

LEGACY LIFE



GO FOR THE
EXTRA C WITH

REOXlife
VITAMIN C

THE IMMUNE SYSTEM:
EVERYONE'S
SHIELD

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DON'T RUN OUT OF SPOONS!

MENTAL HEALTH IN TODAY'S WORLD

Mental health issues are grievous occurrences which can befall anyone - even someone you might know. However, it isn't the end of the world for you or that person. For one thing, many people today struggle with mental health; thus, people whose mental health conditions trouble them would not be alone in that sense.

According to statistics compiled by the Institute for Health Metrics and Evaluation, around 792 million people around the world live with some form of mental health disorder. The most common of these are anxiety disorders such as obsessive-compulsive disorder (OCD), post-traumatic stress disorder (PTSD), and generalized anxiety disorder. Around 284 million people globally live with an anxiety disorder.

Other common mental health disorders today include depression, bipolar disorder, schizophrenia, and eating disorders such as bulimia and clinical anorexia. Approximately 9.3% of all men and 11.9% of all women today live with a mental health disorder.

Mental health issues have impacts beyond merely affecting someone's brain and thought processes. Those who struggle with their mental health are at risk of falling victim to erratic or violent behaviour, substance abuse, self-harm, and most tragically of all, suicide.

THE SPOON THEORY

You might have heard of the term “spoonies” in relation to mental health; this is also where this article’s title comes in. A “spoonie” is a person who lives with a mental illness of some sort. The term was coined by Christine Miserandino in 2003 and relates to the spoon theory.



In mental health, spoons are used as an analogy for the capacity which a person struggling with mental health has to perform any task. The more “spoons” this

person has, the more able the person is to live as usual. The number of spoons which a person has on any given day or at any given time can vary. This reflects how mental health disorders can impact the same person with a different intensity at different times.

With this theory in mind, we can better understand how important it is to treat those around us who live with mental illnesses with the utmost care and respect. We will never truly know just how they might be suffering.

MENTAL HEALTH AND CURRENT EVENTS

It can be tempting to assume that almost all cases of mental health struggles in today’s world are either a direct or indirect result of the Covid-19 pandemic. This is understandable because of the suffering that the pandemic has unleashed upon the world.

Lockdowns, economic and political uncertainties, employment and financial instability - all have arisen due to the pandemic. Of course, some have been unfortunate enough to contract Covid-19 themselves or watch a loved one do so. Sadly, some have had to watch as friends or family members succumbed to the virus.

Certainly, it is true that the pandemic has exacerbated many people's mental health issues. This can be seen in the statistics regarding self-harm and suicides. According to Samaritans, a mental health organization, the longer and stricter the lockdown, the more likely that people were to either self-harm or struggle with thoughts about self-harm. Loneliness and a reduction in access to support services, both of which are intensified during the pandemic, contribute to this increase.

The psychological and sociological conditions created by the pandemic have served to increase suicide rates. Economic stress, social distancing, barriers to mental health treatment, and a general sense of fear and unease have undoubtedly placed a burden on the mental health of many. JAMA Psychiatry refers to this combination of factors as the "perfect storm" which leads to a rise in suicides.

However, to blame the pandemic for all the mental health suffering in the world today is both reductive and ableist. For one thing, many people struggled with their mental health long before the pandemic. Many will continue to do so after it as well. Therefore, though the pandemic has worsened many people's mental health, it is by no means the only reason why one's mental health might suffer.

This same viewpoint is ableist because it assumes that the moment the pandemic ends, everyone's state of mind will return "to normal". Mental health is never that simple. As per the spoon theory, none of us can choose how our mental health will be at any time. This viewpoint also stigmatizes those whose mental health might not be in the best condition. It assumes that these people are less than "normal". We should never think less of anyone with mental health issues.

SELF-CARE AND MENTAL HEALTH

The question which then becomes most relevant is “how can we replenish our supply of spoons?” The answer to that question is self-care. Self-care is the key to any mental health improvement.

