

AMACRAM

安利月刊 Helping People Live Better Lives

10.2008

ARTISTRY

Creme L/X

激發細胞能量，提升自我修護
肌膚瞬間重拾15年青春

- 紐崔萊廣告矚目登場
- 鄭李錦芬女士榮膺《福布斯》
「全球百位最具影響力女性」

Amway 安利



美國安利機構總裁德·狄維士（右）及主席史提夫·溫安洛（左）。
Amway Corporation President Doug DeVos (right) and Chairman Steve Van Andel (left).

超越自我 Our personal best

每個人的內心深處，都存在著競爭的欲望。這是人性使然，不足為奇。

誠然，安利是一家充滿競爭力的公司，經常面對同業競爭。然而，我們之所以成功，並非源於與對手的競爭，而是基於我們不斷渴求超越自我，締造更佳的成績，進而使安利晉身成為全球最強的直銷公司。

簡而言之，我們強大的競爭力雖然繫於提供最佳的產品予消費者，以及最佳的業務機會予直銷商，可是歸根結柢，我們真正的競爭卻是源於本身。

試想我們的紐崔萊體育界代言人，與他們競爭的真正是誰？這絕不純粹是隔鄰跑道的對手，而是時間和欄的高度。一言以蔽之，主要的對手就是他們自己。

我們的景況相同，可以籌劃要否不斷進步，以佔據更大的市場份額。若然，便得把「欄」的高度提升，力求超越自我，達成目標。只要眾志成城，我們實不難登上一個又一個的高峰，創造一次接一次的更好成績。

就讓我們一起超越自我，攀向顛峰！

Each one of us has a healthy dose of competition in us. It's part of who we are – it's our competitive nature. And it's true that we're a competitive company. Only there are always companies competing with us. We're successful not because we're competing with them. We're successful because we constantly challenge ourselves to be the best we can be. And the best direct sales company in the world.

Simply stated, we're competitive in the marketplace when we offer the best products for our consumers and the best opportunity for our business owners. But in the end our only real competition is with ourselves.

Think about our Team Nutrilite athletes. Who are they competing against? Not just the person in the next lane. They compete against the clock, and the height of the bar. Essentially they're competing against themselves.

It's the same for all of us. It's up to us to continuously improve and gain an even greater share of the market. We need to set our own bar high and compete with ourselves to reach our goals. If we're all committed to this challenge, we will be as successful as we can possibly be.

So let's achieve our personal best.

AMAGRAM content

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Helping People Live Better Lives



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Amway 安利

美國安利機構於1959年在美國密西根州亞達城創立，是全球最大的直銷機構之一，辦事處遍佈全球80多個國家及地區。• 香港安利「安利月刊」由美國安利（香港）日用品有限公司出版。• 香港銅鑼灣希慎道33號利園38樓。• 香港銅鑼灣郵政信箱30704號。• 電話：2969 6333 • 香港直銷協會及世界直銷協會會員 • 香港安利互聯網址：www.amway.com.hk • 電子郵件信箱：ahkinfo@amway.com • 版權所有，翻印必究。

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激發細胞能量，提升自我修護

肌膚瞬間重拾 15 年青春

Invigorate cellular energy. Activate innate repair system

Skin acts up to 15 years younger

3564

DP\$2,250

10月4日 閃爍登場

ARTISTRY™
Creme L/X



解構肌膚老化原因

肌膚老化是自然定律，延緩肌膚老化是每個女士的夢想，大部份護膚品都只集中抗衡肌膚表面老化現象，但是，它們都無法改變肌膚老化的真正原因

肌膚細胞已失去自我修復的天賦本能。

Creme L/X 的美麗承諾

激發細胞能量，提升自我修護

肌膚瞬間青春 15 年

破解肌膚老化秘密

只有雅姿 Creme L/X 針對肌膚衰老的『內在原因』－粒腺體 (Mitochondria) 退化。經多年高科技研究，雅姿終於找到修復粒腺體的技術，激發肌膚細胞能量，提升自我修護能力。

三大學派理論 — 解構肌膚老化原因

Three schools of thoughts - Uncovering the mechanism of skin aging

外在因素
Extrinsic
Factor

1 游離基引發老化學說 Free-radical damage theory of aging

人體內的游離基 (Free radicals) 具有強烈氧化作用，破壞細胞結構，造成老化。

Free radicals can elicit strong oxidative effect, impair cellular structures, thus causing the skin to age as a result.



2 DNA 損耗引發老化學說 DNA damage theory of aging

空氣與陽光的游離基及紫外光會損壞細胞核內的DNA，形成老化。

Free radicals and UV radiation coming from the air and sunlight can disrupt and harm DNA in the cell nucleus. This is a causative factor in aging.



內在因素
Intrinsic
Factor

3 細胞粒腺體引發老化學說 Mitochondrial damage theory of aging

1972年，美國內布拉斯加大學 (University of Nebraska) 哈曼教授 (Professor Denham Harman) 進一步發表細胞粒腺體 (Mitochondria) 亦會產生游離基，隨著生物自然衰老，粒腺體會出現退化，不再能為皮膚提供足夠能量。

In 1972, Professor Denham Harman of the University of Nebraska, USA further concluded that mitochondria are also producing free radicals. Degeneration will occur sooner or later due to natural biological aging process.



Creme L/X

ARTISTRY™



一般護膚品只顧表面，不足以全面抗衡老化

市面上一般護膚品，只會針對外在因素，例如抗氧化、保濕及防曬，其實並不足以有效防止肌膚衰老。

It takes more than ordinary skincare products

Most of the skin products in the market concentrate on external aging factors, so the solutions provided are mostly antioxidant, moisturization and UV protection etc. That is not enough to deliver the nutrients deeper into the core of skin cells where aging really begins.

Why does our skin age?

Aging is a law of nature the every woman dreams to delay. Most skincare products try to fight off the superficial manifestations of aging, but still, they are doomed to failure as they cannot identify and strike down the real cause of aging ...

The skin cells have lost their inborn self-healing abilities.



Creme L/X - A commitment to true beauty

Invigorate cell energy. Activate innate repair system

Skin acts up to 15 years younger

Decode the secret of skin aging

Only Creme L/X from Artistry addresses both extrinsic and intrinsic causes of aging, after years of unwavering effort and hi-tech research, the real culprit of aging was finally unveiled. They found the technology to repair the mitochondria.

甚麼是粒腺體？

- 皮膚細胞內的粒腺體(Mitochondria)是身體的“發電機”，製造三磷酸腺苷(ATP) — 令肌膚細胞健康運作的重要能量，更可抵抗外來游離基及污染物的損害。
- 粒腺體會逐漸減慢新陳代謝，皮膚於是出現老化及乾紋的現象。
- 粒腺體生產能量時，亦會釋放出游離基，損害細胞的天然修護力。

What are Mitochondria?

- Mitochondria are tiny organelles inside every cell that generate and provide the energy needed by our skin. The primary job of the mitochondria is to create Adenosine Triphosphate (ATP) which provides the energy needed for each skin cell.
- As we age, mitochondria get old and their capacity to deliver cellular energy will decline too. ATP production declines and the cell will not have enough energy to perform properly. Skin will begin to show the visible sign of aging.
- When mitochondria creates energy, it produces free radicals that damage the cell.



革命性“Creme L/X 細胞再青春技術”

令細胞自我修復，從根本扭轉衰老定律

Creme L/X 率先掌握全球最尖端生物科技，成功帶來“CELL EFFECT 細胞再青春技術”！重新啟動粒腺體的威力，讓肌膚重新『自行補充』骨膠原及水份，全面抗氧及抗游離基。

Revolutionary “CELL EFFECT”

Awaken the cell's self-healing power. Turn back the clock from within.

Creme L/X signals a new era in biotechnology with its innovative “CELL EFFECT”! Reactivated mitochondria's metabolism, thus they can nurture the skin with collagen and hydration while their barrier function will be in better shape to avert oxidation and free radicals.

4 大完美成份 The Perfect Four Ingredients

- 心磷脂 Cardiolipin

極之罕有及名貴成份，比黃金更貴三十倍。為細胞產生及輸送能量，同時保護粒腺體不受氧化帶來的壓力。

It is extremely rare and 30 times more precise than gold. It performs energy synthesis and the transfer into the cell, defending mitochondria from oxidative stress.

- 左旋肌肽 L-Carnosine

人體內的天然抗氧化物質，保護粒腺體抵抗氧化，清除游離基，令肌膚重獲青春活力。

It can protect the cells from oxidation and free radicals, keeping the skin revitalized.

- 菠菜萃取物 Spinach Extract

一種高純度的萃取物，具有強力保護細胞抗氧功能，更有效修復損壞粒腺體的 DNA。

It can repair damaged mitochondrial DNA effectively.

- 擬南芥精華 Roxisomes™

含有與 DNA 相同的酶質，能修復游離基對細胞粒腺體 DNA 的損傷，提升肌膚的能量。

Contains an enzyme that is also found in DNA, Roxisomes™ can amend mitochondrial DNA and energize the skin.

Creme L/X

ARTISTRY™

STEP 1 養份補充 REPLENISH

心磷脂先修復受損、老化的粒腺體膜，讓其運作重回健康狀態，保持細胞提供充足能量。

Creme L/X uses cardiolipin to repair the injured and aged mitochondrial membrane, restoring its healthy function to render abundant cellular energy.

STEP 2 狀態回復 RESTORE

利用左旋肌肽及菠菜萃取物提升細胞內的高能量份子 (Adenosine Triphosphate - ATP)，扭轉細胞的衰老定律，恢復年輕活躍。

L.Carnosine and spinach extract are used to increase the production of the highly energized molecule - Adenosine Triphosphate (ATP) in order to reverse the aging skin cells back to a young and active mode.

獨特肌膚再新 4 部曲 Unique 4-step magic

STEP 3 能量活化 REJUVENATE

以擬南芥精華 (Roxisomes™) 有效修復粒腺體的 DNA，令細胞運作重返健康軌道。

Creme L/X found Roxisomes™ can repair and rectify accumulated mitochondrial DNA damage.

STEP 4 修護修復 REPAIR

細胞每複製一次便會自然產生氧化作用，所以 Creme L/X 特別利用左旋肌肽及菠菜萃取物修復及保護粒腺體膜，減低氧化帶來的傷害。

To protect cells against oxidation that occurs naturally during each replication, Creme L/X utilized L.Carnosine and spinach extract to reduce oxidative impairment.



