



NEW EXECUTIVE BRAND DIRECTOR



HIEW CHUI LI
New Executive Brand Director

Previously a community pharmacist in UK, Chui Li decided to move back to Malaysia in order to be closer to her family. However, she could not adapt to the different working culture here as it compromised the lifestyle that she wants.

After being introduced to Nu Skin products and business, she noticed that this might be the platform that she could work hard to achieve her goals. As she started her Nu Skin journey, she also found that this platform nurtures her love for learning, such as Mandarin skills, and also honing her leadership skills, interpersonal and communication skills.

Chui Li has also learned to maintain a positive attitude and to persevere through the ups and downs of the business. She is grateful that her husband has encouraged her to keep going during one of the lowest points in her journey even when he was unsure about the business at first. This is because he has seen how this business makes her happy and gives her the opportunity to qualify for success trips. This is when she realizes that if something is right for you and you do it with joy, others will see the positive aspects of it too.

For Lau Phaik Ki and Tan Teck Wei, their hard work, commitment and tenacity on the Nu Skin business, they achieved the Executive Brand Director title. As Nu Skin was a completely new line of profession for Phaik Ki, who was previously an Engineer and Teck Wei, who was a Senior Manager, there was a lot they had to learn when it comes to sales and communicating with others.

Even when things got tough in the beginning, they persevered, continued learning and improving themselves, while seeking advice from their uplines and mentors. Teck Wei and Phaik Ki also shared that team spirit and team momentum are the cornerstones of their success. In their business, they treat friends, peers and their team like family members. This has helped to build better bonding between team members and maintain strong team momentum so that everyone is on the right track to success.

The couple also attributes their success to the support they received from their family and mentors, Circle of Excellence I Alan & Bao Yan, Siew Fong, Chai Yen and Sam. Moving forward, the couple will strive towards achieving the Presidential Director title.



**LAU PHAIK KI
& TAN TECK WEI**
New Executive Brand Director

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EVELYN GIAM
New Executive Brand Director

Evelyn was first introduced to Nu Skin when she was looking to manage her weight better. From thereon, she began learning more about company's product and business opportunity.

She was truly inspired by the leaders' success stories and was excited by the prospect that she can work hard to achieve her goals like these leaders as well. With success in mind, Evelyn went on to start her Nu Skin journey with passion and an open mind. In the beginning she had a lot to learn. She persevered even though there were many experiences that pushed her out of her comfort zone.

One of the challenges was her low self-esteem which caused to doubt if she can be a leader. However, through the support and guidance from her leaders and mentors, she gradually built up the confidence she needed to take her business to greater heights.

Evelyn believes that the real success in this business is not just about the leveraged income, the lifestyle or the chance to qualify for success trips but rather the empowering feeling that she has grown as a person. She is very grateful to have this opportunity with Nu Skin.

Hui Koon was previously a software engineer manager while her husband, Dr. Tan is an established urologist. They were enjoying stable income and respectable positions in their careers, but Hui Koon was constantly tired because of her long and inflexible working hours.

This led her to revisit the Nu Skin opportunity that was introduced by her friend- one that she rejected because she was not ready yet. After learning more about the products and business opportunity, Hui Koon and Dr. Tan began to see it as a feasible platform for a better lifestyle.

While a lot of hard work, commitment, emotional maturity and persistence were required to achieve their business goals, all the obstacles they faced along the way did not hinder them from doing their best.

It was a rewarding decision to fully embark on a Nu Skin business, as from that point on it paved the way towards a fulfilling life for them. All these culminated into a form of personal growth, especially for Hui Koon who became more resilient and confident over the years. This business has also opened her eyes to female leadership and entrepreneurship.



**CHUAH HUI KOON &
DR TAN CHUN KHUI**
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**TEOW CHIEW HOE &
LYONN LEE LEAK YONG**
New Executive Brand Director

“Lyonn, previously a medical sales representative and Teow, a mechanical engineer turned business contractor got to know about Nu Skin when they were seeking solutions to manage Teow’s weight.

They were delighted that Nu Skin ageLOC TR90 programme gave them good results and saw the potential of the brand that could help those who are concerned with weight management issues. After learning more about Nu Skin’s business model and finding it to be a feasible venture, Lyonn decided to do the business. During the first few years in the business, Lyonn was pregnant twice but she did not let her pregnancy stop her from doing her best. She shares that it is all about hard work, commitment, good time management and making sure there’s work-life balance.

To Lyonn, the business offered more than just leveraged income as there is significant self-transformation too. Before Nu Skin, she lacked self-confidence. However, as progression in the business also meant being able to lead a team, she worked hard to develop leadership skills which led to higher self-esteem and a more assertive nature. She believes that when she runs her business with sincerity, friendliness and persistence, people will start to believe in her and join her in the journey.”