Of course, what counts as proper self-care differs from person to person. For some, it may be something as simple as minimizing stress, socializing often, or prioritizing physical health and wellness. Others whose mental health situation might be more serious could seek counseling, therapy, or psychiatric appointments. They might also require the use of one or more medicines or drugs to keep their minds at ease. These are equally valid methods of self-care; using them does not make a person “weaker than” or “inferior to” someone who uses more so-called “natural” methods.

In certain cases, a person whose mental health is in the most dire of conditions might seek assistance from a psychiatric hospital. Though society places tremendous stigma on those who are treated in a psychiatric hospital, this stigma is caused by sheer ableism.

Many of these people are truly desperate; no other form of self-care or treatment has proven to be an effective remedy for their mental health woes. They deserve our support, not our scorn.

CONCLUSION

To conclude, there are two important points which need to be kept in mind. First and foremost, every one of us needs to take mental health and mental illness seriously. Society has frequently looked down on those with significant mental health needs. Too many people have avoided getting the mental health assistance they need simply because they fear what others might think of them. No one should ever be afraid or ashamed to seek help from anyone else. It's so important for any person to get all the support needed from other people.

It's also necessary to remember that mental health issues will not always present themselves in the same ways. Just because a person might appear to be “perfectly fine” on the outside does not mean that they are not battling their inner demons. That's why it's important to be good to everyone we come across. That way, we don't have to make anyone else use up too many “spoons”.

GO FOR THE EXTRA C WITH **REOXlife VITAMIN C**



Vitamin C is one of the most widely recognised nutrients.

Taking vitamin C daily has long been associated with good health. When talking about vitamin C, most people's thoughts immediately jump to immune health support. That's completely predictable, considering vitamin C is essential for supporting the body's natural defense system, but it actually does a lot more!

Your body is capable of many things, but it can't produce nor store vitamin C. Thus, it is important to continue replenishing your body with vitamin C on daily basis.

Vitamin C occurs naturally in some foods, especially fruits and vegetables but supplementing with doses of the vitamin offers additional benefits. Stocking up on vitamin C supplement is one way to keep sickness at bay.



At **Return Legacy**, we are continuously working towards a sustainable multi-level marketing business. We need to broaden the scope of our innovation constantly in order to succeed in this rapidly evolving business world. We have invested over RM12 million and now, we have successfully upgraded our manufacturing plants to **Nutraceutical GMP** grade to produce daily health products such as vitamins and dietary supplements (VDS).

OUR AIM

- ◆ is to develop more quality product range that does not only meet the market needs, but also diversifying our product portfolio.
- ◆ We aim to create better opportunities for our distributors by providing a plethora of product options to Legacian.
- ◆ WE ARE ALWAYS READY TO GO THE EXTRA MILES FOR LEGACIAN.
- ◆ **And now**, Return Legacy introduces this brand new REOXlife Vitamin C with the objective of bringing healthier and better life to everyone.

REOXlife VITAMIN C

IS A POWERFUL MULTITASKER.



It contains vitamin C in the form of *L-ascorbic acid*, which is similar in bioavailability to the vitamin C that naturally occurs in foods. This water-soluble vitamin has a wide range of functions in our body, with its primary function being an important vitamin for immune system. It also plays an important role as a potent antioxidant that protects our cells against potential damage.

Our body depends on vitamin C for synthesis of collagen which helps wounds heal and promotes skin health. If you're suffering from a cold, REOXlife Vitamin C will be effective in alleviating those symptoms and quickening your recovery. Besides protecting us against iron deficiency anaemia, the antioxidant-rich vitamin C protects our eyes too. Fortunately, scurvy, which is a disease that results from vitamin C deficiency, can be readily and effectively resolved with vitamin C supplementation.

WHO NEEDS VITAMIN C:

SMOKERS AND PASSIVE 'SMOKERS'

- Smoke causes vitamin C to be depleted at a much faster rate, in order to compensate for the oxidative stress.
- Individual who exposed to secondhand smoke also will decrease in Vitamin C.

INDIVIDUALS WITH LIMITED FOOD VARIETY

- Vitamin C able to obtained from fruits or vegetables, those individuals who consume less and limited food variety tends to have insufficient of Vitamin C.

