

April 2015
Media Releases
Philippines

5th Heatwave Summer Bazaar

From the organizers of the Noel Bazaar Series comes the most anticipated shopping event this summer, the 5th Heatwave Summer Bazaar on April 17 to 19 at the World Trade Center.



The event offers a sizzling collection of the hottest summer essentials, from up and coming entrepreneurs featuring their hip and trendy summer items for those planning a summer getaway. There will also be special highlights like GMA Celebrity Auctions and Performances, Fashion Show by Abbylyn, Make-up demo by Mary Kay Cooking demo by FEU and a variety show by Enchanted Kingdom.

Headline: 5th Heatwave
Summer Bazaar

Media Title: ClickTheCity
(www.clickthecity.com)

#HeatwaveSummerBazaar #EndOfSummerClearanceSale

PRESENTED BY: GMA, Globe, Charge, Globe, GCash MasterCard, Enchanted Kingdom

ENJOY CASHLESS SHOPPING THIS SUMMER POWERED BY GLOBE

SPECIAL EVENTS PARTNERS: GMA, NEWS TV, INQUIRER, INCORP, POST, STAR, etc.

FOR THE BENEFIT OF: GMA, UNANG HAKBANG SA KINABUKASAN DEVELOPMENT PROGRAM

MEDIA PARTNERS: Entrepreneur, GOOD HOUSEKEEPING, Preview, YES!

Zumba party with Ron Antonio today

LOCAL Zumba master and health coach Ron Antonio leads one of the country's biggest workout parties today (April 12) at the Festival Mall in Alabang.

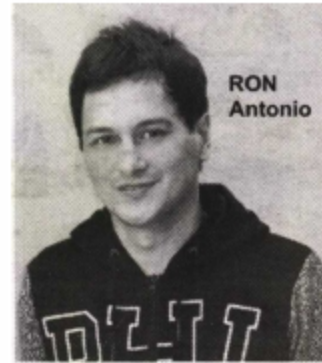
Ron will also be launching a CD of zumba music that he himself sings and performs, entitled "Dance with You." This makes him the first local Zumba instructor to achieve this feat. "Aside from that, what's most exciting about this is that it will feature Original Pilipino Music (OPM)," says Ron.

Yesterday, Ron, together with South Korean fitness star Jung Da Yeon, led a grand fitness workout at Market Market combining zumba and figureobics.

One of Manila's top fitness professionals, Ron began his career in 2002 when he became a guest Zumba instructor of some of the country's biggest fitness chains. He received further training in Zumba and fitness in Sydney, Australia in 2010, then returned to Manila to work.

Last year, he officially became a member of the International Zumba Instructor Network (ZIN).

Ron also has his own group exercise studio called RADS GX. Ron's expertise has been tapped by some of the top companies and institutions, such as SM Malls, Mary Kay Philippines, Chinese International School Manila (CISM), Jardine En-



gineering & Distribution, and the Professional Regulation Commission (PRC), among others. Follow him @ instagram :zronantonio

Headline: Black tie
Media Title: Travel Life

Zumba Workout Party with Ron Antonio

GEAR up for a fit and fun-filled weekend when local Zumba master and health coach Ron Antonio as he leads one of the country's biggest workout parties at two separate venues in Metro Manila.

The two-day event kicked off yesterday, April 11 at Market! Market! with Ron and South Korean fitness star Jung Da Yeon.

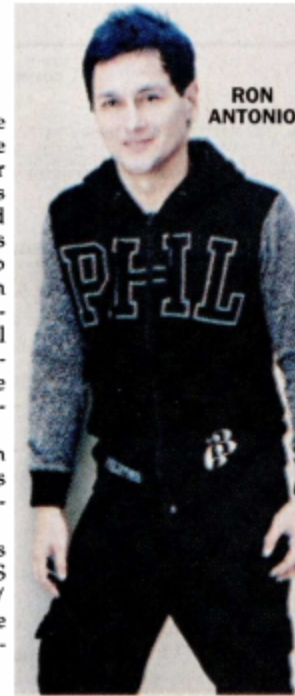
Today, April 12, Ron will lead a Grand Zumba party at the Festival Mall in Alabang. Ron will also be launching a CD of Zumba music that he himself sings and performs entitled "Dance with You."