臨床科學實驗證明 肌膚年輕達 15 年

令肌膚時光倒流 15 年，絕非可輕言的承諾，必須於科學理據及臨床研究實驗兩方面獲得國際科學界認可，只有 Creme L/X 符合此兩大條件。

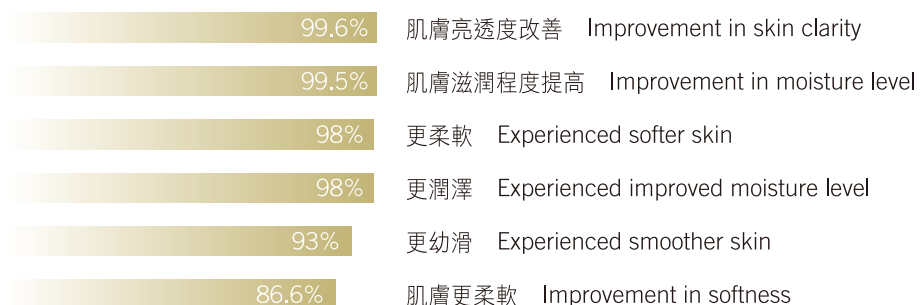
臨床研究測試上，Creme L/X 起用獨立實驗室，測試不同年齡組別的女性於 12 星期內使用 Creme L/X 的成效，結果顯示，她們的肌膚在亮透度、滋潤程度及柔軟度都得以改善；更明顯減退幼紋及皺紋、收緊毛孔，肌膚更緊緻、肌膚色澤更均勻，帶來令女性驚喜的青春效果。

Clinical evidence based on true science Skin acts up to 15 years younger

The ability to turn back the clock 15 years is a claim that cannot be made without both solid scientific evidence and clinical support, only Creme L/X can live up to this standard :

Women of different age groups were invited to take part in a panel test. After using Creme L/X for a 12-week period, the results were remarkable. Participants experienced an improvement in skin clarity, moisture level and softness.

Other benefits included a significant reduction in the appearance of fine lines, deep wrinkles and pore size, along with an improvement in skin firmness and skin tone evenness, exhibiting surprising younger looking effect.



Creme
L/X

ARTISTRY™



荷里活最真女星珊迪娜布洛 為 Creme L/X 獻上最真的第一次

珊迪娜布洛 (Sandra Bullock) 這位不但是荷里活最具影響力的女星，更是全球各個護膚品牌羅致的對象，自她出道以來從未為任何護膚品牌作代言人，直至今次遇上 Creme L/X，因為她堅持：

- 親身試用：親身體驗 Creme L/X 比市場上其他護膚品優勝之處，效果令她喜出望外。
- 天然健康：她認為 Creme L/X 啟動大自然賜予肌膚自行修護及補給養份的力量，讓她感到前所未有的安全感與百分百信心。
- 美麗承諾：她坦言“如果我沒有信心塗在自己皮膚上，我絕不會鼓勵其他女性使用。”

Hollywood's true perfectionist - Sandra Bullock Finally finds her match with Creme L/X

Sandra Bullock, one of the most powerful and influential actresses in Hollywood, has always been the most sought-after actress hotly pursued by many worldwide skincare brands, but she had never nodded to putting her name behind any until she met Creme L/X. It is because Sandra insists on:

- Testing the product herself - the results of Creme L/X are so surprisingly satisfactory that it outperforms other skincare products in the market.
- Staying natural and healthy - she feels really safe and confident as Creme L/X activates the self-healing and self-replenishing power inside human bodies
- Committing to true beauty - as she confessed, "If I wouldn't put it on my own skin, I would never ask other women to put it on their skin."

珊迪娜布洛檔案：

- 1996年與1999年，珊迪娜布洛被 People雜誌選為『世界上50位最美麗的人物』。
- 在Empire雜誌所列出的『100名永遠的電影明星』中名列第58名。
- 2007年1月份，珊迪娜布洛以8,500萬美元的淨值，在福布斯 (Forbes) 雜誌「最富有的女藝人」榜上排名第14位。

Sandra Bullock:

- In 1996 and 1999, Sandra was chosen by People (USA) magazine as one of the 50 most beautiful people in the world.
- She was ranked the 58th "Top 100 Movie Stars of All Time" in Empire (UK) magazine.
- In January 2007, she was ranked as the 14th richest female celebrity with an estimated fortune of \$85 million in Forbes (UK) magazine.

雅姿 Creme L/X 閃爍禮遇

凡購買雅姿 Creme L/X 一瓶，即可免費獲贈

「雅姿時尚優雅頸鏈」一條。

Free Gift

Every purchase of Creme L/X will be entitled to an

Artistry Elegant Necklace.



數量有限，送完即止。

● 安利翡翠直系直銷商朱惠玲
● 參加時職業：舞台藝術製作

● 安利三鑽石直系直銷商李家達
● 參加時職業：商人

● 安利翡翠直系直銷商蘇鄭敏君
● 參加時職業：家庭主婦

以情相繫，發放快樂能量

Good Morning Amway – Spreading the Joy

在安利九龍購貨中心的會議室，每星期總有一個上午傳出陣陣歡樂的笑聲，參加聚會的人都能在快樂的氣氛中渡過一個輕鬆又愉快的早上。然後，他們又期盼著下一周快些到來。

An energising gathering is held one morning every week in the Amway Kowloon Centre. Everyone who takes part in the meeting leaves feeling uplifted – and already looking forward to the same morning the following week!

光陰似箭，「安利早晨」這活動成立至今已經歷了十一載寒暑。它一直是個歡樂大家庭，為不少人帶來了歡笑，亦為他們締結了友誼，而更多的人就在這個輕鬆快樂的氣氛中起步，發展安利生意，成就個人事業。

三位安利領導人：安利三鑽石直系直銷商李家達、翡翠直系直銷商朱惠玲和翡翠直系直銷商蘇鄭敏君。雖然三人的年齡、背景、性格等各有不同，但由始至終他們堅守同一信念——就是將快樂與友誼帶給大家。而他們之間的友誼，也在歲月中更加緊密無間。

“一個在早上舉行的歡樂今宵！”



安利三鑽石直系直銷商李家達

李家達：「由於中國在1995年開放直銷市場，不少香港領導人紛紛北上發展，以致香港的聚會減少，主力在香港發展的直銷商希望在香港維持定期聚會——這是安利早晨的緣起。其實整個構思由蘇太（蘇鄭敏君）提出，並得到很多直銷商的支持。最初，聚會地點選在旺角，所以叫『旺角早晨』；後來安利會議室搬到油麻地，也就順理成章地喚『安利早晨』。其實，以後就算改到任何其他地方聚會，都一樣稱作『安利早晨』。」

五十年前，在美國有兩位年青的好朋友，為著同一個創業夢想，同心協力，由家中的地窖開始，一步步開拓出一個舉世知名的跨國大企業。兩人不但成就了自己的事業，更為千千萬萬有夢想的人帶來成功的機會，他們就是安利公司的創辦人狄維士和溫安洛先生。今天，安利公司已經傳到第二代，兩位創辦人的友誼仍然薪火相傳，而世界各地的安利直銷商，亦傳承了創辦人的這份理念，他們堅信友誼的價值，以分享作為發展安利生意的橋樑。每一個安利成功的故事，都是一個友誼和事業同步成長的濃情故事。

Fifty years ago, two young men began working together towards their dream. From a basement operation to a global corporation, their dream did come true – and is now helping others strive for success. Those young men were Richard DeVos and Jay Van Andel and their belief in the importance of synergy in developing a business is shared by today's Distributors. Indeed, it seems there is a true friendship behind many a success story in Amway.

「舉辦這個聚會是一件令我非常開心的事，原因是它為所有人打開一扇歡樂的大門。我們都是義務性質的，而出席的人的目的各有不同，有人希望改進烹飪技巧，有些人想汲取營養學知識，有人想知道多一點關於美容方面的資訊……每一次聚會，都是以輕鬆的形式進行。以烹飪為例，我們主要是分享一些做菜的心得，而不會硬銷安利產品；有時又會請來知名的營養專家為大家深入淺出地分享與營養學有關的資訊，也有一起做體操的時間，一同伸展筋骨。安利早晨就是這樣——提供一個機會讓對安利產品或生意有興趣的朋友感染我們的歡樂氣氛，同時輕鬆地學會一些有用的生活知識。如果參加者對安利事業有興趣，他們亦可透過不同的組線作更深入的了解。」

朱惠玲：「初接觸安利的時候，很多人都是有些好奇，有點興趣。這個早晨的聚會就是讓他們感受安利的文化氣氛，同時加深了解安利的產品、生意及直銷商。當他們決定要發展安利，我們就交由他的上線負責發展方式和培訓。另一方面，我們亦希望透過這個定期的聚會，讓直銷商能在這裡互相交流、互相鼓勵。其實在安利同一天空下，我們都是一家人，都希望彼此都可以活得健康快樂，生活更有保障。因為，安利早晨猶如一個加油站，當大家在外面工作覺得有點累，或是心情受影響的時候，就來這裏感受快樂的氣氛和朋友的關懷。然後，就像加滿了油的車一樣，繼續投入工作。」



安利翡翠直系直銷商朱惠玲

“ 這個早晨加油站，
任何人都能在這裏吸收能量！ ”

「記得有一年，我對自己的目標突然失了信心，情緒有點低落。Arthur（李家達）知道後立即對我說：『你明天有空嗎？我請你吃早餐。』幾天後，他邀請我到酒店吃了一頓豐富的早餐，同時和我談了很多事情，包括公事、私事和感情事，他以豐富的人生的經驗和閱歷，為我作出分析，給我寶貴的意見。這令我明白到每個人的性格都有長短，不要強求自己跟別人一樣，我們應當了解並接受自己的性格，才能將自己的優勢完全發揮；其實，順著自己的個性去做就可以了。雖然Arthur並不是我的上線，我亦跟他沒有半點利益關係，但亦因此，令我感到這份情誼格外溫暖。因為安利的緣故，令我擁有很多莫逆之交，我們沒有年齡的界限和代溝，有的是共同的話題、共同的目標。我深信，共享與以人為本，就是安利文化的精要所在。」

蘇鄭敏君：「做任何事要成功，都要經過努力拼搏，安利生意也一樣，不同的是在安利，你拼搏完後必定得到應得的回報，而這回報能為你帶來長遠保障。我覺得在努力中的安利朋友就像跑馬拉松，路程雖長但必可到達終點。過程中難免會有疲累的一刻，這時候一杯清水的滋潤，就能支持他們繼續為理想而繼續奮鬥。我們組織安利早晨，就像在長跑運動員的跑道旁設立的一個供水站，為健兒們送上一杯水，讓他及時補充能量，向更遠大的目標衝刺。」

「單憑個人的力量是有限的，最好的方法，就是聯合一眾直銷商一起舉辦活動。於是我把這個想法告訴其他領導人，並即時得到他們的支持。Arthur是我們前輩，亦是香港安利第一代成功的領導人之一，他的經驗豐富，而且善於分析，大家都在他身上得到很多經驗和提點；而阿Ling（朱惠玲）是我透過安利旅遊所認識的直銷商，她處事有條理、執行能力強，兩人都是我的好朋友。當然，我還要感謝不多年來我們的直銷領袖以義務性質參與，沒有演講費和車馬費，由直系到皇冠大使，每個人都是義工，不但不會收取一分一毫，每個月更繳交會費以維持運作，充分體現了我安利人愛與付出的精神。」

Good Morning Amway is 11 years old. Over the past decade or so, Good Morning Amway has become like a big family, bringing happiness, friendship and business opportunities to a significant group of people.

