive

2016	2017	2018	2019	2020
<b>#41</b>	<b>#36</b>	<b>#24</b>	<b>#13</b>	<b>#10</b>



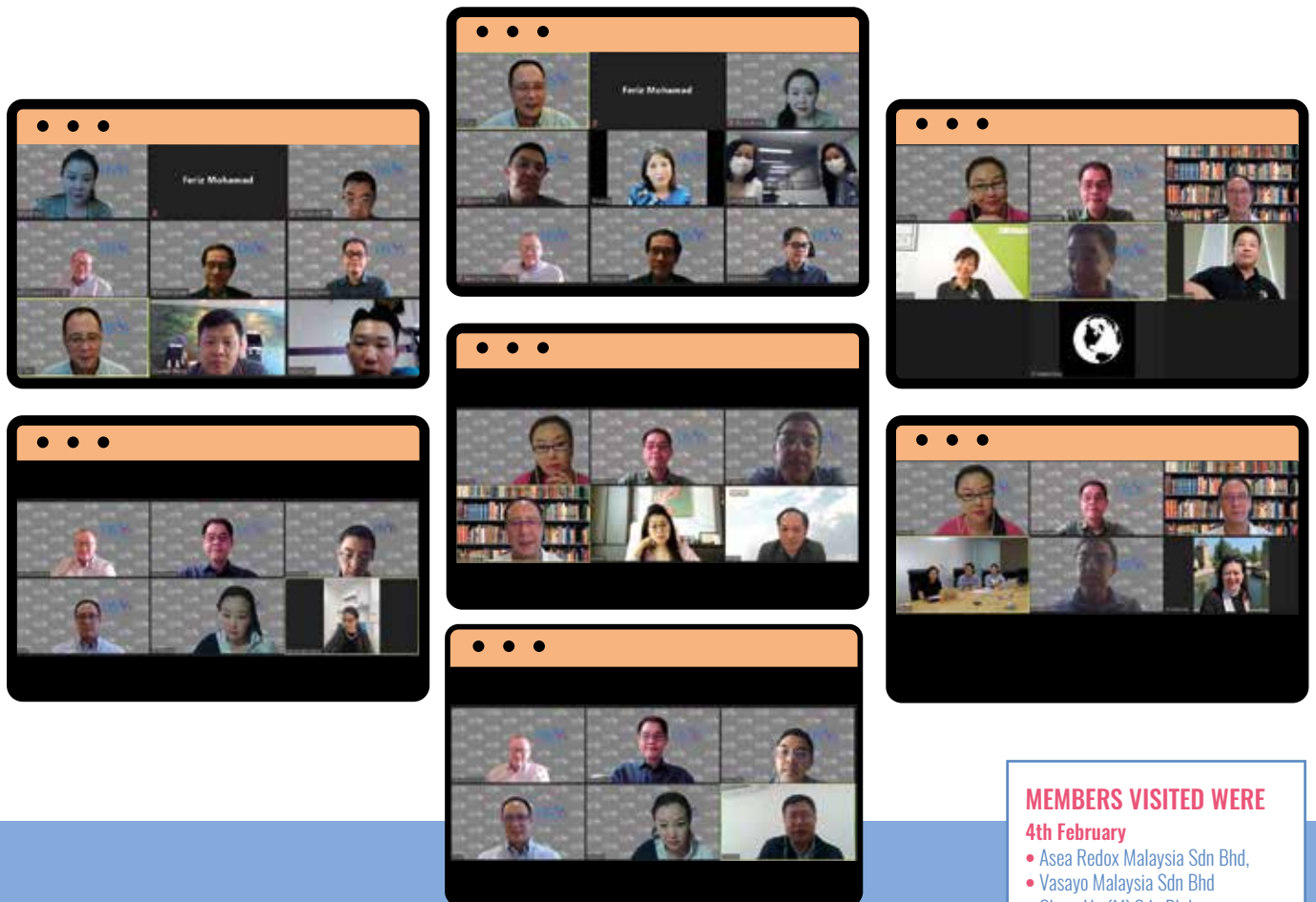
## Vision 2021

2 Billion \$



**+50% GROWTH**  
+600million in sales

# DSAM BOARD VISITS ITS MEMBERS



**T**he purpose of Member Visits is to welcome new Members, update current Members and create a conducive, non-formal platform for discussions on any issues related to the business and industry. However, for most of 2019, this activity was temporary discontinued due to the SOP restrictions.