One of Manila's top fitness professionals, Ron began his career in 2002 when he became a guest Zumba instructor of some of the country's biggest fitness chains. He received further training in Zumba and fitness in Sydney, Australia in 2010, then returned

to Manila to work. Last year, he officially became a member of the International Zumba Instructor Network (ZIN). Ron also has his own Group Exercise studio called RADS GX. Ron's expertise has been tapped by some of the top companies and institutions, such as SM Malls, Mary Kay Philippines, Chinese International School Manila (CISM), Jardine Engineering & Distribution, and the Professional Regulation Commission (PRC), among others.

He is also a familiar figure in showbiz circles as he has had stints as a musician and recording artist.

For more information on this big fitness weekend, call RADS GX at 6222419/09177039546/09069472486. Look for Michelle Ann Holgado or follow @instagram :zronantonio.



Headline: Setting the Tone
Media Title: Style Weekend

5th Heatwave Summer Bazaar at the World Trade Center

4:26 PM | Monday, April 13th, 2015



MANILA, Philippines – From the organizers of the Noel Bazaar Series comes the most anticipated shopping event this summer, the 5th Heatwave Summer Bazaar on April 17 to 19 at the World Trade Center.

The event offers a sizzling collection of the hottest summer essentials, from up and coming entrepreneurs featuring their hip and trendy summer items for those planning a summer getaway. There will also be special highlights like GMA Celebrity Auctions and Performances, Fashion Show by Abbylyn, Make-up demo by Mary Kay, Cooking demo by FEU and a variety show by Enchanted Kingdom.

Headline: 5th
Heatwave Summer
Bazaar at the World
Trade Center

Media Title: Philippine
Daily
Inquirer(www.inquirer.net)

MARY KAY

Stay fresh-faced this summer with Happy Skin

MARY KAY

Get light and bright with The Body Shop's Moisture White

The product: The Body Shop Moisture White collection

What it is: A skin regime that's developed and tested by Asian woman Moisture White products use Advanced Shiso Complex — a selection of natural ingredients that treat and prevent pigmentation, and brighten the skin. For daytime, Moisture White Bright Compact Foundation creates a flawless looking complexion with a multi-dimensional, luminous finish. For night, Moisture White Shiso Overnight Triple Boost Serum repairs skin while the body is at rest.

Where to get it: The Body Shop Moisture White collection is available at selected The Body Shop branches. All SM Advantage Card members can now earn and redeem points in all The Body Shop stores.



Bright ideas: Moisture White Bright Compact Foundation and Moisture White Shiso Overnight Triple Boost Serum



Now you serum: Mary Kay MelaCEP Plus+ Ultimate Serum brightens skin and targets impurities that make it dull.

The ultimate skin brightening serum from Mary Kay

The product: Mary Kay MelaCEP Plus+ Ultimate Serum

What it is: MelaCEP Plus+ Ultimate Serum is a gentle yet effective serum for whiter and brighter skin. Formulated with Mary Kay's patent-pending MelaCEP Plus+ Luminous Complex, the Ultimate Serum contains ingredients that help skin regain and maintain clarity.

What sets it apart is that it goes beyond melanin and instead targets harmful impurities that can leave skin looking dull. The lightweight formula is suitable for sensitive skin. It is dermatologist-tested and clinically tested for skin irritants and allergy.

Where to get it: Visit www.marykay.com.ph to connect with a Mary Kay Independent Beauty Consultant.

Headline: Stay fresh faced this summer with Happy Skin
Media Title: The Philippine Star

HOT & FRESH

SOLID IMPRESSION

We adore the latest LUSH Shampoo Bars (P425). These travel-safe goodies (look ma, no spills) come in a delicious range of scents. Favorites include Brazilian, which strengthens hair with andiroba and orange oils, and the adorably named Jason and the Argan Oil, which promises shinier and softer hair with argan oil and a heady rose jam scent.