When we talk about Good Morning Amway, there are three leaders who cannot be left out: Arthur Li, Ling Chu and Mrs. So. Although they come from very different backgrounds, the trio shares the same goals and vision. The relationship between the three of them grows stronger with each passing year.

Arthur Li : “Good Morning Amway is a fun-filled variety show!”

“In 1995, China had opened up its direct-selling market and many Hong Kong leaders began developing their business in the Mainland. This led to a reduction in the numbers attending gatherings in Hong Kong, and those who decided to stay organised some new gatherings, which was the origin of Good Morning Amway.

“The event was basically Mrs. So's idea and was supported by many Distributors. At the beginning, the place of gathering was in Mongkok, so we called it Good Morning Mongkok. Then, when the Kowloon Centre moved to Yau Ma Tei, we decided to rechristen it Good Morning Amway.

“I have had so much fun organising Good Morning Amway - it's like a door to happiness for everyone. People come along for different reasons. For example, some might want to improve their cooking skills, while others are keen to learn more about nutrition or further developing their make-up skills. The gathering is warm and cosy and it's mostly



about sharing – for example, we will share cooking tips rather than promoting the Hometech products. Sometimes we will invite nutritionists to share information, or just do exercises together.

“That is the beauty of Good Morning Amway - it provides an opportunity for everyone to come together to enjoy the Amway spirit, and enhance their knowledge at the same time. It's pleasing to see those who start their business through this gathering bring new friends along to join. It certainly brings more energy to the group!”

Ling : “Good Morning Amway is a gas station for the soul – it fills everyone with energy!”

“Imagine someone who joins for the first time – he or she will be very curious about the way things work. We hope to let people understand more about the culture of Amway, and if they want to start the business I will pass on the information to their upline. Another great thing about this gathering is the way Distributors can interact and encourage each. We are all members of the Amway family, and that's why we hope everyone can be happy, healthy and financially secure.

“Good Morning Amway is like a gas station where people can be reenergised. If anyone is feeling tired or down, please come and join us. Once someone realises that there are other people who care about them, they will cheer up and become energetic - just like a car full of gasoline.

“I remember that at one point I loss faith in my goals. I was very moody and shared my feelings with a friend during the gathering. Arthur said, ‘Do you have time tomorrow? Let's have breakfast together.’ He invited me to a hotel and we enjoyed a big meal together, talking about many different things such as work, family and relations. Thanks to his wide experience he was able to give me many valuable suggestions. Now I understand how each of us has a different character, and that I cannot expect others to be like myself. The only thing I have to do is to understand and accept my character, and try to express my advantages.

“Arthur wasn't my upline and we had no business relations, but what he said touched my heart. I have met many good friends since joining Amway – people with whom I share the same goals and dreams. To me, sharing is the core of the Amway culture.

Mrs. So : “We are just like supporters standing by the road, giving water to the marathon runners to help them in their task.”

“Only by working hard can we strive for success. In Amway, you will receive what you deserve – and you'll find that it can become life-long security. In my opinion, every Distributor is like an athlete running in a marathon. It seems like there's a long way to go, but they know they can reach their goal. On the way, they might feel tired or thirsty, Good Morning Amway is just like the station next to the road, and we are the supporters providing runners with water to help them restore their energy as they strive for success.

“However, there's a limit to what one person can achieve so we decided it was better to do it in a group. I shared the idea with many leaders and they all showed their support.

“Arthur is one of the first generation of Amway leaders, and he is so experienced and highly analytical. I met Ling though an Amway business seminar and found her to be a systematic person with high-calibre execution. These are the main success criteria behind Good Morning Amway, but many other

team leaders and Distributors - from Direct Distributor to Crown Ambassador – are enthusiastic in their support, and many work as volunteers. Many of them donate money for the gathering, reflecting the love and sharing nature of Amway people.”



安利翡翠直系直銷商蘇鄭敏君

“ 我們猶如站在馬拉松跑道旁邊，
為健兒遞上一杯清水！ ”



後記

安利的成功，在於一眾直銷商的無私分享，讓我們把這個精神延續下去，共同創造更光輝的未來！

香港安利2008/20 遊遍地中海與歐洲

領導海外研討會 - 地中海郵輪

安利帶領直系領導人登上五星級的郵輪，向地中海進發，飽覽怡人的景色，擁抱一望無際的天空、壯闊的海洋。更可遊遍意大利及法國多個名城，體驗異國風情。

Leadership Seminar – Mediterranean Cruise

The wonderful five-star Mediterranean Cruise will offer superb scenery and shore excursions to various historic cities in Italy and France, where you revel in the centuries-old culture.

鑽石種籽旅遊研討會 - 地中海郵輪延伸之旅

超凡的地中海郵輪之旅，令人流連忘返。安利今年增設的鑽石種籽旅遊研討會，讓翡翠直銷商延伸地中海郵輪的旅程，把喜悅留住。合資格者可於地中海郵輪之旅完成後，於泊岸的歐洲名城額外暢遊三日兩夜，繼續沉醉於浪漫的歐陸文化。

Go Diamond Forum – an Extended Mediterranean Cruise

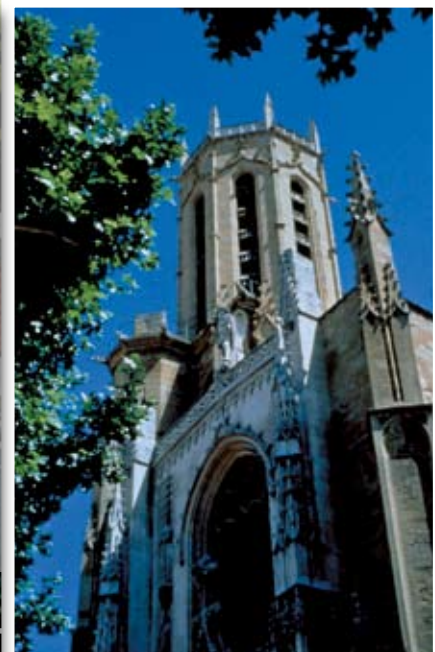
The newly launched Go Diamond Forum offers Emerald Direct Distributors an extra three-day and two-night trip at the disembarking port after attending the Mediterranean Cruise Leadership Seminar. Don't miss this extra chance to fully experience the European culture!

鑽石精英旅遊研討會 - 瑞士

位於歐洲中心的瑞士，是充滿大自然氣息的綠色城市，擁有秀麗的山水景色，遠眺阿爾卑斯山的壯麗景色，感受典雅的中世紀風情。

Diamond Invitational – Switzerland

Switzerland is known as the green city in the central Europe. Just enjoy the gorgeous scenery and get the taste of medieval ambience with us!



09年度獎勵計劃



恭賀新晉直銷商

Congratulations to Our New Qualifiers



藍寶石直系直銷商 Sapphire Direct Distributors

陳偉強 鄭愛萍 (室內設計師/導師)



安利與其他生意的不同之處是，在做生意的時候不單顧及利潤，還有人與人之間的相處之道 — 得到領導人及上線的幫助，這絕對是個雙贏局面。對於新加入的直銷商，我的建議是不用介懷別人的反應，只要出發點是對對方有益處，他自然會明白。現在我們要做的是強化團隊的正面思想，以體現更和諧的關係 — 直銷商、團隊及顧客，將是一輩子的朋友。

Chan Wai-keung & Oi-ping (Interior designer/tutor)

The difference between the Amway business and other businesses is that we have to care about the relationships we make as much as the income we hope to generate. With the support of our team leader and uplines, we are definitely in a win-win situation. Our advice for newcomers to the Amway business is to focus on your client's longer-term needs rather than their instant reaction because you want them to be aware of the benefits of using Amway products. We want to emphasise the positive energy of the team to obtain a harmonious relationship, and it's a delight to see life-long friendships being built up between Distributors, teams and clients.

廖自敏 關玉青 (商人/家庭主婦)



過去曾經創業，但由於所需的資金太多，令我們卻步不前，安利生意就成為事業上的轉捩點。最初，我是被安利的旅遊計劃及獎金制度所吸引，後來又試過因為被別人拒絕而感到氣餒，但得到上線照顧，令我們下定決心要擁有自己的事業……早前到拉斯維加斯旅遊，上網一查，發現生意仍在進展中，並沒有因為我們外遊而停下來，我很是驚喜 — 安利生意要靠整個團隊的互相扶持才成。畢竟，成功只為有準備的人而來。

Liu Chi-man & Yuk-ching (Merchant/housewife)

We had our own business before joining Amway, but there was a lot of risk involved and it came with no real security or prospects. The Sales Incentive Programme was what first attracted us to Amway — and we both felt upset when we faced failure. But with the support of our uplines we were able to move on. The most amazing thing is that our Amway business continued to grow while we were in Las Vegas last year! I'm glad we have built a team who are able to help us all strive for success.



明珠直系直銷商 Pearl Direct Distributor

常江 林家欣 (銷售經理/審計主任)



多得安利助我們達成旅遊的夢想，同時能享受到財務與時間上的自由。現在要帶領團隊，不再是個人生意，更要不斷進步，以身體力行去教育及鼓勵下線，讓他們明白成功並不是遙不可及的夢想 — 只要相信自己做得到，最後一定可以達到理想。「夢想目標，策略行動」是我們成功之道，沒有團隊的支持，我們就不能達到絕妙的平衡狀態。

Chang Jiang & Ka-yan (Sales manager/audit supervisor)

Amway has helped to make our travel dreams come true, and we also have control over how we manage our time and financial affairs. Our focus now is on leading the team to even higher achievements. As uplines we need to enhance our own abilities while guiding and encouraging our downlines at the same time. We need to help them understand that success is not just a dream — that we can make our dreams come true as long as we believe in ourselves. Our aim is to set up a clear strategy to reach our dreams — and we need the support of our team to get the right balance.



