

## Be+ celebrates the opening of its first image store



From left, general manager of Business Development & Training, Micheal Wey, Branding & Image consultant, Joan Cheong, global head of Health & Wellness Department, Simon Hooi, managing director, Sharon Fong, famous radio DJ Chan Fong and guest from Ruyi Holdings at the ribbon-cutting ceremony.



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There are many different parts of a woman’s body that defines her beauty, and beautiful breasts are the pride of a woman. However, most Malaysian women suffer from a lack of basic knowledge when it comes to understanding their own breasts and breast care. Being women, we are never satisfied with our breast size and most of us have to deal with droopy and saggy breast problems which affect our self-confidence. As a well-established leader in therapeutic cellular therapies, beauty products and nutritional supplements, Ruyi Holdings Sdn Bhd recently opened its first Be Plus Image Store at Seventh Heaven in Pavilion Kuala Lumpur. The store aims to help educate women on taking care of their breast health and beauty, thus restoring their confidence level.

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of the beauty salons because it is the first breast care centre in Malaysia that doesn’t rely on any in-store machinery bust treatments. Instead, the store focuses on selling exclusive DIY bust-enhancing products that are specially imported from Spain. The products have been proven safe, natural and highly effective.

If you are feeling a little lost about the basics of breast care, Be Plus Image Store provides a number of professional female consultants who are on hand to offer their services. These include giving you a comprehensive breast check, offering advice on how to deal with your breast problems, demonstrating the correct way to use Be Plus products as well as showing you how to massage your breasts for optimum results.

If you prefer to leave your breast care to more professional hands, medical specialists and health experts are also at your service to provide you with tips on daily breast care as well as updated information on the well-being of your breasts.

The grand opening ceremony of the Be Plus Image Store was held on Jan 6, 2012. The day’s programme included a ribbon-cutting ceremony, talks, shared testimonials by satisfied customers, a catwalk show and other interesting performances. Refreshments were served throughout the ceremony to the guests who also received an exclusive door gift each as a token of appreciation for their support and attendance.

Ruyi’s Global head of Health & Wellness Department, Simon Hoo and Brand & Image consultant, Joan Cheong presented talks on “How to induce catch-up growth and enlarge your breasts naturally and safely” for women to achieve a safe and natural bust enhancement.

The ceremony was also attended by a number of satisfied Be Plus users who flaunted their voluptuous curves they proudly gained from using Be Plus products. They also shared their own experience in using Be Plus products to inspire other women who dream of the perfect bustline.