BLURRED OUT

Keep your face fresh-looking the whole day with L'ORÉAL PARIS Revitalift Magic Blur (P899). The cushiony, non-sticky and non-greasy primer reduces the look of facial lines, pores and roughness immediately after application thanks to Opti-blur Technology.



ON DEFENSE

KIEHL'S Dermatologist Solutions Ultra Light Daily UV Defense Mineral Sunscreen SPF 50 PA++++ (P2295) is a must for those with sensitive skin. This feather-light sunscreen contains a 100% mineral based filter and is specially formulated to protect acne-prone ladies from sun damage without irritation.



THE FIRM

Swimsuit season means baring a lot more than usual. Firm things up with MARY KAY TimeWise Body Smooth-Action Cellulite Gel Cream (P1990), which uses glycolic acid, caffeine, argan oil and a host of botanical and marine extracts to minimize the look and feel of cellulite. Apply twice a day for optimum results.



BAG IT

MASTER THE ART OF PACKING
WITH OUR GUIDE TO SUMMER
HOLIDAY ESSENTIALS

Free Summer Bag
When you buy 1 Dove Aerosol



IN THE CLEAR

Be confident and go play at the beach or in the city with DOVE Summer-Ready Box (P89/roll on; P175/ aerosol), which contains one of the popular Original or Ultimate White deodorants and a chic beach bag.

CLINICAL STRENGTH

A French pharmacie favorite, BIODERMA is beloved by beauty insiders because they get the job done gently yet effectively. This summer, pack the Photoderm MAX Spray 50 (P2034), which protects against damaging UVB and UVA with Cellular Bioprotection. Atoderm Gel Douche (P845), which gently cleanses and nourishes skin with coconut water and sunflower extract, and Sébium AKN (P975) to keep skin clear with AHA and BHA, which exfoliate skin, and zinc gluconate to soothe and control shine.



WHITE STRIPE

LOCCITANE Reine Blanche Illuminating UV Shield SPF 50 (P2300/50ml) is part of the brand's new five-piece Reine Blanche range that uses the Meadowsweet plant to create a fair, flawless complexion. Developed specifically for Asian women, the line's sunscreen gives comfortable, lightweight protection from the sun's rays and other environmental factors.



Headline: BAG IT
Media Title: Mega

Summer sidelines

Written by Ma. Rachel Yapchiongco

Thursday, 23 April 2015 - Last Updated on April 26, 2015

Direct selling



Try your hand at direct selling to earn extra income. Direct selling is ideal for different ages and gender. It can be a good business opportunity for people who want to earn on flexible hours. You can sell cosmetics, food supplements, functional beverages, apparel, fashion accessories, shoes, home care products, etc.

There are many established companies that offer direct

selling business opportunities such as Avon Philippines, Natasha, Mary Kay Philippines, Tupperware, Boardwalk Business Ventures Inc., Amway Philippines, Human Nature, MSE Marikina Shoe Exchange, Alliance in Motion Global, Ever Bilena Cosmetics Direct Sales, Fern Inc., and Forever Living Products Philippines, Inc.

Be prepared to make initial investment for product brochures and payout for products at wholesale price that you intend to sell at retail price.

Alma, a kasambahay uses her earnings from direct selling to buy her kids' books and other school supplies.

Headline: Summer sidelines

Media Title: The Philippines Online Chronicle
(www.thepoc.net)

Review and swatch: Mary Kay liquid eyeliner pen in black

I am one of those people who does not have the steadiest of hands, so when it comes to liquid eyeliner, I prefer the marker type instead of the brush type. I still need to use up my [K-Palette liquid liner](#), but I don't dare use it when I am in a hurry because that one definitely needs a few extra seconds of holding your breath while trying to maintain steadiness!

I have been quite happy with the Mary Kay liquid eyeliner pen:



Headline: Review and swatch: Mary Kay liquid eyeliner pen in black

Media Title: Beauty Enthusiast in Cebu
(<http://beautyenthusiastcebu.blogspot.hk>)

By: Joanna Cuenco