直系直銷商 Direct Distributors



陳雅兒 (大學研究員)

一般生意只重視業績及利潤回報，而安利生意卻是在發展事業之餘亦可助人自助，當中的意義比利益更值得珍視。安利生意的發展全賴團隊的互助互信，這種公平、無私的理念與長久建立的誠信更是其他行業的典範。團隊中有很多出色的領袖，多得他們的悉心指導並虛心跟隨團隊的步伐，我的生活與事業能夠進一步提升。

Chan Nga-yi (University researcher)

Other businesses put most of the emphasis on just making a profit, but through the Amway business I can help myself and others – which to me is more important than money. Amway is a role model for other industries and there are so many good leaders in the teams. With their guidance both my life and career can be improved.

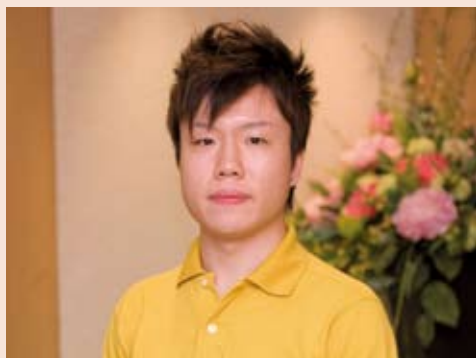


蔡英亮 譚雪芬 (茶餐廳東主/家庭主婦)

在成為直銷商之前，一直都是安利產品的用家，後來在親友的影響下，才下定決心發展安利事業。最初開始的時候不時遭到拒絕，但我並沒有放棄，反而更努力地與朋友分享產品。現在，我的性格變得更積極，並且擁有自己的生意。未來我會與團隊一起努力，向更高業績邁進。

Tsai Ying-leung & Suet-fan (Café owner/housewife)

I was a loyal user of Amway products even before a relative encouraged me to become a Distributor. I faced many challenges at the beginning, but I chose not to give up. Instead, I focused on sharing with friends and now I not only have my own business but also am a much more positive person. Looking to the future, my team and I will do our utmost in striving for higher goals.



羅尉晉 (大學生)

「將心比心」是我發展安利生意的座右銘。加入安利後，我的性格變得主動、外向，家人與我均認為這是金錢以外的最大收穫。值得高興的是母親與弟弟對安利生意非常有興趣，並選擇加入。成為直系直銷商，我多了一份責任感，為的是要幫助身邊親友改善健康及生活質素。

Law Geoffrey (University student)

“Caring about others as I care for myself” is my motto for developing the Amway business. I have become more active and outgoing since joining Amway, and my family members believe that's as important as the financial benefits. I'm glad that my mother and brother became interested in Amway and decided to join me in the business. As a Direct Distributor I feel I have a responsibility to help my relatives and friends improve their health and living standards.



金章直銷商 Gold Producers



黃國新 周玉嬌 (樓宇維修工人/售貨員)

在安利生意裡，我學會助己助人的真正意義，就是讓自己活得更健康與充實，令別人在我們身上看到健康與快樂，這樣就能引起他們改善自己生活的興趣；而在做生意的同時，我的人際關係就會因此而不斷提高。

Wong Kwok-sun & Yuk Kiu (Labour/salesperson)

I quickly came to realise the importance of the maxim "helping others through helping myself" while developing my Amway business. I live a full and healthy life now, and I'm able to raise the curiosity of others who are searching for a better life. I have also made a lot of new friends as I've built my business.



周守訓 郭石容 (裝修工人/家庭主婦)

曾經想過發展自己的生意，但唯有在安利，我得到上線與公司不斷的支援與鼓勵，令我的自信心不斷加強。現在我不再去為別人工作了，因為安利生意能助我達到夢想。

Chau Sau-fan & Shek-yung (Labour/housewife)

I used to think about planning and developing my own business, but then I opted for Amway once I saw how I could rely on the support and encouragement of uplines and the company itself. Now there's no need for me to work for others – the Amway business has already made my dreams come true!



余耀權 邵麗勤 (專業技師/寶石採購員)

雖然「創業容易守業難」，但安利生意令日子變得更充實而有意義，我們亦變得積極樂觀，學會「以心待人，以誠待人」。親友們更因為我們的專變而對安利有莫大信心與興趣，而紛紛加入。

Yu Yiu-kuen & Candy (Technician/gem merchandiser)

Some people have said that it's easy to start a business, but very difficult to keep it going – but that's not true about Amway. The Amway business has made our days more meaningful, and our attitude to life has changed a lot since we signed up. Our relatives and friends have been impressed by the change in us and some have even decided to join us in the business.



孔憲明 (商人)

對比傳統生意，安利事業就像樹木一樣成長，枝葉變得愈來愈繁盛。我以「助人自助」為座右銘，把最優質的產品與最好的生意計劃帶給身體每一個人，同時積極為自己的未來好好計劃 — 包括要在數年內成功達到鑽石級業績。

Hung Hin-ming, Edward (Merchant)

Comparing with traditional business, Amway business can grow like a tree. I adopted "helping myself and others" while doing business, aiming to bring the best quality of good and business plan to everyone, and progressively planning my future – I will enter the Diamond level within several years.

註：上述直銷商之職業均為加入安利時的工作。 Occupations at the time of joining Amway.



銀章直銷商 Silver Producers



陸柏根 黃綺文 (商人/家庭主婦)

做生意首要考慮的是風險。只要付出少量金錢就能夠開始自己的安利生意，相反地安利每年得花上鉅額投資去開發新產品，對直銷商來說是一個百利而無一害的生意！我相信只要逐步逐步的去做，自然能夠循序漸進地達到目標。

Luk Pak-kan & Yee-man (Merchant/housewife)

Being a business man, crisis is the first to be considered. We can spend a small amount of money to start the Amway business, but Amway have to spent huge amount to develop new products, it is a harmless business to all distributors. Only if we goes step by step, success is close at hand.



潘逸威 方麗華 (電腦工程師/電腦系統分析主任)

參加安利計劃後，方發現除了打工之外，我還有別的選擇，並可以讓我過一個擁有財務自由的生活。其實發展安利生意需要有自發性 — 唯有清楚自己夢想的人，才會成功。

Poon Yat-wai & Lai-wa (Computer engineer/systems analyst)

We really enjoy the freedom to use our time as we please since joining Amway. To develop the Amway business, we need to be part of the team but also self-motivated – success only comes to those who have clear goals.



潘敏琪 (員工培訓主管)

加入安利後我更加懂得珍惜自由，而且學到很多新的知識，不單自身得到改善，並幫助身邊的親朋好友進一步提升生活質素。與他們真誠地分享營養、護膚及健康心得，更令大家關係更融洽。

Pan Min-qi (Employee training supervisor)

I care about freedom, and I've enjoyed a lot of that since joining Amway. At the same time I've learnt a lot from my uplines. My relatives and friends also benefited from my joining Amway – we seem to have become closer after I've shared my knowledge with them.



劉志權 (珠寶業)

我在朋友介紹下加入。安利生意性質非常特別，與過去所接觸的截然不同。在做生意的同時，能夠廣交朋友、增加見識，令我在不知不覺間得到增值。在不久將來，我會達到更佳業績。

Lau Ban (Jewellery industry)

The nature of the Amway business is very special – it works in a totally different way to other businesses. I can have more friends and acquire new knowledge through running my business. It feels like I'm enhancing myself on an ongoing basis!



直系直銷商 (相片欠奉)

Direct Distributor (Photo not available)

林兆銘 張瑞英 (物業管理/理貨員)

女兒早在求學時期已經參加安利計劃，身為家人，自然全力支持；我在她的幫助下開展了自己的生意，並得到上線的無限支援，讓我感受到安利的溫馨及團隊精神，令我暖在心頭同時更努力向前。現在我的朋友與及親友間的話題愈來愈多，收入亦隨之而上升，成為生活的最佳保障。

Lam Siu-ming & Shui-ying (Property management/shop assistant)

My daughter started her Amway business when she was a student and as parents we offered our unconditional support. Now she is helping us to develop our own business, and with the support of our uplines and the great team spirit we are keen to move further. Now, we found our income increasing with each new friend we meet, and the Amway business is able to support our needs.



金章直銷商 (相片欠奉)

Gold Producers (Photo not available)

林宜 (市場部)

安利令我有一個更安穩的生活，全因此它讓我自由控制工作時間，減輕日常工作壓力的同時，得到工作以外的滿足感。朋友看到我加入安利後所帶來的轉變，都決定加入。

Lam Yee (Marketing)

The Amway business has provided me with a stable life, first because there's less pressure and, second, because I have the freedom to manage my time as I please. My relatives and friends have become really interested in Amway since they saw what's it has done for me.

Ying Wai-man (教師)

我深深體會到要在安利生意上取得成功，就要懂得別計算太多，以放鬆的心情向目標邁進，同時享受過程，就可以在達到成功的同時，得到工作以外的另一份滿足感。

Ying Wai-man (Teacher)

I fully understand that if I want to be successful in the Amway business I need to work in harmony with others, and at the same time have an independent mind. In Amway I can enjoy the process as well as the outcome, helping me to find real fulfillment in my work.



銀章直銷商 (相片欠奉)

Silver Producer (Photo not available)

葉樹勳 鄭婉婷 (團隊經理/教師)

安利生意是一門很注重家庭的生意，同時令我可以自由控制時間。其實只要用心分享，就很容易成功。現在我們一家人同心協力發展生意，整個家族的感情亦密切了許多！

Stephen Yip & Ida (Team manager/teacher)

The Amway business always emphasises the importance of family and also helps us to have autonomy in how we manage our time. Success is easy to achieve in Amway, but only if you are willing to share the products and business wholeheartedly. Now members of our family are developing the Amway business together – and we are closer than ever before!

