



Republic of the Philippines  
Department of Finance  
**Securities and Exchange Commission**  
SEC Building, EDSA, Greenhills, Mandaluyong City  
*Office of the General Counsel*

In the Matter of:

**SATARAH WELLNESS MARKETING,  
SATARAH INVESTMENT GROUP, INC.,  
and SATARAH WELLNESS  
INTERNATIONAL,**

**SEC-CDO CASE NO. 05-15-018**

**FOR: Issuance of Permanent Cease and  
Desist Order**

**ENFORCEMENT AND INVESTOR  
PROTECTION DEPARTMENT,**

*Petitioner.*

X-----X

25 April 2016

TO:

**SATARAH WELLNESS MARKETING**  
Les Sarfenelle, Inc. Building 114 Road 2,  
Quezon Hill Proper, Baguio City

**ROMYLLIE B. LAU**  
AC 119 Eastern Buyagan, La Trinidad  
Benguet

**SECURITIES AND EXCHANGE  
COMMISSION BAGUIO CITY  
EXTENSION OFFICE**  
Baguio Convention Center, Government  
Center, Baguio City

**ENFORCEMENT AND INVESTOR  
PROTECTION DEPARTMENT**  
Securities and Exchange Commission 5<sup>th</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City

**INFORMATION & COMMUNICATIONS  
TECHNOLOGY DEPARTMENT**  
Securities and Exchange Commission 7<sup>th</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City

**COMPANY REGISTRATION AND  
MONITORING DEPARTMENT**  
Securities and Exchange Commission 2<sup>nd</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City

**CORPORATE GOVERNANCE  
FINANCE DEPARTMENT**  
Securities and Exchange Commission 11<sup>th</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City

**MARKETS AND SECURITIES  
REGULATION DEPARTMENT**  
Securities and Exchange Commission 6<sup>th</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City

**ECONOMIC RESEARCH AND  
TRAINING DEPARTMENT**  
Securities and Exchange Commission 10<sup>th</sup>  
Floor SEC Bldg., EDSA, Greenhills  
Mandaluyong City



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SEC-CDO CASE NO. 05-15-018

FOR: Issuance of Permanent Cease  
and Desist Order

ENFORCEMENT AND INVESTOR  
PROTECTION DEPARTMENT,

*Movant.*

X-----X

## ORDER

For the consideration of the Commission *En Banc* is the *Motion for Issuance of Permanent Cease and Desist Order* (Motion for Permanent CDO) filed on 23 February 2016<sup>1</sup> by petitioner/movant Enforcement and Investor Protection Department (EIPD) of the Commission praying that the Cease and Desist Order (CDO) dated 30 June 2015 be made permanent.

Satarah Investment Group, Inc. (Satarah Investment) registered with the Commission on 2 February 2015 under SEC Registration No. CS201501660. Its incorporators and first directors include Romyllie B. Lau, Wing Pan Henrich Lau and Ruby Batolne. However, it is prohibited from acting as broker or dealer in securities as provided in its primary purpose and Certificate of Incorporation.<sup>2</sup>

Satarah Wellness Marketing is an enterprise registered with the Department of Trade and Industry (DTI) on 11 April 2013 under Certificate No. 02028867 which was issued to Romyllie B. Lau,<sup>3</sup> who is the sole proprietor.<sup>4</sup>

Satarah Wellness International is allegedly a non-registered entity, and has placed its advertisements in websites such as YouTube, Facebook and SlideShare.<sup>5</sup>

<sup>1</sup> *Motion for Permanent CDO* dated 19 February 2016.

<sup>2</sup> *Id.*, par. 3, Annex "B" (Certificate of Incorporation dated 2 February 2015), and Annex "C" (Articles of Incorporation).

<sup>3</sup> *Motion for Issuance of CDO in the Petition (For Revocation of Certificate of Incorporation)* filed on 18 May 2015 and dated 13 May 2015, par. 2 and Annex "A" (DTI Certificate issued to Satarah Wellness Marketing).

<sup>4</sup> *Id.*, Annex "H-1" (Minutes of the Conference held on 22 April 2015 before the EIPD).

<sup>5</sup> *Id.*, pars. 4 and 33.

On 30 June 2015, the Commission *En Banc* issued a CDO finding Satarah Wellness Marketing and Romyllie B. Lau to be engaged in the sale or offering for sale or distribution within the Philippines of securities, i.e., investment contracts, based on the statements made by Ms. Lau, Ms. A,<sup>6</sup> who was a client of Satarah Wellness Marketing, and the “Terms and Conditions”<sup>7</sup> of Satarah Wellness Marketing, without a registration statement duly filed with and approved by the Commission in violation of Sec. 8.1 of the SRC. The CDO states that parties subject thereto may file a request for lifting thereof within five (5) days from receipt hereof.

The pertinent portion of the CDO reads as follows:

**“WHEREFORE, premises considered, ROMYLLIE B. LAU, her DTI registered enterprise known as SATARAH WELLNESS MARKETING, and their officers, agents, representatives, conduits, assigns, and any and all persons claiming and acting for and in their behalf and under their authority, as well as the operators and administrators of Satarah Wellness International who posted its advertisements in websites such as YouTube and SlideShare, are hereby ordered to **IMMEDIATELY CEASE AND DESIST**,<sup>8</sup> **UNDER PAIN OF CONTEMPT**, from further offering, soliciting, or otherwise offering or selling unregistered securities in the form of investment contracts to the public, such as, but not limited to, investment contracts, pooling of funds, investment trusts, or similar forms, and, in connection therewith, soliciting, accepting or receiving from others, money for the purpose of trading in any futures contract. x x x”** (Underline ours)

On 29 July 2015, Romyllie B. Lau, in representation of Satarah Wellness Marketing and Satarah Investment, filed a *Manifestation and Motion (in lieu of Request to Lift [CDO])* (Manifestation) stating that their “incorporators” have decided to TERMINATE the existence of said firms in order to erase doubts of any misconception.<sup>9</sup>

Hence, this *Motion For Issuance of Permanent [CDO]* stating that the parties subject to the CDO were given a period of five (5) days to request for its lifting pursuant to Section 64.3 of the Securities Regulation Code (SRC)<sup>10</sup>. However, to date, the parties

<sup>6</sup> The witness, Ms. A, requested that her identity be kept confidential.

