

# AMAGRAM

安利月刊 Helping People Live Better Lives

9.2009



## 雅姿兩大皇牌 呈獻轉季禦膚術

- 把握穩健、自由的創業良機
- 紐崔萊 崇尚自然75年
- 安利(香港)35週年直銷商年會

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Hong Kong

## 雋語箴言



美國安利公司總裁詹·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).

## 商機共享

### Creating a business opportunity for everyone

今年是安利50周年金禧紀念，我們要趁這個珍貴時刻，回顧多年以來安利事業機會能為眾多直銷商締造光輝的原因。

安利是我倆父親狄維士和溫安洛攜手創立的第七個事業，他們的創業目標最為簡單不過，就是售賣一些易於示範的產品，而產品亦必須是質素優良，備受客戶和其家人信賴。

至為關鍵的是，他們的經營理念一致，希望讓所有人士參與，各人努力學習、超越自我，繼而踏上成功之路。換句話說，安利大門永遠開敞，歡迎大家隨時進入。

這個人人都有機會開創事業，繼而改善生活的理念，徹底改變了世界，因為當中所指的是人人可享的平等機會，而不單純是商機而已。

建基於此，安利今天成就輝煌，業務蒸蒸日上。總值80億美元的龐大環球事業覆蓋50多個國家……全賴有你，安利創造了驕人的故事，你們為安利所做的一切，我們感謝萬分。

在翹首未來之際，我們深信，藉著彼此緊扣的夥伴關係，安利必然能夠一直獨佔鰲頭。這種互為夥伴的緊密關係，加上行之有效的營商理念和傳承事業的堅毅決心，正是安利欣欣向榮的基石。

During our 50th Anniversary celebration this year, we took the time to look back at what has made this business opportunity so successful for so many people for so many years.

When our fathers, Rich DeVos and Jay Van Andel, started their seventh business venture together – a business called Amway – their goals were simple. They wanted to sell products that were easy to demonstrate. They also wanted to provide high quality products that people trusted and would buy for themselves and their families.

Most important was their shared philosophy in how Amway should work. They wanted Amway to be open to everyone. Anyone could join. Anyone could work hard, learn and get ahead. Anyone could succeed. Amway wasn't there to keep people out or hold people back, Amway was all about bringing people in.

Giving everyone the opportunity to improve their lives through a business of their own was a concept that truly changed our world. It wasn't just about opportunity – but equal opportunity.

That idea is why we're here today and why our business continues to grow. Today, we are an US\$8 billion global enterprise, operating in more than 50 countries...all because of you. You make us proud. And we're grateful for all you do.

And the future? Our partnership with you is what makes this business unique. As we look forward, we can say that this special partnership, our belief in a powerful idea and our determination to pass it on will make this business strong for generations to come.

# AMAGRAM content

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35 Amway  
Hong Kong

美國安利機構於1959年在美国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。• 安利(香港)「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 • 安利(香港)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。

Founded in Ada, Michigan, USA in 1959, Amway Corporation is one of the largest direct-selling companies in the world, covering some 80 countries and territories. • AMAGRAM is published by Amway Hong Kong Limited. • 38/F, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong.

• P.O. Box 30704 Causeway Bay • Tel: 2969 6333 • Members of the Hong Kong Direct Selling Association and World Federation of Direct Selling Associations • Web site: www.amway.com.hk • E-mail: ahkinfo@amway.com • All copyrights reserved. • Amway Showrooms and Merchandising Centres: Causeway Bay, Kowloon, Tuen Mun, Macau.



# 雅姿兩大皇牌 Creme L/X與IRS14 呈獻轉季禦膚術

Creme L/X and IRS14 – Perfect Skin for Autumn/Winter

踏入九月，亦代表著轉季時份來臨，天氣乾燥的秋冬將至，在這個時候，肌膚會變得特別脆弱，容易受外來因素傷害，所以護膚工作需要做得更全面。雅姿兩款皇牌產品Creme L/X及IRS14在這時發揮最佳作用，兩者相輔相成，日夜修護，就可輕易讓肌膚得到最全面的呵護。

Autumn marks the transition between summer and winter and is a time when skin becomes fragile and more easily damaged by external factors. It's vital to offer full protection for your skin and two luxurious Artistry products can help. Apply Creme L/X and IRS14 in the daytime and at night for a double skin bonus - you'll soon see the improvements to your skin!



3564  
DP\$2,250





0282  
DP\$1,460

## Creme L/X 為細胞提供能量

雅姿Creme L/X藉著把能量注入細胞的技術，修護你的肌膚，其CELL EFFECT細胞再青春技術，能重新啟動粒腺體的威力，讓肌膚自行補充骨膠原及水分，全面抗氧及抗游離基。它蘊含4大完美成分，心磷脂能修復受損及老化的粒腺體膜，為細胞提供充足能量；左旋肌肽及菠菜萃取物可提升細胞內的高能量分子（Adenosine Triphosphate — ATP），令細胞恢復年輕活躍；擬南芥精華再修復粒腺體的DNA，讓細胞重返健康軌道。經臨床實驗證明，使用雅姿Creme L/X後，肌膚可年輕達15年。

## IRS14 喚醒細胞迎轉季

在轉季時段，肌膚會受環境影響而受損，使用IRS14就可增強肌膚自然修復的能力，防止皮膚過早衰老。先進的「微脂囊傳輸技術」能修護受損細胞，全面提升肌膚吸收養分的能力。4大精華成分包括T4酵素，可促進皮膚的天然修復功能，減輕環境因素造成的損害；含抗氧化生物類黃酮的甘草根精華能抵抗游離基對肌膚的損害；月桃葉精華保護肌膚中的膠原蛋白，保持肌膚彈性；維他命C衍生物則能為肌膚對抗環境帶來的傷害。使用14天後，皮膚柔滑度會有明顯改善，幼紋亦會減少。

## Creme L/X – Reactivates Skin Cells

Artistry Creme L/X provides all-round protection for your skin cells, the innovative “CELL EFFECT” of Creme L/X reactivates mitochondria metabolism, helping to nurture the skin with collagen and hydration,

and strengthening the barrier that prevents oxidation and free-radical attacks. It contains four perfect ingredients to boost the skin. Cardiolipin repairs injured or aged mitochondria and restores their healthy function; L-Carnosine and Spinach Extract work together to increase the production of highly energised ATP molecules to reverse skin cell ageing; and Roxisomes works to repair mitochondrial DNA damage. In clinical trials, the use of Artistry Crème L/X has been shown to help skin act up to 15 years younger!

## IRS14 – Protects Skin from Seasonal Change

IRS14 is the seasonal renewal treatment for skin that utilises innovative technology to boost the skin's natural ability to recover from environmental stresses. The “Advanced Capsulation Technology” carries nutrients to the core of cells and then works to repair any damage. It uses four special ingredients that help to repair and protect your skin. T4 Endonuclease and Licorice Root Extract boosts the skin's natural ability to repair damage and resist free radical attacks; Alpinia Speciosa Extract helps to maintain the skin's elasticity by preventing collagen damage; and Vitamin C Derivative protects the skin from environmental damage. IRS14 can improve skin smoothness and reduce the appearance of fine lines in just 14 days.

下期將分享更多Creme L/X與IRS14相輔相成的優勢，請密切留意！  
More to share the synergy of using Creme L/X and IRS14 in the next issue!

# 把握穩健、自由的創業良機

## Start Your Own Business - Embrace the Freedom!



郭婷女 安利直系直銷商



馮程雪玲 安利創業者直系直銷商



傅文峰 安利明珠直系直銷商

安利事業為有志創業人士提供了低門檻的機會，在眾多直銷商當中，不乏曾經經營傳統生意，現轉而全職發展安利的，或經營傳統生意之餘，同時發展安利事業的生意人，他們不約而同地跳出了傳統生意的框框，找到了更穩健的發展空間和更有保障的生活模式。他們見解獨到的一席話，對你的事業人生或許也能有所啟發。

Amway offers a low-risk business opportunity for all aspiring entrepreneurs. Many of our Distributors operated their own traditional business before joining Amway, while others are still engaged in their own business while simultaneously developing the Amway business. They all broke through the constraints of the traditional business to enjoy the stable career development and reliable living style that Amway offers. Just listen to their stories and be inspired!



# 商場初生之犢，懷理想在安利重新出發

## A Starter Gets Set at Amway

郭停女 安利直系直銷商

Kwok Ting-nui Amway Direct Distributor

以郭停女的年齡來看，本應是一個涉世未深的天真女孩，誰會想到她有非一般的生意經驗，和擁有創業的夢想呢？喜歡畫畫的郭停女，十六歲便在沙田圖書館旁邊擺攤檔，售賣自己製作的手工藝品，也常常揹著精品在酒店門前向遊客售賣。中學未畢業便與朋友合資開設精品店，卻以結業告終。種種經營小生意的經歷使她明白到創業不是一件容易的事，不敢貿然再作嘗試。直到遇上安利，才再次拾回創業夢想，在安利重新出發。

郭停女說：「我的精品店不能經營下去，主要原因是與拍檔意見分歧。當我認識安利後，我曾細心比較過安利生意和精品店生意。精品店在運作上有一定難度，舉個例子，當我收到一張訂單需要製作二百張賀咭時，我只會懂得自己一手一腳去做這二百張賀咭，雖然一方面我知道要擴展業務，要有更佳的盈利，是應該聘請人手去做，但另一方面卻因缺乏經驗，資金不足，加上不太懂得如何安排時間和編制人手而阻礙了發展。」她表示經營傳統生意需要兼顧多個範疇，年青人難以全面掌握，安利生意卻提供了一個公平的平台給所有人，即使從沒做生意的經驗，也可發揮潛能。

郭停女現時全程投入發展安利事業，並看重不在職收入。以我媽媽為例，她多年前從內地來港，任職保安員，雖然收入低，但她很勤儉，把每分毫都投資在物業上，今天她已擁有三個物業，為她每個月帶來豐厚的收入，遠遠多於她當保安員的工資，這就是在職收入。而發展安利也能得到這種保障，而且只需付出時間，不必拿出龐大的供款，某程度上比供樓划算多了。我相信我投入發展安利後的不在職收入，有一天會比我媽媽的三項物業更加可觀！」

Kwok Ting-nui may seem young and unsophisticated on the surface but this determined girl always wanted to start her own business and has already achieved extraordinary things at Amway. Ting-nui loves the arts, and at the age of 16 she sold her handmade crafts at a stall near Shatin library. Sometimes she even sold her artwork to tourists outside hotels.

She opened a boutique with a partner when she was still in secondary school, though it later closed down. The experience taught her that starting a business is hard, and she held off from executing any new business plans. When she encountered Amway her other dreams were put on hold. Kwok Ting-nui got set to start on a new path in life.