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2008年5月
May 2008

10大個人 Top 10 Personal

零售 Retailing

Yu Seng Kwong & Wai Ying
Yip Wang Yan & Sheung Lin
Li Chi Sing Justin & Li Yuan
Lee Chung Leung & Lee Yuen Kiu
Lee Lan Sum
Sun Bun Yung & Sau Har
Luk Pui Shan Ivy
Leung Siu Sum Shelley
Lee Ka Lun & Siu Suk Yee
Tam Lap Kwan

推薦 Sponsoring

Kwok Sek Ming & Kei Yee
Li Chun Ling
Lai Ka Wai & Leung Miu Ling
Wong Chan Chiu & So Sai Mui
Ho Chan Leung & Sau Fun
Chan Si Kao & Sio Kai
Lau Shing Fat & Shin Lin
Li Yat Hong & Ling Por
Chan Fuk Sang & Lee Sui Bing
Yip Chi Chiu & Leung Hoi Yin

10大直系小組 Top 10 Group

零售 Retailing

Fu Clement & Anita
Leung Kwok Pui & Yu Wa
Cheong Pui Kuong & Lai Yee
Ma Sum Wing & Yuk Ying
Cheong Chi Wa
Chu Lucia
Choy Chik Shing & Suk Haan
Ng Bill & Mabel
Chu Wing Fung & Shuk Bing
Wong Wing Cheong

推薦 Sponsoring

Leung Kwok Pui & Yu Wa
Ho Chi Leung
Leung Ching Man Quintina
Hoi Ngai Loon & Ngai Ching
Cheong Chi Wa
Fu Man Fung & Yuet Ming
Ng Daniel
Chan Hin Tong & Sao Kun
Chang Jiang & Lam Ka Yan
Liu Wing Chi Gigi



紐崔萊廣告矚目登場

2008 Nutrilite Advertising Campaign

去年，紐崔萊「天然健康，人人有機」系列電視廣告甫一推出，即大受歡迎，更贏得2008 TVB最受歡迎電視廣告優異獎。

今年更將有機健康資訊平台伸延至港鐵車廂，讓更多人認識紐崔萊及有機耕種所帶來的好處。

紐崔萊相信有機耕種對健康非常重要。自設4個已獲認證有機農場，以天然方法栽種植物，並製成優質營養補充品。

Nutriline believes the practice of organic farming is the source of natural and health. It has four large organic farming operations where plants are grown, harvested and manufactured for use in Nutrilite's range of quality food supplements.



紐崔萊的健康資訊及廣告將於10月至12月，透過收視率最高的無線電視翡翠台及地鐵車廂發放。

Nutriline will be launching a series of advertising campaign from October to December to further promote the true essence of the Nutrilite brand.

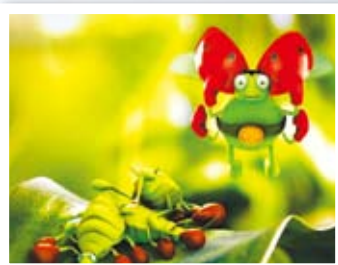
電視 - 無線電視翡翠台每日資訊

TVB Jade Daily Info-service

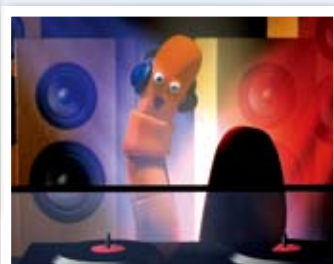
10月14日至12月19日 October 14 to December 19 (7:45a.m.)

10月13日至12月19日 October 13 to December 19 (9:00p.m.)

安利紐崔萊健康資訊電視廣告 有機小故事



益蟲篇



土壤健康篇



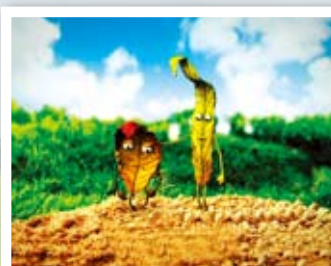
生態健康篇



針葉櫻桃篇



輪種篇



堆肥篇



生物多樣化篇

地鐵車廂 MTR In-Train

港島線列車 Selected trains on the Island Line
10月23至11月26日 October 23 to November 26

 **NUTRILITE®**
BEST OF NATURE. BEST OF SCIENCE.



Dr. Duke Johnson

上月紐崔萊科學諮詢委員會成員兼專業醫生杜克約翰遜訪港，並主持一連兩晚的「以營養防禦慢性疾病」健康講座，與直銷商分享他從醫多年對營養與及慢性疾病關係的心得及體會。

Last month, Dr. Duke Johnson, Medical Director of the Nutrilite Health Institute, came to Hong Kong for the Nutrilite Optimal Health Workshop, giving an insightful seminar on how to prevent chronic disease through an optimal intake of nutrition.

營養、健康與慢性疾病

Dr. Duke在講座開始時表示：「這趟旅程，我有一個夢想——希望大家活得健康。」他認為身為安利的直銷商，工作為的不單是金錢，還有對自己及親友身體健康的責任，所以必須保持良好的體魄。「很多人都想知道哪種營養補充品適合自己。其實只要配合均衡的生活與飲食習慣，它們不單能為身體提供充足營養，更可防禦慢性疾病。」

慢性疾病的根源

他說過去二十年，癌症已取代心臟病成為香港第一號殺手，而糖尿病則緊隨其後。他表示：「這並非因為我們的基因出現突變，而是隨著生活習慣的改變而引致，例如癌症。行醫多年，我的心得是預防勝於治療。」他指出大部份慢性疾病，是由反覆發生的炎症引發。到底甚麼是炎症？「當皮膚受傷時，就會發炎，出現紅、熱、腫、痛的情況。這是由於免疫系統啟動，刺激體內C反應蛋白上昇而引起；體內情況亦一樣。」然而C反應蛋白既是身體自行製造的，又怎會帶來可怕的慢性疾病？「若身體是一幢房子，免疫系統就是日夜在門外看守的獅子。屋主的生活習慣改變，令獅子愈來愈難以適應，最後敵我不分地到屋內大肆破壞，引致疾病叢生。其實，每個人有能力避免這樣的事情發生啊！」

可控制的風險因素

「最初我是守在醫院的最前線，即急症室。看著病人進進出出，發現大部份人一直沒有把慢性疾病的風險因素降低，才導致如斯田地。所以我決定苦心鑽研預防醫學，找出最好的解決辦法。」他留意炎症是引致各種慢性疾病的風險因素，伴隨的還有遺傳、吸煙、酗酒、缺乏運動、壓力等。「雖然有些因素我們不能改變，例如遺傳；但為了健康，仍應盡量減低其他可控制的風險因素。」

營養補充品的重要性

他又指出維他命與營養是防禦慢性疾病的關鍵：「多個研究均指蕃茄紅素能減低患肺癌的風險；而每日攝取一定份量的奧米加3脂肪酸、葉酸、蕃茄紅素、大豆、維他命E及C，則可有效預防心臟病。只要每日攝取足夠的多種維他命、抗氧化物及奧米加3脂肪酸，就能減少炎症的發生率。」若每日有充足而均衡的飲食，還需要營養補充品嗎？Dr. Duke說：「只有完美的人才不需要營養補充品。」他口中的「完美的人」，就是完全脫離社會、擁有完美生活、沒有任何風險因素，同時不屬於任何年齡層的完美的人。「孕婦每日要吃多少蔬菜才能攝取足夠葉酸幫助胎兒腦部發展？答案是600mg。成年女性每日需要1,500mg的鈣，實在難以從食物中完全吸收。營養補充品正好幫了我們一個大忙。」

Dr. Duke建議我們可透過以下方式減低患上慢性疾病的風險因素：

- 1 多做運動
- 2 少吃加工食物以減少脂肪酸、反式脂肪及奧米加6脂肪酸的吸收
- 3 攝取足夠的奧米加3脂肪酸、抗氧化物質及多種維他命營養補充品
- 4 每日最少進食五份蔬果

「以營養防禦慢性疾病」健康講座

Nutrition, Health and Chronic Disease

"I have a dream in Hong Kong. As an Amway Distributor, a client's health is as important as his income – that's why we have to keep ourselves healthy," explained Dr. Duke. "Many people are looking for the supplements which are the most suitable for them, with the intention of just balancing their lifestyle. In fact, supplements can bring you optimal health as well as prevent chronic diseases."

Dr. Duke said that in the past 20 years, cancer has become the biggest killer in Hong Kong, followed by heart disease and diabetes. The main reason for this is the big change in people's lifestyles.

Understanding Inflammations

"There are many specific reasons for cancer and my clinical experience is that prevention is always better than cure," said Dr. Duke.

He explained that most chronic diseases are a result of inflammations, which lead to a rise in c-reactive protein (CRP). "Our skin will be inflamed after an injury, with an increase in redness, heat, swelling and pain. That is because of our immune system. A chronic inflammation works in exactly the same way."

So how does elevated CRP have such a big impact on our health? "Imagine our body as a house, and the immune system as a lion whose responsibility it is to protect the house. If the owners keep changing the lion's daily routine and lifestyle, the lion will eventually lose its discipline and attack the house," said Dr. Duke, adding that there is something we can do to prevent such a situation happening.

Controlling the Risk Factor

"I worked in a hospital emergency room for several years, and I saw so many patients come in an out," said Dr. Duke. "I realised that they were in ER because they did nothing to reduce the risk factor at the outset. That's why I decided to focus on preventive medicine to work for a better solution."

Dr. Duke found that inflammation is the main factor behind chronic diseases, with others being genetic factors, smoking, excess alcohol consumption, lack of exercise and stress. "Although some of these factors cannot be reduced, we still have to do our best to reduce those factors which can be controlled."

心臟病的部份風險因素

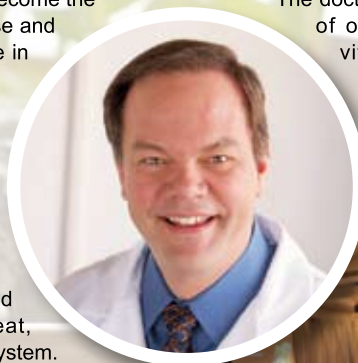
Risk Factor of Heart Disease

- 遺傳 Genetic factor
- 糖尿病 Diabetes
- 抽煙 Smoking
- 高半胱氨酸上升 Hyperthyroid
- 蔬果攝取不足 inadequate intake of vegetable and fruit
- 炎症 (C反應蛋白上升) Inflammation (elevated CRP)
- 壓力 Stress
- 缺乏運動 Lack of exercise

Importance of Nutrition Supplements

Dr. Duke explained how he believes nutrition is key in the prevention of chronic disease. "Ten studies found an inverse association between the intake of tomatoes and plasma lycopene levels and lung cancer risk. Our data suggests that lycopene is an important carotenoid that helps in the protection against lung cancer, especially in current smokers," he explained.

The doctor added that the intake of certain amounts of omega-3, folic acid, lycopene, soy and vitamins C and E can help prevent heart disease. "And to reduce inflammation, we have to take enough multivitamins, antioxidants and omega-3," he explained.



Dr. Duke stressed that even if our daily diet is well balanced, supplements still have an important role to play. "Only a perfect person doesn't need supplements," he said, defining a "perfect person" as someone who has a perfect life, is totally detached from society, does not carry any risk factor and does not belong to any age group.

"Pregnant women need 600mg of folic acid and women who are lactating need 400mg everyday. Women generally need 1,500mg of calcium per day. Without supplementation, can you be sure you are getting enough folic acid and the calcium that you need?"

