

MICHELLE DULA ASENCE

President & General Manager,
Zen Zest Lifestyle Products,
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Ms. Michelle Dula Asence is the founder of Zen Zest Lifestyle Products, a leading local brand of fragrances and body care products in the Philippines. Zen Zest Lifestyle Products currently has 2 stand-alone stores in upscale Glorietta, Ayala Center and the Shangri-La Mall and over 80 kiosks in Ayala, Robinson's, Gaisano and SM Malls all over the Philippines. Zen Zest Lifestyle Products is now exporting market in Brunei, Bahrain and Japan.

Zen Zest Lifestyle Products has won a number of corporate awards which include one of the best-performing beauty products for their Zen Zest Cocktail Collection Mojito Body Spray, Cosmo Beauty Awards, *Cosmo Philippines*, 2008, Gold Award in the Category of Alternative Use for a Label Carton, World Congress 2006, Federacion Internacional des Fabricants et Transformateurs d'Adhesif et Thermocollants sur Papiers et Autres Supports (FINAT), Warsaw, Poland for the carton packaging of 50 ml WATER eau de toilette, 2006, Highly Recommended, Group B: Printing Processes, Combination Printing, FINAT, for Zen Zest Margarita Cocktail EDT Spray, 2006 and Gold Award, Tag and Label Manufacturers Inc (TLMI), United States.

In 2007 alone, Ms. Michelle Dula Asence has been honored with the Women of Style and Substance Awards, *People Asia* Magazine, 75 Most Admired Entrepreneurs, *Entrepreneur* Magazine, 27 People to Watch Out for in 2007, Super section, *Philippine Daily Inquirer* as well as being the official endorser for Sun Cellular mobile phone. Also, she was a nominee for the Ernst & Young Entrepreneur Awards, 2007.

Prior to establishing Zen Zest Lifestyle Products, Ms. Michelle Dula Asence served as a merchandiser for Maldita in 2000 and Cinderella Marketing Corporation in 1999, both of which are popular clothing retail stores in the Philippines.

Apart from her duties and responsibilities within Zen Zest Lifestyle Products, she is an active committee member of the Philippine Retailers Association (PRA), a member of the Philippine Franchisee Association (PFA) and a member of the Association of Filipino Franchisees (AFFI).

Ms. Michelle Dula Asence obtained her BSc Psychology from the De La Salle University in Manila, Philippines in 1998.