Nevertheless, in an effort to connect with its Members, the Association resumed this activity in 2021 via online visits. The online visits will continue every month for the rest of the year.

## MEMBERS VISITED WERE

### 4th February

- Asea Redox Malaysia Sdn Bhd,
- Vasayo Malaysia Sdn Bhd
- ChungHo (M) Sdn Bhd

### 12th March

- SK Magic Malaysia Sdn Bhd
- Omni AAA (M) Sdn Bhd and Greaten Bridge

### 19th April

- Ola Beleza Sdn Bhd, Norwex Malaysia Sdn Bhd
- Pure N Fresh Marketing Sdn Bhd

# NU SKIN CELEBRATES 20 WONDERFUL YEARS IN MALAYSIA

## THE BRAND CONTINUES TO DRIVE INNOVATION AND DISTINCTION THROUGH AWARD-WINNING PRODUCTS

**N**u Skin has come a long way since its inception in Malaysia. Throughout the years of operation, as a global leader in innovative beauty and wellness products, Nu Skin has been offering consumers a comprehensive line of premium-quality solutions.

For four years running, Nu Skin has been named the world's number #1 brand for beauty device systems by the Euromonitor International Ltd. Through the dedicated research and development team, Nu Skin is able to provide the most user-friendly beauty devices, resulting in the highly sought-after "DREAM Team" of beauty devices: ageLOC® LumiSpa®, ageLOC® Galvanic Facial and Body Spa®, ageLOC Me® and ageLOC® Boost™ to address a range of consumers' top skin care concerns such as brightness, cleansing, firming, hydrating, acne and the appearance of lines and wrinkles.

Other than beauty devices, Nu Skin is also well-known for the Pharmanex® nutritional supplements which yields scientifically proven results that addresses beauty from both the inside and outside. Pharmanex® has also been awarded the #1 weight management and wellbeing brand in Malaysia by Euromonitor International for the fourth consecutive year. With ageLOC® TR90® being one of the crowd's favourite, Nu Skin continues to serve consumers with premium-quality solutions for their weight management concerns.

"At Nu Skin, we are very honoured to deliver superior devices to our consumers to promote healthier, wholesome living. As we continue to drive innovation through products, we aim to enhance our value



creation to our consumers and strengthen our footprint in the beauty and wellness industry, through scientifically proven technology and nutritional supplements," said Hendrix Wong, Vice President, Market Operations of Nu Skin Malaysia & Brunei.

In addition to the beauty device and nutritional supplements, Nu Skin has also reached another milestone for the EcoSphere® Water Purifier. Awarded the NSF certification, this provides assurance that EcoSphere® is verified to be safe in accordance to outlined public health and safety.

Nu Skin is also dedicated in giving back to the community through the annual Force for Good (FFG) activities. Through the partnership with Institut Jantung Negara (IJN) Foundation and Gleneagles Hospital Kuala Lumpur, Nu Skin has been helping underprivileged children to have a second chance in life with heart surgeries through the Nu Skin Southeast Asia Children's Heart Fund (SEACHF). The fund is funded through the sales leaders 1% contribution of their monthly commission. As of March 2021, SEACHF



has managed to help 413 children in Malaysia.

In 2020, as part of Nu Skin's annual Wish List project, brand affiliates contributed gifts through online purchases from pre-selected list made available on the official website, and walk-in orders at any Nu Skin Experience Centres nationwide. The packed gifts were then sent to Institut Jantung Negara Foundation, Gleneagles Hospital Kuala Lumpur, The Salvation Army Penang Children's House, St. Joseph's Home and Pertubuhan Kebajikan Shan De, thus spreading the joy of gifting and smiles to all these underprivileged children.

"Reaching the 20-year mark is not easy and we would never be able to do it without the support from our Nu Skin family and consumers. On this opportunity, I would like to thank everyone for loving Nu Skin all this while. The team is definitely excited to walk the journey further in Malaysia," Hendrix ended.



# STAYING HEALTHY, STAYING GREEN

ORIENTAL INCHAWAY, INCORPORATED IN SINGAPORE IN 2016, ADVOCATES FOR A SUSTAINABLE CONSUMPTION OF SUPERFOODS TO MAINTAIN A HEALTHY LIFESTYLE.



