

# Good Morning



The Official Network Magazine of DXN International Private Ltd.

Vol. 11 No. 1 January- April 2011

**Right Keys to a  
Healthy Digestive System**

**Success Story of  
Crown Diamond Andrew Herrero**

**Combating Polycystic  
Ovary Syndrome Naturally**  
The Story of Angelina Reyes

**Make CSS your habit!**



## Over a Decade for DXN Philippines: Lives Enriched... Dreams Fulfilled

# Contents

- 4** Executive Diamond Council 2011  
DXN Philippines inducts roster of Diamonds to form a new batch of executive council.

## Health Feature

- 5** Right Keys to a Healthy Digestive System  
Poor digestion... no more!

## Health Testimonial

- 8** Combating Polycystic Ovary Syndrome Naturally  
Survivor Angie Reyes, a working housewife and constant DXN products user, testified how DXN changed her lifestyle.
- 9** Your Health is your Wealth!  
A quick glance on some of the people who discovered DXN as their ultimate savior.

## Success Story

- 10** What prompted Andrew Herrero to join and to succeed in the DXN Business  
Crown Diamond Andrew Herrero and wife Prescila shared how they triumphantly made it in DXN.
- 11** DXN Makes Things Happen  
As DXN continues to touch the lives of many Filipinos, we listed some of them who achieved financial success through the DXN way.

## Cover Story

# 12 Over a Decade for DXN Philippines: Lives Enriched...Dreams Fulfilled



On the 11th year of existence in the Philippines, DXN takes another fulfilling journey towards better health and successful endeavor of its business partners and greater company prestige.

## Activities

- 21** Winning with MLM Business  
Crossing the three key cities of Metro Manila, Cebu and Davao, Dr. Kunal Basu certainly took DXN Leaders to a new level of learning in Network Marketing, a world-class seminar never experienced before in the history of MLM business in the country.
- 22** DSAP honors top industry leaders of DXN Philippines  
DXN Philippines Crown Ambassadors Lilia Bautista and Art and Neng Suelto were recognized by Direct Selling Association of the Philippines as the industry leaders.
- 23** DXN Welcomes New Business Partners  
This is how truly the DXN business works... we continuously multiply and grow.
- 24** Make CSS your Habit!  
With full blast implementation of Customer Service System (CSS), DXN gears you to be more equipped in utilizing the system.

## Good Morning EDITORIAL BOARD

### EXECUTIVE COMMITTEE

Mathew Purackal Kuncheria, Sunil Kumar Lakshmanan, Edgar V. Hao, Abdul Rahmat Abdullah, Shirley G. Te, Jaime G. Gatdula, Angie T. Tiu, Arminda P. Macaraig, Randy P. Bunyi, Freddie E. Muyano, John Paul R. Bedia, Joan Nicolas, Lhen Lira

### CONCEPT AND DESIGN

Joseph W. Tarrobal *Marketing Manager*  
Dennis De Lira *MSSD Manager*  
Rustum B. Alcuezar *Creative Supervisor*  
Contributing Writer  
Kristina Ninia G. Bunyi *Layout Artist*

**Good Morning DXN** is the official publication of DXN International Private Ltd. with offices at 5th floor, Building F. North Link, SM City Complex, North EDSA, Pagasa I, Quezon City, Philippines  
Tel. No. 352-7769 to 72, Fax No. 352-7716  
Website: [www.dxn2u.com](http://www.dxn2u.com)

Philippine Copyright © 2011  
by DXN International Private Ltd.





## Message from the CEO

### Dear Valued Distributors:

Good Morning!

2010 has been another rewarding and fulfilling year for DXN Philippines with great stride, sustained positive outlook and optimism.

As we keep the core values, clear visions and common mission that DXN instilled for our valued networkers for the past years, we will remain modest yet assertive in accomplishing our most concrete goals slated in 2011 that would complement these values, visions and mission of the company.

**Leading the path for every Filipino to enrich their lives and fulfill their dreams**, DXN Philippines is persistent once more in enhancing the **core values** –

assured of good morals, ethical standards and networking principles; building the **clear visions** – a distinct look on the company's solid foundation in reaching your dreams; and realizing the **common mission** – a viable undertaking that would benefit the entire networking community.

While the number of distributors are increased each day attesting to the benefits of DXN products and efficiency of our marketing plan, we have also been aggressive enough to come up with new and innovative ideas, and sales, marketing and training approaches that would gear every distributor to a new phase of networking activities. The Management is also creating a sort of "new flavor" to keep the enthusiasm and momentum of our formidable team of networkers such as effective marketing promotions, extensive campaigns making DXN Philippines a more familiar networking enterprise apart from being among one of the consistent top corporations locally and globally, enhanced marketing tools, and upgraded corporate website and online access for global market awareness.

Meanwhile, with the continuous increase in the number of awardees or newly promoted Stars in every company-organized sales recognition and the overwhelming success of activities surfaced in 2010 including the celebration of DXN Philippines' 11th Anniversary, first-ever Crown Diamond's Summit at the Shangri-La Plaza Cebu alongside with another equally successful annual Travel Seminar in Plantation Bay Resort with Cebu and Bohol city tours, and the highly anticipated Visit Malaysia and DXN Farm promo tour with its initial send-off in mid-November 2010, we always remain humble and forever be grateful with these recent developments in the market.

We are also confident that the recent relocation and inauguration of new head office and warehouse – with sophisticated training room where you can proudly invite more prospective distributors, well-furnished conference room primarily designed for Diamonds and Management meeting and upgraded office facilities for skilled staff – would create boost to our distributors and high impact in the market that is expected to translate to significant increase in sales and recruitment.

Again, my heartfelt thanks and grateful appreciation to the ever-wonderful and brilliant Pinoy networkers who constantly share and promote the DXN business to others for more than a decade now.

Thank you and we will expect to see **MORE PINOY at the TOP** in 2011 and years to come!

  
**DATO DR. LIM SIOW JIN**  
Chief Executive Officer/ Chairman

# Executive Diamond Council 2011

## Message from the Executive Diamond Council Chairman:



Dear Fellow DXN Distributors,

*DXN's vision of Health, Wealth and Happiness has spread across 154 countries already with more than 4 million distributors. This vision has united us distributors and management in harmony and we have constantly moved towards becoming a better company. Based on the latest*

*edition of Business World, we have consistently achieved being listed to the Top 1000 Corporation of the Philippines from 2001-2010, the lone Corporations that made it in Top Retail Sale of Health Products (Non-Store) and one of the Top Multinational Companies by Wholesale and Trade Categories. No other MLM company in the Philippines has achieved such feat, only DXN! Congratulations for making this possible.*

*Thanks to the initiative of DXN Philippines management, the first-ever Crown Summit was realized. All Crown Ambassadors and Crown Diamonds were gathered in Shangri-La Mactan, Cebu last Dec 6-8, 2010. It was the first time, DXN Philippines' top leaders brainstorm and came up with an Action Plan for 2011. The objective is to at least double the bonus of DXN distributors by the end of 2011.*

*We, in the Executive Diamond Council (EDC) and management are now in the process of updating the Action Plan. I salute all the Crown Ambassadors and Crown Diamonds for selflessly sharing their ideas on how to better succeed in DXN. Imagine the years of experience these successful leaders have and now helping build a plan for DXN. DXN distributors not just in the Philippines but worldwide will benefit. Some of it, you may have experienced already. So watch out for more exciting news.*

*EDC will do better with your additional contribution. Our task in EDC would be to suggest to management, implementation of favorable health and business practices which includes concerns and networking strategies. If you are a new or existing DXN distributor and have had tremendous growth in your network the past 3 months to 1 year, we encourage you to share it. Your contribution will be recognized. Our efforts will make DXN business easier and easier for those who will join in the future.*

*As DXN network marketers, we probably have the best profession in the world. We give hope to people. We help them realize their Dreams. We help them gain Health, Wealth and Happiness. A COMPLETE LIFE PLAN. If you DO DXN DAILY (DDD), take pride in it, for you are in the right path.*

*Happy Networking.*

*All the best,*

**Crown Diamond Allan Alfredo J. Esmeralda**  
EDC Chairman and  
Central & Eastern Visayas Area Representative



**Jaime B. Quedding**  
EDC Chairman - Emeritus



**Lilia R. Bautista**  
EDC Treasurer  
Northern Luzon Area Representative



**Lilibeth C. Altar**  
EDC Secretary  
South Luzon 1 Area Representative



**Ferdinand D. Fagyan**  
Head, Product Portfolio  
Metro Manila Area Representative



**Tomas R. Perello**  
Head, Activities Portfolio  
Western Visayas Area Representative



**Johnny Rey C. Bueno**  
Head, Training Portfolio  
Southern Mindanao Area Representative



**Robin Carlo L. Cruz**  
Head, Publication Portfolio  
Northern Mindanao Area Representative



**Romualdo I. Plocios**  
Head, Membership Portfolio  
South Luzon 2 Area Representative



# Right Keys to a Healthy Digestive System

**W**e need to eat to survive. How we swallow every piece of food and liquid in our mouth and digest in our stomach are among the basics we know but the essential process it takes in our whole body system is one portion we should learn.

For our every intake of food, medicines and liquids, it is directly processed within the digestive system, which is uniquely constructed to perform its specialized function of turning food into the energy we need to survive and packaging the residue for water disposal.

Our digestive system is made up of a long tube called digestive tract – a series of hollow organs joined in a long, twisting tube from the mouth to the anus – and other organs that help the body break down and absorb foods. Organs that make up the digestive tract are the **mouth, esophagus, stomach, small and large intestine** (also called **colon, rectum**), and **anus**.