INDIVIDUALS WITH MORE STRESSFUL LIVES

- These group of people easily stress and creating more oxidative stress, Vitamin C decrease more quickly with increased oxidative stress, therefore increase intakes of vitamin C can help to manage emotion / physical pressure.

PEOPLE WITH MALNUTRITION AND CERTAIN CHRONIC DISEASE

- People with severe intestinal malabsorption might be at increased risk of vitamin C inadequacy. However, various communicable and noncommunicable diseases are associated with lower vitamin C status, this is partly due to inflammatory processes and enhanced oxidative stress.



FREE REOXlife VITAMIN C

1st Aug 2021 (12am) ~ 13th Aug 2021 (11.59pm)

NEW

Grab your **FREE** sample pack of REOXlife Vitamin C (30 tablets) when you purchase RM250 and above in a single receipt **FROM**

1ST-13TH AUGUST 2021 !



**Sample Pack
(30 tablets)**

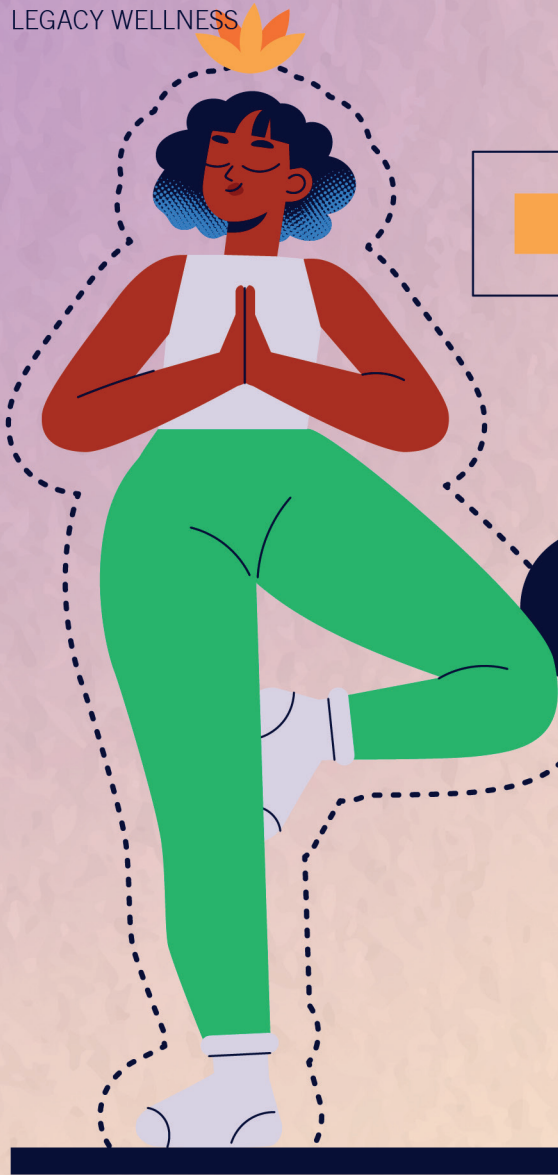
Limited to 500 bottles only.

***Applicable to Legacy Plan only. | *With purchase of RM250 and above in a single receipt.**

*First-come-first-serve basis and strictly while stocks last. *Terms and Conditions Apply.

*For Malaysia distributors only. *In the event of NRP /promotion periods, the shipment of your order may experience longer than usual.

*The company reserves the right to change, amend, delete or add to these terms and conditions at any time without prior notice.



THE IMMUNE SYSTEM EVERYONE'S SHIELD

The immune system is a network of proteins and cells which guards the body from all manner of infections and illnesses. It contains certain crucial parts which work as a unit. The antibodies, lymphatic system, spleen, bone marrow, white blood cells, thymus, and complement system are all parts of the immune system. Each of these parts plays an active role in helping the body ward off infections.

PARTS OF THE IMMUNE SYSTEM

The most important part of the immune system is the white blood cells. These cells move through the bloodstream to combat bacteria, viruses, and other health-threatening invaders. When our bodies are under attack by pathogens, it's the white blood cells which act first. They move in at once, then destroy whatever is causing the damage and preventing illness.

