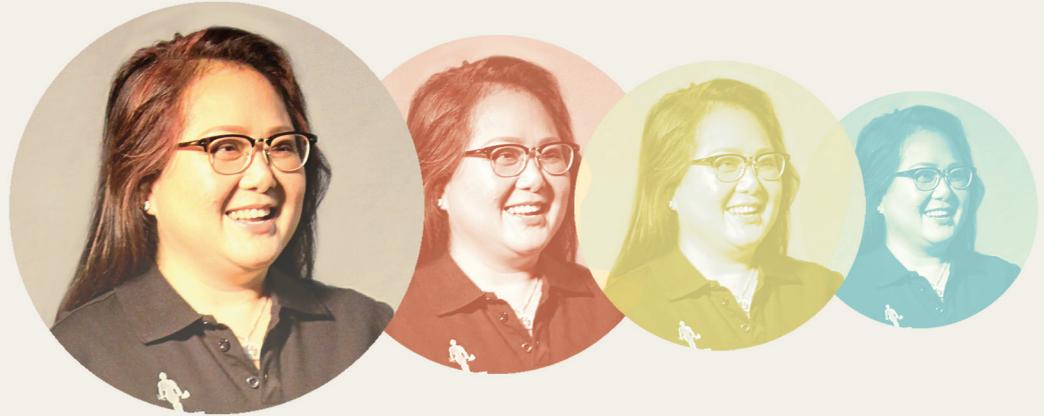


KINETIC

Early this year, Boysen launched Color Trend 2015, introducing four color personalities - Naturist, Kinetic, Avant-Garde and Perfectionist. Each color theme, consisting of six colors, is curated by Boysen, based on the results of an annual color forecasting workshop in collaboration with NOVA Paint Club, an organization of global paint companies.



Her petite frame belies a sharp entrepreneurial mind, and her melodious voice is almost a mismatch for the waves of energy emanating from a calm exterior. Meet **Mylene Mendoza-Dayrit**, mother of three, CEO of **Gold's Gym**, editor-in-chief of the fitness club's publication, a columnist of a major broadsheet - the epitome of Boysen's color personality Kinetic. At the time of the interview, she was launching two new publications called Shape and Muscle & Fitness. Her daughter Alexandra who just recently graduated now helps her with the business.



HOW DID YOU START GOLD'S GYM?

We established Gold's Gym in the Philippines in 2002. It was a long, hard climb to get to where we are today. We were up against a well-known fitness club that had already ten branches when we opened. Their plan was to open 30 clubs in five years. In our case, we didn't really have that big a war chest to start the business.

WHERE IS THE BUSINESS TODAY?

We now have 22 branches and will be opening three more in Metro Manila. We plan to open more in Visayas and Mindanao. My commitment to Gold's Gym USA is to open two clubs a year but now it's closer to five.

HOW MANY MEMBERS DO YOU HAVE IN TOTAL?

My estimate is about 60,000, a third of which are corporate members. We manage the onsite gyms of several companies, and are the corporate wellness and health partner of several more. There's really been a change in the last years as regards how companies feel about the health of their employees. In a way we are an extension of their HR departments which have also the objective of helping employees live healthy lives, therefore they've made that possibility available to their people. It is encouraging to note that employees who are part of our program have almost 100% attendance.

WHO COMPRISES THE OTHER 70% OF YOUR CLIENTELE?

The bulk of our business is what I call retail, which are private individuals. In this case, we first get to know the communities where we would be setting up the clubs. Right now, our most popular product is the annual limited membership which allows a person to visit two clubs of their choice, say one near their home and the other near their place of work, twice a week.

WHAT DO YOU THINK KEEPS YOU AHEAD IN THIS BUSINESS?

First is listening. We listen to what people say they need in terms of fitness, to what the health trends are, to what the doctors say, which is mostly about prevention through exercise, to the perspective of insurance companies, to what the industry in the international arena presents as best practices. Second is investment. Investing in excellent equipment is something we do but for us, investing in people is even more important. Gold's Gym believes in having highly trained personnel. On top of that, we regularly invite internationally renowned fitness gurus to come here and train our trainers on the latest fitness programs.