**O**riental Inchaway has based its business around a humble Amazonian climbing shrub plant called the Sacha Inchi. Found in abundance in the wild, especially in Peru, the indigenous people have been reaping its nutrition and unique health properties for centuries.

Recognising its potential to benefit more people, the company has successfully transplanted the Sacha Inchi to Southeast Asia. Grown over a 2,000-acre plantation in Laos, the plant has blossomed under an environment that is almost free of fertilisers and pesticides. The plantation is currently managed by a Taiwanese professional, who has vast experience in agriculture.

## THE SACHA INCHI SUPERFOOD

Sacha inchi (*Plukenetia volubilis*) is a plant which has large, edible seeds rich in omega-3 and omega-6 fatty acids, protein, vitamin E and beta-sitosterol. It is also rich in protein, fibre, antioxidants and more importantly, loaded with polyunsaturated fatty acids.

A study published in the *Journal of Agricultural and Food Chemistry* in 2002 found that sacha inchi powder is unusually high in tryptophan, an amino acid vital to help one produce serotonin (a nervous system chemical involved in regulating appetite).

As for Oriental Inchaway, the company has adopted an advanced cold-pressed technology to extract extra virgin oil from the sacha inchi.

Dubbed “Incha Oil”, consuming it can help counter the side effects of our imbalanced diet, often due to our fast-paced lifestyles. Aside from its nutritious properties, the Incha Oil is halal-certified.

## OTHER PRODUCTS

The company also has Cellpro, which is touted as a new generation 5G smart cell food. It is said to help regulate detoxification, nutrients and the body’s metabolism.

Meanwhile, Aqua X, a botanical beverage mix, is formulated to help water retention in men and women. Excess fluid build-up can lead to high blood pressure, diabetes, atherosclerosis, gallstones and so on. Aqua X contains extracts of meadowsweet flowering tops, guarana seeds, caraway seeds, dandelion seeds, sweet fennel fruits and goldenrod aerial parts.

In recent times, researchers and the medical community have recognised the importance of gut health to a person’s overall health. Some 70% of immune cells are in the gut, hence having good gut health can help us fight pathogens while keeping the good bacteria.

To boost gut health, the company has introduced InchaGuard. Using only natural substances, the product’s clinical reports have indicated its safety and nutritional value.

The product has been shown to help inhibit the growth of *E.coli* bacteria while improving the intestinal environment, leading to reduced allergy reactions and general illnesses – fever, cold, sore throat, running nose and cough.

## BUILT TO LAST

Oriental Inchaway has a business model that focuses on constant education and training with plenty of career and profit-sharing opportunities. It is ready to expand its network to Thailand, Indonesia, Philippines, Cambodia, Taiwan, Australia and China.





## Inchaway Superfood Nutrition Manufacturing & Production Factory

We are an integrated superfood nutrition company principally involved in algriculture, research and development, manufacturing and sales of superfood products.

### INCHA OIL

100% Extra Virgin Sacha Inchi Oil

Achieved  
**17**  
High Quality  
Standards



### CELLPRO

A New Generation 5G  
Smart Cell Food



### InchaGuard

A Natural Guardian For Your  
Digestive & Immune Health



### InchaWel · Ladies

Decode Your Age Secret



### InchaWel · Men

Decode Your Age Secret



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81200 Johor Bahru, Johor, Malaysia.

@orientalinchaway

www.inchaway.sg



# THE HEALTHIEST FAMILY ON EARTH



Founded in 1992 by renowned microbiologist and immunologist, Dr. Myron Wentz, USANA Health Sciences is a U.S.-based, international direct-selling company that manufactures and sells premium, science-based supplements, personal care, and healthy living products.

Over the years, the company has become known around the world for their innovative, high-quality products that are designed to feed the user's cells with the exact nutrients they need. As such, USANA's products are backed by a potency guarantee and validated by third party assessors, such as ConsumerLab.com and NutriSearch.

In 2016, USANA launched its revolutionary InCelligence Technology™. The Science of InCelligence is a cutting-edge, U.S. patented technology added to USANA's supplement formulation that unlocks your cell's full potential and activates your body's natural ability to protect and renew itself.