“Joyce Ong and Fung Hwa Yoong’s positive attitude and buoyant personalities are giving them an edge in their Nu Skin business. The main turning point for the couple to take on Nu Skin as a business venture was the birth of their children. When Nu Skin’s weight management products yielded good results for Joyce, the couple began to see it as a potential business opportunity as they could share their personal experience when selling products to their customers.

Joyce decided to do the business and her husband joined her in the journey. To this dynamic couple, this business is more than just about leveraged income. It is also a source of empowerment. They have learnt a lot of new business strategies from Nu Skin’s business models, and now become effective leaders who inspire other to succeed.

Besides, they also learn that in order to succeed in their Nu Skin business, they need to worked hard, to practise empathy, gratitude and above all, love for others. It is no longer just personal growth, but also leading a team to achieve their goals.”



**JOYCE ONG &
FUNG HWA YOONG**
New Executive Brand Director

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YAP SIEW FONG
New Executive Brand Director

Siew Fong was first introduced to Nu Skin anti-aging products by her secondary school mate. When she began to reap good results from the products, it ignited her interest to learn more about Nu Skin and decided to take the business.

As she had been supporting and assisting her team and selling products to her customers consistently throughout the years, Nu Skin is a great opportunity for her.

Siew Fong's happiest moment is when someone said a simple "thank you" for helping them become healthier and happier. Siew Fong likes how Nu Skin gives people the opportunity to approach the business from a win-win point of view. It is this philosophy that makes this business truly meaningful.

Previously a flight attendant, C Kogeelathavi Sinniah was a single mom who was struggling to balance her time between flying and being there for her son. When Nu Skin opportunity came upon, her negative thoughts came along like many people does, close-minded and finding excuses why it was not for her.

However, the strong desire to change things for the better has pushed her to try Nu Skin business. Fearless, hardworking and dedicated, Kogee is relentless when it comes to "making the impossible, possible" during her journey. She worked really hard, devoting whatever time she had between her work and family to build her team and sell products to customers.

Eventually, she decided to fully focus on her Nu Skin business after thorough consideration. Over the years in Nu Skin, her business grew but it plateaued at one point, mostly because her interest had waned. She realized that her goals have evolved too, no longer just about achieving her personal goals, but true gratification came from helping others to succeed.

She realizes now her happiness comes from making an impact on someone's life and that's what makes her Nu Skin journey a truly rewarding experience.



**C KOGEELATHAVI SINNIH
& P JEEVARATNAM SINNIH**
New Executive Brand Director

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**THEELA
BALAKRISINAN**
New Executive Brand Director

When first started Nu Skin business, there were many times that Theela wanted to quit but she persevered as she wanted to achieve her goals.

She is delighted that Nu Skin's weight management program had helped her to reach a healthier weight and this is a great testimony when she is selling products to her customers. But most of all, she is tremendously grateful that her Nu Skin business has helped her regain her confidence.

It took a lot of hard work, commitment and personal growth for Theela to be where she is today, but it was all worth it in the end when she know all the effort she have put in helped to change her life for the better. Her aim now is to continue motivating her team so that they can work hard to achieve their goals.

Clinton Zheng always wanted to be a successful entrepreneur with a thriving business of his own. It was through his e-commerce venture that he met his life and business mentor, Mr. Rayne Ho who has a successful Nu Skin business. Clinton found Nu Skin products interesting and enjoyed learning about business from Rayne.

To give Nu Skin a try, he took up Nu Skin while running his retail business. The turning point came when Clinton got married, had his first child and wanted to spend more time with his family. It was also at that time that Velocity was introduced, and Clinton saw how he could help more aspiring millennial entrepreneurs like himself become successful.

Armed with his millennial marketing strategies, he set out to transform the network marketing industry through Nu Skin, turning it into an appealing and business opportunity for young entrepreneurs. As a recognition of his success, he recently achieved the Executive Brand Director title.

"For me, the most important key to success is the strong desire to succeed," he says. "When you have this pure determination to make things happen, you can overcome any challenges that may seem impossible at first."



**CLINTON ZHENG
GUANGRONG**
New Executive Brand Director

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**GENA TEO HWEE PENG
& ONG BOON SENG**
New Executive Brand Director

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Prior to Nu Skin, Gena Teo and Ong Boon Seng who were previously engineers at a data storage company, had little social interaction with others. It was through their Nu Skin business that they began to develop interpersonal skills and form strong relationships.