癌症的部份風險因素

Risk Factors of Cancer

- 炎症 (C反應蛋白上升) Inflammation (elevated CRP)
- 缺乏維他命D Vitamin D deficiency
- 高鹽份攝取量 High salt intake
- 污染 Pollution
- 煙燻食物 Smoke or charred foods
- 暴曬 Excessive sunlight
- 遺傳 Family or genetic predisposition
- 吸煙 Smoking

安利紐崔萊 一 全球銷量冠軍的維他命、 礦物質及保健食品品牌。*

紐崔萊領導全球營養補充品市場
全球銷售總額突破**30億美元**



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.

* 根據Euromonitor International 2007
年全年維他命及保健食品品牌的調查

皇者地位 誰能代替

紐崔萊經過跨越兩個世紀的努力和發展，多年來一直保持營養補充品的領導地位；更連續五年成為全球銷量冠軍。根據獨立調查組織Euromonitor於2002年至2007年的報告指出，紐崔萊一直領導全球的營養補充品市場，成為最有實力的品牌。

30億美元的奇蹟

截至今年六月，紐崔萊的年銷售總額已突破30億美元，標誌著品牌的成功與頂尖競爭力，能夠在眾多品牌中脫穎而出，贏得全球直銷商及顧客的愛戴。美國安利機構總裁德·狄維士表示：「獲得這項殊榮，代表紐崔萊得到全球顧客的認同，亦證明品牌以關注顧客健康的發展方向完全正確。」

你知道嗎？

- 擁有超過161個不同專利
- 推出超過200種不同種類營養補充品，包括嚼片、膠囊、沖劑、小食等等
- 超過50個國家、過百萬人每日服用紐崔萊營養補充品

Nutriline, the world's leading brand of vitamin, mineral and dietary supplements, post a record of over US\$3 billion in sales over the last 12 months. We proudly announce the leading brand claim for the year 2008. Our Global Consumer & Market Insights Department consulted with Euromonitor International for a thorough investigation of 2007 sales of the leading vitamin, mineral and dietary supplement brands. The results clearly validates that the NUTRILITE brand is the leader. "Nutriline has become a recognized brand globally and is on track for continued market growth in the years ahead as our IBOs continue to make deeper inroads with our health-conscious consumers." said Alticor President Doug DeVos.

Do you know that....

- Nutriline currently holds more than 161 granted patents worldwide.
- Nutriline has more than 200 nutritional supplement products, which include tablets, capsules, powder drink mixes, nutritional snacks and bars.
- Millions of people in more than 50 countries use Nutriline products every day.

紐崔萊里程碑 Nutrilite Milestone

1934年	創辦人卡路·宏邦成功創造出第一隻紐崔萊營養補充品	1934	Carl F. Fehnborg markets the first multivitamin/multimineral food supplement in the United States.
1949年	德·狄維士與史提夫·溫安格加入紐崔萊	1949	Jay Van Andel and Rich DeVos join Nutriline Products Inc as distributors.
1972年	紐崔萊加入安利大家庭	1972	Amway Corporation acquires controlling interest in Nutriline Products Inc.
1974年	紐崔萊開始發展美國以外的業務，起步點為加拿大	1974	Nutriline brand launches in Canada, its first international market.
1990年代	紐崔萊正式打入國際市場	1990's	Nutriline herbal products begin to launch globally.
1998年	根據1997年的銷售額，紐崔萊的營養補充品成為全球銷量冠軍；同年更打入中國市場	1998	Nutriline is ranked the world's leading brand of vitamin and mineral supplements in tablet capsule form (based on 1997 sales); Amway China launches the Nutriline brand; today China is the largest Nutriline market.
2005年	經改良配方的Double X多寶營養片於超過30個地區出售，令當年的總銷售量激增5億美元	2005	Reformulated Nutriline Double X™ Multivitamin launches in more than 30 markets, increasing the value of the Double X brand by over 350%, representing more than \$500 million annually.
2006年	紐崔萊開始與全球頂尖運動員合作，協助產品宣傳及推廣	2006	The Nutriline brand begins partnering with high profile athletes to increase visibility and build brand awareness globally.
2007年	根據2006年的銷售額，紐崔萊的營養補充品成為全球銷量冠軍	2007	Nutriline continue to be the world's leading brand of vitamin, mineral and dietary supplements (based on 2006 sales).
2008年	紐崔萊代言人鮑威爾、劉翔及朗拿甸奴，參與中國北京奧運	2008	Three Team Nutriline athletes: Asafa Powell, Liu Xiang and Ronaldinho compete in the summer Olympics.



美麗笑容由「齒」起

We Have Beautiful Smiles Down To a Science

我們一生只有兩副牙齒——乳齒與恆齒，所以要好好珍惜。早前有調查發現，在香港幾乎每一個人都有牙患，而5成的成年人更受牙石及牙菌膜問題所困擾，若不定時清理，就會導致牙齦炎並引發牙周病，除影響牙齒健康，更影響日常生活。

We are proud of all the science behind the Glister oral care system, but you don't have to be a scientist to see the real results. Just look in the mirror.

甚麼是牙齦炎？

牙齦炎即牙肉發炎，屬牙周病的早期症狀。牙肉受細菌感染後會出現紅腫發脹及流血，並變得更脆弱。若不及早治療，就會導致牙周病，令牙齦萎縮、牙縫增闊，影響自信心的同時更妨礙正常社交生活。要預防牙患，最有效的方法是選用合適的口腔護理產品，以正確方法清潔牙齒，徹底消除牙菌膜。



Glister健齒氟素牙膏呵護琺瑯質 有效防止蛀牙

當牙垢膜的細菌遇上食物中的碳水化合物，就會產生損害琺瑯質的酸素。若不及時清潔，就會形成蛀牙。薄荷香味的Glister健齒氟素牙膏含有Syloident™潔齒粒子，細緻顆粒結合獨特形狀及邊緣，有效去除牙齒斑漬，不損琺瑯質表面。而氟素配方更可增強牙齒琺瑯質，幫助預防蛀牙及牙肉潰爛。



DP\$33 (6833)



DP\$70/4支 (0957)

Glister健齒全護型牙刷 助你清潔難刷部位

牙周病的主要原因是由於細菌侵蝕令牙齦萎縮所引致，所以在刷牙時不要忽略牙齒與牙齦間的縫隙。Glister健齒全護型牙刷的柔軟圓頭刷毛不傷牙齒及牙肉，A字型彈性刷頭及修長刷柄更方便清潔口腔內的各類牙齒。加上略帶彈性的刷身，能有效消除刷牙時產生的過大壓力。



DP\$68 (9949)

Glister健齒濃縮漱口水 含抗菌成份 防止牙菌膜形成

即使每日早晚刷牙，仍然不能清除口腔內的細菌及牙菌膜，所以我們應同時使用漱口水。Glister健齒濃縮漱口水能在兩星期內迅速減少牙菌膜積聚，比單靠刷牙有效28%，同時幫助去除刷牙難以清除的食物殘屑，保守口腔衛生。



DP\$27.5 (9893)

Glister健齒口腔噴霧 迅速令口氣回復清新

不論因為食物而引起的暫時性口臭或屬個別疾病病徵的病理性口臭，都對我們的社交生活都構成一定的影響。Glister健齒口腔噴霧特有的薄荷及茴香味道，令你呵氣如蘭，讓時時刻保持口氣清新。

FREE



奇妙的木糖醇

Amazing Xylitol

木糖醇的味道與白糖相似，但熱量只有碳水化合物的四成左右，每克只有2.4卡路里。根據<http://www.xylitol.org>網站，經多年測試後發現每日食3至5次香口膠，而當中含有4克以上的木糖醇，就能保護牙齒免被蛀蝕。

Glister 薄荷味無糖香口膠

- 100%萃取自芬蘭白樺樹木糖醇。
- 有助減少牙斑菌，減低蛀牙機會。
- 不含糖份，薄荷味清新怡人。

Free Gift

10月1日起，凡購買個人護理產品(當中必須包括一件口腔護理產品)滿售貨額BV\$500，即送Glister 薄荷味無糖香口膠乙件(價值\$65)。數量有限，送完即止。(Tolsom男士護膚系列亦屬於個人護理產品)

Starting from October 1, every purchase of Personal Care products (including Tolsom Men's Skincare) worth BV\$500 or above will be entitled to one pack of Glister Ice Mint Flavour Sugar Free Gum (worth \$65). Available while stocks last.

烤柚子腩排

Spareribs with Pomelo Sauce



食譜筆記

- 1 今次介紹的日本柚子味醋，以柚子汁及醬油混合而成，帶淡淡的酸味，用來醃肉或作蘸汁味道很好。
- 2 這菜色用焗爐烤會較乾身，須多次掃上醃汁，皇后牌煎鍋的鎖水設計可防止水份蒸發，用來煎焗肉骨，可保留肉骨的汁料及醃汁以烤焗食物，無須再加水，味道更香濃，且容易清潔。



Notes

- 1 The pomelo vinegar is a bit sour, which makes it good for marinades and seasoning.
- 2 The ribs will dry out while using the oven, so you'll need to brush with the marinade many times during cooking. The special design of Queen Cookware allows condensation along the rim to form a moisture barrier, locking in flavours and nutrients and helping to retain the essence and aroma of the food.

材料

一字排骨 (切條)
日本大蔥 (切段)
日本蕃茄 (切件)
檸檬
日式七味粉
白芝麻

Ingredients

8條 Cubed spareribs
2條 Japanese spring onion
1個 Sliced Japanese tomato
1個 Lemon
2茶匙 Shichimi powder
1湯匙 White sesame

醃料

日本柚子味醋
日本豉油
糖
味醃
清酒
檸檬汁

Marinade

4湯匙 Japanese pomelo vinegar
½湯匙 Japanese soy sauce
1茶匙 Sugar
4湯匙 Mirin
3湯匙 Sake
2茶匙 Lemon juice

烹煮器皿 Utensil



皇后牌三公升平底煎鍋
Queen Three Litre Fryer

預備時間：2小時

烹調時間：25分鐘

Preparation time: 2 hours

Cooking time: 25 minutes

做法 Method

1 一字排骨洗淨，吸乾水份。
加入醃料拌勻醃2小時。隔出醃料備用。

Rinse the spareribs and wipe dry. Pour the marinade over the ribs and set aside for two hours. Remove any residual marinade before cooking.



2 燒熱1湯匙油，下排骨煎香兩面至金黃。
Heat the oil over a medium heat. Stir-fry the spareribs until golden brown.

3 掃上醃料，轉細火，蓋上蓋焗8分鐘。
Brush the marinade on the ribs. Turn the heat to low, then cover and cook for 8 minutes, stirring occasionally.