HOW ELSE ARE YOU DIFFERENT FROM YOUR COMPETITORS?

Since it started in the Philippines, Gold's Gym has been the home gym of elite national athletes such as The Philippine Azkals and Philippine Volcanoes, as well as collegiate and corporate teams. Our advocacy is contributing to the training of our Filipino athletes by providing free workouts to 50 athletes per club every day to support their strength training programs. Also, we continue the tradition of having celebrity members, something that Gold's Gym worldwide is known for.



Kinetic's tangerine personifies the energy of motion, with its frenzy balanced by cool grays and sophisticated blues. There is nothing timid about this palette. On the contrary, it is excitement, passion, an unequivocal statement of meeting life head-on. If you are a Type A personality, someone who vibrates at a faster level than your peers, a lover of the contemporary, then the complex, worldly Kinetic is for you.



- BCT14-7706S
RADIOACTIVE ORANGE
- BCT14-7602S
KINDER YELLOW
- BCT14-7401S
CYBER POLICE
- BCT14-7501S
TIFFANY MORNING
- BCT14-7703S
CERISE STREET
- BCT14-7901S
VINYL NIGHT

Perfectionist

Early this year, Boysen launched Color Trend 2015, introducing four color personalities - Perfectionist, Naturist, Kinetic, and Avant-Garde. Each color theme, consisting of six colors, is curated by Boysen, based on the results of an annual color forecasting workshop in collaboration with NOVA Paint Club, an organization of global paint companies.



Walking on Sunshine
BCT14 - 7707S



Gold Charms
BCT14 - 7601S

This color is not the fiery blast we feel at noon when the sun is at its highest, but at dawn when the sun slowly rises out of the horizon, painting a part of the sky with gentle orange tendrils, offering a promise of a new day and a fresh start.

Created by a supernova explosion, gold, known as the king of metals, bestows this color with its noble glow. Used in moderation in a room, this color can create an opulent yet subtle ambience, much like a fashion doyenne's motto of "Less is more."



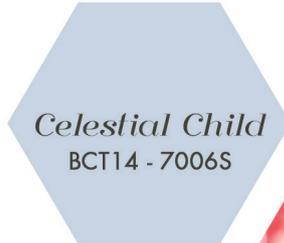
Puffy Tutu
BCT14 - 7708S

Innocent and pale, Puffy Tutu is a very tender pink, more like the beginnings of a blush. It whispers of longings floating between unconsciousness and consciousness, softly hinting of a fragile fondness.



Sunday's Best
BCT14 - 7705S

A nursery rhyme describing Sunday's child goes, "But the child who is born on the Sabbath day is fair and wise and good in every way." The palest of mauves, Sunday's Best contains more grey and blue and the slightest tint of magenta. In color psychology, this color belongs to violet and purple, hovering between lilac and lavender, and symbolizes imagination and spirituality.



Celestial Child
BCT14 - 7006S



A pale, cool grey is the contemporary neutral, which could be the backdrop of a simple, elegant, yet utterly sophisticated living space. When paired with the patina of natural wood or warm metals, the blue tones glow softly to give the feeling of serenity and peace.



Cupid's Bow
BCT14 - 7702S

One of the dark colors in Perfectionist, Cupid's Bow is meant as an accent color to give your living space warmth and a touch of daring. Its red tone is a reminder of love's touch, of banked embers that are waiting to burn at a moment's notice. It's a gentle nudge which tells you that there is passion in perfection.

Simple. Subtle. Sophisticated.
This is Perfectionist.
If this is you, try this palette.

A lesson in tone - this is what Perfectionist is all about. The subtlety of this scheme creates a wonderfully soothing combination that is unusual and witty. The colors may be subdued but they are also very self-assured. Not for amateurs, this seemingly simple palette will reveal its profundity with time.



