

DWAYS International Pte Ltd

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DWAYS was incorporated on 15 November 2018 and began its operation in November 2019 with office in Singapore. The two founders / shareholders are: Nancy Long and Dr Zul O Curran.

Together they have more than 50 years' experience in direct sales and supplement/wellness industry.

Seeing the gap between Gero Science and the supplement industry, Gero Science have advance by leaps and bound whilst the supplements available from the marketplace have been lagging. Also seeing the huge potential increase of home-based business and direct selling, it is no surprise DWAYS decided to market their product via the direct sales / networking channel of marketing.

DWAYS vision is to provide the best and most advance nutraceutical and cosmeceutical products science has to offer and with the mission to have affordable products to help people live a healthy functional life up to their ripe old age.

What are nutraceuticals & cosmeceuticals? In a nutshell, a nutraceutical is a natural compound that has a therapeutic effect on a person health. Cosmeceuticals is a natural compound that have a therapeutic effect on the skin health. DWAYS will continue improving and bring forth the best nutraceuticals & cosmeceuticals products to the market. The rising demand for dietary supplements and functional foods is expected to be a major driving force in the market and is growing rapidly.

DWAYS started with 1 product, which is the HL Span, and now the product range have expanded to 6 nutraceutical products. They are as follows:

HL Span- Anti aging supplement to stop aging and degenerative disease.

H Stasis- To provide the body with a comprehensive essential vitamin & minerals combine synergistically with 4 adaptogenic herbs to help combat stress.

Puri5- To supplement the body with prebiotics and probiotics. Helps to prevent irritable bowel syndrome (IBS), digestive problems, boost immunity and improve thinking function.

Uplyft- A blend of herbs to increase natural testosterone production for man and increase performance.

C-NRG- combination of endogenous and exogenous antioxidant to fight oxidative stress on our body.

Seawise- A combination of essential fatty acids essential for cardiovascular and neurodegenerative health.

## HL Span

DWAYS first flagship product was formulated with the above purpose in mind and is called HL Span: Healthy Life Span.

- Life Span is the length of time of one's life
- Health Span is the length of time one is healthy and functional

Example:



In the new study published in JAMA Internal Medicine, a research team, partially funded by NIH, found that the average American baby born in 2014 can expect to live to about age 79. A person's life span is 79 but he is only functional only up to 63 which means, he is dependent on someone for care and daily needs, such as eating and going to the loo requires assistance or nursing, therefore the person's lifespan is 79 but the health span is only 63 years old. The reality is, it's not so much about years of life, but about life in years. Although we all want a bounty of years in life, living a longer life does not necessarily mean a better life. A long life with a high burden of chronic disease is not a good thing if it means more time is spent living with illness and disability, dependent on those around us. Health span is a socioeconomic issue, too. There is a widening gap in life expectancy in different geographic regions of the US.

Because lifespan and health span are intimately related, focusing on health span should help level the wellness playing field for more people. Through

education on lifestyle, food, and nutraceuticals, DWAYS aim to help to narrow the gap between Health Span and Life Span. Changing these factors can be challenging, but it's certainly attainable. In fact, no matter where you live, you can influence your longevity by making healthy lifestyle choices: don't smoke; if you use alcohol, do so in moderation; eat right (diet & supplementation) and exercise regularly. We put into the blend to slow aging then stop aging and to reverse the aging processes. Hence, aging is a multi-faceted and complex issues therefore we need to have more than 20 ingredients to make it work.

## **H Stasis**

Everyone should be getting the most out of their multivitamin. There's no simpler way to ensure your body is getting the essential vitamins, minerals, and nutrients you need to support your health. But not all multivitamins are created equal—so choose our H Stasis.

Our vitamin we have chosen is always a better form. Such as;

Vitamin A as Astaxanthin. Astaxanthin is not produced in the human body but is crucial for health. It is a powerful antioxidant, and the antioxidant properties are responsible for its health-promoting effects. Astaxanthin is often called the "king of carotenoids". Research shows that it is one of the most powerful antioxidants found in nature. Astaxanthin's ability to fight free radicals is 6000 times greater than vitamin C, 550 times than vitamin E and 40 times than beta-carotene.

Astaxanthin has properties that reduce inflammation in the body. It is thought that its antioxidant activity may help prevent certain chronic diseases, reverse skin ageing and reduce inflammation. Although human studies are limited, available evidence suggests that astaxanthin positively affects brain and heart health, physical endurance as well as energy levels, and even fertility. Esterified astaxanthin seems to have the strongest health-promoting properties, which is its natural form of biosynthesis. Vitamin A use commonly in the market is Beta Carotene. Astaxanthin is 10 times more than beta carotene (Lutein weighs in at 200 and zeaxanthin at 475). Unlike beta carotene, Astaxanthin crosses the blood-brain barrier, delivered directly to the retina and macula. Vitamin B1 is always Thiamine. We also put

thiamine, but we also put into the formulation Benfotiamine which is the fat-soluble form of vitamin B1. It is commonly used to treat symptoms of diabetes, improve cognitive health, and protect against neurodegenerative disease such as Parkinson & Alzheimer's but there are plenty of other potential uses as you are about to find out. The results of this research are in line with an earlier and smaller scale study. In this double-blind experiment, several doses of benfotiamine were given to 24 diabetics with neuropathy for a period of 12 weeks. Those treated with benfotiamine experienced a reduction in their symptoms including pain.