Antibodies work together with the complement system to defend against pathogens. Antibodies recognize and bind to the surface antigens of a pathogen, marking it for destruction. The proteins of the complement system, meanwhile, help antibodies destroy pathogens by piercing their cell membranes and makes them more attractive to phagocytic cells.

Disease-fighting white blood cells and lymphocytes are produced in our bone marrow, spleen, and thymus. Bone marrow, the tissue found in our bones, produces white blood cells. These white blood cells are stored in the spleen. The thymus produces white blood cells known as lymphocytes. It is important for T-cell maturation which plays a key role in the destruction of infected cells.

The final and most complex part of the immune system is the lymphatic system. The lymphatic system is a large network of lymph, lymphatic vessels, lymph nodes, lymphoid organs, and lymphoid tissues. The lymphatic system plays a major role in the coordination of the trafficking of antigen and immune cells.

IMMUNE SYSTEM DIFFERENCES

It may surprise you to learn that every person's immune system is different.

Yes, it's true! There are so many reasons why human immune systems can vary so greatly among people. Some of these reasons are hereditary while others are not. Pathogenic and symbiotic microbes also play roles in modifying the immune system.

One factor which causes differences in human immune systems is the level of exposure to ultraviolet radiation. This harmful form of radiation is primarily absorbed through exposure to sunlight. It has been shown that ultraviolet radiation inhibits aspects of proper immune system function. Therefore, those who receive the most exposure to ultraviolet radiation are most likely to suffer from infectious diseases.

Your ethnic background can also account for any differences in your immune system. These differences developed over time in order to account for the health challenges endemic to the region where your ancestors lived.

As you might guess, genetics account for the bulk of our immune system differences.

There are dozens of genes which are involved in the detection of pathogens through cytokines and the initiation of the body's response to pathogens. The activity of these genes differs from person to person, causing different immune responses. Nearly three-quarters of immune traits are influenced by genes.



THE WEAKENING OF THE IMMUNE SYSTEM

There are many different ways by which the immune system can be weakened. Probably the most well-known and tragic of these is AIDS. An acquired viral infection caused by HIV, AIDS severely weakens the immune system and destroys crucial white blood cells. It's possible for a person with AIDS to become critically ill or even die because of what would be a relatively minor ailment to most people.

Inherited or spontaneous genetic mutations can lead to immune deficiencies by causing genetic changes which impair the proper function of immune cells. Among the disorders linked to immune deficiencies are Kostmann syndrome, severe combined immune deficiency (SCID), and certain types of periodic fever syndromes.

Some medications may temporarily weaken the immune system. These medications include corticosteroids and immunosuppressant medications. They'll usually be prescribed after an organ transplant to prevent organ rejection. However, they do so by making the immune system less active and thus more prone to infection.

STRENGTHENING THE IMMUNE SYSTEM

At this point, you might want to ask, "how, then, shall I strengthen my immune system?" Well, there's only one truly fool-proof answer: by leading a healthy lifestyle. You know the drill - get enough rest, have a healthy diet, avoid tobacco, stay hydrated...

Boring, we know - but as with everything else, it works!

Of course, if you're looking for additional immune support, you can even try some supplements. If you choose the right ones, they can really take your immune system to the next level. But do be careful - some don't work as well as they claim to. Always do your research before purchasing any supplement!

RETURN LEGACY' S

I30B

If you want some of the most powerful immune support products around, give Return Legacy's I30B a try! It contains three incredible products: **REOXlife Mediterranean Gold PLUS**, **REOXlife POTENT**, and **REOXlife iMgard**. When used together, they'll do wonders for your immune system!

REOXlife Mediterranean Gold PLUS contains LePheno which facilitates the body's production of superoxide dismutase enzyme. This enzyme guards the body from the effects of dangerous free radicals, guarding healthy cells from damage.

The Micro-Mineralized Nutrient Technology (MMNT) found in **REOXlife POTENT** helps to repair damaged cells.

REOXlife iMgard, meanwhile, contains M-GARD to help the body stave off microbial infections. Use this combination regularly and you'll soon find that your immune system has never been in better shape!