On the success of its InCelligence Technology, USANA launched its brand new skincare line, Celavive® in early 2018. Celavive takes beauty down to a science and integrates ingredients from the InCelligence technology that respond uniquely to each individual, working to visibly counteract stress aging like fine lines and wrinkles by targeting key skin receptors for dramatically younger-looking skin.

Alongside its wide-ranging product offerings, USANA believes in supporting communities, both locally and globally. Since its inception in 2012, the USANA Foundation has donated more than 25 million meals to needy families around the world. Ultimately, USANA's mission is to develop and provide science-based health products of the highest quality, distributed internationally through direct sales, creating a rewarding opportunity for its Independent Distributors, shareholders, and employees. Creating the "healthiest family on earth" will remain the firm's core focus over the years to come.





**28 YEARS ESTABLISHMENTS**



THE  
**HEALTHIEST  
FAMILY**  
ON EARTH™

**13 YEARS IN MALAYSIA**



Acquires U.S Patent  
(10632101)

**NOURISH**

**PROTECT**

**RENEW**

**1 USANA**  
THE CELLULAR NUTRITION COMPANY  
No. 1  
Combination  
Dietary  
Supplements  
Brand  
in **Malaysia**

EUROMONITOR  
INTERNATIONAL

FOR 2 CONSECUTIVE YEARS  
2018 - 2019



**POTENCY GUARANTEED**

What you see on the label  
is what you'll get in the product.



Purity • Identity • Composition • Strength • Quality

**USANA**  
ELITE ATHLETES  
MALAYSIA

Thousands of  
world-class  
athletes  
trust their  
health to  
USANA

**Adli  
Hafidz**  
Malaysia  
Professional  
Boxer



**Heidi**  
Head Coach of  
Malaysia Dodgeball Team

**Welson Sim**  
Malaysia National  
Swimmer



Donate >25 Million  
meals around the world



# BENEFITS OF BEING A DSAM MEMBER



1

Operated by an independent secretariat. Strict confidentiality is assured.

2

Entitled to carry the registered DSAM logo, the standard bearer for the direct selling industry.

3

Advisory assistance on a wide range of areas.

4

Practise a Code of Conduct recognised by the World Federation of Direct Selling Associations (WFDSA) and Ministry of Domestic Trade and Consumer Affairs (MDTCA). Members will be benchmarked against global standards.

5

DSAM's Code of Conduct offers protection for consumers, member companies and independent distributors. Code compliance is overseen by our independent Code Administrator. The code also includes a structured complaint procedure.

6

Exclusive access to "Members Only" WFDSA and DSAM websites.

# 7

Personalised assistance when expanding to ASEAN affiliated markets.



# 8

Assistance and referral to more than 60 affiliated direct selling associations in the world when expanding globally.

# 9

Platform to raise issues pertaining to the industry to various ministries including MDTCA, Ministry of Health, Personal Data Protection Board, Human Resource Development Fund, Royal Malaysian Customs Department and others.

# 10

Monthly meetings with MDTCA to raise specific member-related issues to the Direct Selling Unit.

# 11

Collaboration with top international legal firms and tax consultants, providing the highest level of service to our members in these areas.

# 12

Regular CEO luncheons and meetings to discuss issues, exchange views, knowledge and experiences at the highest management level.

# 13

Monthly e-bulletin updates on all matters pertaining to the industry plus circulars for instant updates on urgent matters.



# 14

DSAM conducts annual surveys and produces an annual industry report, including market size, product segment contribution, and many others. This is to assist our members in planning and forecasting.

# 15

And more.