"My boutique business couldn't sustain itself due to some conflicts with my partner," Ting-nui explains. "When I got to know about Amway I carefully compared the Amway business with my boutique business, and I saw there were many intrinsic difficulties with the daily operation of the boutique. Although employing more workers would help develop my business and boost my profits, business expansion was hindered by my lack of experience, insufficient capital, and poor time and manpower management." She says that running a general business requires attention to many different details and can be hard for young people to manage. The Amway business, on the other hand, offers a fair platform for everyone. Even if you don't have experience in starting up a business, Amway enables you to develop your full potential.

Ting-nui is now fully devoted to the Amway business and is more concerned with off-the-job income. She explains that her mother was employed as a security guard who earned very little but was still very hardworking and thrifty. "She used the money she saved to invest in property, and she now has three fixed assets where she gains rental income every month," says Ting-nui.

"These off-the-job benefits are much greater than what she earned as a security guard. The Amway business also gives you such a guarantee. You only have to devote your time, not huge premiums, and it's more economical than buying a flat. I am sure my off-the-job income at Amway will turn out to be more rewarding than my mum's three fixed assets very soon!"



“

經營傳統生意需要兼顧多個範疇，年青人難以全面掌握，安利生意卻提供了一個公平的平台給所有人，即使從沒做生意的經驗，也可發揮潛能。

郭停女  
安利直系直銷商

”



# 小店舖不足恃，有安利生意心中才安穩

## Enjoying the Stability of the Amway Business

馮程雪玲 安利創業者直系直銷商

Fung Ching Suet-ling Amway Founders Direct Distributor



“打開門口做生意，最大的壓力來自成本、舖租、人工、燈油火蠟等，營運成本每天都要支出，生意差一點難免令人緊張焦慮。我們同時發展安利，心中就安穩了許多，因為安利不用承擔傳統生意的風險，又可帶來穩定可靠的收入，對傳統生意有很好的平衡作用。”

馮程雪玲

安利創業者直系直銷商



Ching Suet-ling and her husband have run their stationery store for many years, developing their Amway business in parallel. They recognise that they are running two businesses that are different in so many ways. Despite the time and money spent on the stationery store, the business still cannot generate a stable income. Their revenue has been on a continuous decline during the current economic crisis yet they still have to pay the same costs to maintain their business.

Fortunately, Suet-ling has seen continuous growth in her Amway business. She feels secure even though she faces financial difficulties with the stationery store. Currently, she and her husband pay more attention to investing in their Amway business rather than the store, hoping to enjoy more leisure time as a result.

"We developed the stationery store business after the garment factory where my husband had worked for 20 years closed down. At that time so many factories were relocating to the Mainland and it was a real challenge for him to find a job in the same industry – and he didn't want to move to the Mainland to work. That's we thought about developing our own business and, after a referral by some friends, we opted to run a stationery store selling low-priced books and newspapers. We devoted all our time to running our new business."

Talking about the difficulties of operating a general business, Suet-ling says there is a lot of stress associated with rent, employee payment and a wide range of other costs. "This makes us feel anxious and frustrated even if there is only a little downturn in sales revenue. So, with the current economic crisis, and fewer people now spending money on stationery, how can I stop worrying?" she says. "However, the stability of the Amway business helps to make us feel more secure. In Amway we don't have the same kind of risks we had running the general business. Also, it generates a steady income that allows us to balance things out. Now we can run both businesses, one of us operating the store while the other develops the Amway business."

There are lots of benefits offered by Amway compared to a regular business. "For our stationery store we need to wait for the customers to come through the door, while with the Amway business we can approach our customers and share with them. That makes it easier for us to organize our time, and it also means we can continuously expand the business network I've developed. As the network becomes broader, it brings more new blood into my Amway business. Everyone can benefit. It is not about competition – it's a win-win situation for everyone," she smiles.

Suet-ling and her husband intend to continue with their stationery store business, "but it takes up so much of our time and we don't know how far we can go, so we have decided to spend more time on the Amway business and try to 'buy' some of our time back," she says. "Some people spend their retirement pay on buying a business, but I think it is too risky. I believe that running an Amway business is the most suitable option for such people – I hope they can recognise the benefits Amway brings!"

程雪玲與丈夫經營文具店多年，同時兼職發展安利，深切體會兩種生意的不同之處。在她眼中，文具店是以資金和時間換取不穩定的收入，一場金融海嘯，連小小的文具店也受到波及，生意明顯大不如前，而經營成本卻絲毫不減。可幸程雪玲同時發展的安利生意在穩步增長，即使面對文具店經營困難的問題，心中仍然安穩。現在，兩夫婦漸漸將生意的比重放在更值得投資的安利生意上，希望盡快得到時間的自由。

「我經營文具店創業，是因為丈夫工作了二十多年的製衣廠結束了，那時大量的製衣廠都遷到國內，在香港很難再找到同樣的工作，他不想北上，所以我們打算自己創業。經朋友介紹，我們轉手經營了一間兼賣書報的文具店，兩夫婦全時間專注經營。」談到傳統生意的困難，程雪玲說：「打開門口做生意，最大的壓力來自成本、舖租、人工、燈油火蠟等，營運成本每天都要支出，生意差一點難免令人緊張焦慮。一場金融風暴，連買文具的人都少了，怎不令人煩惱？但因為我們同時發展安利，心中就安穩了許多，因為安利不用承擔傳統生意的風險，又可帶來穩定可靠的收入，對傳統生意有很好的平衡作用。現在我們雙線發展，兩夫婦一個看舖，另一個則發展安利。」

與傳統生意相比，安利還有另一項優越的地方。她說：「傳統生意只有等待顧客上門，做安利可以主動找顧客分享，時間盡在自己掌握之中，而且還可透過我所建立的網絡找到更多的人加入，當生意網絡越來越大，就有很多人加入我的生意，令我以至網絡內所有人都可獲益，這就是沒有競爭，只有雙贏的局面。」程雪玲補充說：「我現在經營的報章文具店雖然生意可以維持，但我們兩夫婦所需投入的時間實在太長了，也不知可以支撐到何時，所以我們決定投放多些時間去發展安利，盡快『買』回我們的時間。有些退休人士拿著一筆退休金想創業，我覺得風險很大，其實安利最適合他們，如果他們也能體會到安利的優勢就好了！」

# 傳統生意靠自己，安利生意有人教

## Amway Offers All You Need

傅文峰 安利明珠直系直銷商

Fu Man-fung Amway Pearl Direct Distributor

在珍珠奶茶最流行的時候，傅文峰打算開一間珍珠奶茶店，因為流行的東西容易賺快錢。他考察過市面上珍珠奶茶店每小時的生意額，再了解一下原材料和經營成本，發覺大有可為。於是他跟供應商學習了三天，再找來從事裝修的朋友，並參考市面上的店舖來設計自己的店舖，迅速與朋友合夥開業，希望很快就可以感受「每天有錢收」的滋味。可是，意料之外的事情陸續發生，原來簡單如一間珍珠奶茶店，都不是事事掌握在預算之中。

「開業的第一個月，珍珠奶茶店的生意不錯，可以做到收支平衡，怎料第二個月旁邊就開了一間更大、產品種類更多的珍珠奶茶店，我的生意明顯受到影響。當生意漸漸穩定下來，又發覺一個更大的問題，就是我租的舖位由於建築問題，不論怎修改都拿不到熟食牌而要繳交罰款，每天累積的罰款令經營更困難。我這樣堅持了兩年，最終只好結業，損失了二十多萬元離場。」總結開店的失敗經歷，傅文峰說：「做傳統生意像探險，開始前你不可能對這個行業有透徹的了解，更沒有人會將他的經驗全盤教授給你。我也曾詢問過連鎖經營權，但收費高得驚人，唯有自己摸著石子過河了。」

「這次經驗告訴我，做生意要成功，有沒有人傳授經驗是很重要的因素。而以我所知的不同生意之中，只有經營安利，才會一踏進大門便有人教你，從入門到生意發展的不同階段，都有不同領導人去教導你，由不懂教導至懂得，由懂得教導至擴展得更大，由擴展得更大至做得更穩，以至經營得更快，最後把生意越做越順。」傅文峰補充說：「做傳統生意風險很大，當你辛辛苦苦儲備的一筆資金賠了本，就很難再重來。參加安利，你要付出的是一餐晚飯價錢的基本入會費和一些空餘時間，所購買的產品都是生活的必需品，其他所有成本都毋須付出，直銷商只需負責市場銷售的一部份，風險極低，即使最後選擇退出，損失也不過是一餐晚飯錢罷了。」

When the pearl milk tea craze first hit town, Fu Man-fung planned to get on the bandwagon. He recognised that selling trendy things could be an easy way to generate income so he did some market research, assessed the revenue prospects and looked at what would be needed in terms of raw materials and operational costs. His conclusion was that there was a lot of potential in developing the pearl milk tea business locally.

He partnered with a friend and acted quickly. He received a three-day lesson from a supplier on making the pearl milk tea. He looked at shop designs around town, enlisted the help of a renovation technician, had a quick opening, and looked forward to the taste of success. Unfortunately it didn't work out as planned and Man-fung learnt some bitter lessons about how things can spiral out of control.

"The business ran quite well in first month after opening, and I managed to balance cost and revenue," he recalls. "However, a larger shop then opened next to mine, serving a wider variety of pearl milk tea, and it really had an impact on my business. My business was actually relatively stable, but the structure of the shop meant I wasn't able to get a food licence. The only thing I could do was pay the penalty, but as this accumulated it placed a huge burden on the business. I tried to run the business for two years but I had to give up in the end, losing almost HK\$200,000."



做傳統生意像冒險，開始前你不可能對這個行業有透徹的了解，更沒有人會將他的經驗全盤教授給你。當你辛辛苦苦儲備的一筆資金賠了本，就很難再重來。當安利直銷商則只需負責市場銷售的一部份，風險極低，即使最後選擇退出，損失也不過是一餐晚飯錢罷了。

傅文峰

安利明珠直系直銷商



The experience of failure taught him a lot. "Running a business is a real adventure. It is impossible to get a comprehensive view of the industry you want to operate in because people are reluctant to share their experience and knowledge with you. I asked about a chain franchise but it was too costly – in the end I could only rely on myself."

His experience made him realise how professional advice and guidance received from others plays a crucial role in developing a successful business. "As far as I know, among all industries only Amway provides Distributors with learning opportunities at different stages of their business development," he says. "Upline Distributors will guide you all the way, helping your business grow faster and smoother."

Running a general business will always be risky, and the chances of starting again when you've lost your capital are slim. "But to join Amway, all you need to pay is a membership fee, which is similar to the cost of a meal," says Man-fung. "What you buy after that are daily necessities, and you don't have other costs to worry about. Distributors are only responsible for direct selling. The risk is so low that even if you quit, it will cost you the price of a dinner!"

### 後記

三位安利人從經營傳統生意感悟到安利事業的優勢，藉著低風險的創業機會，享受穩健的收入和自由自主的生活，為未來打造長遠保障。你又是否能像他們一樣，成功掌握理想中的事業機會？

### Note

These three Distributors were all able to realise the advantages of Amway compared to running their own business. They are now enjoying stable incomes and carefree lives and have the prospect of a more satisfying lifestyle at a later age. Will you be as successful as them, grasping the opportunity to pursue a dream career?