The **liver** and the **pancreas**, on the other hand, are the two solid digestive organs that produce digestive juices that reach the intestine through small tubes called **ducts**. The **gallbladder** stores the liver's digestive juices until they are needed in the intestine. Parts of the nervous and circulatory systems also play major roles in the digestive system.

## Why is digestion important?

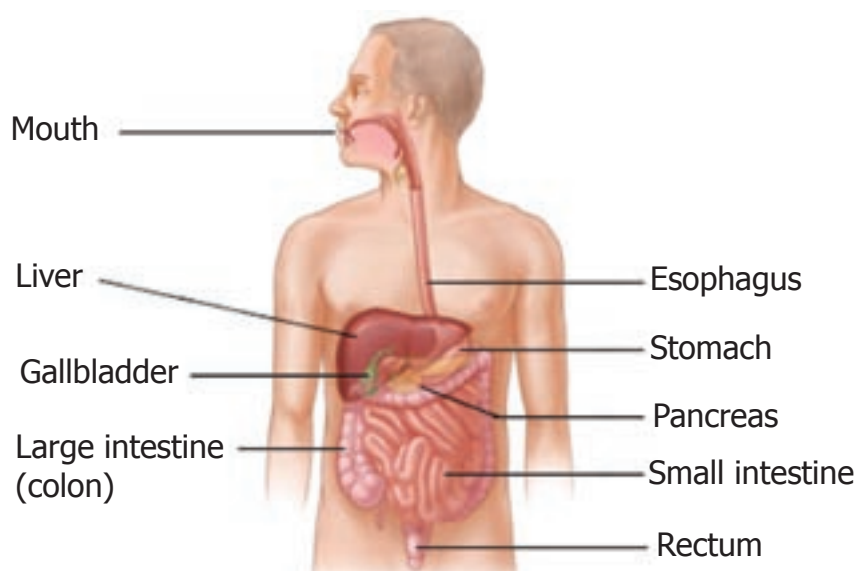
When we eat foods they are not in a form that the body can use as nourishment. The function of the digestive system is to take the food and liquids we put into our mouths and then either turn these foods and liquids into nutrients or energy needed by the cells of our body, or alternatively turn them into waste products and then expelled by our body as bowel movements.

The collection and elimination of waste products plays vital part in the digestion process. Indigestible parts

of foods (fibre), older cells that line the digestive tract, and some water are eliminated from the body as faeces.

When something goes wrong with our digestion process and does not work properly, the end result is what they called as digestive system disorders, which classified in various ways. The common digestive system disorders are colon and rectal cancer, stomach or gastric cancer, diarrhea, diverticular disease, gas in the digestive tract, heartburn, hepatitis, inflammatory bowel diseases, irritable bowel syndrome, lactose intolerance, and ulcers.

Continued on page 6 ►►



Source: <http://health.msn.com/PopUp.aspx?cp-documentid=100058413>

## Major Functions of Digestive System

As unique structure of our body system, digestive system performs major functions as follows:

- **Ingestion.** This is commonly referred to as the intake of food through mouth.

- **Digestion.** The breakdown of digestive juices and enzymes.

- **Absorption.** The process by which nutrients are absorbed from the small to large intestine.

- **Elimination.** The products which cannot be absorbed by the blood are then passed on into the large intestine and the waste that will eventually be eliminated out of the body.

## How to maintain healthy digestive system

Healthy digestion is a “silent” process. Digestion in some form is taking place while we rest, eat, sleep or work. We generally only become aware of digestion when something goes wrong. For instance, if you eat foods that do not agree with your body or drink too much alcohol or if you become constipated.

Although the digestive system can endure a lot of stress – from the food intake to emotional stresses – it can only do so for a limited period. Negative effects will accumulate and create health problems on a long-term basis. Regardless of your previous lifestyle, you can take some positive steps today to restore and maintain the health of your digestive system.

Here are the five basic keys on maintaining a healthy digestive system:

### 1 Eat a healthy diet

- **Eat foods rich in fibre such as vegetables, fruit and cereals.** Fibre encourages passage of material through the digestive system and gives the correct consistency and bulk to stools. Ideally, you should consume at least 30



grams of fibre per day. A balanced diet that is rich in fibre may reduce the risk of developing diverticular disease, heart disease or colorectal cancer.

- **Reduce the intake of processed foods.** These generally have little nutrition or fibre and often contain large amounts of saturated fats, salt and preservatives that can be harmful to our body.

- **Drink less alcohol.** Alcohol can inflame the lining of your stomach or esophagus and cause symptoms of heartburn. Excessive intake of alcohol can lead to cirrhosis of the liver.

- **Take plenty of water or fluids.** Water helps to dissolve some nutrients, encourages passes of waste through the digestive system and helps soften stools.

- **Alternative ways.** Take some herbs or food supplements that can help maintain a healthy digestive system. In DXN, we offer Lion's Mane and enzyme-based products such as Morinzhi, Morinzyme and Cordypine that helps in good digestion process.



### 2 Eat moderately, slowly and regularly.

- **Do not overeat.** Eat moderately to avoid putting too much stress on the digestive system.

- **Try not to eat in a rush.** The process of digestion starts in your mouth. Take time and eat slowly, chewing each mouthful well. Relaxing while you eat helps the nerves of the digestive system,

and food that is well chewed is easier to digest than larger pieces.

- **Eat regularly and try not to skip meals.** This will prevent overeating due to hunger and prepares the digestive system for regular meals.

### 3 Exercise regularly.



Regular cardiovascular exercise helps to strengthen the muscles of the abdomen and reduces sluggishness by stimulating the intestinal muscles to push digestive contents through your system.

### 4 Reduce or manage stress levels.

You may have noticed a feeling of unease in the abdomen during times of stress. Stress effects the nerves of the digestive system and can upset the intricate balance of digestion. Some people will face bloating, pain and constipation while others may need to frequently empty their bowels and the stools may be more loose and watery. Stress can worsen some conditions such as peptic ulcers or irritable bowel syndrome.

### 5 Quit smoking.

Smoking lowers the pressure at the connection between the stomach and esophagus, promoting backflow acid into the esophagus (reflux), which can result in heartburn and other complications. Smoking also aggravates peptic ulcers and inflammatory conditions of the bowel, which is linked to an increased risk of many type of cancers. 🍷

Sources: Gastroenterological Society of Australia, Cleveland Clinic, and National Digestive Diseases Information Clearinghouse.



# Good health starts with Good digestion

Improve your digestion!



## Drink Cordypine!

DXN Cordypine is a combination of high quality cordyceps with naturally fermented pineapple extract. It contains pineapple enzymes known to aid digestion and bowel movement. Cordypine is effective for people who have minor or occasional gastrointestinal problems such as bloating, diarrhea and cramps associated with inefficient or incomplete digestion.

## Enhance your life with Morinzhi!

DXN Morinzhi is a nutritious botanical beverage specially formulated from *Morinda citrifolia* (Noni) and is enriched with Roselle. It contains all natural enzymes produced from the fermentation of noni fruit. Enzymes are important for metabolism thus enhancing digestion and nutrient absorption, and assist in cellular regulations.

## Supplement your body with Lion's Mane!

Lion's Mane mushroom contains almost all types of amino acids needed by the body and is also rich in nutrients, minerals, polysaccharides, adenosine, and protein. Lion's Mane helps to support a healthy digestive system. It relieves stomach and duodenal ulcer and chronic gastritis.

## Take DXN Spirulina - "The Superfood"!

DXN Spirulina builds soft cell walls from a network of proteins, polysaccharides and enzymes. This is important for those who suffer from poor digestion, or for older people with restricted diets. Spirulina contains amino acids that helps to suppress hunger and increase metabolism.

Your key to good health.



# Combating Polycystic Ovary Syndrome Naturally

Written by Rustum "Jojo" B. Alcuezar



All her friends thought she was pregnant. It's disturbing, though, for she knew that's not the case. But her friends have reasons to think so for her stomach has stuck out more than usual and her periods stopped for several months.

Angelina Arellano Reyes is suffering from **Polycystic Ovary Syndrome (PCOS)**! It affects 10% of women. It seems to be related to an imbalance in a woman's hormones. Genetics may be a factor or excess fat; no one knows the exact cause of this syndrome.

**PCOS is characterized by enlarged ovaries that contain numerous tiny cysts and an abnormally large number of follicles surrounding each ovary.**

The ovaries are a pair of female reproductive organs where a woman's hormones (*estrogen and progesterone*); male's hormone (*androgen*); and eggs are produced. The ovaries contain tiny fluid-filled sacs called follicles where eggs develop. As the egg matures the

follicle breaks open allowing the egg to travel through the fallopian tube to the uterus for fertilization. This is called ovulation.

A woman suffering from PCOS doesn't have, in her ovaries, enough hormones it needs for an egg to fully mature; hence ovulation can't be achieved. Instead of creating female hormone progesterone her ovary is producing higher than normal amounts of male hormone androgens, which interfere with egg development. Cysts build up in the ovaries and may become enlarged. This results to a woman's irregular or abnormal menstrual cycle.

If not treated properly PCOS can put a woman at risk for lots of problems; like, infertility, heart disease, high blood pressure, excessive hair growth, acne, obesity, diabetes, abnormal bleeding from the uterus, and even cancer.

Angelina's doctor advised her to take pills for the regulation of her menstrual cycle and hormone androgen for 6 months. She also took pills that are intended for women experiencing

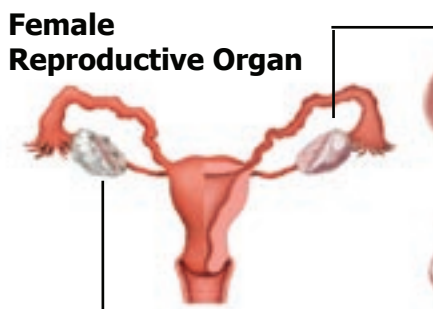
irregular duration of cycles and irregular occurrence and duration of periods caused by progesterone deficiency. But Angelina suffered nausea, vomiting, headache, and rashes as a result of taking all those prescribed medicines; thus she decided to stop taking them.