BOYSEN® COLOR TREND 2015 is available in two finishes:

BOYSEN® Permacoat™ Semi-Gloss Latex Paint and Virtuoso™ Silk Touch™ with Teflon® at various Mix & Match™ stations nationwide.

WWW.BOYSENCOLORTRENDS.COM

* For technical reasons connected with color reproduction in print and paint manufacturing, these colors may not exactly match actual paint color.

Boysen garners 10th Most Trusted Brand Platinum Award

by Trina Yu



BOYSEN executives are all smiles as they bring home the platinum award again. (From left) VP for Technical Service & Project Management Engr. Romeo Bautista, Company VP Johnson Ongking, and VP for Operations Justin Ongsue.

Last June 30, 2015, Reader's Digest hosted its annual Trusted Brands at the Marco Polo Hotel in Ortigas, Pasig. In this prestigious awarding ceremony, Department of Trade and Industry Undersecretary for Consumer Protection Group (CPG) Victorio Dimagiba was there to deliver his keynote address, while Reader's Digest Asia Pacific Group Advertising and Retail Sales Director Sheron White personally awarded the trophies to the winners, giving recognition to the brands that have been rendering exceptional service through the years.

The Reader's Digest Trusted Brands aims to promote brands that are continuously committed in making their products a standout without compromising on its growth and innovation. Every year, they ask for the people's honest opinion on the brands of products they patronize through the years. With the help of years and years of intensive research, they were able to confidently and precisely identify the features a trusted brand must possess in order to maintain relevance and purpose for its consumers.

In order to be nominated, a brand must relish in international appeal, but still manages to establish a strong local connection, and must hold an individual relevance to their consumers considering where they live or their culture. It must surpass the consumers' standards in terms of cost, quality and desirability, and most of all, lives up to its promises. Meaning, the quality of their product or service must be consistent or continuously improving through the years and it delivers what it promises. After all, a brand that upholds its core principle through the years is what gets the consumers' trust, giving them longevity in the market.

It is one huge accolade to be awarded as one of Reader's Digest Trusted Brands. Considering the stringent process when it comes to determining who made the cut, it is indeed one huge battle in a pool of dynamic and competitive brands. Under the Household Products category, Boysen was able to land a Platinum Award—for ten times in a row. Receiving a Platinum award means that this particular brand performed exceptionally, and was deemed as the winner in their category for at least 3 countries. It is one thing to be awarded with such recognition, and another to be able to have it for ten consecutive times! Maintaining this streak is no easy task, knowing that it requires a huge dedication in order to ensure that it still gives out the quality product that consumers have patronized over the years, while at the same time, leaving room for potential growth and improvement.

It only goes to show that amidst all the diversity we face, if we never lose sight of our true goal, then nothing will stop us from turning our aspirations into fruition.



Ms. Sheron White, Reader's Digest Group Advertising Director (right) gives the award to Boysen VP Johnson D. Ongking.

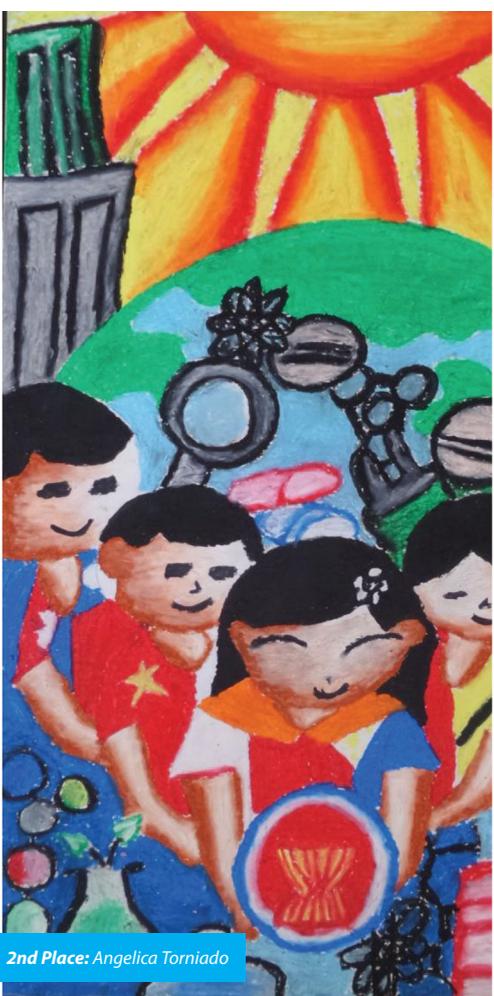
5th National Children's On-the-Spot Chemistry Poster Making Competition