安 利 與 你  
攜手打造 10,000  
A Success Day  
Creates 10,000 Bush

日期：2009年9月27日（星期日）

時間：上午10時至晚上6時

地點：銅鑼灣告士打道281號香港怡東酒店3樓海景廳

內容：展覽及一系列專題講座

如欲查詢有關詳情，請致電2969 6300。



有個約會

# 100個創業機會

Meet with Amway

## Business Opportunities

Date : Sunday, September 27, 2009

Time : 10am – 6pm

Venue: Harbour View Room, 3/F, The Excelsior, 281 Gloucester Road, Causeway Bay

Detail : Exhibition and a series of talk

For enquiries, please contact 2969 6300.

# 恭賀新晉直銷商

## Congratulations to Our New Qualifiers



### 直系直銷商 Direct Distributors



**葉錦文 何潤卿** (模具製造商/傢俬銷售員)

最初接觸安利，是希望能夠充實自己，學習到營養學、美容以及烹飪的知識，同時又能認識更多新朋友，並把所學到的知識和使用產品的經驗，與身邊的朋友分享，幫助身邊更多有需要的人，助人自助。更可藉著旅遊獎勵，與家人把臂同遊，交流觀光。

**Ip Kam Man & Ho Irene** (Mould manufacturer/furniture salesperson)

When I first came into contact with Amway my hopes were that I could learn more about nutrition, skincare and cooking, and also get to know more friends. Now, through Amway, I'm in a position to share my knowledge with friends and help more people. What's more, I can take part in travel seminars and get great travel rewards for me and my family.



**陳志光 黃淑琼** (公務員/中學教師)

我是由用家的身分開始接觸安利，後來體會到這是一門值得發展的事業才投入其中。我們的心得是從不當作是銷售產品，而是用心與朋友分享經驗，設身處地為他們介紹合適的東西，待人以誠，並認清目標，堅持信念，自然成功在望。

**Chan Che Kwong & Wong Suk King**

(Civil servant/secondary school teacher)

I first came into contact with Amway as a consumer. After realising the opportunity the business plan presented, I decided to join Amway. As Distributors, we never think we are merely selling products. Rather, we are sharing our first-hand experience and knowledge with friends, introducing them to the most suitable products and treating them with respect. With well-defined goals and belief, success is really within our grasp.



**區和偉 曾小君** (理財顧問/飛機維修督導員)

過往我從沒想過有條件經營生意，最初也是從優質產品開始了解安利，後來加深了解，認識到這是個穩健的生意機會。現在我們以實現夢想為目標，不但擁有健康的體、財務和時間的自由，更不需再為退休生活而擔心。我們的成功座右銘是相信與堅持，成功的起點是相信，終點是堅持，同時懂得讚賞和表揚下線的優點，對不足之處加以修正和鼓勵，因材施教，實在很具挑戰性。

**Au Wo-wai & Siu-kwan** (Financial consultant/aircraft maintenance instructor)

I never thought I could start my own business, but I got to know about Amway through its quality products and realised it was a reliable business opportunity. Now our goal is to make our dreams come true - not only to live healthily, but also with real autonomy in terms of finances and time. We have learnt how to appreciate our downlines and to adjust to individual needs. This is a very challenging but rewarding job - we know we don't have to worry about our retirement now.



## 金章直銷商 Gold Producers



**黃玲** (會計文員)

以前我並沒有想過要創業，直至遇見安利，得到上線的鼓勵及啟發，我才下定決心發展自己的事業。透過發展安利事業，令自己更有自信，家人得到健康，擁有美好的生活。

**Wong Ling** (Accounting clerk)

I really never thought much about developing my own business. However, thanks to the encouragement and inspiration offered by my upline I finally decide to run my own Amway business. My family and I have all benefited since I started this business – I have more confidence while my family has better health.



**凌嘉源 張玉霏** (廚師/家庭主婦)

以前工作只為了每月的薪金，做著公式化的工作；安利事業則是自己可以掌握的生意，極富挑戰性及滿足感，增加了我的收入之餘，亦令我得以成長，生活更加充實。

**Ling Ka-yuen & Yuk-fei** (Chef/housewife)

I used to work solely for the purpose of earning a salary and I led a monotonous working life. Now I am in a position where I can control my business because the Amway business is more stable. What I've gained from Amway is a steady income together with a more mature and fruitful life.



**何勁龍** (大學生)

從小父母就做生意，但後來因經濟不景，他倆反而覺得找一份好工作便足夠。在一次機緣巧合下，我認識了安利事業，體會到安利除了可以帶給我時間上的自由，還可以透過幫助別人而令自己更成功。我慶幸能把握安利這個發展機會，現在能與上下線不斷成長，並得到父母的支持及鼓勵，一家人相處融洽。

**Ho Keng-long** (University student)

My parents ran their own business when I was small but their thinking now is that a stable job is the best way to weather the economic storm. I came across Amway by chance and quickly realised how flexible the business is. This is a unique business where you help others on your way to success. Amway has made me more mature and helped me to gain my parents' support.



**郭政邦 李慧妍** (營業暨市場經理/營養師)

雖然曾經有過創業的念頭，但都是空想，因為明白到創業需要不少資金及經驗。發展安利事業後，自己制訂了清晰的目標及方向，變得積極進取，而且在團隊中亦能得到重視及成功感，相信只要朝著目標進發，一定會得到成功。

**Kuok Cheng-pong & Sofia Celina** (Sales & marketing manager/nutritionist)

For a long time we dreamt about operating our own business, but we understood that it would take capital and experience. After developing the Amway business, we have been able to set targets and put effort into achieving them. We have gained the respect of our team and believe that clear goals are vital in the pursuit of success.





## 銀章直銷商 *Silver Producer*



**廖玉媚** (家庭主婦)

最初參加安利是為了以優惠價購買營養產品，以改善面上的色斑。未加入安利時，大部份時間都是忙於家務，但發展安利事業後，我的時間都用於學習和幫助親友改善健康及外貌，人生變得積極，生活亦過得更充實。

**Lio lok-mei** (Housewife)

I joined Amway because of the special price for purchasing health supplements to improve my complexion. I used to spend lots of time on housework, but since joining Amway I spend more time on learning and finding ways to help people improve their health and appearance. I lead an optimistic and fruitful life now!



**劉凱琳** (投資顧問)

與上下線一同發展安利事業，沒有任何競爭，只有互相扶持、鼓勵及讚賞；要取得安利事業的成果，沒有捷徑，只有多勞多得，這就是安利事業機會的特色。只要失敗得愈多，令自己不斷成長，就愈快邁向成功。

**Lau Hoi-lam** (Investment consultant)

There is no rivalry among business partners running the Amway business, and there's no conflict - just encouragement and appraisal from our partners. The fastest way to success is to arm yourself with the right knowledge, work harder and deal with failure along the way.



**周勵文** (醫務化驗師)

從前有很多夢想，但大都覺得不可能實現，最後慢慢消失。加入安利後，只要能好好把握這個機會，就可實現自己的夢想，變為對生命有熱誠的人。現在的我，不僅享有財務自由，還讓我擁有更多與家人相處的時間，拉近彼此的距離。

**Chow Lai-man** (Clinical analyst)

I had many dreams in the past, but eventually they faded away because I imagined they could never be fulfilled. But I regained my passion for life after joining Amway and I've realised that my dreams can come true if I seize this great opportunity. The business has brought me financial autonomy and more precious time with my family.



## 金章直銷商 (相片欠奉) *Gold Producers (Photo not available)*

**莫文傑 梁珮琪** (工程師/秘書)

我們發展生意的原則是永不放棄，雖然發展過程中總有成功或失敗，但只要抱著希望，積極向前，便可取得成功。親友現在都是安利的用家，他們都期待我們成為成功的榜樣後，助他們積極發展安利事業。

**Mok Man-kit & Pui-ki** (Engineer/Secretary)

"Never give up" is our principle for running the Amway business. Although we may face challenges along the way, we know that success will finally arrive as long as we remain optimistic. My friends and relatives are using Amway products now and I hope we can be a model for them to develop the business themselves.

**葉振傑 陸愉茵** (高級採購經理/總經理)

加入安利後，我們學會了積極進取的思維，全力以赴的決心。我們無論在安利生意上，或是各自的專業上，都取得顯著的突破，踏上人生的另一階段。現在我們享有財務自由，與家人共聚的寶貴時光，同時又可幫助別人，創造豐盛人生。

**Yip Chun-kit & Yu-yun** (Senior merchandising manager/general manager)

We have learnt how to keep forging ahead and devote every effort to running our Amway business, and both our own careers and our Amway endeavours have reached new heights. The Amway business has brought us financial freedom, valuable time with our family and has helped light up the lives of others.

# 零售推薦龍虎榜

## Rolls of Honour – Retailing & Sponsoring

2009年5月  
May 2009

### 10大個人 Top 10 Personal

#### 零售 Retailing

Lee Keen Ping & Chiu Chun  
Wong Yuk Lan  
Sun Man Ling Landy  
Choy Kwok Tin & Yu Ho Yuk  
Wong Chung Kan & Po Man  
Yong Wai Chun  
Lee Ka Lun & Siu Shuk Yee  
Yang Kin  
Chow Yiu Tung & Yuk Lan  
Sun Ying Wah

#### 推薦 Sponsoring

Chan Fuk Sang & Lee Siu Bing  
Yu Seng Kwong & Wai Ying  
Lee Yuen Kwan & Hang Fun  
Leung Kam Pui & Po Chu  
Fung Wing Keung & Suet Ling  
Tai Liang Min & Ngai Wah  
Pang Chun Fai & Sin Yee  
Foo Kang Kai & Vun Peng  
Lok Chung Kwan & Yee Kwan  
Leung Hin Fai & Ka Wa

### 10大直系小組 Top 10 Group

#### 零售 Retailing

Ho Ping Chuen & Shuk Fung  
Ng Bill & Mabel  
Leung Kwok Pui & Yu Wa  
Lee Theo & Lucia  
Miura Takuya & Lo Sze Wan  
Francisca  
Choy Chik Shing & Suk Haan  
Ng Che Keung & Hor Chi  
Yung Tsz Ming & Yim Ling  
Ho Chi Leung  
Cheng Cho Yung & Hu Ginghua

#### 推薦 Sponsoring

Cheong Chi Wa  
Hung Yat Lam Veronica  
Ho Chi Leung  
Chan Hin Tong & Sao Kun  
Chan Man Kit & Fong Kuan  
Leung Kwok Pui & Yu Wa  
Ng Daniel  
Lam Quoi Tri & Oi Ching  
Chuang Chien Hsin & Yuen Hing  
Chan Fuk Sang & Lee Siu Bing





# 昂首向前 全力以赴 再創高峰

## 安利(香港)2009/2010年度獎勵計劃

### In Pursuit of Excellence

### Amway Hong Kong Sales Incentive Programme

### 2009/2010

經過35年的發展，安利(香港)一直穩佔直銷業界的領導地位，近年的業務更屢創佳績。踏入新財政年度，安利將在堅實宏厚的基礎上，與各位領導人攜手向更高目標進發！現在正是你發展安利事業的最佳時機！

在2009/2010財政年度，安利再次精心安排一連串獎勵計劃，結合豐厚獎金及超級旅遊獎賞。

With 35 years' solid foundation in direct-selling, Amway Hong Kong has achieved remarkable growth thanks to the continued support of our Distributors. To further raise the level of success, Amway Hong Kong is pleased to launch a new series of sales incentives to motivate Distributors to reach for new heights in their achievements.