On April 15, 2009 Jennifer Oliver invited Angelina to visit DXN Service Center in Balibago, Sta Rosa, Laguna. Jennifer introduced Angelina to a certain Tita Gawala who offered the DXN all natural products: RG/GL, Spirulina tablets, Spirulina Cereal, Roselle Juice, and Spica Tea. Angelina was at first skeptical and at the same time afraid to try another regimen. But Tita Gawala was persistent and confident herself of the DXN products that she finally convinced Angelina to try.

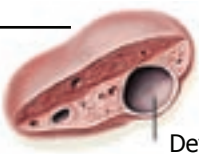
After several months, Angelina found out that the product combination is effective. She lost 14 pounds and experienced improvement on her menstrual cycle. Her goiter which was discovered through medical examination has also gone.

So with her seemingly endless suffering now all gone, Angelina is grateful to God and to the DXN Founder Dato' Dr. Lim Siow Jin for giving her the DXN. And as if it were an additional bonus, aside from her recovery, she is now reaping the financial rewards from being an independent distributor by sharing DXN to every people she met. 🍎

**Female Reproductive Organ**



**Normal Ovary**



Developing Egg

**Polycystic Ovary**



Cyst

SOURCE: [http://www.isletofohope.com/diabetes/disorders/polycystic\\_ovarian\\_syndrome\\_pcos\\_1.html](http://www.isletofohope.com/diabetes/disorders/polycystic_ovarian_syndrome_pcos_1.html)  
<http://test.clearpassage.com/infertility/polycystic-ovarian-syndrome.php>



# Your health is your wealth!

Written by Rustum "Jojo" B. Alcuezar

## The DXN products are making a difference in people's lives!

DXN is dedicated to helping people discover a healthier way of life. Its products are guaranteed to provide complete healthy nourishment.

There are so many people who suffered from different kinds of illnesses who now enjoy a dramatic improvement in their health by using the DXN products. It strengthens the body and enhances the immune system. In turn, the body takes care to reduce if not eliminate the effects of the illnesses.

The people shown here reflect a small selection from the library of DXN health success stories, attesting on how its products had helped them improved their health problems and their lives too.



BEFORE

AFTER

"Diagnosed as having a **chronic kidney disease stage 5**, I underwent a hemodialysis sessions on January 2010. Dialysis is considered as a holding measure until a kidney transplant can be performed. But taking the DXN products (RG/GL, Spirulina, Cordyceps, Roselle Juice, and Spica Tea) completely freed me from the bondage of my illness."

— Dr. Cathy Beldia



BEFORE

AFTER

"I emaciated. CT scan revealed that I had three growing **cancerous masses in my pancreas**. I also developed **diabetes**, which almost caused me to lose sight. **Complications in my lungs** also occurred. Surgery seemed to be the only solution. Thank God; RG/GL, Roselle and Spirulina are truly a life saver." — Loreta Jamito



BEFORE

AFTER

"I used to be **obese**, but not anymore. Thanks to DXN Lingzhi Coffee, RG/GL, and Spirulina." — Godihard Buenaflor



"I suffered from **Nephrotic syndrome**. It is a nonspecific disorder in which the kidneys are damaged, causing them to leak large amounts of protein that leads to swelling of the ankles, legs, abdomen and face. Thanks to RG/GL my dilemma is now over."

— Ely Briñola



"**Hepatitis B** struck me. My physician said my condition could not be totally cured. But after taking RG/GL and Spirulina, my liver, kidneys, and pancreas are normally functioning again." — Reynaldo Flores

**The DXN products had worked for these people and can work for you too!**



# What prompted Andrew Herrero to join and ultimately succeed in the DXN business?

Written by Rustum "Jojo" B. Alcuezar

"Another MLM, again?" Andrew Herrero quipped when his brother Jonathan offered him the DXN business on July 2000.

Andrew and Jonathan had been a distributor long before DXN Philippines exist. "We've been in several Multi Level Marketing (MLM) business already, some go nowhere fast and others have been moderately successful. It is all the same thing", Andrew reasoned.

"Just give it a try!" Jonathan persisted. "If you're not getting anywhere within 6 months working diligently then you can quit."

Andrew has reasons to be skeptical at first. "What I need is a business with a reliable income," he maintained. "I'm not anymore interested in any "get rich quick" scams. I want a legitimate way to earn a living for me and for my family."

There are basic things he considered in selecting an MLM company such as market demand and trend, company and founder, quality products, compensation plan, training, etc.

## The company

In terms of finance, DXN is a debt-free company. A "One Dragon Company", DXN is one of the direct sales companies, which manages overall procedures from the cultivation of its raw materials, processing and up to the marketing and distribution. With its presence in over 50 countries, DXN is acknowledged as an international

company. Supported by strong global network, DXN provides a solid foundation that offers continued growth and financial stability for DXN distributors throughout the world.

## Founder

The founder, Dato' Dr. Lim Siow Jin, is dedicated to promote goodwill through holistic health and committed to advance a healthy, strong and socially developed society. He was awarded Ph.D. in Holistic Medicine by the Indian Board of Alternative Medicine Congress, organized by the Open International University of Sri Lanka. He conducted a research and scientific studies about Ganoderma for more than ten years.

## Products

DXN products are unique and new to the market. They are consumable, guaranteed to provide complete healthy nourishment and affordable for most people. They are certified natural and organic by various international approving bodies. The product lines ranges from Cosmetics, Personal Care, Beverages, Food Supplements and more.

## Compensation plan

The income potential in DXN business is unlimited. Transferable membership; International Sponsoring (enables distributors from any country to directly sponsor new distributors either locally or internationally); Residual Income; Generous Compensation Plan; Travel Incentive.

After a careful evaluation of the DXN business potential and several months of continuous persuasion from Jonathan, Andrew finally gave in. He then started working with DXN diligently.

Within few years of doing the DXN business, Andrew and his family are now enjoying a financially-stable and a healthy life.

"But all these didn't happen overnight", reminds Andrew. "It was, indeed, a long arduous process. You must be willing to go through those challenges if you want to succeed in this business, because nothing can be built on a weak foundation. You have to set yourself up a solid base first, eventually you will reap the rewards."

Crown Diamond Andrew Herrero is no different from anyone else when he started the DXN business. What separates him from those who failed is his positive attitude. He opened his mind and studied what it took to build a successful network. He didn't quit in the face of adversity and eventually made it through consistent effort.

What made CD Andrew Herrero a winner is his consistency in working the business, his tenacity to face challenges and above all is his good relationships with his downlines. The above serve as the foundation for his success.

We all have the same opportunities if we all work at the business wholeheartedly. 🍀



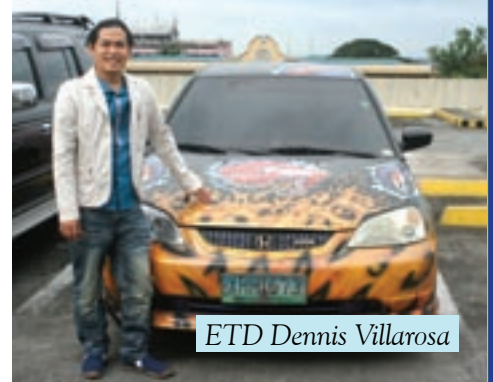
# DXN Makes Things Happen

Written by Rustum "Jojo" B. Alcuezar

**W**ith all the great opportunities in DXN, success is guaranteed for hardworking, dedicated individuals. Since DXN was founded more than a decade ago, it has touched the lives of so many people — spreading health and wealth.

Here are some of the many people who have attained financial success through the DXN way. The list consists of people from different backgrounds: plain housewives, carpenters, college students, teachers, delivery men, doctors, engineers, insurance agents, sales ladies, etc. Despite the diverse background, they had achieved success in DXN.

These people are successful not just because they are lucky; what separate them from those who failed is their positive attitude. They did not quit in the face of adversity and eventually made it through consistent effort.



