



## PM International Taiwan Ltd.

PM International operates in the fields of food supplements, beauty and skin care products, as well as food products. It provides quality products through two brands, Fit Line and Beauty Line. Founded by its CEO Rof Sorg in 1993, PM International has achieved its success primarily by combining the unique innovative product concepts and highly effective direct selling network, resulting in rapid growth in 2016 with an annual revenue over

US\$460 million and making it one of the top 50 direct selling companies in the world. With over 30 subsidiaries in over 40 countries and presence in Europe, Asia and the U.S., its headquarters is located in Luxemburg.



Although PM International is growing at an amazing pace, its adherence to family ownership and strategy orientation, and dedication to a global leading brand of food supplements, beauty and skin care products, as well as food products, remain unchanged.

Company address: Rm.2, 10F., No.760, Sec. 4 Bade Rd. Songshan Dist., Taipei City



## Winning the Future Beyond 25 VIVA Life Science, Inc., Taiwan Branch

The National Recognition Conference with "Winning the Future Beyond 25" as its theme was conducted in Taichung by VIVA Life Science, Inc., Taiwan Branch on November 12 in celebration of its 25th Anniversary. Attended by partners from all over the world, this annual event bustled with extraordinary activities, and the participants joyfully celebrated and witnessed the significant milestone of the company.

VIVA Life Science, Inc., Taiwan Branch demonstrated unrivaled strength in 2017 by recognizing 13 new Gold Presidentials. It's the greatest number of new pin achievers in the world. The magnificent arrangements of this conference not only featured awe-inspiring recognition but also celebration activities in the exhibition zone outside the meeting area. With Gai Zan, a popular mascot, adding luster to the conference and the performance of a nationally renowned, competition winning performance group, this magnificent event came to a perfect conclusion with the amazement and applause of the participants.



## 9th Anniversary of Isagenix Taiwan 2017 Isagenix Taiwan Celebration



The Isagenix Taiwan Celebration was conducted on November 11 at The Splendor Hotel Taichung. Coinciding with the 9th Anniversary of Isagenix Taiwan, this event was opened with a performance of lights and mirages which created an atmosphere of joy. David McManus, Regional General Manager for North Asia, announced the launch of the IsaRally Cruise, new products and the Taiwan STARS Recognition Booklet, a new business tool dedicated to the recognition of excellence. An individual generating the highest income in Hong Kong and Team Isagenix members were invited to share their success stories. Also included was the practical sharing of the Top 5 successful leaders in Taiwan. Besides, Associates with excellent performance this year were recognized with immense glory.

In addition to local teams in Taiwan, leaders from the US also joined to demonstrate examples of localized business development and globalized networking. The 10th Anniversary, which is next in line, shows more groundbreaking promise.



## Operating Guidelines for the Front-of-Package Nutrition Labeling

The Food and Drug Administration under the Ministry of Health and Welfare promulgated the Operating Guidelines for the Front-of-Package Nutrition Labeling on November 15, 2017. These operating guidelines take into account the fact that other country governments not only implement nutrition labeling requirements for packaged food products but also advocate voluntary front-of-package labeling of nutrition information through simple and concise graphics, so that the consumers will be able to choose products most suitable to them through more convenient and easily comprehensible graphic nutrition information. Such guidelines stipulate principles for the graphic labeling of food nutrition information, including the location, items, formats, sequence, and font size of graphic labels, and provide examples of graphic labels such as calories, saturated fat, sugar and sodium for the reference and compliance of food operators.

Legal Q&A

### If a product of a direct selling company is a "health food" for which a health food permit is issued, can it claim medical effects?

The "health food" defined under the Health Food Control Act refers to a food which has health promotion efficacy and is labeled or advertised as such. It is absolutely improper to claim a product is a "health food" if a health food permit is not obtained. Any violation may be subject to up to three years in prison; in addition, a fine of up to NT\$1 million may be imposed.

When a product of a direct selling company becomes a "health food" by obtaining a health food permit, its product labeling and advertisements shall comply with the Health Food Control Act. Under Article 14 of the Safety Food Act, no health food labeling or advertisement shall misrepresent or exaggerate, the health claims shall not extend beyond the approved scope, and that no labeling or advertisement of health food shall claim or refer to medical efficacy. To clarify the nature of "health claims," currently there are a total of 13 health functions announced by the central competent authority, namely, (1) blood lipid regulation, (2) immune regulation, (3) improvement of gastrointestinal function, (4) protection of bones, (5) protection of teeth, (6) blood sugar regulation, (7) liver protection (of chemical injury), (8) anti-fatigue function, (9) anti-aging function, (10) auxiliary regulation of blood pressure, (11) promotion of iron absorption, (12) auxiliary regulation of susceptibility to allergy, and (13) resistant against body fat formation. In addition, the central competent authority has also announced the food specification standards for health products such as fish oils and Monascus.

If any health promotion function is to be claimed, the claim should be made within the above-mentioned scope, and the Ministry of Health and Welfare should have verified that the product has such health promoting function indeed.

[Excerpt from the Practical Direct Selling Legal Issues]