The first time Boon Seng and Gena learned about Nu Skin was through an ex-colleague. The couple did not think they could do it as they believed they weren't sociable enough or had the right sales skillset. However, Gena decided to take up the Nu Skin business opportunity after experiencing amazing results through Nu Skin's TRA weight loss program.

Boon Seng also came onboard to fully focus on Nu Skin. Fast forward to today, Gena and Boon Seng have blossomed into successful leaders and business owners that their team looks up to. Right from the start, they had to encounter numerous challenges which took them out of their comfort zones. They began learning as much as they can about effective leadership from their mentors and putting it to practice. A testimony of their dedication and hard work is achieving the Executive Brand Director title. The couple look forward to reaching even greater success and helping their team members succeed as well. — ”

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Both lawyers by profession, Sharifah Julina and Shafiq Abdullah have never been afraid of hard work or challenges. However, while they enjoyed their job, they are struggling to have the flexibility to spend quality time with their family.

One of the things that Sharifah enjoyed about her previous job is providing solutions and helping others resolve problems. She realized she was already using this skillset each time she introduced people to Nu Skin products. She was ardent Nu Skin consumer who really loved ageLOC products, thus it was only natural for her to share her experience when selling the products to her customers.

Beyond product benefits, this business platform also offers Sharifah and Shafiq an ideal avenue to build the family-oriented lifestyle they want while enjoying leveraged income at the same time. When they first started, they encountered many challenges, but they treated each hurdle as a learning curve.

To them, persistence, consistency, and self-belief are the keys to success. The couple shared that success comes from team effort, and so no-one is left behind. They look forward to an exciting journey ahead as they aim to help more people. ”



**SHARIFAH JULINA &
SHAFIQ ABDULLAH**
New Executive Brand Director

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BRANDON NATAL
New Executive Brand Director

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Brandon Natal first learned about Nu Skin from his business mentor, Clinton Zheng. At that time, he was helping his mother with their family business.

While he enjoyed what he was doing, he felt that there was very little he could learn from a traditional business. Nu Skin, on the hand, offered him many opportunities to explore entrepreneurship and develop new business skills. He took the leap and ventured into Nu Skin.

Thanks to Brandon's tenacity, hard work and commitment to the business. He has achieved the Executive Brand Director title which further fuels his passion for the business. Currently, he is expanding his business to the Indonesia market with the help of his father who is based in Jakarta.

Throughout his Nu Skin journey, challenges on the homefront as well as his in business have taught him a lot about connecting with others and building good relationships. He also learned to be a better leader to his team. With the right guidance, he is fortunate to have good mentors who have been with him all the way.

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Previously an engineer who worked for international MNCs for the past 20 years, Cassandra had a stable career and financial stability. She wanted a change in her life and was open to new ideas. Above all, she wanted time flexibility to pursue her passions while maintaining financial stability at the same time. It was at this time she chanced upon Nu Skin through a friend who recommended her the ageLOC TR90 Weight Management program and was impressed with the results.

She began to learn more about Nu Skin's business model and eventually realized that this business opportunity might just be what she was looking for. She began to do really well in her business and has since fulfilled her initial intention for doing Nu Skin in the first place: to have time flexibility.

Just recently, she has achieved the sought-after Executive Brand Director title. Teamwork and leadership are also important success factors for Cassandra, especially when the team is growing to new heights. Throughout her journey in Nu Skin, Cassandra has also learned the value of unconditional gratitude. To her, being grateful for what she has achieved and appreciating all her experiences, whether good or difficult have made her life more wholesome and meaningful.

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CASSANDRA CHUA
New Executive Brand Director

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**CHING WEI &
DION WONG**
New Executive Brand Director

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Prior to Nu Skin, Ching Wei was an electronic engineer while Dion worked for a computer company. They love their job, but the couple wanted more flexibility to arrange their time for work and family as well as having the opportunity to earn leveraged income.

When they were introduced to Nu Skin, they saw the potential of Nu Skin's products, especially TR90 and how there was a feasible market for it. They were excited about the business opportunity and decided to take up the business.

As they do not have marketing experience and a social network in the beginning, it was not easy for them to start their Nu Skin business. Ching Wei and Dion persevered, knowing that all the time and energy spent on their Nu Skin business would be worth it in the end – and it did.

While Ching Wei and Dion enjoy having leveraged income from this business, they realize that happiness does not only come from own achievements, but also from the people that they have helped along the way. With Nu Skin, they can help others while improving their own lifestyle – this is what makes it so fulfilling.

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Previously a financial planner, Evans got to know about Nu Skin when she was looking for solutions to achieve healthier skin. She was pleased with the results that Nu Skin products offered her and this instilled her confidence in the brand to learn more about Nu Skin. Evans was very enthusiastic about sharing her product experience with her friends and family.