In the coming fiscal year, top-performing Distributors will get the chance to participate in some exciting travel activities.

#### 2009/2010積分額/售貨額比率 2009/2010 PV/BV Ratio

根據市場情況，安利會於有需要時調整積分額/售貨額比率。2009/2010年度的積分額/售貨額比率將維持為1:12，故銀章資格的售貨額要求為\$120,000，月結獎金比率表如右列：

Amway will adjust the PV/BV ratio according to the market situation. With the PV:BV ratio for 2009/2010 maintained as 1:12, the qualification of silver producer is BV\$120,000. The monthly performance bonus ratio is as listed:

#### 月結獎金比率表 Monthly Performance Bonus Ratio

獎金比率(%) Bonus Ratio	積分額 PV	售貨額 BV
21	10,000	120,000
18	7,000	84,000
15	4,000	48,000
12	2,400	28,800
9	1,200	14,400



## 夥伴獎金 Partnering For Success Bonus

為鼓勵新晉領導人發展安利事業，及獎勵領導人培育下線所付出的心血及努力，安利在2009/2010財政年度特別設立夥伴獎金。

To encourage new leaders to develop their business, and to reward the training efforts of leaders, Amway is offering a Partnering for Success bonus in the 2009/2010 fiscal year.

業績資格 Qualification	個人小組積分 Accumulated Ruby PV	新推薦人數 No. of New Recruits	獎金金額(港幣) Bonus Amount (HK\$)
新銀章 New SP	10,000 PV	12	2,000
新銀章之上線直系 Upline DD	60,000 PV	12	2,000
新金章 New GP	30,000 PV	12	5,000
新金章之上線直系 Upline DD	60,000 PV	12	5,000
新直系 New DD	60,000 PV	12	10,000
新直系之上線直系 Upline DD	60,000 PV	12	10,000

## 直系穩健獎金 Consistency Bonus

有穩健的銷售基礎，才能保障未來前景。安利在2009/2010年度將設立直系穩健獎金，目的在於鼓勵直銷商訂立更長遠的目標。領取資格如下：

To encourage Distributors to achieve higher sales goals, Amway is offering a Consistency Bonus in 2009/2010. The qualification is as follows:

2009/2010 年度合資格銀章月份 Qualification	個人小組積分 (以紅寶石積分計算) Accumulated Ruby PV	新親自/ 代推薦人數 No. Of New Recruits	金額 (港幣) Bonus Amount
Q6 - Q8	70,000 PV	12	\$10,000
Q9 - Q11	70,000 PV	12	\$15,000
12 (首次符合資格) New Q12	70,000 PV	12	\$30,000
12 (第二次符合資格) Re Q12	80,000 PV	12	\$30,000

## 海外旅遊獎勵 Travel Award

繼去年的地中海郵輪之旅，安利今年再度推出精彩絕倫的旅遊獎賞。除了帶你遠赴澳洲悉尼動感之旅，更讓你乘坐豪華郵輪，遨遊北歐多個浪漫醉人的城市。

Following the success of the Mediterranean Cruise last year, Amway will continue to offer superior travel awards to top-performing Distributors. This year's incentives include a Leadership Seminar in Sydney, Australia and the Northern Europe Cruise.

### 1 領導海外研討會——澳洲悉尼

#### Leadership Seminar – Sydney, Australia

安利帶領直系領導人，體驗異國風情。

Amway Direct Distributors will visit the scenic spots and enjoy the gorgeous scenery of the metropolis.

**出席資格：**凡於2009/2010年度內符合資格領取翡翠獎金，或於2009/2010年度內符合直系資格並取得下列旅遊分，將獲邀出席：

**Qualification:** Direct Distributors who qualify for Emerald Bonus in the fiscal year 2009/2010 or attain the following Travel Points will be invited:

爭取出席次數	所需旅遊分 Qualification of travel point
1	6,300
2	8,500
3	10,500
4或以上 4 or above	12,000

### 2 鑽石精英旅遊研討會——北歐郵輪

#### Diamond Invitational – Northern Europe Cruise

安利帶領直系領導人登上五星級郵輪，向北歐進發，飽覽怡人的景色，擁抱一望無際的天空和壯闊的海洋。更可遊遍北歐多個名城，體驗異國風情。

The five-star Northern Europe Cruise will offer superb scenery and shore excursions to various historic cities in Northern Europe.

**出席資格：**2009/2010年度符合鑽石直系資格

**Qualification:** Qualified Diamond in 2009/2010



## 行政鑽石卓越獎金 Executive Diamond Excellence Cash Award

### 領取資格：

- 1 於2009/2010年度內新符合或再度符合行政鑽石或以上資格。
- 2 擁有至少6個親自或代推薦的合資格小組。每個小組於2009/2010年度內至少有6個合資格銀章月份。  
獎金：獎金多少視乎親自或代推薦的小組所達至合資格銀章月份總數，或親自或代推薦的小組所產生的創業者獎分，根據下列兩項標準，以兩者較高者為頒發準則，詳情請參閱下表：

### Qualification

- 1 Any newly qualified or re-qualified Executive Diamonds or above in the fiscal year 2009/2010 are eligible.
- 2 You must have at least six personally or foster sponsored groups (each group with at least six qualified Silver Producer months in fiscal year 2009/2010).  
Cash Bonus: The amount of Cash Bonus depends on the number of qualified Silver Producer months or total FAA Credits of personally or foster sponsored groups. Amway will compare the achievements according to the below criteria and issue the most favourable bonus amount.

### (1) 親自或代推薦小組所產生的創業者獎分 By local FAA points

親自或代推薦小組 No. of Local Leg	創業者獎分 FAA Point from Local Leg	獎金金額 (港幣) Bonus Amount
6 - 8	10	60,000
9或以上 9 or above	14	90,000
	18	120,000
	20或以上 (20 & up)	150,000

### (2) 親自或代推薦小組的合資格銀章月份 By local legs & local leg months

親自或代推薦小組 No. of Local Leg	親自或代推薦小組的合資格月份 <sup>註</sup> No. of Local Leg Months <sup>Note</sup>	獎金金額 (港幣) Bonus Amount
6 - 8	36 (At least 36)	60,000
9或以上 9 or above	54 - 80	90,000
	81 - 107	120,000
	108或以上 (108 & up)	150,000

註：只計算Q6或以上小組的合資格銀章月份。 Note: Only Q6 or above groups will be counted.

## 高獎銜一次過現金獎 One Time Cash Award (OTCA)

為獎勵領導人的傑出表現，安利特別設立「高獎銜一次過現金獎」，於直系領導人晉升成為雙鑽石直系及以上資格時頒發，2009/2010財政年度，獎金金額如下：

The One Time Cash Award aims to reward Distributors who have newly moved up to Double Diamond qualification or above for their breakthrough achievement. In fiscal year 2009/2010, the cash reward amount has been increased as follows:

獎銜 Qualification	2009/2010年度 (港幣) 2009/2010 (HK\$)
雙鑽石 Double Diamond	\$180,000
創業者雙鑽石 Founders Double Diamond	\$270,000
三鑽石 Triple Diamond	\$360,000
創業者三鑽石 Founders Triple Diamond	\$540,000
皇冠 Crown	\$720,000
創業者皇冠 Founders Crown	\$900,000
皇冠大使 Crown Ambassador	\$1,080,000
創業者皇冠大使 Founders Crown Ambassador	\$1,260,000

## 創業者獎金 Founders Achievement Award

創業者獎金設立的宗旨乃為表揚積極拓展安利市場的直系領導人，自實施以來，已成為安利最具激勵性的獎勵項目之一。2009/2010財政年度，創業者獎金金額如下：

The Founders Achievement Award was set up to recognise Amway Distributors in building up a successful business while at the same time maintaining good business ethics and conduct. This is one of the most inspiring and sought-after awards offered by the company. In the 2009/2010 fiscal year, the bonus amount is as follows:

## 獎金金額 Bonus Amount

創業者獎分 FAA Credit	2009/2010年度獎金金額 (港幣) 2009/2010 Bonus Amount (HK\$)
8分 credits	\$180,000
12分 credits	\$360,000
16分 credits	\$720,000
20分 credits	\$1,080,000
25分 credits	\$1,440,000
30分 credits	\$2,160,000
35分 credits	\$2,880,000
40分 credits	\$3,600,000
45分 credits	\$4,320,000
50分 credits	\$5,040,000
55分 credits	\$5,760,000
60分 credits	\$6,480,000
65分 credits	\$7,200,000
70分 credits	\$7,920,000

## 創業者獎分計算方法 FAA Credit Calculation

香港或澳門下線小組 Hong Kong or Macau Groups	分數 FAA Credit
Q12小組 Q12 group	1
符合領取翡翠獎金的翡翠小組 Emerald group qualifying for Emerald Bonus	1.5
符合領取鑽石獎金的鑽石小組 Diamond group qualifying for Diamond Bonus	3
海外下線小組 Overseas Group	分數 FAA Credit
第二個直銷戶籍達Q12業績 No.2 business qualifying for Q12 Direct Distributorship	1
符合領取翡翠獎金的第二個直銷戶籍 No.2 business qualifying for Emerald Bonus	1.5
符合領取鑽石獎金的第二個直銷戶籍 No.2 business qualifying for Diamond Bonus	3 - 6
其他海外推薦Q12小組 Internationally sponsored downline Q12 group	0.5

## 創業翹楚獎金 Founders Distinguished Services Award

為表揚創業者獎分達40、45、50、55、60、65及70分的傑出領導人，安利特別設立「創業翹楚獎金」。首次符合40、45、50、55、60、65及70分資格者，將獲頒發創業翹楚獎金，以代替創業者獎金，其後每次合資格者可按創業者獎金金額表獲頒發創業者獎金。創業翹楚獎金金額如下：

The Founders Distinguished Services Award aims to reward those remarkable Distributors who gain 40, 45, 50, 55, 60, 65 and 70 FAA credits. Distributors who gain 40, 45, 50, 55, 60, 65 and 70 FAA credits for their first qualification are entitled to the Founders Distinguished Services Award to replace the Founders Achievement Award. The Founders Achievement Award will be offered for subsequent years of qualification. Founders Distinguished Services Award will be distributed as follows:

獎金 Credit	2009/2010年度 (港幣) 2009/2010 (HK\$)
首次達到40分 (40 credits for first time)	\$7,200,000
首次達到45分 (45 credits for first time)	\$10,800,000
首次達到50分 (50 credits for first time)	\$14,400,000
首次達到55分 (55 credits for first time)	\$18,000,000
首次達到60分 (60 credits for first time)	\$21,600,000
首次達到65分 (65 credits for first time)	\$25,200,000
首次達到70分 (70 credits for first time)	\$28,800,000

上述各項獎勵，為2009/2010年度特別獎勵計劃的內容，並不屬於安利直銷計劃的一部份，各項獎金須經核實資格後方會頒發。安利會於財政年度結束前檢討各項計劃的成效及市場環境，再行決定於下個財政年度內修訂、取消或延續各項內容。直銷商除要符合各項獎勵資格所需的業績外，同時亦須展現良好商德，並遵守安利營業守則中的各項規定。安利公司保留獎賞之最終決定權。如對上述獎勵有任何查詢，請隨時與業務部聯絡。

The above awards are for the fiscal year 2009/2010 only and are not part of the Amway Sales and Marketing Plan. Amway will review the above programme and make any necessary amendments for the coming fiscal year. Distributors who are eligible for the above awards must also comply with the company's Code of Ethics. Bonuses will be awarded upon verification. Amway reserves the right of final decision. If you have any questions about the awards, please contact the Sales Department.