ETD Dennis Villarosa



TD Myra and Ritchie Naga



EDD Wenefredo and Rosita Baay



ESSD Roy Marcelo Gamboa



SSD Efren Decena



SSD Joferee Murallo



SSD Arvin Legaspi



ESSD Ofelia and Crisanto Olivar

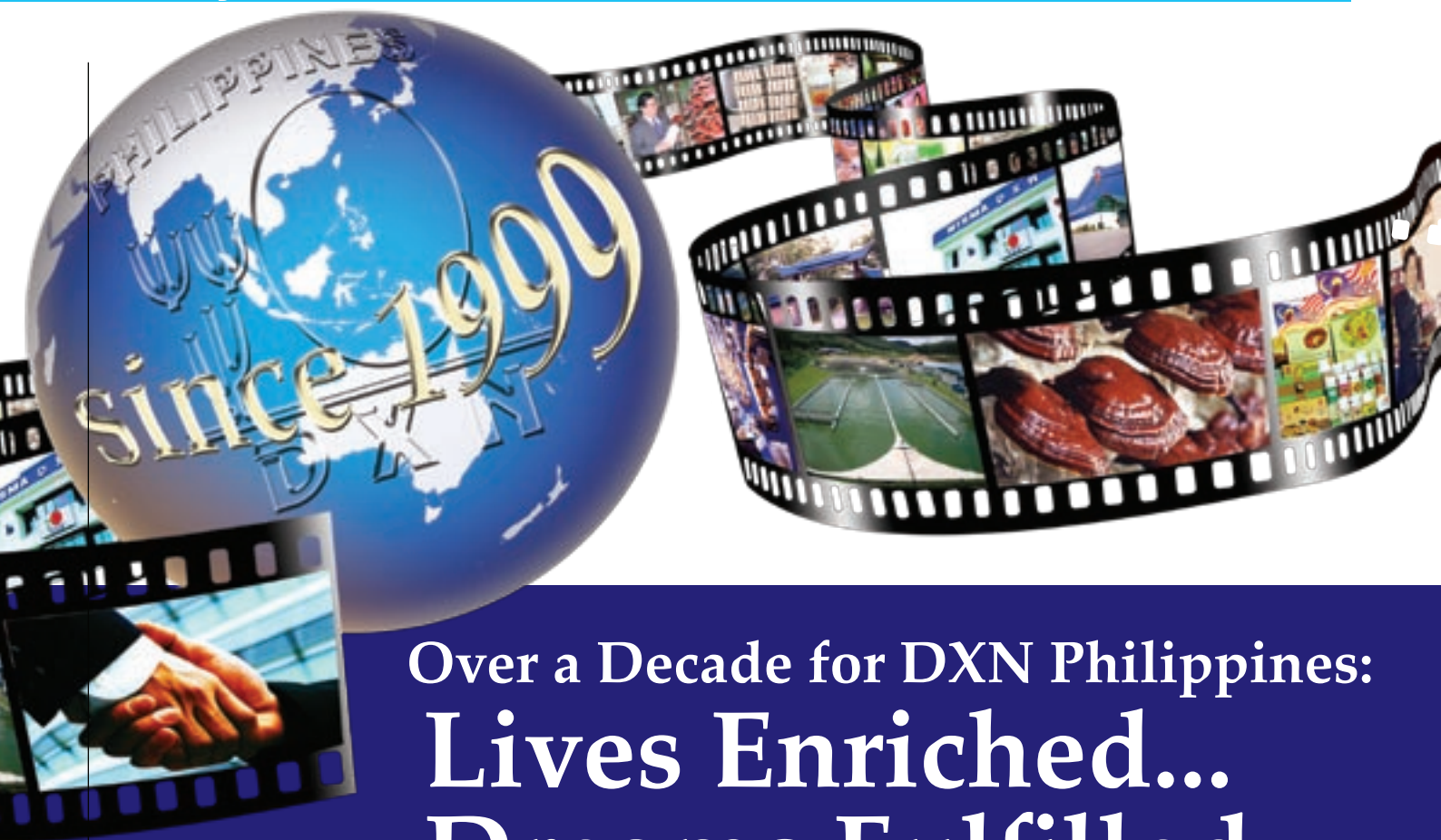


ESSD Nestor and Maureen Racadio



ESD Albert Apolinario

DXN is your partner in attaining optimal health and in achieving enviable wealth.



## Over a Decade for DXN Philippines: Lives Enriched... Dreams Fulfilled

**Y**ou have seen a lot of companies come and go, so try to see the facts on the DXN business and where this company is going.

Interestingly, DXN survived its eleventh year of existence in the Philippines. One would be fascinated with the evolution catapulting DXN to a more remarkable level in terms of sales growth, market acceptance through continuous increase in numbers of successful independent Filipino distributors and world-class products.

DXN started its operation in the Philippines in November 1999 as multi-level marketing or MLM company with a product line promoting health and wellness – from variety of beverages to food supplements. Since then, DXN business has grown to over 150 countries and has registered millions of independent distributors worldwide. DXN is now expanding its business to South America and Europe. This is indeed a great achievement by any company standard.

Though the global economic crisis affects markets all over the world, DXN remains to be the benchmark against

industry contenders. Here in the Philippines, DXN occupies the number one spot in the Philippine MLM industry for nine consecutive years. Based on the latest edition of Business World, we have consistently achieved being listed to the Top 1000 Corporations of the Philippines from year 2001 to 2010, the lone corporation that made it in Top Retail Sale of Health products (Non-Store) and one of the Top Multinational Companies by Wholesale & Trade Categories. No other MLM company in the Philippines has achieved such feat, only DXN! As further proof of company's industry leadership, it is now ranked as the Top 40 Direct Selling Company in the world.

The outstanding efforts of both the DXN Philippines Management and the Top Leaders – who connectively comprises the entire working employees and the distributors – have been instrumental to the company's continuing growth. This is reflected through the increasing number of Filipino qualifiers in the Travel Seminar, an annual perk being given by the company to deserving distributors who attained certain points to qualify for a comfortable trip.

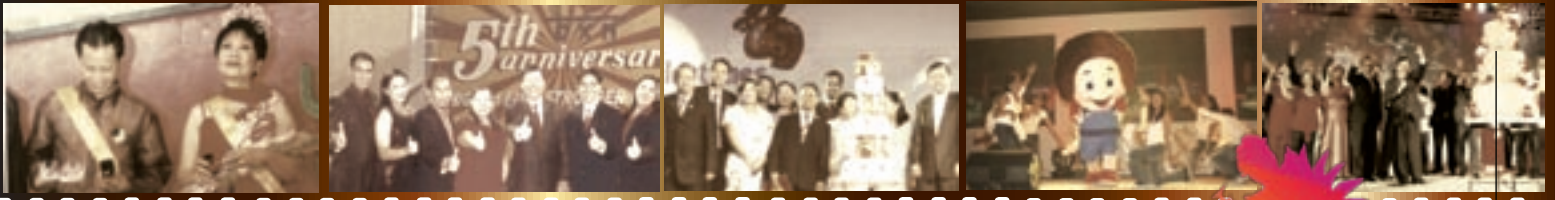
An achievement like this is undeniably an indication that if you work smart and hard in DXN, you will surely be rewarded.

DXN is totally focused on giving everyone more opportunities to grow and to prosper. It has wonderful plans lined up for the whole year, each intended to help people discover and enjoy a better way of life. As we move forward you will see all these plans unfold and become real.

In 2010, DXN Philippines paves way for a new and positive direction with a battle cry on its eleventh year – **“Enriching Lives... Fulfilling Dreams”** – true to its core mission of leading the path of every Filipino to enrich their lives and fulfill their dreams that has been the primary goal of DXN since the onset of its operation in the Philippines eleven years ago.

The last quarter of 2010 indeed became a breakthrough for DXN Philippines with the realization of major activities that stirs enthusiasm and excitement among thousands of active networkers.





## From Festivities to New Business Haven

Initial take-off was transpired from the highly anticipated celebration of 11th anniversary on November 26 at the full-packed Cuneta Astrodome, which hailed the new Crown Ambassador Arthur and Neng Suelto of Davao City along with the three new Crown Diamonds namely Allan Alfredo and Mia Amor Esmeralda of Cebu City, Andrew and Prescila Herrero of Pangasinan City and Vic and Elizabeth Velasco of Pagadian City.

CEO Dato' Dr. Lim Siow Jin personally crowned and pinned the much coveted Crown Ambassador and Crown Diamonds.

Continued on page 16 ►►



Top Awardees



Top Awardees



One Time Oversea Trip Cash Incentive Awardees



Top DXN Service Center Awardees



Star Diamond Awardees





# 11<sup>th</sup>

# CONGRATULATIONS! Anniversary Awardees

(August 2009 - August 2010)

## CROWN AMBASSADOR



Neng & Art Suelto

## EXECUTIVE TRIPLE CROWN DIAMOND



Emma & Noel Coronel

## EXECUTIVE DOUBLE CROWN DIAMOND



Stax & Jeilyn Savellano

## SENIOR CROWN DIAMOND



Cecilia & Daniel Serrano



Julio Siapno

## CROWN DIAMOND



Allan & Mia Amor Esmeralda



Andrew & Prescila Herrero



Vic & Elizabeth Velasco

## EXECUTIVE GOLD DIAMOND

SIHIYON, Letecia

## GOLD DIAMOND

BORLEO, Claudio

## EXECUTIVE TRIPLE DIAMOND

ALTAR, Lilibeth C.

MOJAL, Johansen

LIM, Eden S.

## TRIPLE DIAMOND

MERCADO, Willie A.

## EXECUTIVE DOUBLE DIAMOND

FULGADO, Jhon G.  
KEE, Jhordan F.

LOPEZ, Deogracias P.  
MAGNO, Marvic M.

TIRASOL, Peter Paul T.

## DOUBLE DIAMOND

CARCEDO, Elmo T. Jr.  
LUSTERIO, Joel B.

MAGNO, Marvic M.  
NAVALTA, Dennis N.

PARAÑAL, Mischel S.  
QUIJANO, Rosa P.

ZAENS, Celso P.

## EXECUTIVE SENIOR STAR DIAMOND

CAFINO, Romeo S. Jr.  
CRUZ, Robin Carlo L.  
DELA CRUZ, Edmund N.  
ESTRADA, Armando O.

FORMARAN, Manuel L.  
GUMPAY, Lorenzo P.  
LAPUT, Liberato P.  
LICOT, Crizalde B.

MAGNO, Marvic M.  
MAMAWAG, Isabelita  
MASUANGAT, Victorino Q.  
MURALLO, Jayson R.

QUIJANO, Rosa P.  
ZABELLA, Wendell C.

## EXECUTIVE STAR DIAMOND

ABES, Asuncion B.  
ALMANZOR, Ma. Jocelyn B.  
AQUINO, Augusto T.  
AQUINO, Wilma C.  
ARQUIZA, Iddieson R.  
AUTIDA, Jose Arniel P.  
BARON, Windy B.  
BAUTISTA, Maginoo  
BUSTAMANTE, Noemie D.