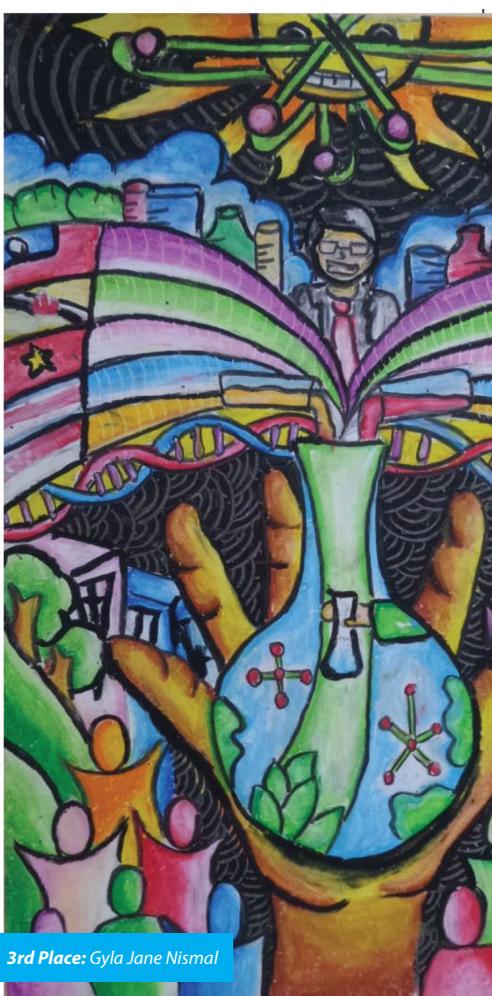
1st Place: Vince Andrei Reyes

In line with the objective of raising awareness in chemistry at a young age, the Philippine Federation of Chemistry Societies (PFCS) recently concluded its 5th National Children's On-the-Spot Chemistry Poster Making Competition. This year, 12 universities from around the country hosted the elimination round of the contest. The contest is open to students from Grade 4-7 from public and private schools with the theme "Chemistry and the ASEAN." The board of judges for the national award consisted of Armand Guidote, Ph.D. (President, PFCS), Nick Tan (ICP, St. Scholastica's College), Karen Santiago, Ph.D. (UST), and Danne Halzey

Mantilla (DLS-College of St. Benilde). Vince Andrei Reyes (Holy Cross College) won first place, Angelica Torniado (M. Agoncillo Elementary School) won second place, while Gyla Jane Nismal (Sto. Domingo Elementary School) won third place.



2nd Place: Angelica Torniado



3rd Place: Gyla Jane Nismal

The 5th installment of the poster making competition was headed by Glenn Alea (DLSU), in partnership with, CHEMREZ Technologies, Shell, Boysen, and C&E Publishing, Inc.

The PFCS, with its mission to be an effective agent for the appreciation and popularization of chemistry and its vision to be a cohesive and proactive organization for the promotion, advancement and application of science and technology that is responsive to the needs of society organizes the National Children's On-The-Spot Chemistry Poster Making Competition.