### Agape Superior Living Sdn Bhd

Tel: 03-2732 5716  
Website: www.agapeatp.com

### AMC Allied Metalcraft Corporation Sdn Bhd

Tel: 03-8081 7223  
Fax: 03-8081 0277  
Website: www.amc.info/en-my

### Americ Corporation Sdn Bhd

Tel: 04-229 3470  
Fax: 04-229 3480  
Website: www.americ.com.my

### Am Life International Sdn Bhd

Tel: 03-8070 7616  
Fax: 03-8070 4616  
Website: www.amlife.my

### Amway (Malaysia) Sdn Bhd

Tel: 03-7946 2288  
Fax: 03-7946 2399  
Website: www.amway.my

### Annkang Wellness Sdn Bhd

Tel: 03-7733 8873  
Website: www.annkang.com

### Aphrozone (Malaysia) Sdn Bhd

Tel: 04-646 9028  
Fax: 04-646 7153  
Website: www.aphrozonemy.com

### Asia Herbal Biotech Sdn Bhd

Tel: 03-5622 2600  
Fax: 03-5622 2900  
Website: www.ahb2u.com

### ASEA Redox Malaysia Sdn Bhd

Tel: 03-2783 9696  
Website: www.aseaglobal.com

### Atomy Malaysia Sdn Bhd

Tel: 03-2718 8989  
Fax: 03-2718 8988  
Website: www.atomy.com/my

### Avon Cosmetics (M) Sdn Bhd

Tel: 03-5033 2800  
Fax: 03-5033 2900  
Website: www.myavon.com

### BE International Marketing Sdn Bhd

Tel: 03-8605 8500  
Fax: 03-8605 8501  
Website: www.beintl.com

### Best World Lifestyle Sdn Bhd

Tel: 03-9057 1133  
Fax: 03-9057 2158  
Website: my.bwlgroup.com/english

### Biing Han Enterprise Sdn Bhd

Tel: 03-2144 1081  
Fax: 03-2144 7443  
Website: www.binghan.com

### Brilliant Point Sdn Bhd

Tel: 03-4142 0411  
Fax: 03-4142 0415  
Website: www.bpi2u.com.my

### Cadware Pioneer Sdn Bhd

Tel: 03-9171 6952  
Fax: 03-9171 6951  
Website: www.cw-pioneer.com.my

### CenGreen Global Sdn Bhd

Tel: 03-90 56 2005  
Fax: 03-9056 2516  
Website: www.cengreen.com

### Chini Enterprise (M) Sdn Bhd

Tel: 03-4048 1268  
Fax: 03-4041 9918  
Website: www.chini.com.my

### ChungHo (M) Sdn Bhd

Tel: 1800 88 6677  
Website: www.chunghomy.com.my

### CNI Enterprise (M) Sdn Bhd

Tel: 03-5569 4000  
Fax: 03-5569 1078  
Website: www.cni.my

### Conforer Global Sdn Bhd

Tel: 03-9283 5289  
Fax: 03-9285 3449  
Website: www.conforer2u.com

### Cosway (M) Sdn Bhd

Tel: 03-2116 1188  
Fax: 03-2148 5444  
Website: www.cosway.com.my

### Coway (Malaysia) Sdn Bhd

Tel: 03-2059 1000  
Fax: 03-2181 1929  
Website: www.coway.com.my

### Creative Dreams International Sdn Bhd

Tel: 03-7954 9196  
Fax: 03-7954 9197  
Website: www.creativedreams.net

### Cuckoo International (Mal) Sdn Bhd

Tel: 1800-88-8181  
Fax: 03-9078 2538  
Website: www.cuckoo.com.my

### Decho Bio International Sdn Bhd

Tel: 03-8066 2788  
Fax: 03-8066 3132  
Website: www.dechobio.com

### De Ocean International (M) Sdn Bhd

Tel: 04-824 4040  
Website: https://de-ocean.my/

### Diamond Interest Sdn Bhd

Tel: 04-397 4675  
Fax: 04-397 9230  
Website: www.di2u.com.my

### Doterra Malaysia Sdn Bhd

Tel: 03-2633 7888  
Website: www.doterra.com

### DXN Marketing Sdn Bhd

Tel: 03-7725 3388  
Fax: 03-7725 1188  
Website: www.dxn2u.com

### Edmark (Malaysia) Sdn Bhd

Tel: 03-8070 2488  
Fax: 03-8075 3366  
Website: www.edmarker.com

### Edutext Trading Sdn Bhd

Tel: 05-313 9988  
Fax: 05-312 8068  
Website: www.swisspro.com.my

### Elken Sdn Bhd

Tel: 03-7985 8888  
Fax: 03-7785 9284  