THANKS TO RETURN LEGACY' S I30B,

YOU CAN STAND STRONG AGAINST ANY INFECTION.



SENSITIVE SKIN AND WHAT TO DO ABOUT IT?

If you find that your skin is easily irritated or turns red, itchy and blotchy when exposed to certain products or environmental factors, you may have sensitive skin.

While many of us may suffer some irritation, perhaps as a reaction to overly strong products or insect bites or dust, for some, sensitive skin is caused by medical conditions.

Rosacea, eczema and allergic contact dermatitis are medical conditions that may cause sufferers great suffering and they may require both oral and topical medication to overcome it.

However, today there are many causes for general skin sensitivity.

IF YOUR SKIN IS FREQUENTLY ITCHY, DRY, IRRITATED OR YOU'RE PRONE TO BREAKOUTS AND RASHES, IT MAY BE CAUSED BY ONE OF THE FACTORS BELOW.

IN CITIES, THERE IS A GREATER AMOUNT OF POLLUTION.

There is only so much the skin can take, so many of us do suffer from allergic reactions.

Even the water that comes from the tap – In Malaysia, chlorine is widely used to disinfect water to ensure it is clean enough for use. But some of us may have sensitivity towards this chemical.

Or perhaps you're frequently in contact with HARSH CHEMICALS

like Sodium lauryl sulfate (SLS) and Sodium laureth sulfate (SLES) which are found in soap and household cleaners. Many skincare products also contain alcohol, known irritants to the skin. When choosing skincare, do try samples first and perform a patch test before applying liberally.



In fact, internal factors such as **aging, hormonal changes, prolong period of stress and lack of sleep** are also known triggers of sensitive skin.

Certainly, many factors of modern life can exacerbate the problem of sensitive skin.

**But here's a solution -
Why not soothe your sensitive skin with
Return Legacy's REOX Series H+ calming
restorative spray?**

Infused with Micro-Mineralised
Nutrient Technology (MMNT), this spray
is calming and restorative. Filled with
antioxidants, it soothes and calms
irritated skin while shielding it from
free radicals.

REOX series



**Acts as a soothing and strong
anti-inflammatory agent**

**Calms irritated skin and keeps
underlying redness at bay**

Cools skin for a nice relaxed feeling

Instantly soothes and relieves burns

Use it as a facial toner or throughout the day when you
need a refresh. It's perfect for after workout use. Plus it
works great to help you heal burns, wounds and irritated
skin. Truly it's one spray with many marvellous benefits!

The **REOX Series H+** is contained with an ingenious
packaging that combines an aluminium bottle with a
completely sealed aluminium pouch which keeps the
powerful H+ safer and more hygienic. The air-pressurised
pouch is designed to hold the concentrated ingredients
fresh, allowing for next-to-zero exposure to sunlight,
humidity, oxygen, contaminants and other extrinsic
factors.

While remaining H+ at peak potency, we preserve your
beauty and healthy skin for longer!

TRY IT TODAY!



BUSTING MYTHS ABOUT ACNE

ACNE is a common skin condition that nevertheless has physical, mental and emotional repercussions.

There are lots of myths surrounding acne, let's take a look at some of them and bust them!

MYTH 1

ACNE ONLY HAPPENS TO TEENAGERS

Sadly, this isn't true at all. While puberty can make acne one of the worst parts about being a teenager, adults can get acne too! More than 50% of women and 25% of men between the age of 25-45 years get acne. Some may suffer from forms of acne well into older age!

MYTH 3

ACNE-PRONE SKIN DOES NOT NEED MOISTURIZATION

This is false. If you do not moisturize your skin, you risk having skin that is more vulnerable to irritation. This may cause more breakouts, not less. Even very oily skin requires moisturization as oily skin is more likely to suffer from dehydration. Using heavy moisturisers can clog pores which may exacerbate acne. So opt for oil-free and non-comedogenic moisturisers, ideally in gel form.

