

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

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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.

Malaysia'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.

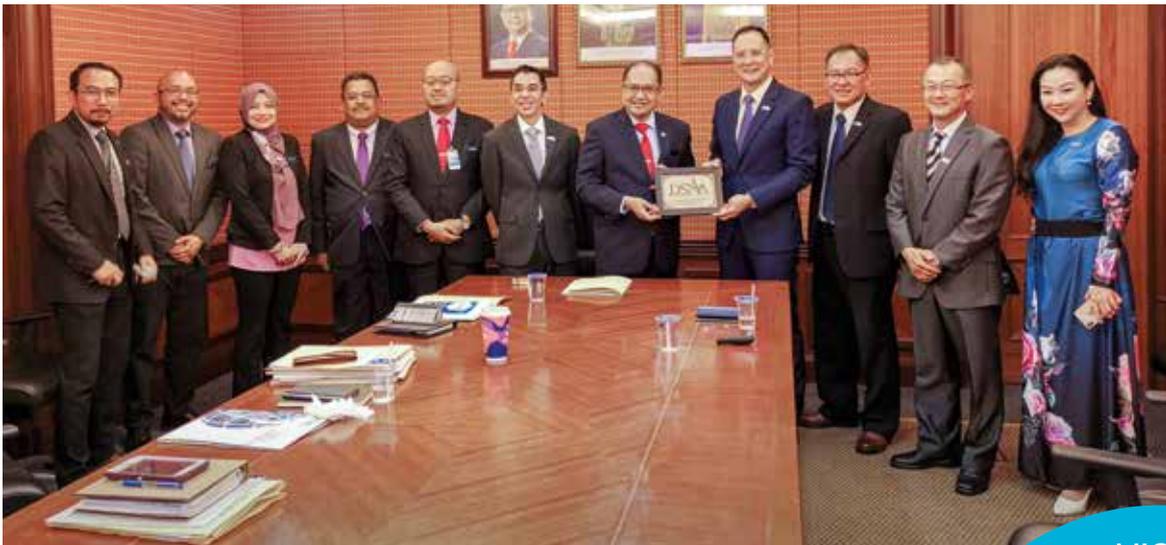
Later, DSAM President Datuk Tan Chong Guan presented a commemorative plaque to Datuk Alexander Nanta Linggi.



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
#41	#36	#24	#13	#10



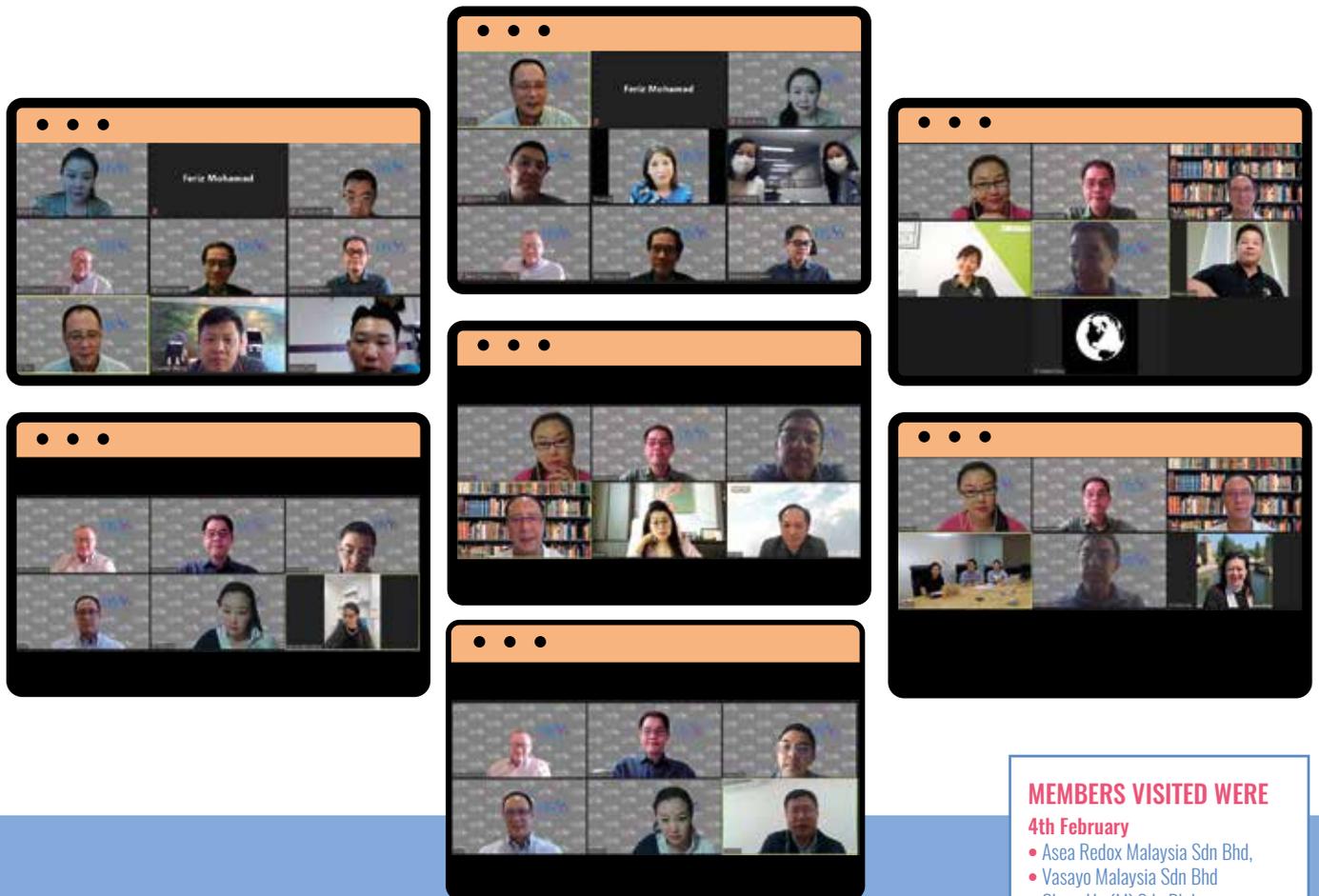
Vision 2021

2 Billion \$



+50% GROWTH
+600million in sales

DSAM BOARD VISITS ITS MEMBERS



The 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

Nu 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.



Oriental Inchwaway 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 sachu 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 Inchwaway, the company has adopted an advanced cold-pressed technology to extract extra virgin oil from the sachu 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 Inchwaway 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 agriculture, 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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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

InCelligence TECHNOLOGY™

Acquires U.S Patent (10632101)

NOURISH

PROTECT

RENEW

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

EUROMONITOR INTERNATIONAL

Source: Euromonitor International Global Combination Dietary Supplements, % Retail Value Share, 2019 (US\$ CAGR2018)

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

USANA FOUNDATION

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
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Website: www.bpi2u.com.my

Cadware Pioneer Sdn Bhd

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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

Edutex 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.revellife.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.unicity.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