Website: www.elken.com

### Elowater Malaysia Sdn Bhd

Tel: 03-2856 8590  
Website: my.elowatershop.com

### Enagic (Malaysia) Sdn Bhd

Tel: 03-2282 2332  
Fax: 03-2282 2335  
Website: www.enagic-my.com

### Excellent Household Resources

Malaysia Sdn Bhd  
Tel: 03-5892 1962  
Website: www.eharta365.com

### Extend My Network Sdn Bhd

Tel: 07-5588 276  
Fax: 07-5588 278  
Website: www.extendintl.com

### Fitline (M) Sdn Bhd

Tel: 03-8081 6680  
Fax: 03-8081 6102  
Website: www.pm-international.com

### Flantech Asia Sdn Bhd

Tel: 04-537 2200  
Fax: 04-537 0099  
Website: www.flantechasia.com

### Forever Living Products (M) Sdn Bhd

Tel: 03-9282 0033  
Fax: 03-9283 5055  
Website: www.forever.net.my

### Forlife Research Sdn Bhd

Tel: 03-7629 6800  
Fax: 03-7629 6888  
Website: www.4life.com

### Gano Excel Enterprise Sdn Bhd

Tel: 04-734 6828  
Fax: 04-732 3828  
Website: www.ganoexcel.com.my

### Greaten Bridge Sdn Bhd

Tel: 03-8656 6399  
Website: www.greatenbridge.com

### GoodARCH Technology Sdn Bhd

Tel: 03-5525 8189  
Fax: 03-5525 8789  
Website: my.goodarch2u.com

### Grolier (Malaysia) Sdn Bhd

Tel: 03-2688 1688  
Fax: 03-2070 5708  
Website: www.grolier-asia.com

### HDI Network (M) Sdn Bhd

Tel: 03-5633 0906  
Fax: 03-5633 3129  
Website: www.hdiholdings.com

### Healthy Futures Sdn Bhd

Tel: 03-7620 6857  
Fax: 03-7620 6857  
Website: www.saladmaster.com

### Healthy Homes Marketing (M) Sdn Bhd

Tel: 03-9221 2828  
Fax: 03-9221 1868  
Website: www.rainbowsystem.com

### Healthy Way (Malaysia) Sdn Bhd

Tel: 03-7620 6857  
Fax: 03-7620 6857  
Website: www.healthyway2u.com

### Herbalife Products Malaysia Sdn Bhd

Tel: 03-2687 6333  
Fax: 03-2687 6222  
Website: www.herbalife.com

### Home Direct Shopping Sdn Bhd

Tel: 03-2282 1233  
Fax: 03-2282 1833  
Website: www.bestproductsmy.com

### I-Linkage Sdn Bhd

Tel: 03-2713 1288  
Fax: 03-2713 1822  
Website: www.nutric.com

### Immeri Sdn Bhd

Tel: 03-8230 8851  
Website: www.immeri.my

### Infinitus International (Malaysia)

Sdn Bhd  
Tel: 03-8079 1828  
Fax: 03-8079 1829  
Website: www.infinitus.my

### Jeunesse Global Sdn Bhd

Tel: 03-7960 6005  
Fax: 03-7960 9005  
Website: www.jeunessemy.com

### Just Essentials Sdn Bhd

Tel: 03-6143 9008  
Website: www.justswiss.co

### K-Link International Sdn Bhd

Tel: 03-7948 2333  
Fax: 03-7948 2338  
Website: www.k-link.com

### Kyani (M) Sdn Bhd

Tel: 03-5022 0833  
Fax: 03-5022 0836  
Website: www.kyani.net

### KZ1 Global Sdn Bhd

Tel: 03-7960 1877  
Fax: 03-7960 2877  
Website: teamkz1.my

### LeRoy International Sdn Bhd

Tel: 03-8925 9999  
Fax: 03-8922 2280  
Website: www.leroyinter.com

### LG Electronics (M) Sdn Bhd

Tel: 03-7962 7777  
Fax: 03-7962 7700  
Website: www.lg.com/my

### Lifepharm Enterprises Sdn Bhd

Tel: 03-3319 2442  
Website: www.lifepharm.com

### Longrich Bioscience (M) Bhd

Tel: 03-2289 0888  
Fax: 03-2289 0828  
Website: www.longrich.com

**Luxor Network Sdn Bhd**  
Tel: 03-7681 2233  
Fax: 03-7681 2266  
Website: www.luxornetwork.com.my

■ **Manamana International Sdn Bhd**  
Tel: 03-7788 7791  
Fax: 03-7788 7792  
Website: www.manamanamall.com