MYTH 5

ACNE IS CAUSED BY OILY SKIN

False. Oily skin may make you more prone to acne, but all skin types can experience acne. That is because acne is caused by an overgrowth of a type of bacteria. Therefore you have to treat it with gentle products that contain active acne-fighting ingredients.

MYTH 2

TOOTHPASTE IS A GOOD CURE FOR ACNE

Please know that this is false, and do not do it! Articles online frequently use this "tip" for busting pimples. And while it is true that toothpaste can dry out pimples, it may actually irritate skin, clog pores and make your acne worse.

MYTH 4

ACNE IS CAUSED BY A LACK OF HYGIENE

While dirt on the face may cause breakouts and irritation, acne is a more complicated problem that cannot be solved by washing your face more. In fact, if you're washing more than twice a day, this can dry out and irritate your skin even more causing even more acne. Also, if you're rubbing and scrubbing a lot or using too many products with harsh ingredients, this will make acne worse. If you suffer from acne, wash twice a day max with a gentle cleanser.

Like Return Legacy's 2° Setitik Acne Treatment Cream!

This is an exclusive acne-busting treatment filled with the latest skincare technology and powerful acne-fighting ingredients that help you combat those dreaded spots and blemishes.

Formulated with various plant-based essential oils and natural extracts, the **2° Setitik Acne Treatment Cream** clears blocked pores, soothes inflammation, diminishes the occurrence of blackheads and whiteheads, and reduces sebum secretion to resolve acne issues in the long run!

We love it so much because you see improvement from the very first application, with smoother and finer complexion revealed over time. It's truly a wonder to behold. Don't believe those acne myths, just believe in the 2° Setitik Acne Treatment Cream!



MATCHA

LOVE WARM DRINKS?

— THE SECRET WEIGHT LOSS WEAPON

Matcha green tea is a lovely, light brew that warms you up, fills you with antioxidants, energizes you and yes, it can help you lose weight!

It's no wonder people consider it a great swap for coffee to start their day!



WHAT IS MATCHA GREEN TEA?

Unlike tea leaves, matcha is green tea in a finely ground powder form. It is more potent than the green tea brewed from tea bags. The highest grade or “ceremonial” grade matcha can cost a lot, and is sourced from the finest, youngest tea leaves for the best and most delicate flavour.



HOW DOES MATCHA AID IN WEIGHT LOSS?

Matcha is very high in the antioxidant EGCG (epigallocatechin gallate) which can help boost the metabolism and aid the body in breaking down excess fat. In fact, a recent study showed that EGCG actually has beneficial effects against obesity because it can stimulate the genes that break fat down.

Additionally, it contains high levels of L-theanine, which aids in stress relief. Combined with the caffeine content, it can help increase focus, attention and energy. These benefits aid in weight loss in that they help to make the body's metabolism operate more efficiently.



HOW TO DRINK MATCHA GREEN TEA?

There are many options out there to suit any type of budget, so do pick the best one you can afford for the best flavour. It's unlikely that you will want to drink anything that doesn't taste good to you, so consider this a treat for yourself. Then you can opt to make it the traditional way with a bamboo whisk.

Simply boil water up to about 80°C. Then combine the water with a small scoop of matcha and whisk with a bamboo whisk in a "W" shape. Once you have a bit of foam, you can enjoy slow sips of the fragrant tea. Don't be tempted to add sugar and milk - try enjoying the pure taste.

In fact, you might find yourself enjoying the ritual and ceremonial aspect of it!

NOTES OF CAUTION!



1 cup of matcha contains about 70g of caffeine so don't overdo it because you might be faced with issues like being unable to sleep or even withdrawal symptoms. 1 to 2 cups a day should be sufficient for weight loss.

Also, it IS important for us to tell you that drinking matcha green tea should NOT be your first and only method of weight loss. The benefits of green tea are great, yes but it is not a substitute for exercise or a healthy diet filled with vegetables and fruits.

There is no harm drinking green tea, in fact, you might see an increase in positive results. Just know that it is not a magic bullet to help you lose weight overnight!



5 S T R A T E G I E S

to Thrive in a **NICHE MARKET**

Have you ever been advised to “find your niche” if you wish to succeed?