4 開蓋後翻轉金沙骨，加入日本大蔥，蕃茄，再蓋上蓋焗約6-10分鐘至熟，撒些七味料、白芝麻，即可享用。

Add the Japanese spring onion and tomato. Cover and cook for 6 to 10 minutes. Add the shichimi powder and white sesame before serving.

鄭李錦芬女士榮膺《福布斯》

Eva Cheng, CEO of Amway makes Forbes “World’s 100



鄭李錦芬女士

美國安利公司執行副總裁

安利大中華及東南亞地區行政總裁

安利（中國）日用品有限公司董事長

2008年8月27日，美國《福布斯》雜誌「全球百位最具影響力女性」評選隆重揭曉，安利大中華及東南亞地區行政總裁鄭李錦芬女士憑藉多年來在商業管理方面取得的傑出成就，榮膺「全球百位最具影響力女性」，成為中國僅有的四位上榜女性之一，並且是歷年來第一位以跨國公司在華企業領袖身份上榜的中國女性。

自2004年開始，《福布斯》連續五年進行「全球百位最具影響力女性」評選，評選標準包括其對經濟的影響力、媒體知名度、事業成就等多項指標，五年來中國共有13位傑出女性入選。今年上榜的女性包括政界軍界人士、企業主管，也有知名媒體人士以及非營利機構領導人，名列榜首的德國總理默克爾已是第三次蟬聯此項殊榮。

能夠獲此殊榮，鄭李錦芬女士表示十分榮幸，但她坦承，相比作為最具影響力女性中的一員，安利大家庭才是她真正的歸屬，也是她感受到最多驕傲和快樂的地方。30餘載安利歲月，她享受著在這裏工作和生活的每一天，享受著與安利同事以及直銷商的同舟共濟。在她看來，正是因為服務於安利這樣深具影響力的公司，有全體員工和直銷商的通力協作，她才能夠獲得此殊榮。她十分懇切地表示，這份榮譽並不屬於她自己，而屬於安利大家庭中的每一位成員。

鄭李錦芬女士畢業於香港大學，獲文學士榮譽學位及工商管理碩士學位，曾任香港政府政務處行政主任，1977年加入安利，歷任安利香港總經理、安利香港和台灣地區董事總經理、安利大中華地區行政總裁、美國安利公司高級副總裁。現任美國安利公司執行副總裁、安利大中華及東南亞地區行政總裁、安利（中國）日用品有限公司董事長。



鄭李錦芬女士參與安利（中國）與中國兒童基金會合辦的全國性大型公益活動「陽光計劃」。

「全球百位最具影響力女性」

Greater China and Southeast Asia, Most Powerful Women” list



鄭李錦芬女士與香港安利鑽石及以上直銷商留影。

九十年代初期，她積極推動美國安利公司發展中國市場。在她的領導下，安利（中國）取得了令人矚目的成就，以出色業績躍居安利全球最大市場，為安利全球業務穩健成長做出了突出貢獻。2005年4月，她被委任為美國安利執行副總裁，除繼續負責安利大中華區市場外，還負責管理東南亞市場，包括泰國、馬來西亞、新加坡、印尼、菲律賓、汶萊和越南市場。

鄭李錦芬女士一直致力於推動工商界的相互溝通與交流，活躍於各種工商團體並擔任要職。工作之餘，她還廣泛參與社會事務，關注民生，為中國大陸和香港的社會、經濟發展獻計獻策，尤其在公益慈善事業、保護婦女兒童、支援文化教育事業方面貢獻良多。

鄭李錦芬女士曾榮獲眾多嘉獎，包括「廣州市榮譽市民」稱號、搜狐網、鳳凰衛視等權威機構評出的「2004中華十大財智人物」，新浪網、南方都市報等知名媒體授予的「2004年度中國十大行銷人物」和CNBC評選的2007年度「中國最佳商業領袖獎」之「年度中國最佳人才管理獎」。

Eva Cheng, CEO of Amway Greater China and Southeast Asia, was named as one of the “World’s 100 Most Powerful Women” on the annual list published by Forbes magazine on August 27.

Forbes began ranking the world’s most powerful women in 2004 looking at qualities such as their impact in the economic sphere, media coverage generated and career accomplishments. A total of 13 women from China were listed in the past five years. The women ranked this year include stateswomen, CEOs, celebrities from the media and NGO leaders. Angela Merkel, Chancellor of

Germany, who took this honour for three years running, is on top of the list.

Commenting on being named on the Forbes list, Mrs. Cheng said she belongs to the Amway family, which brings her both pride and joy. Working for Amway for more than 30 years, she enjoys her life and work and is pleased to be able to share her happiness with colleagues and Distributors.

“The effectiveness of the company, colleagues and Distributors contributed to my Forbes listing,” she says. “This is an honour that should be shared with every member of the Amway family.”

Eva Cheng graduated from the University of Hong Kong with a Bachelor of Arts degree with honours and a Master’s degree in Business Administration. Before joining Amway Hong Kong in 1977, she worked as an Executive Officer in the Hong Kong Government. Her Amway career progressed well and she was appointed General Manager of Amway Hong Kong, then Managing Director of Amway Hong Kong and Taiwan, and later Chief Executive Officer of Amway Greater China. She now holds the positions of Executive Vice President of Amway Corporation, Chief Executive Officer of Amway Greater China & Southeast Asia, and Chairman of Amway (China) Co. Ltd.

In the early 1990s, it was Mrs. Cheng’s enthusiasm for the China market that led Amway to invest in the Mainland. Today, Amway China is the largest Amway market in the world. In April 2005, Mrs. Cheng was appointed Executive Vice President of Amway Corporation, overseeing the Greater China and Southeast Asia markets, including China, Taiwan, Hong Kong SAR, Macau SAR, Thailand, Malaysia, Singapore, Indonesia, Philippines, Brunei and Vietnam.

Mrs. Cheng has always supported interaction and good communication within the industry and remains very active in public and community service. She extends her passion to the Mainland China and Hong Kong society in aspects of social service and economic development, and dedicates much of her time to charity services including women and children protection as well as culture and education.

Mrs. Cheng has been recognised many times for her work, being named “Honorary Citizen of Guangzhou City” by the Guangzhou Municipal Government and one of “China’s Top 10 Talents in Doing Business in 2004”. She was also named as one of the “Top 10 Best Marketing Executives 2004” by a group of influential Chinese media and took the “China Talent Management Award” in CNBC’s China Business Leaders Awards 2007.

安利贏得 *Amway Wins*

優質直銷公司大獎

Lisa's Quality Award 2008



香港安利總經理余偉業在香港市務學會副主席魏秉源先生手上接過獎座

繼早前獲《讀者文摘》頒發「讀者文摘信譽品牌」亞洲區金獎後，香港安利在《Lisa味道》首次舉辦的Quality Life Award 2008優質生活品牌選舉中，贏得「優質直銷公司大獎」，證明品牌得到消費者與媒體的認同和肯定。

Quality Life Award 2008優質生活品牌選舉旨在表揚香港優質的生活品牌，由專業評審及公眾投票嚴選出市場上最有信心保證的優質品牌。選舉根據6項標準進行評審，包括品質、市場策略、創新意念、企業形象及知名度，以選出市場上的優質品牌，給消費者作為日常消費時的參考，同時表揚優質品牌對不斷提升品牌質素所付出的努力。頒獎典禮於上月假半島酒店舉行，並由香港市務學會副主席魏秉源先生頒發獎座予香港安利總經理余偉業。

After taking the regional Gold Award in this year's Reader's Digest "Trusted Brands" survey, Amway was further honoured at Lisa's Quality Award 2008, receiving the "Best Direct Selling Company" award in recognition of its efforts.

Entrants were selected by public nomination while the judging panel included representatives from the Hong Kong Marketing Institute and The Hong Kong Management Association, together with celebrity chef Jacky Yu.

The winners were selected according to a number of criteria including quality, market strategy, innovation, corporate image and public recognition. Each category winner was decided by a combination of public voting and the verdict of the panel of judges.

The award ceremony was held in The Peninsula Salisbury Room in August.

安利禮券送禮的最佳選擇

A Gift for Everyone –
Amway Gift Voucher

佳節將至，送安利禮券予親朋好友，
表示你對他們的關懷與心意！

10月中旬
於各大安利購貨中心
公開發售
Available in Mid-October
at Amway Merchandising
Centres



Visiting Nutrilite Farms 紐崔萊有機農場面面觀





今年暑假，四位來自不同大學的安利實習生到巴西有機農場實習。



植物原料 **No. 1**

紐崔萊是世界上第一家自行種植及處理植物原料的營養補充品公司。植物研究中心的科學家對不同植物及其繁衍種類進行研究，找出含有最多植物營養素的植物及其最佳生長狀態。紐崔萊有機農場所種植的植物包括：紫花苜蓿、針葉櫻桃、歐芹、水芹、菠菜、胡蘿蔔等。紐崔萊投入大量資源，嚴格控制由原料至製成品的每個程序。無論從研究、植物原料選用、種植、生產、包裝、品質檢定以至運送，每一步均由紐崔萊親自負責。



有機耕種 **No. 1**

紐崔萊是全球唯一於自設已獲認證的有機農場內種植、收割及提煉植物原料的營養補充劑品牌*。凡獲認證的有機農場，均須由獨立機構每年視察農場，定期進行土壤分析，以確認採用有機方式耕作。紐崔萊的有機農場絕不使用農藥及化學肥料，充分利用大自然資源，使土壤健康，而且紐崔萊嚴格遵守GAP優質農業標準，嚴謹監控土壤質素，定期測試土壤的酸鹼度及礦物質含量，如鈣、鎂、硫酸鹽等，深信優質土壤才能種植出最優質的植物。紐崔萊擁有四大農場，佔地逾6,400英畝，規模龐大。每一個有機農場利用優越的地理環境，令土壤更肥沃，營養更豐富，培植最天然、營養最豐富的植物。

* 根據國際市場研究公司Euromonitor Consultancy於2004年度完成之一項獨立調查

紐崔萊最大的有機農場 巴西農場小檔案

陽光充沛

安利紐崔萊最大的有機農場——巴西農場，位處於赤道以南三度，接近潮濕地帶，陽光充沛，提供了一個種植蔬果、農作物及草本植物的理想環境。

最高與最好的 維他命C

針葉櫻桃在巴西農場量最高和質量最好，每年產量最高達三百萬公斤，不單止成為主要紐崔萊維他命C的供應地，還是世界上天然維他命C的最大生產來源之一。

積極貢獻社會

紐崔萊在巴西為當地兒童提供小學教育，並計劃擴展中學教育。農場亦支持社群活動，例如為當地組織足球隊；為進一步幫助當地社群，更鼓勵農作物生產商參觀農場，讓他們親身感受一個有機農場如何達到成功。

A Tour of Amway's Biggest Organic farm

The Nutrilite Farm in Brazil is Amway's biggest organic farm, where top-grade plants are nurtured in a sustainable and socially responsible way.