<sup>7</sup> “Terms and Conditions” attached to the SEC Baguio Extension Office (SEC BEO) Memorandum (Motion for CDO, Annex “D”) and procured by the RLECC (Motion for CDO, “B-1” of Annex “I” [Inspection Report of SEC BEO]).

<sup>8</sup> Section 64.1., SRC. The Commission, after proper investigation or verification, *motu proprio*, or upon verified complaint by any aggrieved party, may issue a cease and desist order without the necessity of a prior hearing if in its judgment the act or practice, unless restrained, will operate as a fraud on investors or is otherwise likely to cause grave or irreparable injury or prejudice to the investing public.

<sup>9</sup> Manifestation dated 22 July 2015, p. 1.

<sup>10</sup> Republic Act No. 8799 (2000).

subject to the CDO have not filed any motion or request to lift the CDO. Thus, the EIPD prays that an order be issued making the CDO permanent.<sup>11</sup>

Section 64.3 of the SRC provides the following:

**“64.3. Any person against whom a cease and desist order was issued may, within five (5) days from receipt of the order, file a formal request for a lifting thereof.** Said request shall be set for hearing by the Commission not later than fifteen (15) days from its filing and the resolution thereof shall be made not later than ten (10) days from the termination of the hearing. If the Commission fails to resolve the request within the time herein prescribed, the cease and desist order shall automatically be lifted.”

In the case at bar, to date, the parties subject to the CDO failed to file a motion or formal request to lift the said CDO pursuant to such order and Section 64.3 of the SRC. Instead, Romyllie B. Lau, in representation of Satarah Wellness Marketing and Satarah Investment, filed a Manifestation stating that the “incorporators” decided to terminate such entities. Thus, the Commission is constrained to render the CDO issued on 30 June 2015 as PERMANENT.

**WHEREFORE**, premises considered, the *Manifestation and Motion (in lieu of Request to Lift Cease and Desist Order)* is hereby **NOTED** and the CEASE AND DESIST ORDER issued against Romyllie B. Lau, her DTI registered enterprise known as SATARAH WELLNESS MARKETING, and their officers, agents, representatives, conduits, assigns, and any and all persons claiming and acting for and in their behalf and under their authority, as well as the operators and administrators of Satarah Wellness International who posted its advertisements in websites such as YouTube and SlideShare, is hereby **MADE PERMANENT**.

The **SEC Baguio Extension Office of the Commission** is hereby **DEPUTIZED** to: (a) serve this Order on Romyllie B. Lau and her DTI registered enterprise known as SATARAH WELLNESS MARKETING, (b) post copies of the Order at the entrance of the main office and/or branches, if any, of SATARAH WELLNESS MARKETING.

Let a copy of this Order be also posted in the Commission’s website; published in a national newspaper of general circulation and furnished to the Markets and Securities Regulation Department, Company Registration and Monitoring Department, the Corporation Finance Department and the Economic Research and Information Department of the Commission for their information and appropriate action.

The **SEC Baguio Extension Office of the Commission** is hereby **FURTHER DIRECTED** to submit a FORMAL COMPLIANCE REPORT, by way of a pleading, to the Commission *En Banc* WITHIN FIVE (5) DAYS from receipt of this *Order*.

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<sup>11</sup> Motion For Issuance of Permanent [CDO] dated 19 February 2016, pars. 2 and 4.

**COPY FURNISHED:**

**Company Registration and Monitoring Department**

2<sup>nd</sup> Floor, Securities and Exchange Commission  
SEC Building, EDSA, Greenhills  
Mandaluyong City, Metro Manila Philippines

**Corporate Governance Finance Department**

11<sup>th</sup> Floor, Securities and Exchange Commission  
SEC Building, EDSA, Greenhills  
Mandaluyong City, Metro Manila Philippines

**Markets and Securities Regulation Department**

6<sup>th</sup> Floor, Securities and Exchange Commission  
SEC Building, EDSA, Greenhills  
Mandaluyong City, Metro Manila Philippines

**Economic Research and Training Department**

10<sup>th</sup> Floor, Securities and Exchange Commission  
SEC Building, EDSA, Greenhills  
Mandaluyong City, Metro Manila Philippines

**Information and Communication Technology Department**

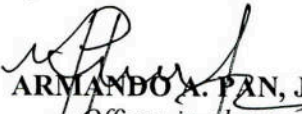
7<sup>th</sup> Floor, Securities and Exchange Commission  
SEC Building, EDSA, Greenhills  
Mandaluyong City, Metro Manila Philippines

**GREETINGS:**

Please take notice that on 21 April 2016 an **ORDER** was issued in the above-entitled case, the original of which is now on file with this office.

Mandaluyong City, Philippines

By Authority of the Commission *En Banc*:

  
**ARMANDO A. PAN, JR.**  
*Officer-in-charge*  
*Office of the Commission Secretary*