It's somewhat of a paradox - but to succeed you might want to try targeting smaller markets instead of trying to get everyone.

Why?

Big business may not really mean big profits. By shooting off in every direction, you may lose more than you gain. You may not have a focus.

A clear focus and direction is essential to the success of a business. You have to know what to sell, who you're selling to and why people should buy your products.

That's why targeting a niche market is a good idea. A niche market is a small part of a large market, often with its own preferences. They may be as yet unmet, which is a business opportunity for you!

Here are 5 strategies to survive and thrive in a niche market:



BE SPECIFIC

The idea is to cater to a market that is as yet underserved. That means that there will be very few competitors, and if your product does the job and delivers value, your road to success is less complicated.

First, identify which market you want to be in. Then do some research and observe which segment of this market may be underserved. Find the gaps and think of how you can solve problems in your target market.

Perhaps you want to be in the fitness market. Then you notice that there are significantly fewer brands targeting say, the older demographics. So perhaps you want to create elegant fitness-wear for a more mature audience.

If you have a defined niche, it's easy to stand out. It's also easy to offer a solution that solves your customer's pain points. Additionally, it also makes it easier to create engaging and highly personalized marketing campaigns that ultimately inspire loyalty towards your brand.

POSITION YOURSELF AS AN AUTHORITATIVE FIGURE

2

People are drawn to brands that seem to provide valuable expertise. If you're selling fitness-wear or equipment, you can capitalize on the fitness lifestyle. Perhaps you can post value-added content on your blog and social media about workout tips, healthy diets, effective exercises people can do at home and so on.

Thoughtful content that is researched well and provides helpful information will help you appeal to your consumers. Posting regularly on your website, social media and offering videos and webinars can help establish you as an expert voice in your niche.



WATCH THE COMPETITION

Niche markets does not mean that you will have no competition. You may have fewer competitors, but they will still exist. This isn't a bad thing. Healthy competition indicates that there is consumer demand to fuel your business and keeps you sharp and innovative.



Identify your direct competitors - these may be businesses with highly similar products. Secondary competitors may have products that are similar but only to a degree.

Then take a closer look. Check out their products, read up on customer reviews. Look for their strengths and weaknesses. Then you can see what you can do to make yourself a better player.

UNDERSTAND YOUR CUSTOMERS' NEEDS 4



This is an incredibly important aspect for a niche business. You need to really understand their needs to provide an effective solution that keeps your business profitable. Try using surveys, polls and analytic services. Investing in tools that help you understand your customer will really reap rewards in the future.

You can also use traditional methods like interviewing your customers. Talking face-to-face lets people know you genuinely care. So don't skimp on spending time and effort on this front.

Another thing is that your niche market will evolve. New trends will emerge so customer feedback is imperative to help you stay on top of shifting trends and fashions. Maybe you can even help to start a trend!



USE MARKETING TO BUILD CONNECTIONS 5

Consumers like to be talked to as human beings; not lectured at or sold to. They don't want to be attacked with ads of just products and product benefits. They want to know that they are heard. Therefore, use your marketing wisely to communicate and build connections.

You can do this by performing social listening and creating accurate buyer personas. A buyer persona will let you know what kind of people you should be attracting. From this, you can learn how to speak their language and how to solve their problems. This helps you create value, which makes you a main staple in their lives.

In conclusion, operating in a niche market can actually help your business if you are specific, position yourself as an authority, watch the competition, understand your customers' needs and build connections. Lastly, remember to be open to growth and diversification - if it's time to expand and offer more products, don't be afraid to do so!



How to Create **Mutual Value** with Your Customers

When you're doing business, surely the correct mentality is - how to create value (and profit) for ME?

Well, not really.

If you wish to be successful, it's best to try and create MUTUAL value with your customers. That helps them to love you faster, and stay with you longer. Doesn't that sound good?

How are customers providing you value beyond monetary gain? There are lots of ways - they refer you to your friends. They give you feedback on what they like and don't like. They take photos of your products and post them to their social feeds.

So how can you

Provide Value In Turn?