詳情請參閱2009年7月28日刊登之《安利快訊》或致電安利諮詢熱線2969 6300。

For details, please refer to Newsgram published on July 28, 2009 or call the Amway Service Hotline at 2969 6300.



# 安利(香港)2009/2 澳洲悉尼與北 Amway Hong Kong Sales Inc Sydney Trip and Northern Eur

## 領導海外研討會——澳洲悉尼之旅

安利帶領直系領導人遊覽澳洲悉尼，有「海港城市」之稱的悉尼是澳洲最大、歷史最悠久及最具大都會氣息的城市，更被譽為世界上其中一個最漂亮及最怡人的城市。身處此地，您可體驗源自世界各地的文化、建築與設計藝術，還可飽覽獨特的名勝景點，包括聞名世界的著名地標悉尼歌劇院和悉尼大橋等，令人眼界大開。

## Leadership Seminar – Sydney

Sydney, the “Harbour City”, is the largest, oldest and most cosmopolitan city in Australia. It holds a reputation worldwide as one of the world’s most beautiful and liveable cities. The city is home to many unique architectural styles, with famous landmarks including the Sydney Opera House and the Sydney Harbour Bridge – two of the world’s most iconic structures.





# 2010年度獎勵計劃 北歐郵輪之旅 Incentive Programme 2009/2010 Europe Cruise for High Achievers

## 鑽石精英旅遊研討會——北歐郵輪之旅

北歐——純淨美麗而歷史悠久的土地。登上五星級郵輪，遨遊斯堪的納維亞半島和挪威峽灣，在壯麗的峽灣中，別具景致的北歐小鎮上，盡享船上各類豪華設施和美食，感受北歐文化，體驗異地風情。

## Diamond Invitational – Northern Europe Cruise

Welcome to one of the most beautiful parts of the world! Sailing along the Scandinavian Peninsula and through the spectacular fiords of Norway on this five-star cruise, you will be impressed by the lovely small towns and the spectacular scenery. A combination of stunning vistas and fascinating shore excursions will make this trip a once-in-a-lifetime experience you really shouldn't miss.

# 紐崔萊 崇尚自然75年

Nutriline – Committed to Nature for 75 Years

## 紐崔萊時序表 NUTRILITE TIMELINE



1915 — 卡路·宏邦在中國研究居於城市和郊區人們的營養習慣和健康欠佳的情況，從而探究營養與健康的相互關係。

1915 - While in China, Carl studies the nutritional habits and poor health of the people in towns compared to those in the country, and makes a correlation between nutrition and health.



1934 — 卡路·宏邦在美國生產及銷售首款多種維他命 / 多種礦物質產品，公司名為加州維他命有限公司 (California Vitamins, Inc.)。

1934 - Carl F. Rehnborg produces and sells the first multivitamin/multimineral product in the United States. His company is named California Vitamins, Inc.



1953 — 銷售額持續上升，紐崔萊產品有限公司於加州湖景購置土地，開展新的加工設備。

1953 - Sales continue to grow, and Nutrilite Products, Inc. purchases land in Lakeview, CA. Construction begins on new processing facilities.

1946 — 紐崔萊設備遷移至加州賓納鎮的活動房屋。

1946 - Nutrilite facilities move to a Quonset hut in Buena Park, California.

1915

1928

1934

1937

1946

1949

1953

1928 — 卡路·宏邦回到南加州，並開始設立臨時實驗室，採用植物原材料，研發多種維他命 / 多種礦物質產品。

1928 - Carl returns to Southern California and begins to set up makeshift laboratories for developing a multivitamin/multimineral product based on plant materials.



1937 — 卡路·宏邦把公司營運搬遷至巴波亞島，並製造首款三而為一的產品，由植物濃縮素提煉而成，含有豐富維他命、礦物質及微量元素，為多寶營養片的雛型。

1937 - Carl moves his company's operations to Balboa Island. Carl manufactures a three part product rich in vitamins, minerals, and trace elements that is based on plant concentrates. This product is the predecessor of Double X®.



1949 — 紐崔萊產品有限公司完成建設新的賓納鎮設備中心，並整合所有包裝、合成及購物營運。傑·溫安洛和理查·狄維士成為紐崔萊的直銷商。

1949 - Nutrilite Products, Inc. completes construction of a new Buena Park facility and consolidates all its packaging, compounding and shopping operations. Jay Van Andel and Rich DeVos become Nutrilite® distributors.





75年來，我們取之天然最優質的材料，用之紐崔萊營養補充品。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品品牌\*。我們設於美國、墨西哥及巴西的農場以保護環境及可持續發展的耕作方式管理，提供來自植物的天然原材料，製造出營養補充品，助你在人生不同階段，達到均衡營養。

在紐崔萊慶祝75週年的重要時刻，你也能為其孜孜不倦追求「天然精華·科學精粹」的優良傳統而驕傲。紐崔萊——全球銷量冠軍的保健食品品牌。\*

For 75 years, we have made the commitment to using nature's best ingredients in every Nutrilite supplement. In fact, Nutrilite is the only global brand to grow, harvest and process plants on its own certified organic farms. Our farmland in the US, Mexico and Brazil is managed with environmentally responsible and sustainable practices respecting nature as we provide botanically grown ingredients for our products. The result is supplementation that enables you to achieve balanced nutrition at any stage of life.

As we celebrate our 75<sup>th</sup> anniversary this year, you can be very proud of our commitment to the Best of Science, the Best of Nature. Nutrilite. The world's leading supplementation brand.\*

# 根據國際市場研究公司Euromonitor Consultancy於2004年完成之一項獨立調查。\* 根據2008年銷售額，紐崔萊是全球銷量冠軍的維他命、礦物質及保健食品品牌。

# Based on an independent review by international market research firm Euromonitor Consultancy, completed in 2004. \* Nutrilite is the world's leading brand of Vitamin, Mineral and Dietary Supplements, Based on 2008 sales.



1972 — 安利公司收購了紐崔萊之控股權益，令紐崔萊產品的銷售額大幅增長。

1972 - Amway Corporation acquires a controlling interest in Nutrilite Products, Inc. and sales of Nutrilite® products increase tremendously.



1998 — 紐崔萊與安利公司收購了巴西的Fazenda Planato Grande農場，以及美國華盛頓州鮭魚湖農場的控股權益。

1998 - Nutrilite and the Amway Corporation acquire Fazenda Planato Grande in Brazil and a controlling interest in Trout Lake Farm in Washington State.



2006 — 紐崔萊健康及營養研究中心開幕，佔地3萬3千平方呎的世界級教授和培訓設施為紐崔萊品牌概念帶來與別不同的體驗。

2006 - The Nutrilite Health Institute Center for Optimal Health opens. This 33,000 sq. ft. world-class teaching and training facility serves as an extraordinary introduction to the philosophy behind the Nutrilite® brand.



1956

1972

1973

1998

2004

2006

2009

1956 — 紐崔萊產品公司成為針葉櫻桃的商業繁殖領導，針葉櫻桃濃縮素用作製造首款含有全天然維他命C的營養補充品。

1956 - Nutrilite Products, Inc. becomes a leader in the commercial cultivation of acerola cherries. Acerola concentrate is used to produce the first supplement containing all-natural Vitamin C.

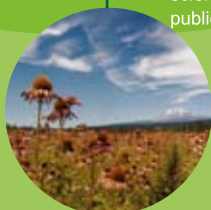


1973 — 卡路·宏邦至生命終結前一直積極參與業務，終年86歲。

1973 - Mentally and physically active until the end, Carl F. Rehnberg passes away at the age of 86.

2004 — 紐崔萊健康及營養研究中心成立科學諮詢委員會，由來自全球的頂尖科學家組成，成員均為學術界、科學界、醫藥界和研究學界的頂尖人物，就特定範疇提供極具意義的科學評估、建議和公眾意見。

2004 - The Nutrilite Health Institute establishes the Scientific Advisory Board, which consists of leading scientists from around the world in areas of academia, industry, medicine and research. The S.A.B. provides constructive scientific evaluation, advice and public opinion on specific topics.



2009 — 紐崔萊慶祝75週年。

2009 - Nutrilite celebrates its 75th anniversary!



# 紐崔萊 75大優勢 75 FACTS about NUTRILITE



## 全球

- 1 1934年，卡路·宏邦創辦及銷售紐崔萊，研製出北美洲第一種多種維他命/礦物質營養補充品。
- 2 根據2008年銷售額，紐崔萊是全球銷量冠軍的維他命、礦物質及保健食品品牌全球銷量冠軍。
- 3 來自54個國家及地區、數以百萬計的人每天食用紐崔萊營養保健食品。
- 4 森姆·宏邦博士認為，如果直銷商遵守安利所制訂之完善銷售制度來銷售紐崔萊產品，便能達致成功。欲知更多達致成功的方法，請瀏覽[www.nutrilite.com](http://www.nutrilite.com)。
- 5 位於加州湖景鎮的紐崔萊優質健康體驗中心於1997年成立，至今已吸引來自25個國家共14,000名直銷商參觀，是最具國際性的健康計劃之一。
- 6 截至2008年6月，紐崔萊全球年銷售總額達31億美元。
- 7 2008年12月，紐崔萊正式成為AC米蘭的營養補充品贊助商。AC米蘭被喻為全球最成功的球會，兩度獲選為世界足球先生的朗拿甸奴，也是該球會的成員。
- 8 安利手牽手關愛兒童大行動的全球大使——朗拿甸奴帶領紐崔萊開展Goal by Goal計劃，朗拿甸奴每踢入一球，即可為安利手牽手關愛兒童大行動籌得一萬美元善款。