Vitamin E as D tocopherols. DL Tocopherols which usually the synthetic form most common found in most vitamin supplement. D tocopherols is a natural form and is a more potent fat-soluble vitamin. An experiment shown that supplementation with vitamin E or tocopherol has been shown to inhibit platelet adhesion and aggregation and smooth muscle cell proliferation, exert anti-inflammatory effects on monocytes, and improve endothelial function.

Vitamin K2 as we prefer MK-7 and not MK-4 which is the synthetic form. Specifically, vitamin K2, helps turn on proteins that aid in blood clotting, proper calcium absorption, and heart health. K2 helps promote calcium absorption in the bones while preventing calcium build-up in arteries and organs such as the kidneys. Vitamin K inhibits vascular calcification by matrix GLA proteins. These proteins are activated via vitamin-dependent carboxylation. Activated matrix GLA protein identified in atherosclerotic plaque may prevent calcium precipitation.

Our formulations are created using the ingredients and dosages used in the studies that inspired them, ensuring that maximum bioavailability and efficacy is achieved. H Stasis vitamins usually meet or exceed the Recommended Dietary Allowance (RDA) for nearly every ingredient where an RDA exists. In order to support optimal health and well-being, you need a science-based dose of vitamins and minerals every day. Nourish your body with essential vitamins, minerals and other nutrients. We also put in 4 adaptogenic herbs that help people to cope with stress and anxiety.

## **Puri5 (Upgraded Version of Purity)**

Puri5 is a symbiotic supplement. Synbiotics and other functional foods are now being considered important tools to help maintaining humans and animals in good health, for prevention of disease, and/or as alternatives for reducing the risk associated with diseases. Studies conducted on the relationship of the microbiota of human gut and animal gut and immunology have highlighted the role of synbiotics in the health of mammals. There is evidence to suggest that synbiotics influence the microbial ecology of the intestines of humans and animals and play a role in alleviating various ailments. We carefully selected 5 probiotics into a mix of prebiotics so that the prebiotics have the food to grow in our gut.

Also, to help the probiotics colonize faster thus having the health benefits also faster.

## **Up-Lyft**

In Singapore 50% of men above 40 have erectile dysfunction. MI supplements are blend of herbs meant only to boost testosterone production. However, erectile dysfunction is a complex problem. Men that have ED could have vascular issues. Some other issues besides low testosterone, high cortisol, high SHBG and excess estrogen (woman hormone) in the body can affect men sexual health. Uplyft is design to help in all these issues.

## **C-NRG**

C-NRG is pronounced as synergy. C-NRG is complex vitamin C lozenges synergistically combine with other nutraceutical compound to boost immunity and also to inhibit viral replication. Vitamin C is perhaps the most popular supplement taken to protect against infection due to its important role in immune health however most sold in the market is a singular form of ascorbic acid. Since scientist is able to synthesize ascorbic acid, this form is more commonly sold. Noble Prize winner Dr Albert Georgy do not approve

of using an isolated form of ascorbic acid. Vitamin C must come in its complex form then it will work well in the body.

Besides vitamin C we also incorporated zinc into the formulation because zinc helps to combat infection. According to research, 16% of all deep respiratory infections worldwide have been found to be due to zinc deficiency.

### **Seawise** (Available in July 2022)

Omega-3 fatty acids are some of the most effective nutrients that you can consume for your brain, eyes, cardiovascular health and more. However, Fish and fish oil may have concerns related to heavy metals and contaminants. They also contribute to overfishing that depletes global stocks. Overfishing is bad for the environment so vegan omega is more sustainable. Getting sufficient Omega-3 intake to promote health can be difficult due to lack of fish intake. It's even harder if you're following a clean, eco-conscious or vegan lifestyle. Health benefits of omega-3s in physiology and gene regulation & possible protective mechanisms of EPA/DHA in major diseases such as coronary heart disease, atherosclerosis, cancer, and type 2 diabetes.

We also have a line of cosmeceutical products to help all sorts of skin issues and to have a youthful and clear looking skin.