Let's take a look at 5 ways you can create mutual value with your customers:

#1

Provide a good service or product

This is a no-brainer. Provide a product or service that serves a purpose and provides value in people's lives. You might be tempted to take short-cuts or use cheaper materials to save cost. Know that this will show in the long run. If you are after long-term success, make something great.

#2

Pay attention to your customers

If people are taking time out of their busy lives to give you feedback, ask you for help or give glowing reviews, please pay attention. Check out your reviews, set-up keyword searches for your brand items and respond to every single comment, tweet, photo, video and so on! This may be time-consuming but it makes your customer feel really good.

#3

Innovate

Stay ahead of the trends. Research relentlessly to look for new breakthroughs. This is also related to creating a good product. Seriously, if your product is good, half the battle is already won. If your product is so-so and there's a lack of research and development, sad to say your competition will soon overtake you.

#4


Reward loyalty

Think of out-of-the-box ways to reward your customers instead of just offering points or vouchers that they can apply for the next purchase. After all, how much can the average consumer really buy? Instead, maybe partner up with other brands and offer interesting rewards like a free coffee, a free meal, a chance to meet a celebrity. Things that don't directly benefit you, but can create a favorable impression of your brand in people's eyes.

#5

Return the favour

Related to the point above, consider what happens when customers go above and beyond for you. If they agree to do a case study or video review for you, what are you willing to do in return? If someone is a staunch evangelist of your brand in the online community, what can you do to make their life better?



The relationship you have with your customer is just like any other relationship you have in your life. If you are kind and thoughtful, people will automatically take notice and think better of you. So try out these tips today to create mutual value with your customers!



SPONSORING CAMPAIGN

CREATION PLAN

1ST AUGUST 2021 (12:00AM) - 30TH SEPTEMBER 2021 (11:59PM)

**ACHIEVE PERSONAL DIRECT SPONSOR
OR UPGRADE OF ELITE AND ABOVE
WITH **i30B****

AND GET EXTRA L-POINT!

**Note! For i30B new/upgrade member registration using P-Wallet, please ensure that you have purchased P-Wallet with i30B package to entitle additional L-Point.*

**Terms and Conditions Apply. *For Malaysia and Singapore distributors only.*

**The company reserves the right to change, amend, delete or add to these terms and conditions at any time without prior notice.*

**For more information, please refer to campaign details.*



PROMOTION

1ST AUGUST 2021 (12AM) - 30TH SEPTEMBER 2021 (11.59PM)

**FREE PRODUCT
WITH EVERY
PURCHASE OF I30B**

UP TO 20 PRODUCTS SELECTION

APPLICABLE TO NEW JOIN, UPGRADE BEFORE & AFTER 60 DAYS

P-WALLET

LEGACY PLAN

CREATION PLAN

For new registration or upgrade member using P-Wallet, upline / enroller must purchase P-Wallet with I30B package and is responsible to deliver the free product to the eligible distributor.

*Terms and Conditions Apply. *For Malaysia and Singapore distributors only. *Free product is based on first-come-first-serve.

*Free product entitlement is non-refundable and non-exchangeable. * WP is not earned on FREE products.

*In the event of National Recovery Period (NRP) /promotion periods, the shipment of your order may experience longer than usual.

*The company reserves the right to change, amend, delete or add to these terms and conditions at any time without prior notice.



MEDITERRANEAN KIDS PROMOTION

LEGACY PLAN

1ST AUGUST 2021 (12:00AM) - 31ST AUGUST 2021 (11:59PM)

BUY 3 FREE 1

RM369 (WM) RM399 (EM) 42WP

BUY 4 FREE 2

RM492 (WM) RM532 (EM) 56WP

*Terms and Conditions Apply. *For Malaysia distributors only. *Promotion is NOT VALID in conjunction with Legacy Plan PWP.
*WP is not earned on FREE products. *In the event of NRP/peak/promotion period, the shipment of your order may experience long than usual.
*The company reserves the right to change, amend, delete or add to these terms and conditions at any time without prior notice.
*While Stocks Last.



RETURN LEGACY SDN BHD

201401004515 (1080589-X) (AJL932074)

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