## 農場

- 9 紐崔萊是全球唯一於自設已獲認證的農場內種植、收割及提煉植物原料的營養補充品品牌。
- 10 在湖景鎮農場，紐崔萊以益蟲對付害蟲。最常用的益蟲為瓢蟲，每隻瓢蟲一生可吃掉5,000隻蚜蟲。
- 11 在華盛頓鮭魚湖農場700英畝（283公頃）的農地上，紐崔萊每年種植70多種植物及300萬磅草本植物，包括紫錐花及洋甘菊。
- 12 紐崔萊農場嚴格遵守有機耕種的守則，絕不使用化學殺蟲劑、除草劑及肥料，以保持土壤及植物健康，加強植物抵禦細菌及害蟲的能力。
- 13 紐崔萊於巴西自設農場，位處赤道以南三度，佔地4,100英畝（1,660公頃），主要種植針葉櫻桃——世上含最豐富維他命C的來源之一。
- 14 紐崔萊於墨西哥自設農場，佔地1,400英畝（566公頃），主要種植西蘭花、菠菜、水芹及紫花苜蓿。
- 15 紐崔萊於加州湖景鎮自設農場，佔地45英畝（18公頃），主要種植紫花苜蓿及胡蘿蔔。
- 16 沒有其他營養保健食品品牌擁有比紐崔萊更多的有機農地。
- 17 所有紐崔萊農場均獲有機認證，認證機關每年會巡視農場，確保符合各項嚴格的標準。
- 18 紐崔萊採用的有機耕種技術遠遠超出最低的有機認證標準，保證產品採用天然的植物原料。
- 19 在所有紐崔萊農場，植物隨著自然定律生長。這代表我們是保護土壤而不是耗盡其養分，採用天然方法而不是用化學物質來控制雜草、害蟲及其他有害生物。
- 20 紐崔萊使用特製的收割設備，只收割紫花苜蓿頂部幾吋的地方，是含最豐富植物營養素的部份。
- 21 紫花苜蓿含豐富營養的原因之一，是因為它的根部可深入土壤達30呎，能觸及貯存於泥土底部的營養，即使在極度乾旱時也可吸收水分。
- 22 70多年來，紐崔萊一直採用可持續的耕作技術，包括土壤管理、綜合害蟲管理系統、堆肥及將有機物加入土壤中循環再用。
- 23 鮭魚湖農場是北美洲最大並已獲認證的有機草本植物農場之一。
- 24 紐崔萊農場用蚯蚓來鑽鬆土壤，使泥土裡的植物加速分解，增加天然腐植質，並疏通泥土讓水分滲透。
- 25 蚯蚓每24小時便可消化相當於自己重量的泥土，每畝土地上的蚯蚓每年經腸道排出約10-18噸的乾土。
- 26 墨西哥農場的名字El Petacal是籃子的意思，指當地居民用以盛載農作物的籃子。
- 27 紐崔萊巴西農場採用可持續耕作法，以生物力學為原則。這種耕種方式有助樹林、牲畜、人類及農作物與大自然融和，使農場及鄰近地區的生態得以平衡。
- 28 紐崔萊不斷改良農作物，成功挑選出能生長出最多果實、維他命C含量最高及能抵抗惡劣環境的針葉櫻桃品種。
- 29 植物加工後的剩餘原料回收後會製成堆肥，數個月後放回耕地裏，為泥土提供豐富的營養。
- 30 在收割後的數小時內，水果及蔬菜可能會流失20%或以上的營養成分。



- 31 13公斤的紫花苜蓿可提煉出1公斤的植物濃縮素。
- 32 14公斤的針葉櫻桃可提煉出1公斤的植物濃縮素。
- 33 紐崔萊每年研究及種植約5-6個新品種的農作物。
- 34 紐崔萊設立「供應商認證計劃」，確保所有供應商嚴格遵守有機耕種的原則。
- 35 紐崔萊產品選用最優質及能抵禦細菌侵害的針葉櫻桃，作為天然的維他命C來源。為選用最優質的品種，巴西農場將一萬棵針葉櫻桃樹換上新品種。
- 36 預計在2012年，紐崔萊種植的針葉櫻桃的維他命C含量將提高25%。

## 教育

- 37 卡路·宏邦在中國期間發現飲食習慣與健康有極大的關係，因而孕育出創製多種維他命及礦物質補充品的夢想。
- 38 紐崔萊創辦人卡路·宏邦之子——森姆·宏邦於1996年設立宏邦營養與健康中心，其後於2002年改為紐崔萊營養與健康中心，是產品研究、教育及培訓的基地。
- 39 針葉櫻桃在未成熟的階段含最豐富的維他命C，以相同重量來比較，其維他命C的含量是鮮橙的25倍。
- 40 一粒針葉櫻桃的維他命C含量相等於四個鮮橙。
- 41 植物營養素是存於水果及蔬菜的天然物質，保護植物抵抗由環境因素造成的損害。
- 42 紐崔萊優質健康體驗中心位於加州賓納鎮，佔地33,000平方呎，是科研、教育及培訓的集中地，幫助顧客達至優質健康。
- 43 提煉植物濃縮素的步驟：1)種植含豐富營養的植物；2)在植物含最豐富營養時收割；3)收割後數小時內進行加工，避免營養流失；4)透過最後的濃縮過程鎖住營養。





## 科研

- 44 色層分析法是驗證紐崔萊營養補充品效用的技術，用以證實植物及濃縮素中所含的營養素。
- 45 紐崔萊現時在全球擁有超過150項核准及申請中的專利。
- 46 紐崔萊營養與健康研究中心的臨床小組負責超過55個有關產品、濃縮素及專業標準的研究項目。
- 47 紐崔萊延聘超過100位科學家、研究員及學者。在營養補充品業界，紐崔萊是擁有最龐大的科學團隊的公司之一。
- 48 紐崔萊的研究人員正在進行多項的生物鑑定，在模擬人體的運作環境下，測量植物營養素的變化。
- 49 為確保產品質素，紐崔萊每月進行15,000次測試，每年進行400,000次質量評估。
- 50 紐崔萊於專業期刊刊登超過80篇科學論文，在不同的科學、技術及專業會議上，紐崔萊的科學家亦匯報了超過150次。
- 51 紐崔萊的科學家已完成「服用紐崔萊紫錐花產品者的基因表現模式」研究，並在「國際現代與整合醫學研究」的科學會議發表。這篇壁報論文獲Osher Award評選為2002年最佳壁報論文。
- 52 紐崔萊科學諮詢委員會有關炎症基因學的論文榮獲第十二屆John M. Kinney Award（營養與新陳代謝組別）。該論文亦刊登於營養期刊。
- 53 紐崔萊科學諮詢委員會共有10位來自不同地區的成員，其中包括紐崔萊營養與健康中心總裁森姆·宏邦博士。委員會成員代表營養界、醫學、研究及學術等範疇。
- 54 經過長達三年的研究，紐崔萊於2006年將營養基因體學應用於產品研發及生產上。
- 55 在美國及中國，紐崔萊設有共五個科研中心。

56 自1996年起，紐崔萊共贊助超過55個科學會議及研討會。

57 自1996年起，紐崔萊與加州國立理工大學之營養與食品科學系合作主辦兩年一度的國際植物化學會議。此會議所發表的研究集中在營養與植物營養素兩方面。



## 生產

- 58 墨西哥農場的脫水設備每天可處理31,200磅（14,181公斤）的新鮮植物原料。
- 59 加州賓納鎮農場佔地22英畝（9公頃），位於洛杉磯東南面15英里。
- 60 加州賓納鎮農場設有佔地2萬3千平方呎的品質檢定中心，確保產品符合紐崔萊及業界的嚴格標準。
- 61 在加州賓納鎮，紐崔萊每年生產及包裝約1億條營養條。
- 62 加州賓納鎮廠房每年可生產1,500-2,500萬片營養片及膠囊。
- 63 附設於加州賓納鎮的包裝部，製成品需在包裝及運送前進行最後檢測。包裝部每年可包裝4千萬個單位的產品。
- 64 要把原料壓製成營養片，需要4-8噸的壓力。
- 65 紐崔萊產品以最優質的原料製成，旗下的210多種產品中，包括營養片、膠囊、飲料沖劑、營養小食及營養條。
- 66 在讀出「紐崔萊」三個字的時間，紐崔萊的機器可壓製100片營養片。
- 67 紐崔萊的機器每14分鐘可壓製100萬片營養片。
- 68 紐崔萊每日平均壓製1,200-2,400萬片營養片，可裝滿12-24萬個膠瓶。
- 69 紐崔萊設有模擬廠房，負責研究新的濃縮程序及技術，並支援濃縮素的生產。
- 70 紐崔萊最快可在收割植物後的30分鐘內開始濃縮程序。
- 71 紐崔萊的專利濃縮程序獨一無二，由於過高的溫度會破壞植物的養分，故採用獨特的儀器，防止濃縮時產生高溫。
- 72 脫水程序的作用是保留植物細胞內的養分，在乾燥的狀態下，不會令養分變壞。
- 73 紐崔萊從植物抽取養分時，會先直達纖維素，然後抽取維他命、礦物質及植物營養素，再進入濃縮及抽乾水分的程序，以保存植物營養素。
- 74 GMP（Good Manufacturing Practices）是指優質生產標準。該守則是政府就生產營養保健食品的方法、儀器、設備及監控而制定的一套標準。紐崔萊嚴格執行這套標準，保證產品安全及質素優良。保障消費者的安全是紐崔萊的首要任務。
- 75 湖景鎮的飲料生產設施，每年生產高達1,000萬罐及1億小包產品。



## GLOBAL

- 1 Carl F. Rehnberg created and marketed the Nutrilite® Brand in 1934. It was the first multivitamin/multimineral food supplement sold in North America.
- 2 Nutrilite® is the world's leading brand of vitamin, mineral and dietary supplements, based on 2008 sales.
- 3 Millions of people in more than 54 countries and territories use Nutrilite® products every day.
- 4 Dr. Sam Rehnberg believes that if Business Owners followed these six simple steps for selling Nutrilite® Products, they will find success: 1) Use the products; 2) Learn about nutrition; 3) Live the products; 4) Be a friend; 5) Share your knowledge; 6) Give good service. Go to [www.nutrilite.com](http://www.nutrilite.com) for more information on these steps to success.
- 5 Since 1997, the Nutrilite Experience in Buena Park, California, has attracted over 14,000 Amway and Amway Global Distributors from over 25 countries, making it one of the most international health-focused programs of its kind.
- 6 In June, 2008, Nutrilite posted a record US\$3.1 billion in sales over the previous 12 months.
- 7 In December, 2008, Nutrilite partnered with AC Milan, the most successful football/soccer club in the world. Ronaldinho, a two-time FIFA Player of the Year is now a member of the AC Milan team.
- 8 Ronaldinho, the Amway One By One Global Ambassador, leads Nutrilite's Goal by Goal program. US\$10,000 is contributed by Nutrilite to the Amway One By One Campaign for Children each time Ronaldinho makes a goal.