Her network began to grow and she started to see the potential of the health and beauty market. What she loves best about her Nu Skin journey is being able to transform people's lives through rewarding business opportunities and innovative products. One of the challenges that Evans faced in her business was dealing with naysayers who had extremely negative views about the direct selling industry.

However, she believes that there are many success stories from professionals which show that one can thrive and achieve their goals through this business platform. Of course, it would require time, effort and commitment to make the business a success. Evan's formula to success is simple yet powerful: she believes that it is important to keep the momentum going by constantly having greater goals and keep trying until she achieves them.

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**EVANS LEE &
KOR NG LEE**
New Executive Brand Director

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YEO SEK YEAN
New Executive Brand Director

Since young, Sek Yean dreamed of having a successful business of his own – an achievement he has now realized through Nu Skin's amazing products and business opportunity. When Sek Yean first decided to join Nu Skin, all he had was this burning desire to succeed so that he could give his family a better life.

As it turned out, this fiery desire was what paved the way for Sek Yean to reach success at Nu Skin. Just recently, he has achieved the coveted Executive Brand Director title, which makes him one of the youngest leaders to reach this level of success. This achievement was no easy feat as there were many obstacles along the way.

Whether it was a personal issue or a business-related obstacle, Sek Yean refused to let any kind of difficulties pull him down. Throughout his Nu Skin journey, he chose to see his challenging experiences as a learning process to grow into a resilient leader and to become a better entrepreneur.

After having first-hand experience of Nu Skin's warm and people-oriented culture, it really resonated with him. Apart from enjoying time flexibility and leveraged income, Nu Skin has given him the opportunity to help others discover themselves and achieve success.

Prior to Nu Skin, Dr. Shee was a naturopathic doctor with a PhD in Holistic Natural Medicine. While seeking out an effective weight management, she got to know about Nu Skin's ageLOC TR90 program and decided to give it a try after doing in-depth research about the product's efficacy.

Her encouraging experience with Nu Skin products made her see Nu Skin in a different light. She started to learn more about Nu Skin's business model and decided to do Nu Skin. As she ventures into her new journey, she started to notice changes in herself whereby she feels healthier, younger and happier.

Challenges in her Nu Skin journey have also pushed her to become a more fearless entrepreneur. She embraces the stress that comes along, stretch herself and find the best solution to achieve success. Stress, stretch and solutions: these are her keys to success.

Fulfillment in her Nu Skin work also comes from helping others to improve their lifestyle as she wants everyone to have the opportunity to work hard to achieve their goals. She encourages others to conquer their fear and turn fear into faith that they can achieve their goals.



DR AXELLE SHEE
New Executive Brand Director

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Before considering Nu Skin as a business venture, Datin Suliana has already been using Nu Skin products for a few years and therefore she knows the quality and efficacy of the products very well.

Coincidentally Alysha and Zarif were also looking for new business opportunities. Nu Skin appealed to them because of the products as well the company's benevolent approach. They see the potential of Nu Skin products, and so decided to venture into the business together. Throughout their Nu Skin journey, the hard work, dedication and commitment, good teamwork and the willingness to go for what they want are the keys to this trio's success.

Working as a team allows the trios to draw on each other's best strengths. It keeps them determined and focused on their goals. Once they set their goals, they take massive action to achieve them. Business achievements aside, the three of them also appreciate how the business cultivates personal growth, such as building a network, reaching out to people and enhancing their public speaking skills. They have become more confident in terms of leading their team members, dealing with different personalities and being patient and kind to everyone.

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**DATIN SULIANA SHAMSUDDIN;
ALYSHA ZAID & ZARIF JAFLUS**
New Executive Brand Director

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Christine, a stewardess based in Dubai, enjoyed her exciting career, but after too many years away from home, she missed her family and wanted to be there for her two kids and see them grow up. Her husband, Shawn, was in the insurance line and managed a live band on the side. He loved music and wanted to have more flexibility to spend time to cultivate his musical interest.

Coincidentally at this time, a passenger recommended Christine to try Nu Skin's skincare products. This was how she learned about Nu Skin and subsequently the business opportunity. Through hard work, commitment and perseverance, they found success in the course of exploring the Nu Skin business opportunity.

While Christine and Shawn enjoyed their Nu Skin journey, there were challenges along the way that truly tested their tenacity and passion for the business.

To overcome these challenges, they decided to focus on the solution instead of fixating on the problem. Learning new skills was their way to resolve the challenges. Their advice to those who aspire to achieve their goals is to keep on learning. "Don't overestimate academic qualifications and don't underestimate the will of learning,"

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SHAWN & CHRISTINE
New Executive Brand Director

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