Cosmetic: Product / substance applied topically to provide temporary or short-term effect/improvement

Cosmeceutical: Product / Substance meant to improve with longer and more permanent effect on the skin

We have 5 cosmeceutical products:

**B Gio**- a combinations of multiple compounds to help fine lines, wrinkles, and saggy skin. Very effective to ward off acne and pimples. Carotenoids which have been scientifically proven to produce many benefits for the skin

such as healthier, more radiant complexion, the supplement is not only a safe and convenient way to beautiful skin but has also become a must-have for maintaining and protecting skin quality. In this realm of antioxidants, glutathione is a revolutionary product which benefits skin with effective results without causing any adverse effects. Glutathione is normally to readily absorb when used as a supplement. So, our solution is to use reduce form of glutathione. Reduced glutathione is the most active form of glutathione which interacts with a number of biochemical systems. The active form neutralizes the oxidative free radicals, thus converting it into something harmless and this is the health benefit of glutathione. It is in vogue for skin brightening and radiance with years of research behind it is the saving grace for your dreaded hyper pigmentation and aging signs.

(If you have dark spots or discoloration on your face that seems difficult to go away, it may help in hyper pigmentation).

4 pc all type skin care set: **cleanser, toner, peptide serum and 3 in 1 day cream**

(UV protection, tinted and moisturizer). These skin products are enriched with antioxidant, anti-inflammatory, depigmenting, and anti-aging actions.

**D Shield** is a Japanese technology protecting handphone users against the harmful effects of EMF. In 2011 the International Agency for Research on Cancer classified radiofrequency electromagnetic fields (RF EMF) from cell phones as possibly carcinogenic to humans.

**D pin** has the ability to emit negative ion. It helps to promote better health and vitality.

We currently have 13 products in all. We are constantly improving our products and will be having a new vegan Omega3 which will be available in July 2022.

We have already appointed 2 health experts, Dr Hadinata and Dr Dharmo as Scientific Advisory Board Members and a third member, Dr Rano will be joining by next quarter.



Dr Hadinata holds a PhD in Natural Medicine. He is a practicing naturopath, osteopath and is a registered practicing doctor. He has help thousands of patients through his practice.

Dr Dhamo holds a PhD in Medical Microbiology and a master's degree in biotechnology. He has been a researcher for 25 years to fight against HIV & hepatitis virus. He is now a lecturer and teaching others to be a clinical researcher.

Dr Rano is a lecturer in stem cell technology and PRP treatment. He has been teaching other doctors and medical practitioners in many areas of anti-aging protocols. He is currently the special advisor to the A4M (The American Academy of Anti-Aging Medicine)

Dr Zul O Curran was lecturing for many years. He holds a PhD in Health Science and currently pursuing another PhD in Nutrition Management. He also studies Epidemiology. He is also trained in marketing and holds an MBA in marketing. He is the chief formulator of DWAYS International products with the guidance of all the other Scientific Advisory Board.

Holistic Coach Ramesh Chinapan holds a Bachelor of Science in Holistic Health and Natural Medicine (CAN), has 30 years of experience in the Health and Wellness industry. He is a Cancer Awareness Coach, Diet and Nutrition Health Advisor, Child Nutrition Advisor, Raw Food Nutritionist, Nutrition for Optimal Health, Sports Nutrition Specialist, and a Certified Advanced Personal Trainer. He studied Causes of Human Disease - Exploring Cancer and Genetic Diseases, Understanding Cardiovascular Diseases and Exploring Cancer Medicines.

Ms Ann Nguyen (for Vietnam expansion) works for 17 years in traditional sale and network marketing focus in cosmetic and food supplement. She was working as Sales, Operation and Marketing manager for various international company such as L'Oréal, Estée Lauder and Isagenix International. She holds executive MBA training program in FPT University and various management and sales certificates. She also holds a bachelor's in business administration (Economics).

We also appointed, Mr. Rumi, an IT staff onboard with more than 10 years' experience in Cyber security and IT Operations. He has previously worked closely with Government officials as well as the private sector in providing consultancy and project delivery. He had managed data centers and Security operations center. He is well versed in computer programming, Data science, Data engineering and cyber security. He holds Bachelor of Science in Computer Science & Diploma in Computer Engineering. His role is to oversee IT operation in DWAYS International & implementing new IT technologies.

Henry Khaw holds a Diploma in Mass communication and has 5 years' experience in customer service. He is enthusiastic in providing best service to distributors and customers.

Lastly Nancy Long holds 2 diplomas in business, one in management and the other is in nutrition. She has been an entrepreneur all her life. She started her sales career in insurance with AIA. She became the top producer and manager in Singapore and Asia. She left the insurance industry after 21 years because of health reasons and supplements help her regain her health. She joined 3 nutrition company and again she excels in personal sales and building a big team.

Despite the difficulties the world has been going through for the last two years, DWAYS has managed to serve many Singaporeans well and sales have been growing via word of mouth. Since August 2021, we have moved to a newer, bigger and better located office at 380 Jalan Besar (Arc 380) and for the past 7 months our sales have grown more than 300%.

DWAYS now employs 11 staffs and is planning to expand the business to the Southeast Asia region - Malaysia, Vietnam, Indonesia and Thailand.

# DWAYS Nutraceutical & Cosmeceutical Products