CADAO, Allan A.  
CAMPOREDONDO, Luzvilla  
CARILLO, Andres S.  
CAYABYAB, Dominador A.  
DEVERO, Helen Temony  
GARCIA, Francisco G.  
GAWALA, Tita L.  
LAURO, Edgar C.  
LEGASPI, Arvin A.

LETIGIO, Felomina A.  
LIWANAN, Roberto S.  
LORA, Pastor Loreto Jr.  
MAGNO, Marvic M.  
MALAYO, Elisa C.  
MEJIA, Rodella F.  
MISTUL, Darwisa A.  
MORALES, Mark Lester S.  
NADORES, Rolando A.

NAVALTA, Dennis N.  
NICOL, Guia F.  
OLA, Benilda A.  
PALOMAR, Sheldon Luther R.  
ROSAS, Ludivina O.  
TABILAS, Ma. Imelda D.  
ZALUN, Gilbert C.



## EXECUTIVE STAR DIAMOND

AGAG, Rolando Antonio  
AGOPITAC, Romeo A.  
ALAM, Marites L.  
ALAPAR, Kevin L.  
ALUNDAY, Crescencia A.  
AQUINO, Benigno A.  
BAAY, Anabel S.  
BAGSIK, Lucia P.  
BALBIDO, Bobby G.  
BANDAO, Yolito B.  
BARINAN, Lina Genabele  
BASAS, Merlie O.  
BELANGEL, Nile Patrick Dg.  
BUENO, Aniceta C.  
CALDERON, Delia F.  
CARILLO, Andres S.  
CASTAÑOS, Ricardo S.  
CASTILLO, Michael R.  
CATACUTAN, George C.  
CEBALLOS, Mary Valentine T.  
CELESTRE, Reginald P.  
CLARITO, Elberto J.  
COCHING, Rowena J.

CONDE, Ma. Gina G.  
DAHIROC, Joan O.  
DAING, Comilao .  
DAOS, Emily T.  
DIMAANO, Emelyn D.  
DORIO, Sarah M.  
DRAGON, Baltazar D.  
ENRIQUEZ, Teresita M.  
ESCARAN, Alma G.  
ESTRADA, Ruben  
EVARISTO, Bonifacio D. Jr.  
FORMARAN, Marlene L.  
FRANCISCO, Ressie C.  
FULGADO, Eugene G.  
GIANAN, Primitiva B.  
HIDALGO, Rodel C.  
JAO, Ricardo A.  
JASPIO, Rommel M.  
LAMELA, Llorena G.  
LEORCA, Ricardo B.  
LOPEZ, Violeta M.  
LUNA, Marson B.  
MABBORANG, Gaspar De Polonia

MAGADAN, Nole F.  
MALILONG, Mario P.  
MANALO, Joey Del Rosario  
MICALLER, Randolph M.  
MONTAÑA, Francis V.  
MORFE, Gilbert T.  
NATANGCOP, Solaiman Mama  
NGUYEN, Ma. Cristina S.  
NOFIES, Jomel De Fiesta  
NUNEZ, Robbi M.  
OCAP, Loreta V.  
OJEDA, Victorino R.  
OLPINDO, Editha B.  
PADIN, Carmelita S.  
PALMA, Clint P.  
PANOGALINGA, Rey B.  
PEDROSA, Simplicio Jr. H.  
PIEDAD, Robert P.  
PILLEJERA, Orlando P.  
PUNGITILAN, Jose C.  
QUILINDERINO, Rosemarie J.  
QUILONIO, Doris De Luna  
REBLORA, Edna R.

RODIEL, Crisologo R.  
RODOLFO, Martina A.  
ROJAS, Brendon C.  
ROSAL, Teresita  
ROSAS, Ludivina O.  
RUBITE, Michael C.  
SAAD, Virgilio P.  
SACRO, Isagani U.  
SAMADALAN, Rowena D.  
SANTOS, Romeo L.  
SEGURA, Susan A.  
SEVILLA, Charine I.  
SEVILLA, Manuel I. Jr.  
SOLAIMAN, Amal Yahya  
STO. DOMINGO, Virgilio M.  
TOLENTINO, Merla I.  
TORIO, Engie Z.  
VALLEZ, Christopher Jhun I.  
VELASCO, Fevel M.  
VELASQUEZ, Mark Harris L.  
YPON, Belmore Y.

## STAR DIAMOND

ABUNDO, Lourdes A.  
ADIATON, Loremer A.  
AGAPAY, Rosalio J. Jr.  
AGUILUZ, Ederlyn M.  
AILES, Wenifreda N.  
AKIATAN, Conrado B.  
ALPICHE, Geronimo E.  
ANDRES, Gilbert L.  
ANTONIO, Teresita M.  
ARABIS, Alma P.  
ARCAÑO, Marita M.  
ARGANDA, Carlos A. Jr.  
AWAYAN, Reynaldo Z.  
BABAYSON, Roy M.  
BAHAYAN, Emmie Lona C.  
BALOC, Rodolfo P.  
BANAC, Juvelyn Echano  
BARCENAS, Jay-Aye S.  
BERNAL, Minerva F.  
BIONG, Rebecca S.  
BONTUYAN, Sarah Amor  
BOSOTROS Renelyn C.  
BUGARIN, Beatrice B.  
BUSILAC, Florencia G.  
CAMACHO, Virgie C.  
CAMARA, Luzviminda C.  
CANTILLANO, Randy B.  
CARREON, Melvin S.  
CASTILLO, Michael R.  
CATA, Rosalinda J.  
CATUBIG, Terencio E.  
CATUGAL, Nestor P.  
CLARITO, Elberto J.  
CLIDORO, Nelson A.  
CO, Justine Jamie C.  
CODILLO, Epifania C.  
CONEL, Rosemarie E.  
DALISAY, Rosie A.

DAVID, Rosalina L.  
DE TORRES, Iluminada V.  
DELA CRUZ, Elvira P.  
DELA CRUZ, Loreto P.  
DIAMA, Bernie D.  
DIOCAMPO, Marleto E.  
DORIO, Meriam  
DUA, Nelson Pocot  
DUMAGUING, Nieves S.  
DY, Consuelo T.  
ENDAILA, Nasser A.  
ENDICO, Simplicio  
ENDRINA, Beverly I.  
ENOT, Edmar C.  
ERAN, Jannette P.  
ESCAÑO, Jaime E. Jr.  
ESTILONG, Teody De Vera  
EUGENIO, Elena M.  
EVANGELISTA, Elvin B.  
FABIAN, Teresita T.  
FERNANDEZ, Reynaldo B.  
FERNANDO, Melquiades De Luna  
FORMARAN, Marlene L.  
FRAYNA, Teresita G.  
GANDIA, Marife D.  
GARCIA, Buddy Rey C.  
GARCINES, Edmundo A.  
GIMENA, Merlyn S.  
GONZAGA, Concepcion A.  
GUMPAY, Luther Jim P.  
GUTIERREZ, Nonetto T.  
GUTIERREZ, Roberto B.  
HADJINOR, Juhairah Ibrahim  
IGNACIO, Jerom De Leon  
INGRESO, Yves A.  
INOCENCIO, Roger S.  
JABIL, Cyrus E.  
JOCSON, Mary Ann O.

JOSE, Elenita D.  
LACERNA, Zenaida T.  
LANDICHO, Adel V.  
LAPUT, Antonio L.  
LASTIMA, Edna M.  
LAZARTE, Irene V.  
LIM, Evangeline G.  
Lopez, Girlie T.  
LOSITO, Erlito L.  
LUMACANG, Josmarie D.  
LUTAO, Teresita M.  
MAGNO, Leetah M.  
MALUNES, Lydia M.  
MANALANG, Elena D.  
MASICAP, Jaypee B.  
MELLINA, Rosendo T.  
MENDOZA, Lino B.  
MENGULLO, Elena C.  
MERAMONTE, Romeo V.  
MONTINOLA, Megie K.  
MORALES, Anabel S.  
MOSQUITE, Delia M.  
NANZAN, Maria Teresa T.  
NAVALTA, Jayson N.  
OCAYA, Roger L.  
OLMEDO, Marilyn R.  
OPANIS, Carlito M.  
OPENA, Daniel S.  
ORCINE, Antoniño B.  
ORENSE, Nolito  
ORTIZ, Ferdinand G.  
PAITA, Danilo M.  
PALIT-ANG, Rhett D.  
PALOMAR, Nerio R. Jr.  
PEREW-PEREW, Dorothea T.  
PEREZ, Luisito P.  
PETERO, Harry C.  
RASONABLE, Felix T.

RAYRAY, Jaime U. Jr.  
RETIZA, Glenda S.  
RODIEL, Fortunata R.  
ROJAS, Brendon C.  
RONQUILLO, Edilberto A.  
RUBIS, Noel M.  
RUFINO, Nestor De Juan  
SAEL, Ana Maria D.  
SALONDAGUIT, Allan C.  
SANTOYO, Salvacion G.  
SEGURA, Susan A.  
SERRANO, Dennis P.  
SIHIYON, Brian N.  
SOLARTE, Rolando .  
SORITA, Danilo V.  
SOYOC, Julius D.  
STA. ANA, Francia Z.  
TAGUD, Marcelino C.  
TEJERO, Aristotle Tee  
TEMPLAZA, Marlene C.  
TEVES, Tessie Luz T.  
TORIO, Jacqueline Z.  
UMADHAY, William P.  
UMALLA, Maria  
USMAN, Fatimah L.  
UTTO, Pangandaman M.  
VELASCO, Leovina V.  
VERDADERO, Nancy A.  
VIGILLA, Juliet M.  
VILLANUEVA, Gregorio D.  
YAP, Carmen C.  
YPIL, Melody C.  
YU, Susana Dee  
ZABALERIO, Immanuel R.  
ZALUP, Ruben C.