BOYSEN OLYMPICS 2015

By Ramil Mendoza

After a one-year hiatus, the Boysen Olympics was held again last August 1, 2015 at the Amoranto Sports Complex, Quezon City. At the start of the event, it was clear that a year's absence only made all the participating teams more excited to get into game action. The theme "**Winning is a habit, Success is a choice, Diligence is the key to make it happen**" served as the rallying cry for the games, the goal of which is to uplift the corporate spirit while fostering teamwork and camaraderie.

Aside from the ceremonial opening and lighting of the torch, the opening had a bit of twist with the inclusion of a Zumba session as part of the stretching and warm-up exercises. Boysen VP Johnson D. Ongking, gamely led the teams during the calisthenics.

The indoor games also received a boost with the introduction of new games seen largely on cable TV variety shows. Here are a few pictures showing some of the highlights of the day.



Fast times. The swimmers try to outdo each other to earn a win for their respective teams.



Zoom, Zoom, Zumba. A Zumba class, Boysen-style gets underway.



Up in the air. This contest is up for grabs as all participants do their best to win.



Game on. All eyes are on this contestant in one of the "Minute-to-Win-It"-inspired games of the Boysen Olympics.



Debut performance. Boysen newcomers prepare for their dance number.



Team spirit. Winners are flanked by Boysen veeeps Johnson D. Ongking (left) and Engr. Romeo G. Bautista (right).

BOYSEN awards June 2015 batch Top 10 New Architects

by Janelle Yap Ong

Pacific Paint (Boysen) Philippines, Inc. together with the Professional Regulatory Commission (PRC) Board of Architecture held its "Recognition Night" last June 2015 at the Diamond Hotel to celebrate the extraordinary achievements of this year's top 10 board passers. The following individuals were honored during the awards dinner:



- | | | | | | |
|-----|--|-----|--|------|---|
| 1st | Christian Lyle David La Madrid
University of Santo Tomas | 7th | Francino Paraz Delima
University of San Carlos | 8th | Blitzer Grayson Dela Cruz Reyes
Bulacan State University (Malolos) |
| 2nd | Joachim Michael Lim Espina
University of San Carlos | 7th | Ernest Antonio Palmero Mines
University of Mindanao | 9th | Rudy Michael Alcaraz Ancheta
Far Eastern University (Manila) |
| 3rd | Veronica Villamayor Puda
University of the Philippines (Diliman) | 7th | Kathleen Anne Natividad Veloso
Ateneo de Davao University | 10th | Joan Mae March Manguilimotan Bermejo
University of the Philippines (Diliman) |
| 4th | Gelmer Sarah Del Valle Santos
University of the Philippines (Diliman) | 8th | Rui Carlo Soriano Hombrebueno
Technological Institute of the Philippines (Manila) | 10th | Nielsen Bryan Chua Uy
De La Salle University - College of St. Benilde |
| 5th | Christian Santos Salandanan
University of Santo Tomas | 8th | Jo Jerico Estoque Manalang
University of Nueva Caceres | | |
| 6th | Bianca Mari Garcia Villamayor
University of Santo Tomas | 8th | Lucky Meljay Cristobal Mercado
Northwestern University | | |

Congratulations and best wishes for your future!

10 Years of Building Dreams

by Janelle Yap Ong



Guest inspirational speaker Mr. Francis Kong is amazed at the art works by the MBFI scholars.



The scholars pose with Boysen executives, Engrs. Romeo G. Bautista and Ruben D. Cueto.

Making the milestone even more memorable are the students who are new to the program. The scholars' achievements were celebrated and honored last July 08, 2015 over lunch at Annabel's.

With 10 years of experience, Boysen looks forward to more years of partnership with MBFI and building even more dreams for the future.

Scholarship Program partners, Metrobank Foundation, Inc. (MBFI) and Pacific Paint (Boysen) Philippines, Inc. celebrated its 10th year anniversary at The Peninsula Manila last August 29, 2015. The milestone was marked by artworks by, no less than, the scholars themselves, sand paintings by Talentadong Pinoy Season 2 winner, Joseph the Sand Artist and motivational words from inspirational speaker, Mr. Francis Kong.

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