## FARMS

- 9 Nutrilite® is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms.
- 10 At the Lakeview farm, we use beneficial insects to do battle with harmful insects. One of the most important beneficial insects is the ladybug, which can eat 5,000 aphids in its lifetime.
- 11 Nutrilite grows up to 70 botanicals and three million pounds of herbs, including Echinacea and chamomile, every year on approximately 700 acres (283 hectares) at the Trout Lake farms in Washington State.
- 12 Strict organic farming practices are used at Nutrilite farms. These practices promote healthy plants and soil by avoiding synthetic chemical pesticides, herbicides, and fertilizers. The result is plants that are better able to resist disease and insects.
- 13 Located in Ubajara, Ceara, in central Brazil, just three degrees south of the equator, there are approximately 4,100 acres (1,660 hectares) of prime farmland where Nutrilite cultivates acerola cherries, one of the world's richest sources of vitamin C.
- 14 Located in Rancho El Petacal, Jalisco, in central Mexico, there are 1400 acres (566 hectares) of farmland where Nutrilite harvests many crops, including broccoli, spinach, watercress and alfalfa.
- 15 Nutrilite grows alfalfa and carrots on approximately 45 acres (18 hectares) of farmland in Lakeview, California.
- 16 No other supplement company in the world owns more farmland utilizing organic farming practices.
- 17 "Certified Organic" means that our farms are inspected each year by accredited certifying agencies for compliance with strict standards of performance.
- 18 Nutrilite's organic farming techniques often exceed the minimum organic certification standards to ensure Nutrilite® ingredients from the farms are as close to nature as possible.
- 19 On all Nutrilite farms, crops are grown in accordance with the cycles of nature. That means replenishing the soil instead of depleting its nutrients, and using sustainable practices rather than synthetic chemicals to control weeds, insects and diseases.
- 20 Nutrilite has engineered a unique piece of harvesting equipment that cuts only the top few inches of alfalfa, the part of the plant where an abundance of phytonutrients is present.





- 21 One reason alfalfa is rich in nutrients is because its roots extend as much as 30 feet into the soil, reaching stores of deeply buried nutrients and gaining access to moisture even during times of extreme drought.
- 22 Nutrilite's sustainable farming techniques for the past seven decades have included sustainable soil management, an integrated pest management system, composting, and nutrient recycling efforts that put organic materials back into the soil.
- 23 Trout Lake Farm is one of the largest certified organic herb farms in North America.
- 24 Earthworms are used on Nutrilite farms to aerate the soil, speed up decomposition of plant material plowed back into the soil, add natural humus material, and create natural channels in the soil for enhanced water infiltration.
- 25 An earthworm can ingest its own weight in soil every 24 hours, and earthworms on a well-stocked acre can pass 10–18 tons of dry earth annually through their intestines.
- 26 The name of the farm in Mexico, "El Petacal," literally means "basket" and refers to the basket that local residents of the area make to carry their produce and crops.
- 27 Nutrilite's Brazil farming practices are sustainable and rely on biodynamic principles. This type of farming seeks to harmonize the forests, livestock, people, and crops with the natural, balanced cycles of life on the farm and in the community.
- 28 Nutrilite's continued crop improvement has led to identification and selection of acerola trees that yield more fruit, have a higher level of vitamin C, and are more resistant to environmental stress.
- 29 All plant materials left over from the processing of plants are recycled into the composting operation to be returned to the soil in a few short months as valuable nutrients.
- 30 Within hours of being harvested, fruits and vegetables can lose more than 20% of their nutritional potency.
- 31 It takes 13 kilograms of alfalfa to make one kilogram of concentrate.
- 32 It takes 14 kilograms of acerola cherries to make one kilogram of acerola concentrate.



- 33 Currently, every Nutrilite Farm is researching and growing a minimum of five to six new types of plants every year.
- 34 Nutrilite is actively pursuing the "NutriCert" program to ensure that all outside suppliers follow the strict guidelines of our own organic farming philosophy, guided by sustainable principles.
- 35 The best acerola varieties for vitamin C production and disease resistance are selected for use in Nutrilite® products. In order to introduce the best varieties, the Brazil farm is currently replacing 10,000 Acerola trees with new varieties.
- 36 Vitamin C levels in the acerola cherries grown on Nutrilite farms will increase 25% by the year 2012.



## EDUCATION

- 37 Carl Rehnberg's vision of a multivitamin and multimineral product was derived from his own personal observations while living in China, where he witnessed a direct correlation between dietary habits and health status.
- 38 Dr. Carl "Sam" Rehnberg, son of Nutrilite founder C. F. Rehnberg, established the Rehnberg Center for Nutrition and Wellness in 1996. It evolved into the Nutrilite Health Institute in 2002 and is the primary source of research, education and training for Nutrilite® products.
- 39 Acerola cherries, picked in the unripe stage, contain 25 times more vitamin C than oranges on a weight-for-weight basis.
- 40 One tiny acerola cherry contains the same amount of vitamin C as in four oranges.
- 41 Phytonutrients are naturally occurring compounds found within plants, fruits and vegetables that protect the plants from potentially damaging environmental factors.
- 42 The Nutrilite Health Institute Center for Optimal Health is a 33,000 square foot scientific, education and training facility in Buena Park, California. It is dedicated to helping people achieve optimal health.
- 43 The development of healthy concentrates involves four key steps: 1) start with plants that are high in nutritional value; 2) harvest the plants when they reach their own peak nutrient levels; 3) process within hours before the nutrients start to degrade; 4) use a final concentration process to lock in the nutrients.



## SCIENCE

- 44 Chromatography is a process that scientifically validates the advantages of Nutrilite® supplements by identifying phytonutrients within a plant and within the concentrates Nutrilite utilizes.
- 45 Nutrilite currently holds over 150 granted and pending patents worldwide.
- 46 The Nutrilite Health Institute's Clinical Investigation program has supported more than 55 clinical studies on Nutrilite concentrates, products and prototypes.
- 47 Nutrilite has over 100 scientists, researchers and educators. We have one of the largest scientific staffs in the dietary supplement industry.
- 48 Many types of "bioassays" are performed by Nutrilite scientists at the Health Institute. These bioassays measure the activity of phytonutrients in conditions similar to those found in the human body.
- 49 To ensure quality, Nutrilite performs more than 15,000 tests each and every month and over 400,000 quality evaluations each year.
- 50 Nutrilite has published more than 80 scientific manuscripts and our scientists have made over 150 presentations at scientific, technical and professional meetings. A publications list can be found at <http://www.nutrilite.com/en-us/Media/publications.pdf>.
- 51 A study of the gene expression patterns of people using Triple Guard Echinacea was completed by Nutrilite scientists and presented at the International Scientific Conference on Contemporary, Alternative and Integrated Medical Research. The poster was recognized with the Osher Award for best overall poster presentation in 2002.
- 52 A manuscript authored by Nutrilite Scientific Advisory Board member Kenneth Kornman D.D.S., Ph.D.; Nutrilite scientists David Krempin, Ph.D., Audra Davies, M.S., Keith Randolph, Ph.D., Kerry Grann, Dr.PH, and Haeri Roh-Schmidt, Ph.D.; and John Rogus, Sc.D., won the 12th Annual John M. Kinney Award in the category of Nutrition and Metabolism. The manuscript is titled "Interleukin-1 genotype-selective inhibition of inflammatory mediators by a botanical: a nutrigenetics proof of concept" and is published in Nutrition Journal, 2007;23:844-852.
- 53 The Nutrilite Health Institute Scientific Advisory Board consists of ten members from around the world, including Dr. Sam Rehnberg, President of the Nutrilite Health Institute. These leading scientists represent the disciplines of industry, medicine, research and academics.
- 54 After more than three years of development work, Nutrilite launched Nutrigenomics in 2006.
- 55 Nutrilite has five Research & Development facilities located in the United States and China.
- 56 Nutrilite has sponsored over 55 scientific conferences and symposia since 1996.
- 57 Since 1996, Nutrilite has partnered with the Department of Human Nutrition and Food Science at California State Polytechnic University, Pomona, to host a biennial International Phytochemical Conference. Each biennial conference features presentations by and for the scientific and academic communities regarding state-of-the-art phytochemical research in the areas of nutrition and phytonutrients.
- 62 Manufacturing operations in Buena Park, California, produce up to 15-25 million quality tablets and capsules every year.
- 63 At a separate packaging area found in Buena Park, the finished tablets go through final inspection before being packaged and shipped. This area can package 40 million units annually.
- 64 It takes 4-8 tons of pressure to form a Nutrilite® tablet.
- 65 Nutrilite believes in using only the finest ingredients in its more than 210 nutritional supplement products, which include tablets, capsules, powder drink mixes, nutritional snacks and bars.
- 66 Nutrilite tablet presses compress 100 tablets in the time it takes to say "Nutrilite."
- 67 Nutrilite tablet presses compress 1,000,000 tablets every 14 minutes.
- 68 On a daily average, we press 12 to 24 million Nutrilite® tablets and fill 120,000 to 240,000 bottles.
- 69 Nutrilite utilizes a pilot plant to develop new concentrate manufacturing processes, study new processing techniques, and support the manufacturing of concentrates.
- 70 Nutrilite can begin the dehydration process of plant crops as little as 30 minutes after harvesting.
- 71 Our patented dehydration process is part of what makes Nutrilite® products so unique. Excessive heat can destroy fragile nutrients. This is why we take special precautions to avoid high temperatures during the dehydration process.
- 72 The removal of water during the dehydration phase actually preserves the essential nutrients within the plant cells. When in a dry state, no deterioration will take place.
- 73 The Nutrilite extraction technique removes the nutrients from plants by reaching into the fiber itself and extracting the vitamins, minerals and phytonutrients, then concentrating and spray-drying to preserve their phytonutrients.
- 74 GMP stands for Good Manufacturing Practices. These standards are set by government regulators who govern the methods, equipment, facilities and controls required for manufacturing dietary supplements. Nutrilite utilizes GMPs because these standards are a quality management system to ensure that products are safe, properly identified and of the highest quality. Customer safety is our number one concern.
- 75 The powder drink facility at Lakeview produces up to 10 million canisters and 100 million pouches of products every year.

## MANUFACTURING

- 58 The dehydration facility in El Petacal, Mexico, can process up to 31,200 pounds (14,181 kilograms) of fresh plant material per day.
- 59 Nutrilite's 22-acre (9 hectare) Buena Park, California, facility is located 15 miles southeast of Los Angeles.
- 60 At the Buena Park facility, a 23,000 square foot quality assurance facility ensures that products meet the high standards of the company and regulatory agencies.
- 61 At Buena Park, Nutrilite manufactures and packages up to 100 million food bars every year.