## TOP SERVICE CENTERS (SALES)

1. BAUTISTA, Lilia O.
2. SUELTO, Arthur
3. HAO, Elizabeth
4. NGUYEN, Ma. Cristina
5. MAMAWAG, Isabelita
6. CATCHUELA, Rosalia
7. YMBONG, Nestor
8. PLOCIOS, Marivic
9. NAGA, Myra
10. ALTAR, Lilibeth

## TOP SERVICE CENTERS (RECRUITS)

1. SALIC, Zenaida
2. NGUYEN, Ma. Cristina
3. VASQUEZ, Darren
4. MAMAWAG, Isabelita
5. ESTARDA, Joseph
6. ALTAR, Lilibeth
7. PLOCIOS, Marivic
8. NAGA, Myra
9. TEVES, Tessie
10. AQUINO, Augusto

## TOP DISTRIBUTORS (PERSONAL PURCHASE)

1. HAO, Elizabeth Y.
2. HAO, Reginald V.
3. MENDOZA, Eric A.

## TOP DISTRIBUTORS (PERSONAL SPONSORSHIP)

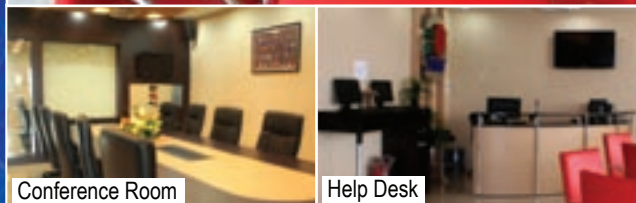
1. ALAWI, Nasrodin M.
2. BALESTEROS, Vivencio A.
3. TALAS, Teodora A.  
DONATO, Adonis B.



## New DXN Head Office



Sales Counter



Conference Room

Help Desk



Training Rooms

▶▶▶ from page 13

Just only a day after the festivities and recognitions for Crown Ambassador and Crown Diamond couples and hundreds of new Star Diamonds, inauguration and official transfer of DXN Philippines also ensued from its old main office located in Jollibee Plaza in Ortigas Center, Pasig City to its new business haven situated at SM North Edsa, assessed as one of the largest shopping malls in Asia, occupying the entire 5th floor of the newly established North Wing Building of the mall.

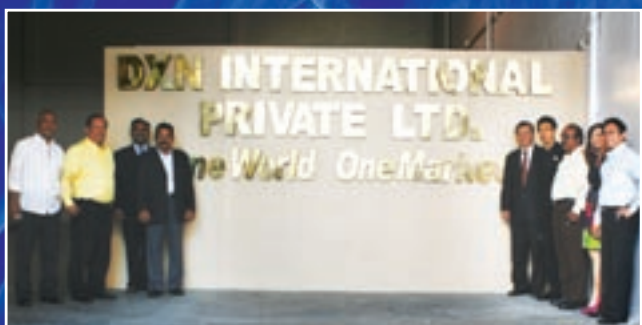
Apart from the newly-furbished office equipment and new working environment conducive for the management and staff, the new office also features the spacious training room that would allow our networkers to invite more prospective business partners to attend the scheduled daily training activities and open for all distributors even Sunday and selected holidays.

To further upgrade the product ordering system, the Management has also come up with new ordering scheme that would cater to all authorized Service Centers strategically located in Metro Manila and its nearby areas. Certain product quantity has allowed our Service Center Directors, existing and walk-in distributors to purchase in the Head Office's new Sales Counter Area.

Bulk or voluminous product orders, on the other hand, can be made in our newly acquired Warehouse and Distribution area located at the Unit 201, Central Business Park, 461 Amang Rodriguez Avenue, Manggahan, Pasig City. At this point, the Management is likewise considering other probable factors that would further improve the ordering and delivery system mutually beneficial to our Service Centers and business partners.

Transfer of new office serves as culmination of the celebration of another significant year of DXN in the Philippines. Over the past years we recognize potential, active and deserving networkers in front of multitude of DXN crowd through grand annual sales and recognitions assembly.

## New DXN Warehouse and Distribution Office





# Inauguration of the New DXN Head Office & Warehouse and Distribution Office







## Visit Malaysia and DXN Farm



from page 16

## Total Travel Experience

As DXN became instrumental to the growth of every distributor, an exciting travel incentive has been given and arranged by the Management as an annual perk for their tireless effort and perseverance coined as Travel Seminar selecting the most suitable destination be it local or abroad. Now comes a new travel opportunity, during the 3rd quarter of 2010 the new formidable DXN Philippines Management team has conceived new marketing promotion in a form of travel incentive that is different from the annual travel seminar given to qualified distributors.

DXN gave an exciting reward and opportunities to all active and even new distributors to personally visit **Malaysia and DXN Farm** (located in Alor Setar, Malaysia). With duration of three months from August 1, 2010 to October 31, 2010, any distributor can qualify for a promo if earned 3,000 personal PV and sponsored 5 new recruits with 1,000 PPV each every month during the promo period. Service Center Directors were provided the same opportunity to visit Malaysia and DXN Farm by just simply generating monthly sales of P800,000 during the same promo period.

As part of the mechanics, the company also provided option that in the event that the qualifier has visited the DXN Farm and choose on to pass the privilege, entitlement can be transferred to active distributors (SA and above) in his particular network.

In mid-November 2010, the company made this reward possible by sending off the first batch of qualifiers to Malaysia. The company provided free hotel accommodations with breakfast, plane fare and local land arrangement. The promo was a resounding success with more than 350 distributors have qualified for the trip.

This Malaysia trip promo serves as take-off for a grand and more exciting incentive to distributors. With a minimal 80,000 SA qualifying points from August 1, 2009 to July 31, 2010, qualified distributors enjoyed the privilege through another annual travel incentive.





## Travel Seminar Plantation Bay Resort and Spa Plus Bohol and Cebu City Tours

Number of qualifiers significantly increase every year. In December 8-11, 2010, another local destination in world-class **Plantation Bay Resort and Spa** in Mactan Island, Cebu with supplemental day tours around beautiful cities of Bohol and Cebu gathered a high turnout of qualifiers with 320 on board, who experienced the complete set of sumptuous meals and relaxing four-days and three-nights pure spree.

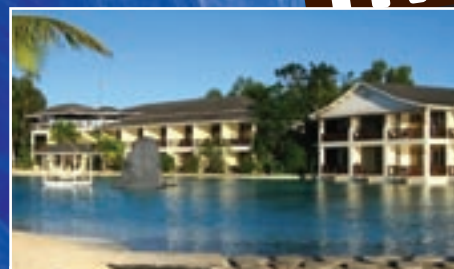
Undeniably, qualifiers experienced the unique magnificent site of the vast natural lagoon of crystal-clear filtered sea water with powder-fine white sands, which is rare in the Philippines. Management and staff of Plantation Bay Resort and Spa has also been very supportive especially in preparation of nightly entertainment for the qualifiers during the dinner with unique themed set-up around the resorts.

On the second day of tour, qualifiers explored the historical island of Bohol, which has been known as the home of the world famous Chocolate Hills, old-century Baclayon Church and the habitat of the smallest primate called tarsier. The most exciting part of the day-tour in Bohol is a sumptuous lunch while cruising the entire length of Loboc River and being serenaded by local singers.

Famous landmarks of Lapu Lapu City, Mandaue City and Cebu City – the “Queen City of the South” – has also been part of the itinerary on the third day. Before the qualifiers geared for another day tour, the company assembled them for a half-day seminar with free buffet lunch in Waterfront Hotel in Lahug City. Invited speakers include the first Crown Ambassador of the world Budiman Salim, Crown Diamonds Perry and Lily Suhandoku of Indonesia and international trainer and accomplished physician Dr. Reginald Hao.

After the hectic day tour, the company assured that the trip would surely be unforgettable for the qualifiers with the three-nights entertainment program beginning with the Filipino fiesta cuisines showcasing homegrown Pinoy presentation followed by the Sahara night with exotic Arabian delicacies on the second night. The final night was culminated by the “Brazilian Fever” where most of the qualifiers enjoyed wearing their best “Mardi Gras” outfit. Management also decided to give special prize for the Best in Costume.

Continued on page 20 ►►





►► from page 19

Prior to this big event, the company organized the first ever **Crown Diamond's Summit** at the Shangri-La Hotel in Cebu City wherein all the Crown Diamonds had the privilege to lay down all constructive action plans that would contribute to the development of the current market and eventually lead to increase in sales and recruitment. In order to achieve, realize and implement such plans based on the given timetable, working hand in hand with the Management team is indeed vital at this point in time.

Apart from recognizing leadership among them, the formation of Crown Diamond's Summit is in time for cultivation of new ideas from the top leaders who started DXN in the Philippines and largely contribute for the company growth throughout the years.

To date, DXN Philippines produced 23 Crown Diamonds and 4 Crown Ambassadors – the highest and most number among any other international branches – and expected to increase in the coming years.

## First Crown Diamond's Summit



## What's in Store for 2011?

With the major activities from last quarter of 2010, the present Management team is confident that the motivation and enthusiasm among the networkers have grown stronger than ever.

More significant changes in DXN Philippines are underway, from new and powerful training programs, marketing tools and promos to new incentives and rewards, all these are geared towards full empowerment of DXN patriots in order

to fully enrich lives and fulfill dreams. Renewed commitment from Network Leaders and Management have translated to a more solid partnership ready to take on all challenges and send a very strong message to the market that there is no other big thing in Health and Wellness in the country other than DXN.