**Market Malaysia Shop Sdn Bhd**  
Tel: 03-2289 3388  
Fax: 03-2289 3300  
Website: www.mys.shop.com

**Mary Kay (Malaysia) Sdn Bhd**  
Tel: 03-7711 7555  
Fax: 03-7711 7556  
Website: www.marykay.com.my

**Max Health & Living Worldwide (Malaysia) Sdn Bhd**  
Tel: 03-7494 1270  
Fax: 03-7931 5018  
Website: www.max.com/my

**Max Pine International Holdings Sdn Bhd**  
Tel: 04-506 0185 Fax: 04-506 0187  
Website: www.maxpineinternational.com

**MDDConnect Holdings Sdn Bhd**  
Tel: 603-2710 5767  
Website: www.dermatics.com

**MOI Worldwide Sdn Bhd**  
Tel: 03-9221 0586 Fax: 03- 9221 0586 (No website)

**Morinda (Malaysia) Sdn Bhd**  
Tel: 03-8655 1198  
Fax: 03-8655 1098  
Website: www.morinda.com

**MPI Multi-Pure International Sdn Bhd**  
Tel: 603-2242 4188  
Fax: 03-2242 4886  
Website: www.mpibodyline.com

■ **Natural Health Farm Marketing (M) Sdn Bhd**  
Tel: 03-5569 3721  
Fax: 03-5569 0139  
Website: www.nhf.com.my

**Nefful (Malaysia) Sdn Bhd**  
Tel: 03-2031 1177  
Fax: 03-2031 1155  
Website: www.nefful.com.my

**NHTC Wellness Products Malaysia Sdn Bhd**  
Tel: 03-8605 0072  
Website: malaysia-en.nhtglobal.com

**Norwex Malaysia Sdn Bhd**  
Tel: 03-5031 2688  
Website: norwex.my

**Nu Skin (Malaysia) Sdn Bhd**  
Tel: 03-2170 7700  
Fax: 03-2170 7799  
Website: www.nuskin.com.my

**N.Z. New Image Sdn Bhd**  
Tel: 03-7940 3688  
Fax: 03-7940 3600  
Website: www.newimage.asia/my

■ **ODC International (M) Sdn Bhd**  
Tel: 03-7932 3338  
Website: www.e-odc.com

**Ola Beleza Sdn Bhd**  
Tel: 03-5632 4313  
Website: www.natura.com/my

**Omni AAA (M) Sdn Bhd**  
Tel: 03-6207 9811  
Fax: 03-6207 9812  
Website: www.omniaaa.com

**OMX Nutrition Sdn Bhd**  
Tel: 03-8025 9103  
Fax: 03-8025 9110  
Website: www.omx.com.my

**One Green Solution Sdn Bhd**  
Tel: 03-2780 3890  
Website: www.sollife.com.my

**Optimo International Sdn Bhd**  
Tel: 03-5192 1989  
Fax: 03-5192 1978  
Website: www.optimo.my

**Perfect Pentagon Sdn Bhd**  
Tel: 03-7620 3800  
Fax: 03-7620 8282  
Website: www.perfect100.com.my

■ **PHHP Marketing (M) Sdn Bhd**  
Tel: 07-861 9889  
Fax: 07-861 5023  
Website: www.phhp.com.my

**Pure N Fresh Marketing Sdn Bhd**  
Tel: 04-730 1729  
Website: www.purenfresh.com.my

**QNet (M) Sdn Bhd**  
Tel: 03-7967 9888  
Fax: 03-7957 5142  
Website: www.qnet.net.my

■ **Reliv International Sdn Bhd**  
Tel: 03-6038 7388  
Website: www.relivasiapacific.com.my

■ **Revell Sdn Bhd**  
Tel: 03-7931 9601  
Fax: 03-7931 9609  
Website: www.revelllife.com

**Richnergy International Sdn Bhd**  
Tel: 03-7490 5760  
Fax: 03-7496 6266

**Sachaway Sdn Bhd**  
Tel: 07-558 2188  
Website: www.inchaway.my

■ **Sahajidah Hai-O Marketing Sdn Bhd**  
Tel: 03-3348 8588  
Fax: 03-3348 8133  
Website: www.sahajidahhai-o.com.my

