

**L**ocated in a quiet corner of the Sri Hartamas development called Plaza Damas is a 'wellness centre' by the name of Pure Health. This erstwhile well-kept secret has already attracted a following of some 350 clients including famous celebrities such as Anthony Robbins since opening its doors in July last year.

Brian Wong and Wendy Tee, the two partners behind the centre, which focuses on detoxification, rejuvenation and wellness, are both certified colon hydrotherapists and members of the International Association of Colon Therapists (I-ACT). According to Brian, this means that Pure Health has the two top-certified I-ACT members in the country providing a one-of-a-kind service that is US Food and Drug Administration (FDA) approved.

Brian was formerly a chief executive of a catcha.com. He has since earned a science degree in Holistic Nutrition from the Global Institute for Alternative Medicine (USA). His wife Wendy, a qualified lawyer, was working as a consultant at a business consulting firm.

What prompted the couple to leave their careers and venture into the risky business world? Although they were doing well career-wise, their health was suffering. Stress, tiredness, headaches and flu... both felt there must be more to life than the rat race.

Two years ago Brian enrolled in a 5-day health retreat programme overseas. He learned more about health and through the cleansing programme, felt a lot healthier. That, plus the fact that there was no similar programme available in Malaysia provided the couple the impetus to set one up.

"The difference between what we do now and the corporate life, is that you actually make an impact by helping people be healthy and happy. If you don't have health, then you don't have anything. We want to give this back to people by helping them be healthy. All our clients become our friends," says Wendy.

Adds Brian, "We are not into herbs or drugs but are focused on natural factors such as nutrition and exercise. We believe in prevention. The health principles we believe in are immutable and specific - Clean Air, Clean Water, Proper Nutrition, Sleep and Exercise. It is also very important to stop poisoning the body; the average person is carrying around 2-5 kilos of poisonous substance in his colon and this has to be removed in order to rejuvenate the body." **Si**



BY LOONG TSE MIN

# THE PURE HEALTH OPTION

**Q: What was the motivation for starting Pure Health?**

**A (Brian):** It started as a personal journey to discover health through natural therapies. What we discovered impacted us so much that it ultimately led to us starting our own center.

**Q: How did you get the initial funding for the business?**

**A (Brian):** The business is funded from internal funds. Our hard-earned savings you could say, but it has been a wonderful investment for us so far, financially and emotionally.

**Q: Going forward, how do you intend to grow the business?**

**A (Wendy):** So far, we haven't advertised because once people try the programme and feel the results, they recommend it to others. In the future we will create more awareness through health workshops around the Klang Valley.

**Q: What is the current revenue and growth for Pure Health?**

**A (Brian):** We have only been around for eight months and we've seen the revenue grow between 30% to 50% each month. It is not appropriate to disclose our exact revenue figures at this stage, but we are hitting close to six figures per month.

**Q: What has your greatest challenge been in starting the business?**

**A (Brian):** The main challenge was going into an untested market; there is no company you can think of in this kind of business to compare with. When people walk past the centre, they wonder, is it Slimming? Is it a Spa? I can tell them that it is a wellness center but they won't understand, so we had to work hard to develop the market.

**Q: What do you think are your biggest strengths?**

**A (Brian):** Collectively we have 20 years of corporate experience between us so we provide a well-managed and professional environment for our clients and our staff. Also our equipment and programmes are FDA approved and our products make people healthy, have more energy, and lose weight.

**A (Wendy):** Our commitment to improving the health of our clients and providing the truth about being healthy.

**Q: Are there any plans for expansion, in terms of the number of outlets or into other cities?**

**A (Brian):** We are not planning to expand the number of centres as we want to continue to focus on the quality of our service. A few people who are passionate about the business have approached us to open similar centres in other states in the form of a franchise outlet, but this is still in the early stages of discussion.

**Q: What is your advice for budding entrepreneurs (since you've also had success with Catcha.com)?**

**A (Brian):** Enjoy and believe in what you want to do, the rest comes after that. Follow market trends to find out what the market wants. Come out with a new product and leverage on the intellectual property, as this is a barrier to entry that protects the business.