With the sustainable, focused and clear vision that has been instilled to the

market for the past 11 years, we believe deep from the bottom of our hearts that nothing can stop you, our DXN patriots, who works with full vigor and dedication, to reach your aspirations to achieve the finest things in life and provide meaningful contributions to our society as instrument in changing people's lives, that is DXN Healthy and Wealthy Life. 🍎



# Winning with MLM Business



An accomplished Indian author and marketing professional, **Dr. Kunal Basu** was invited by DXN to traverse key cities in the Philippines and impart additional knowledge on various marketing aspects correlating to the real and current structure of legitimate MLM business.

With his wide experience and expertise in marketing and other business aspects, the seminar dubbed as **Winning with MLM Business** and conducted by Dr. Kunal Basu on February 16 at the Traders Hotel Pasay City, **Metro Manila**, February 18 at the Radissons Blu Hotel in **Cebu City** and February 20 at the Apo View Hotel in **Davao City** was truly a remarkable one. Dr. Kunal Basu took DXN Leaders to a new level of learning in Network Marketing, a world-class seminar never experienced before in the history of MLM business in the country.

Dr. Kunal Basu is a University Reader in Marketing at Said Business School, University of Oxford and a fellow of Green-Templeton College. Prior to Oxford, he was Associate Professor of Marketing at McGill University, Canada. A PhD from the University of Florida, Dr. Basu has published extensively on Corporate Social Responsibility, International Marketing, Branding Strategy, and Consumer Decision Making.

His articles have appeared in the Academy of Management Review, Journal of Marketing Research, Journal of Consumer Research, Journal of Business Ethics, Journal of the Academy of Marketing Science, Journal of Brand Management, Sloan Management Review, California Management Review, Fast Company, and the Canadian Journal of Administrative Sciences, in addition to conference proceedings and edited books.

Over the past 20 years, Dr. Basu has been involved in management education in 16 countries. Apart from Oxford's flagship Advanced Management Programme, he has designed and taught public, consortium and customized programmes in Europe, North America, China, India, Japan, Korea and the ASEAN, West Africa, and in Latin America. He has pioneered executive training initiatives in Indonesia, the Central Asian Republics, and in Cuba. Dr. Basu is a recipient of several teaching awards, including the prestigious Royal Bank of Canada Teaching Innovation Award. The People's University of China (Beijing) has conferred an honorary visiting professorship in recognition of his contribution to marketing education in China.

Dr. Basu has played a significant role in institution building. He was the founding director of McGill University's Centre for International Management Studies, and led the design initiative for the first fully private university in India. He consults frequently with major corporations and government departments including HSBC, BMW, Lufthansa, Scania, Fujitsu, Motoshita Electric, Barclays Bank, Standard Bank of South Africa, Royal Bank of Canada, Radisson Hotels, IKEA, NDS, Pepsico and Xerox.

## Metro Manila



## Davao City

# DSAP honors top industry leaders of DXN Philippines

**T**he Direct Selling Association of the Philippines (DSAP) – the organization that mainly promotes professionalism and business ethics among direct sellers – recognizes once again two of the pillars of DXN Philippines who became consistent top achievers in terms of sales, growth, recruitment and leadership.

DSAP recognizes **Lilia Bautista**, Crown Ambassador of Baguio City, earned the **Entrepreneur of the Year** distinction for two (2) consecutive years while **Arthur and Neng Suelto**, Crown Ambassador of Davao City, as **Sales Achiever** awardee during the **15th DSAP Annual Industry Awards** held on November 11, 2010 at the Grand Ballroom of New World Hotel in Makati City.

Through the recognitions, DSAP seeks to uplift the image of direct selling and multi-level marketing businesses, and show the boundless income opportunities and personal growth to be gained through hard work and integrity.

Again, we salute the two of the hardworking Crown Ambassadors who continuously inspire growing number of MLM enthusiasts and promote the stability of DXN as the most effective and reputable people-to-people business. 🍎



Crown Ambassador Lilia Bautista



Crown Ambassador Neng and Arthur Suelto



Crown Ambassador Lilia Bautista receives the DSAP Entrepreneur of the Year Award with DXN Philippines Sales Admin & Service Center Operations Manager Angie Tiu and Operations Manager Jaime Gatdula and DSAP representatives



Crown Ambassador Neng Suelto receives the DSAP Sales Achiever Award with DXN Philippines Finance Manager Minda Macaraig and Marketing Manager Joseph Tarrobal and DSAP Representatives





# DXN Welcomes New Business Partners

**I**n mid-2010 up to present, DXN Philippines opens new doors to our potential business partners to establish new Service Center in their respective area that would cater our growing distributors and be accessible for product purchase and networking opportunities.

After thorough evaluation, Sales Admin and Service Center Operations formalizes the launching of 16 new Service Centers in various areas – 4 in Metro Manila, 5 each in North and South Luzon, and 2 in Mindanao.

Existing Service Center Directors further extended their business partnership by putting up additional center including **Lilibeth Altar** and **Ritchie Naga** in South Luzon, and **Marlene Pastor** in North Luzon.

This remarkable development further proves DXN business' market dominance and trustworthiness and provides wonderful opportunities for our valued partners to rise to heights greater than they could ever imagine. Truly, DXN continuously enriches lives and fulfilling dreams.

## METRO MANILA

### Joue Toburo

2/F, Susano Bldg., Susano Road cor Quirino Hi-way (in front of stop light), Novaliches Bayan, Quezon City Contact No.: (02) 794-1785

### Estela Ancheta

Unit C-11, 12, 14, 2/F Evacom Plaza Bldg., Canaynay Avenue, cor. Evacom Avenue, San Dionisio, Sucat, Paranaque City Contact No.: (02) 846-5488

### Bevelyn Lauron

U-304 Tan Hock Bldg. Cor. EDSA, P. Burgos Street, Guadalupe Nuevo, Makati City Contact No.: (02) 489-5035

### Mercy Fernandez

6 William Shaw Street cor. B. Serrano Avenue, Caloocan City Contact No.: (02) 355-5058

## SOUTH LUZON

### Lilibeth Altar

2/F Ocampo Bldg., Ortega Street, Iriga City Contact No.: (054) 487-3790; (054) 473-9644

### Ritchie Naga

2/F Navjar Bldg. #80 Don Placido Campos Avenue, Dasmarinas, Cavite. Contact No.: (0921) 368-2071

### Virginia Galicia

Brojan Bldg. AA Berces Street, Brgy. Basud Tabaco City, Albay Contact No.: (0912) 535-0984

### Immanuel Zabalerio

60 J.P. Rizal Street Extension, Brgy. Angeles, Zone 2, Tayabas, Quezon. Contact No.: (042) 793-3580

### Armie Resos

9070 Citihomes Road, Molino IV, Bacoor, Cavite (beside SM Molino) Contact No.: (046) 489-1809

## NORTH LUZON

### Samuel Ruga

D and L Bldg. Rm 2-5 Magsaysay Street, San Jose, Balanga, Bataan Contact No.: (0920) 568-1056

### Marlene Pastor

188 San Juan Street, Brgy. San Juan, Candon City, Ilocos Sur Contact No.: (077) 722-8145

### Pure Diamond

#### Middle East

2/F GACP Arcade, 012 Aglipay Street, Ortiz Naguilian, La Union Contact No.: (072) 609-1030

### Erlinda Vitor

Rm 2, 2/F M. Ponce Bldg. II Plaza, Naning Poblacion, Baliuag, Bulacan Contact No.: (0915) 294-1003

### Edgardo Dela Torre

Unit L-M 2/F Marian Bldg., A. Morales Street cor. J.P. Rizal Street, Poblacion, Sta. Maria, Bulacan Contact No.: (044) 641-1319

## MINDANAO

### Ednalyn Lerin

2144 Boulevard Pantalan 2 Taft, Surigao City Contact No.: (0918) 595-5023

### Daryl Pabatang

3/F Ladera Bldg., Gen. Luna Street cor. Osmena Central, Dipolog City Contact No.: (0921) 821-4685

# Make CSS your habit!

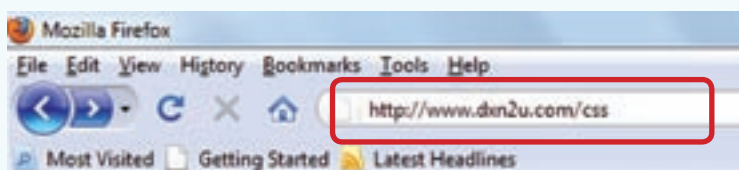


## Purpose of DNX Customer Support System

- Members can post any inquiry/concerns and obtain answers/solutions at any time and anywhere.
- Members can view Genealogy/Group Point value (GPV) report in order to monitor performance of downlines.
- Members can view the current month Personal Point Value (PPV) and newly recruited distributors.
- Members can view Electronic Bonus Statements.

## Step-by-Step Guide in Accessing CSS:

### Step 1 Accessing CSS Web Page



- At the address bar of your web browser (e.g. Internet Explorer/ Mozilla Firefox/Opera), key in <http://www.dxn2u.com/css>

### Step 2 Register a Member and Login to System



- Click **Register Now!**
- Fill in all mandatory fields marked with Red Asterisk (\*)
- Click **'Submit'** after you have completed the form.
- Confirmation message will prompt. Click **'OK'** to proceed or **'Cancel'** to resume the action.
- Click **'I Agree'** to accept the system Terms and Conditions. Registration Completed. System will show a message when you have successfully registered an account.

*Note: Only membership that has been confirmed and verified by DNX is allowed to register.*

- Click onto **"Log in"** enter into the system (after fill in the correct **Username and Password**). Main menu will be displayed.
- Click **'Language'** to display language. You can only perform the changes at **'Home'** module.