**Shaklee Products (Malaysia) Sdn Bhd**  
Tel: 03-5622 3188  
Fax: 03-5622 3199  
Website: www.shaklee.com.my

**SK Networks Retails Malaysia Sdn Bhd**  
Tel: 03-2716 6399  
Fax: 03-2716 6400  
Website: www.skmagic.com.my

**Shuang Hor Enterprise (M) Sdn Bhd**  
Tel: 03-6275 8818  
Fax: 03-6276 6822  
Website: www.shuanghor.com.my

**Siang Hin Network Sdn Bhd**  
Tel: 03-7960 7322  
Fax: 03-7960 7323  
Website: www.grandsun.com.tw

**Singer (Malaysia) Sdn Bhd**  
Tel: 03-7985 9090  
Fax: 603-7985 9199  
Website: www.singer.com.my

**Stemtech Malaysia Sdn Bhd**  
Tel: 03-7980 2007  
Fax: 03-7980 9700  
Website: www.stemtech.com

**Stolle (M) Sdn Bhd**  
Tel: 03-7498 0606  
Website: www.stolle.com.my

**Sunrider International (Malaysia) Sdn Bhd**  
Tel: 03-4253 3266  
Fax: 03-4251 4986  
Website: www.sunrider.com

**Superlife World Sdn Bhd**  
Tel: 03-9202 6566  
Website: www.superlifeworld.com

**Swisderm International (M) Sdn Bhd**  
Tel: 03-5879 8544  
Fax: 03-5879 8544  
Website: www.swisderm.com

**Synergy Worldwide Marketing Sdn Bhd**  
Tel: 03-7710 8228  
Fax: 03-7710 9229  
Website: www.synergyworldwide.com

**Tasly (Malaysia) Sdn Bhd**  
Tel: 03-9222 3811  
Fax: 03-9222 6811  
Website: www.tasly.com.my

■ **Thanks Ai Sales & Marketing Sdn Bhd**  
Tel: 03-7932 1613  
Fax: 03-7932 1619  
Website: www.thanksai.my

**Tien Health Development Sdn Bhd**  
Tel: 03-2201 8833  
Website: www.tiens.com.my

**Totalife (M) Sdn Bhd**  
Tel: 03-2201 8833  
Website: www.totalifeglobal.com

**Total Reach Marketing Sdn Bhd**  
Tel: 03-7877 6500  
Fax: 03-7874 4294  
Website: www.newlife.my

**Tri Wonder International Sdn Bhd**  
Tel: 03-6206 1630

**True Mix Sdn Bhd**  
Tel: 03-7804 9326  
Fax: 03-7806 2463  
Website: www.thermomix.com.my

**Tupperware Brands Malaysia Sdn Bhd**  
Tel: 03-5636 5500  
Fax: 03-5631 1832  
Website: www.tupperwarebrands.com.my

■ **UGS Network Service (M) Sdn Bhd**  
Tel: 03-5879 1586  
Fax: 03-5871 9587  
Website: www.ugsnetwork.com.my

**UHS Essential Health (Malaysia) Sdn Bhd**  
Tel: 03-2246 0800  
Fax: 03-2246 0901  
Website: www.usana.com

**Unicity Marketing Sdn Bhd**  
Tel: 03-7968 9911  
Fax: 03-7968 0888  
Website: www.unitycity.com

**Vasayo (Malaysia) Sdn Bhd**  
Tel: 03-7624 4826  
Website: www.vasayo.com

■ **Vii Nutrition Sdn Bhd**  
Tel: 03-9766 5388  
Website: www.viinutrition.com

**VIVA Life Science Sdn Bhd**  
Tel: 03-7859 8248  
Fax: 03-7859 8249  
Website: www.vivalife.com.my

**Wealthy Pentagon Sdn Bhd**  
Tel: 03-2280 0068  
Fax: 03-2280 0568  
Website: www.easecoxgroup.com

■ **Worldwellness Network Sdn Bhd**  
Tel: 03-7788 7791  
Fax: 03-7781 0949  
Website: www.worldwellness.com.my

**YMR International Marketing Sdn Bhd**  
Tel: 09-844 2775  
Fax: 09-848 4775  
Website: www.ymr2u.net

■ **Young Living (Malaysia) Sdn Bhd**  
Tel: 03-2280 1000  
Fax: 03-2280 1002  
Website: www.youngliving.com

■ **Zhulian Marketing (M) Sdn Bhd**  
Tel: 04-616 2020  
Fax: 04-641 3020  
Website: www.zhulian.com.my

**Zinzino Malaysia Sdn Bhd**  
Tel: 603-7955 2222  
Fax: 603-7956 2222  
Website: www.zinzino.com