

[Home](#)

[Products](#)

- [+ TUA VISO](#)
- [+ TUA 360°](#)
- [+ TUA SILVER](#)
- [+ TUA EXCEL](#)
- [+ XFORMER](#)
- [+ Frownies](#)
- [+ Chin-Up Strips](#)

[Visit Us](#)

- [+ Blog](#)
- [+ Discussion Board](#)
- [+ Article Library](#)

[News & Events](#)

- [+ Press Release](#)
- [+ Event Calendar](#)

[Corporate Info](#)

- [+ About Us](#)
- [+ Dealership](#)
- [+ Contact Us](#)

[Order Now](#)

Beauty Impress In The Media

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Ever sat on an idea until it grew stale in your mind? For many, this is not unusual, as they analyse the pros and cons and run the idea through their minds millions of times until it runs out of steam.



On the other side of the coin are people who jump on a good idea when they see one. They make decisions fast, get things organised at super speed and waalah, they're in business!

That was how Beauty Impress came into existence, says John Lim, the Chief Executive Officer. This result-oriented mastermind behind the company took only three months to bring his products into the country and set up the company.

"I believe in speed, especially when a good product is involved. If we don't grab the opportunity fast enough, someone else will take it," says the astute businessman with a penchant for innovative products and services.

He first came across the product called Tua Viso on the internet in July 2006 and immediately recognised it as a beauty product with tremendous potential for growth. When he contacted the Principal in Italy, he received a very prompt response, which further encouraged and impressed him.

His further research into the product convinced him that it was a profitable business venture, considering that it is one of the best-selling beauty products in the market since its inception in 1993.

But what was so unusual about Tua Viso that captured his attention? "It's backed by a patented technology and it's a good non-invasive way for people who want to look younger and more vibrant," claims John.

Many would mistake the Tua Viso for a face massager, which John quickly refutes. "The Tua Viso is an Electronic Face Lift device. Massaging is an understatement because even an ordinary handphone or slapping your face can be a massage of sorts for your face."

He explains that the Tua Viso works by stimulating the muscles with tiny electrical charges. The facial muscles get worked up as if in a gymnastics, toning the facial muscles and providing better blood circulation.

When this happens, the metabolism rate is increased and the skin starts to create collagen naturally. "The best part is that you can actually see the muscle movement while using it, unlike the use of lasers or ultrasound systems where you only rely on blind faith on their efficacy!" stresses John.

There is also no use of oils, as Tua Viso runs on ordinary water. Unlike face massagers that use metal contact points, Tua Viso uses a V-Box patented technology sponge to give a pleasurable, feel of contraction and release.

Regular use of the Tua Viso can eliminate eyebags, cow's feet, sagging jaws and wrinkles, all of which are caused by the lack of elasticity. When more collagen is created, the skin naturally plumps up, giving it a youthful glow. Results can be seen after 8 to 10 times usage.

"The usage is like going to the gym; in the beginning, you may want to go more often to get into shape. Once you've achieved your desired shape, you can reduce the frequency from twice a day to 3 times a week, just for maintenance," John elaborates.



Another innovative product that Beauty Impress offers is Tua 360°, a device to firm, lift and tone body muscles. It has a special Rotofit feature that allows it to be rotated and used at almost all parts of the body including the thighs, buttocks, abdomen, even the breasts for a toning effect.

Both the Tua Viso and Tua 360° are sold as a homecare kits for women who do not go to the salon often enough. John is also planning to bring in more exciting beauty products into the market for the benefit of health and beauty-conscious Malaysians.

"If all goes well, I plan to expand to the rest of the region. We will be conducting roadshows and other marketing strategies within the next few months," says John.

For more information on Tua Viso or Tua 360°, please visit www.beautyimpress.com or call 603-2287 2522.

[◀ Back to Press Release](#)

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