*Note: Member code will be the Username to access this system.*

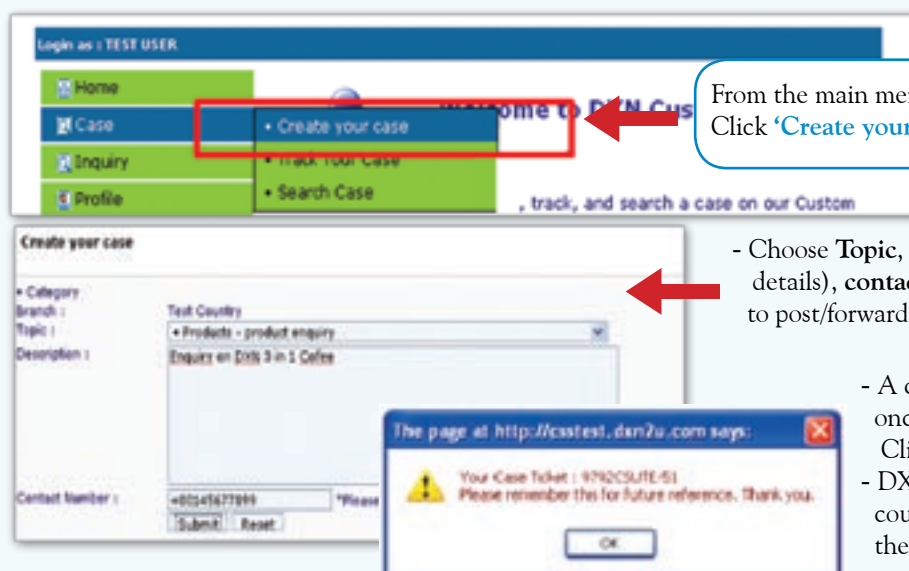
### What if you forgot your password?

- To retrieve your password, click on **Forgot Password**
- Key in your membership code and email address at the **'Username'** and **'Email'** fields.
- Click **'Send'** button. Password will be sent to your stated email address.

*Note: The email should be the same email address which member update during the registration of CSS account/update on their CSS login's profile. Duplicated email address is not allowed.*



## Step 3 Post an enquiry



From the main menu, select 'Case'.

Click 'Create your case' to post an enquiry/concern.

- Choose **Topic**, enter the **Description** (enquiry details), **contact number** and click 'Submit' to post/forward the case.

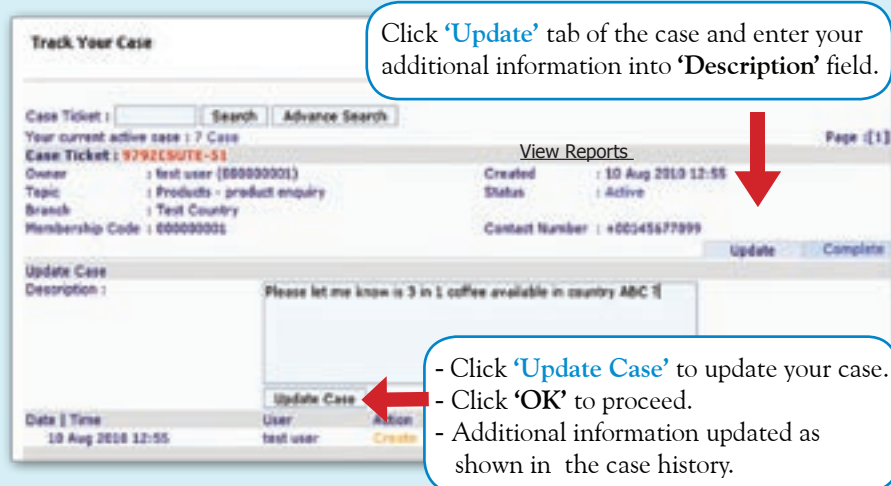
- A case ticket number will be generated once the case is successfully processed. Click 'OK' to complete.

- DXN representative from respective countries will feedback to you once they received your case/enquiry.

*Note: Please remember the Case Ticket Number for your future reference.*

## Step 4 Track, Update, Complete and Search a case

To update additional information into the case created, click on the main menu 'Case' followed by 'Track your case.'



Click 'Update' tab of the case and enter your additional information into 'Description' field.

- Click 'Update Case' to update your case.
- Click 'OK' to proceed.
- Additional information updated as shown in the case history.

To complete the case after you have received feedback of the posted case, click 'Complete' tab when you are satisfied with the given answer.

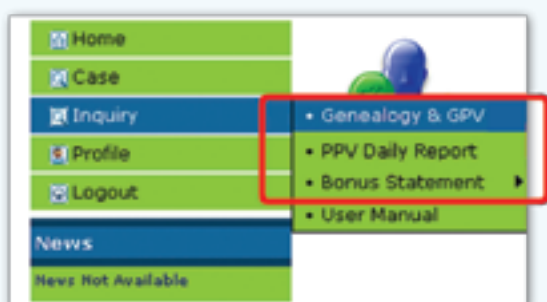
- Fill in the description and click 'Complete Case'. Click 'OK' to proceed.
- Case has been completed with completed case history.

To view previously closed cases, click 'Closed' tab to view the cases.

To search closed status case/s for reference, click 'Case' from main menu followed by 'Search Case'.

- You may search by 'Branch', by 'Topic' or by 'Word Search'.
- Click 'Go' to proceed the search. Result will be listed, when the search criteria is found.

## Step 5 View Reports



To view Genealogy & Group Point Value (GPV) reports, select 'Inquiry' from the main menu followed by 'Genealogy & GPV'.

- Select your latest received bonus country name from 'Country'. Click 'View'. Click 'OK' to proceed.
- Use 'Filter By' to view the generation and records per page.
- Click 'Legend' to view Terms and Services.
- Accumulated GPV figure display in 'ACCU.GPV' will show \*\*\*\* asterisk symbol when the sponsor hits above the required AGPV. Member from Philippines hits 60,000 and above.

*Note: Genealogy & GPV only show the latest bonus month processed result. Only show sponsor and downline who has maintain in that month.*

To view current month total Personal Point Value (PPV) purchased, click **'Inquiry'** followed by **'PPV Daily Report'**.

- Select latest bonus received country name from **'Country'**. Click **'View'**. Click **'OK'** to proceed.
- Use **'Filter Option'** to view the generation and filtering of **'Specific Search'** to search particular downline. Click **'Terms of Services'** to view terms and services.

Note:

This will only show the current month PV purchased at local country (excluding overseas purchase PV) and the downline generation in the same country with the sponsor. Expired status member can only see own PV of the month (without downline PV).

Note:

- Records highlighted with "Blue" background represents new joint member of the month.
- 'Current Month Pern PV' column display the total PV of a distributor purchase at local country for the current month.
- 'Last Month Accu. GPV' column display the last bonus processed Accu. Group PV for the member

To view Bonus Statement for the latest 4 months, click **'Inquiry'**, then click **'Bonus Statement'** followed by **'View Bonus Statement'**.

- Select your bonus received country, then click **'View'**.
- Click on the **'bonus month'** to view detailed statement.

Note: Only the period that has statement is clickable.

-Click **'PRINT'** to print statement via printer.

## Step 6 Changing Profile

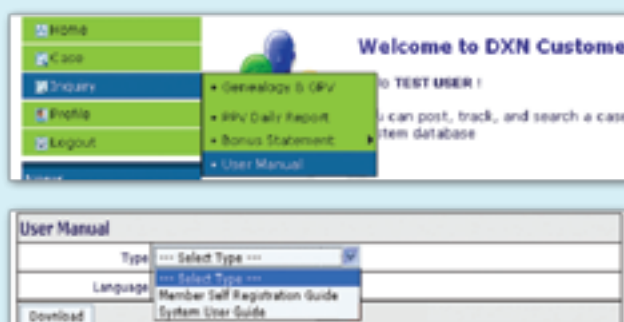


- From the main menu, select **'Profile'** then click **'Modify Profile'**.
- Fill in the password, email and/or fields you wish to edit the changes. You may edit the settings to disable the email notification.
- Click **'Submit'** to save the changes.
- Click **'Logout'** to exit the program.

For complete outline of CSS procedure, you can access and download the copy of CSS User Manual located at the logon page of the system and/or User Manual on Inquiry Menu.



- To view user manual on the main menu click on **'Inquiry'** followed by **'User Manual'**.
- Select the **'Type'** of the user manual.
- Select the **'Language'** copies of the manual.
- Click **'Download'** to download the selected user manual.



For more inquiries, please coordinate with Network Relations at Helpdesk Nos. (02) 355-7526 to 27 or visit our website at <http://www.dxn2u.com> or <http://www.dxnphil.com>



A person is holding a pink travel bag with a cactus logo and the letters 'DXN'. They are also holding a small white container, possibly a travel cosmetic bag. The background is a blurred outdoor scene with trees and buildings.

# Now in travel size!

From a 250 ml trim down to 100 ml

- perfect for keeping in your travel cosmetic bag
- ideal for workout overhaul

**coming soon**

A person is holding a white mug with a cactus logo and the letters 'DXN'. They are also holding a small white container, possibly a travel cosmetic bag. The background is a blurred outdoor scene with trees and buildings.

*Light* up your Life...

... with a coffee that leaves you  
feeling uplifted and refreshed.

**COMING SOON!**



# DXN becomes a global force

While maintaining the number one spot in the Philippine MLM industry for ten consecutive years, DXN is now ranked as

## The TOP 40 Direct Selling Company in the World

**The TOP 40  
Direct Selling Company  
in the World**

[illegible]

Despite the slack in the world economy, DXN Philippines experienced 10 consecutive years of growth, outpacing other MLM companies in the country.

BusinessWorld TOP 1000

**RETAIL SALE OF HEALTH PRODUCTS, NON-STORE**  
DXN International Private Ltd.

884

DXN International Private Ltd. 9,140