Brazilian sunshine

Geographically, the Brazil farm is located almost on the equator. This means the plants can enjoy plenty of sunlight and clement weather all year round – the best possible conditions for growing healthy fruits and vegetables.

Best of the best

The quality – and quantity – of acerola cherries produced at the Brazil farm is astonishing. Three million of the cherries are produced every year to form the main source of vitamin C for Nutrilite – and, indeed, one of the world's biggest sources of vitamin C.

Social responsibility

Nutrilite's Brazil farm provides primary education to local Brazilians and secondary education will be added in the near future. The farm supports the local community by organising various activities, including a football team. Nutrilite also invites local farmers to visit the farm, enabling them to understand more about organic farming practices.





團中央書記處書記盧雍政先生致詞



支教團全體成員宣誓



安利(中國)公共事務副總裁余放(左)向獲頒「百優志願服務集體」稱號的支教團頒獎



支教團成員收拾行裝，即將奔赴中西部貧困地區展開為期一年的支教工作。

青春接力 愛心綿延 Love Has No Boundaries

中國青年志願者扶貧接力計劃
第十屆研究生西部支教團出征
Launching the 10th Postgraduate Teaching
Group of the China Young Volunteer Poverty
Alleviation Relay Programme (PARP)

2008年8月，由團中央、教育部主辦的中國青年志願者扶貧接力計劃第十屆研究生支教團的出發儀式在上海師範大學隆重舉行。團中央書記處書記盧雍政、教育部思想政治工作司副司長劉貴芹、安利（中國）公共事務副總裁余放及團中央相關領導參加了有關儀式。作為第十屆支教團的合作支持機構，安利（中國）向所有支教團成員贈送了旅行袋與日用品。這些支教隊員包括來自北京大學等全國78所大學的600餘名研究生支教團志願者，將分赴中西部20個省區78個貧困縣，開展為期1年的支教志願服務。

2008年是研究生支教團活動舉行10周年。截至今年，這個活動共選派了3500餘名青年志願者赴中西部20個省區78個縣的300多所中小學開展服務。一批批的研究生出任不同小學的支教老師，燃亮貧困山區孩子心中的希望，同時幫助他們裝備自己，以應付未來的挑戰。他們克服了文化和生活上的差異，一同為更美好的將來而努力。



In August, the 10th Postgraduate Teaching Group of the China Young Volunteer Poverty Alleviation Relay Programme (PARP) was launched at a ceremony held at the Shanghai Normal University. Among those present at the event were Secretary of the Secretariat of the Chinese Communist Youth League (CCYL) Lu Yongzheng, Deputy Director-General of the Ideology and Politics Education Department, Ministry of Education, Liu Guiqin, and Vice President of Public Affairs for Amway China Frances Yu.

As a supporter of the 10th Postgraduate Teaching Group, Amway China has donated bags and daily necessities to more than 600 volunteers drawn from 78 top-ranking universities in the Mainland. The volunteers will spend one year working as teachers in 78 prefectures in 20 different provinces.

The Postgraduate Teaching Group celebrates its 10th anniversary this year and so far more than 3,500 volunteers have been sent out to 300 elementary schools in those 20 provinces. The teachers bring hope to the students and help them be better prepared for the future challenges they'll face.

Both teachers and pupils will overcome cultural and social barriers in the quest for a brighter future.



安利（中國）為研究生支教團送上「愛心手牽手」書包，代表公司對他們的祝福。

研究生支教團與安利名校支教

Postgraduate Teaching Group of the China Young Volunteer Poverty Alleviation Relay Programme (PARP) and the Amway China Education Aid Programme

研究生支教團是團中央、教育部從1999年起聯合組織的青年志願者扶貧接力計劃的全國活動，每年在全國部分重點高校招募一定數量的具備保送研究生資格、有奉獻精神的應屆本科畢業生到中西部貧困地區開展為期一年的支教工作，同時開展扶貧志願服務。為配合該項活動，自2002年以來，安利（中國）資助復旦大學、中國人民大學、清華大學、北京大學等21所著名高校，組織440多名研究生志願者，在14個省區的17個貧困縣開展外為「青春接力 你我同行 — 安利名校支教」活動，每年有5萬名貧困地區學生直接受益。

PARP is organised by the Central Committee of the Communist Youth League of China, Ministry of Education. Postgraduate students who have shown a clear enthusiasm for volunteer activities are recruited to go to the poorest provinces of China for one year to help young students in need.

Since 2002, Amway China has been collaborating with 21 universities – including Fudan University, Tsinghua University and Peking University – for the "Making a Difference in Western China – Amway China Education Aid Programme (CEAP)", through which more than 440 volunteers have helped poor children in 17 provinces. Around 50,000 people benefit from the CEAP programme every year.



安利（中國）燃點兒童希望 Bringing Hope to the Children

由中國青少年發展基金會於1999年發起的「希望工程」，是一種以扶貧助學形式和主導的公益品牌項目，主要為解決中國老、少、邊、窮地區貧困、失學兒童的教育問題籌募資金，旨在改善中國貧困地區的辦學條件，解決兒童因貧困而失學的問題。通過「希望工程」募集資金援建的學校，統一冠名“希望小學”。

作為國際企業，安利（中國）經過多年發展，已經成為安利全球最大的市場。而在成功經營的同時，亦不忘回饋社會，積極參加各類公益事業，表示了安利（中國）積極承擔社會責任的理念，同時亦提升了我們的「企業公民」形象。截至2008年6月底，安利（中國）先後捐款413萬元人民幣，在全國捐建或援建了15所希望小學，它們是廣東省雙塘縣穗安小學、廣西省那坡縣桂安希望小學、福建省廈門廈安希望小學、山西省婁煩晉安希望小學、河北省靈壽縣冀安小學、陝西省榆林秦安希望小學、遼寧省大連市連安希望小學、江蘇省盱眙蘇安水上小學、四川省廣安川安希望小學、雲南省臨滄雲安希望小學、貴州省大方貴安希望小學、西藏珠峰自然保護區藏安希望小學、湖北省團風縣鄂安希望小學、江西省九江縣贛安希望小學、貴州黃果樹安利希望小學，共有4,000多名學生受益。



Project Hope is a public welfare undertaking, initiated and organised by the China Youth Development Foundation (CYDF), that enlists support from home and abroad to assist students who have dropped out of school – or those at risk of dropping out – to continue their schooling in China's rural, poverty-stricken areas.

In addition to funding the students' studies and building schools, the CYDF has also sought to improve the educational conditions in these rural areas by helping with teacher training and lobbying the government to implement a compulsory nine-year education law. Schools that receive donations from the CYDF are named as "Schools of Hope".

After years of continuous development, the Mainland has become the largest market for Amway. As an international corporation Amway puts a very clear emphasis on social responsibility, and Amway China has been active in public and community service – including supporting the Project Hope initiative. Up to June this year, Amway China has donated RMB 4.13 million to Project Hope to build 15 Schools of Hope and benefit more than 4,000 children.



江西省九江縣贛安希望小學

2005年底江西省的九江縣發生地震，令青山小學教學樓受到破壞。當地專家建議學校重建或遷址。當時安利（中國）即透過希望工程伸出援手，捐出30萬人民幣幫助青山小學建設新校舍及教堂，讓全校師生又回到既安全又舒適的校園。此外，安利（中國）專門從北京運來30部電腦，為學校設立現代化的電腦室。這次是安利（中國）在江西的第一所希望小學，也是捐資數額最大的一次。

建成後，青山小學更名為贛安希望小學，表達了安利（中國）對江西九江市民的關懷。

Gan'an Hope School, Jiujiang, Jiangxi Province

An earthquake struck Jiangxi Province at the end of 2006 and the Qingshan primary school was seriously damaged. Experts suggested that the school should be rebuilt or even moved to another location for safety reasons. Amway China donated RMB 300,000 and collaborated with Project Hope to build a new school and church, also sending 30

computers from Beijing to help set up a computer room. This was Amway China's first School of Hope and the school's name was changed to Gan'an Hope School to demonstrate Amway China's care for the people of Jiujiang.



湖北省團風縣鄂安希望小學

團風縣宋家坳小學建於1953年，但一直沒有教職工和學生宿舍、食堂，也無圍牆和運動場。當地政府一直想將另外兩家小學與該校合併，但由於經費所限，改建工作遲遲沒有開始。2006年，安利（中國）捐出了20萬元人民幣援建這一所希望小學，興建教師、學生宿舍和食堂各一座，以及增添操場、娛樂體育器械和教學儀器等。這所希望小學的落成，能為320名當地的小學生帶來新希望。

E'an Hope School, Tuanfeng County, Hubei Province

The Sungjianao elementary school in Tuanfeng County was built in 1953 – a very simple structure without essential facilities such as a canteen or sports ground. The local government planned to combine two other schools with Sungjiannao elementary school, but lack of money meant the project never got off the ground. In 2006 Amway China collaborated with Project Hope and donated RMB 200,000 to rebuild the school, providing facilities such as the canteen and sports ground, along with boarding facilities

and vital teaching equipment. The E'an Hope School has certainly brought new hope to its 320 students.



廣西省那坡縣桂安希望小學

那坡縣位於廣西西南部，而壯族是那坡縣的主要民族，遍佈全境，按自稱和語言劃分有12個族群之多。那坡縣個交通比較閉塞的邊境縣，交通不算發達，彎多路窄，從鄉鎮到農村，基本上只有碎石路與泥路。安利（中國）在2001年捐出共50萬元人民幣援建廣西省那坡縣桂安希望小學，並於2007年在校內成立「安利成長圖書室」，透過捐贈圖書，促進及改善學童的文化教育狀況，同時培養良好的讀書習慣和興趣。

Gui'an Hope School, Napo County, Guangxi Autonomous Region

Located in the southwestern corner of Guangxi Autonomous Region, the majority people in Napo County are the Zhuang, who are divided into 12 tribes. Access to Napo County is limited, and the road linking the city and rural areas has a very poor surface. Amway China donated RMB 500,000 to build the Gui'an Hope School together with Project of Hope in 2001. Six years later it set up the Amway Growth Library to improve the cultural and educational standards of the students.





紐崔萊一直相信天然的環境與種植方法，才會長出健康植物，並於加州、墨西哥、巴西及華盛頓設有有機農場。不使用農藥及化學肥料，充份利用大自然資源；同時採取天然的耕種方式，如以瓢蟲消滅害蟲，放羊去除雜草等，令植物生長更健康。

Amway 安利