# 紐崔萊助世界冠軍再創高峰

## Nutriline Helps World's Champion Step Forward



里普梅仙奴球技出眾，曾奪多項世界冠軍。

全球銷量冠軍的維他命、礦物質及保健食品品牌（根據2008年銷售額）紐崔萊獲得來自菲律賓的世界著名保齡球員里普梅仙奴擔任代言人，他是全球最頂級的保齡球員，亦是擁有最多保齡球賽冠軍的世界紀錄保持者，他曾六奪世界錦標賽冠軍，也是四屆世界盃冠軍。里普梅仙奴不但是唯一一位獲頒國際奧委會主席獎座的保齡球員，更成為首位躋身國際保齡名人堂的男球手，其七呎高的雕像就放置於名人堂博物館入口，戰績彪炳。

Nutriline, the world's leading brand of vitamins, minerals, and dietary supplements (based on 2008 sales), has established a sponsorship agreement with yet another world-renowned athlete. Rafael "Paeng" Nepomuceno is undoubtedly the world's greatest bowler, holding the world record for the most bowling tournament titles won. Among his many achievements, he has won the World Bowling Championship six times, and taken home the World Cup of Bowling four times. He is the only bowler in the world to receive the prestigious International Olympic Committee's President's Trophy and was the first international male bowler to be enshrined in the International Bowling Hall of Fame and Museum in St. Louis, Missouri. A seven-foot image of Paeng is on display in the museum entrance.

### 多寶營養片打穩根基 4300 DP\$293

我們的保齡球技術雖不及里普梅仙奴，但也可以學習他如何打好健康基礎。紐崔萊多寶營養片提供24種維他命及礦物質，加上植物精華，足以為你的身體打好底子。

### 蛋白質粉保持健康 0145 DP\$293

為時常取得最佳表現，除多寶營養片外，里普梅仙奴會在每日餐單中加入紐崔萊蛋白質粉，蛋白質粉可提高體內整體蛋白質水平，以增強肌肉及保持耐力，從而改善健康。



里普梅仙奴是擁有最多保齡球賽冠軍的世界紀錄保持者。



紐崔萊多寶營養片和蛋白質粉能助你保持健康。

### Nutriline Double X – 24 vitamins and minerals 4300 DP\$293

While our bowling skills may not be as precise as Paeng's, we all share a need to take good care of our bodies. Nutriline Double X provides 24 vitamins and minerals that work in synergy with botanical extracts to build a strong base for good health.

### Nutriline Protein – a great protein boost 0145 DP\$293

Paeng has added Nutriline Protein to his daily regimen to help ensure he can always perform at his absolute best. Nutriline protein is ideal for raising the body's overall protein level, helping to build and maintain muscle and endurance and promote optimal health.

# 預防隱性都市病——肝臟之護養

## Invisible Urban Illnesses - Liver Disease

長時間工作、缺乏足夠睡眠，再加上多肉少菜的飲食習慣，都市人可能已患上肝臟、心臟等隱形都市病而不自知。我們必須先了解這些疾病的成因及影響，再從飲食、運動及營養保健產品方面著手，防患於未然。今期將會為大家解構肝臟疾病這個都市病，由基本護養開始，助你保持健康體魄。

Long working hours, inadequate sleep and an unbalanced diet may cause invisible urban illnesses such as liver disease among city dwellers. To protect yourself against such illnesses it's important to understand the benefits of preventative measures. Take a look at these basic prevention steps and put yourself on the path to living a healthier life!

### 容易忽略的都市病

肝病是常見的都市病之一，喝太多酒、長期疲勞、作息不規律，也會對肝造成傷害。由於肝病症狀早期病徵不太明顯，只有稍微感到乏力，容易疲勞或食慾不振等，所以容易被忽略，以為只是一般工作過勞所致，直至出現噁心、低燒、頭昏耳鳴、面色萎黃等，才發現患上肝病，但此時肝臟可能已經失去功能，情況嚴重者，還可能需進行切割手術。

### 所有營養的加工廠

肝臟的主要功能為排走體內毒素、儲存脂溶性維他命如維他命A、D、E、K，以及負責脂肪的分解代謝。若不好好保養肝臟，肝臟功能會慢慢受到削弱，可能令身體逐漸積存毒素，無法及時排走，導致免疫功能下降或紊亂，容易出現各種感染，如感冒、腹瀉等。而當肝臟未能有效儲存人體所需之營養如維他命，亦可能因營養不良而導致身體各部份機能衰退。此外，身體部份脂肪會儲存於肝臟，若未能有效分解所儲存的脂肪，亦會令肝臟功能進一步下降，最後更可能演變成肝硬化或肝癌等嚴重情況。

### 患者愈趨年青

肝病有許多成因，例如肥胖、飲酒過多，都會令正常的肝臟功能受到阻礙。有統計數字顯示，肝病患者愈趨年輕，這是由於都市人向來有多肉少菜的飲食習慣，加上經常飲酒應酬，長此下去可導致脂肪肝、肝硬化，甚至肝癌。不過，亦有專家指出，有幾類肝病是由基因缺陷引起，嬰兒時期就可能被確診，但或許到成人後才會發病。而乙型肝炎帶菌者亦有較大機會患上肝癌，所以若是乙型肝炎帶菌者，應特別留意身體狀況，最好定期作身體檢查，病向淺中醫。

### 飲食均衡多運動

大家可見護肝的重要性，基本上，能做到少飲酒、多運動、均衡飲食，已是預防肝病的最佳方法。營養師會建議多吃含抗氧化成分的食品，如西蘭花、藍莓等，有需要的話，還可依據專業指示，攝取適當蛋白質及營養素來保護肝臟。



都市人生活節奏急促，商務酬酢頻繁，容易影響肝臟健康。

### 紐崔萊 助您保持肝臟健康

#### 乳薊果精華

- 含天然抗氧化物水飛薊素，能保護肝臟細胞；當中護肝功效最高的水飛薊素含量高達130毫克。
- 經精密標準化提煉，確保產品含有達80%有效成分。
- 含有維持肝臟健康的蒲公英根及黃薑精華，護肝效果全面。



#### 硒質維他命E片

- 含硒質及維他命E，結合兩種抗氧化劑，為肝臟提供雙重抗氧化保護。

#### 多寶營養片

- 有效維持DNA穩定性，有助維持肝臟健康。

#### 蛋白質粉

- 蛋白質組成人體酵素，有助肝臟發揮合成、轉化等代謝作用。

### 紐崔萊產品優惠

凡購買以下任何健康組合，均可享DP\$180折扣優惠。數量有限，售完即止。

**肝臟健康組合**（包括多寶營養片1盒 + 蛋白質粉1罐 + 乳薊果精華1瓶 + 硒質維他命E片1瓶） 原價：DP\$1,059；優惠價DP\$879

**骨骼健康組合**（包括多寶營養片1盒 + 蛋白質粉1罐 + 健絡精華1瓶 + 鈣鎂片1瓶） 原價：DP\$1,002；優惠價DP\$822

**心臟健康組合**（包括多寶營養片1盒 + 蛋白質粉1罐 + 奧米加三脂肪酸1瓶 + 卵磷脂維他命E片1瓶） 原價：DP\$1,061；優惠價DP\$881



## 雅姿水盈保濕系列 沙漠植物鎖濕精華 強效保濕智慧

Artistry essentials  
Desert Hydration Complex  
Boosting the Skin's Ability to Lock in Moisture

天氣乾燥的秋季將至，對擁有敏感皮膚及乾性皮膚的女士都是一大挑戰，甚至已開始為找尋合適的護膚品而煩惱。繼潔面、爽膚及潤膚3部曲產品後，雅姿水盈保濕系列特別帶來高效舒緩面霜及強效保濕精華，兩款針對性強效保濕方案，讓女士在乾燥的日子繼續擁有滋潤而保濕的肌膚，美艷動人。

Autumn – a season characterised by lower humidity – is on its way. Choosing the right skincare products is never easy during this cooler, dryer period, which is why Artistry essentials has launched Soothing Crème and Moisture Plus to help protect and enhance your skin.





## 高效舒緩面霜 舒緩保濕之選

高效舒緩面霜特別適合肌膚嬌嫩的女士，其質地潤澤輕柔，無香氣、無酒精，能舒緩因刺激出現的肌膚紅印或敏感，更可為你的肌膚進行高效保濕。高效舒緩面霜適合任何肌膚使用，包括敏感性肌膚。

高效舒緩面霜含特製的天然紫竹、甘草及藍蓮花抗敏感複合配方，加上奧米加3及維他命A、C、E及B5養分，用後肌膚變得更潤澤輕柔，亦能加強防禦能力。

### Soothing Crème – Soothing while Hydrating

Soothing Crème is especially suitable for delicate skin that needs special care during autumn. The crème has a lightweight texture and is perfume and alcohol free. It can soothe red patches which may appear when your skin gets irritated. The crème is formulated with Soothing Complex, including Black Bamboo, Licorice and Blue Lotus flower, and enriched with Omega 3 and Vitamins A, C, E and B5 to make it a perfect solution for all types of skin, including sensitive skin.



4135 DP\$220

## 強效保濕精華 植物精華助鎖水

肌膚全年365日都需要保濕，但在乾燥的季節，你的皮膚也會變得乾燥，保留水分的能力亦會減弱，此時你最需要為肌膚進行保濕，強效保濕精華能快速做到保濕效果，兼且鎖住水分，滋潤肌膚。

強效保濕精華含多種植物精華及維他命養分，當中包括葵花籽油、堅果油、橄欖果油、瓊崖海棠油及米糠油等多種脂肪酸，令保濕功能大大提升。

### Moisture Plus – The Natural Moisture Booster

Your skin needs to lock in moisture all year round, but especially during the dry season. Experience instant hydration when your skin needs it the most with essentials Moisture Plus, which gives a vitamin-rich moisture boost to refresh your skin. Moisture Plus uses a botanical and vitamin-enriched concentrate, containing fatty acids such as Sunflower Oil, Macadamia Oil, Olive Oil, Olive Fruit Oil, Tamanu Oil and Rice Bran Oil, that boosts the skin's ability to lock in moisture.



4133 DP\$210



# eSpring智能淨水器

## 體現泡茶智慧 實踐健康生活

### eSpring Makes Perfect Tea

今時今日，品茗已成為一種時尚。要泡一壺靚茶，所需工夫可不少，單是茶具就已包括水注、茗爐、茶則、茶匙、茶壺、茶海、茶盤和茶杯等；然而，最需要注意的是水質，如果水質夠純淨，所泡的茶自然更加甘香，令人回味無窮。難怪對茶藝有研究的朋友說要將自來水隔夜存放，待氯氣揮發後才可使用，甚至要到山澗取山水泡茶，無非想用最清純的水來泡茶。

Today, tea brewing has become a trendy hobby. Apart from collecting tea sets, some tea lovers may even get water from the creeks in order to make the perfect cup of tea because the quality of water will directly influence the quality of tea.



對茶藝有研究的朋友來說，選用清澈、天然及含有礦物質的水才是泡一壺好茶的關鍵。



黃太以玻璃壺煲水泡茶，方便看到水滾的程度。這個壺原來已使用了20年，卻仍然非常潔淨，全因她一直使用安利淨水器的淨水泡茶。

### 從淨水實現泡茶智慧

對於泡茶，學習茶藝多年的黃太表示箇中秘訣在於eSpring智能淨水器。選用安利產品超過20年的她指出，要泡一壺好茶，首要注意水質是否清澈、天然及含有礦物質，eSpring淨水完全符合要求，最能令茶葉的清香發揮得更加淋漓盡致，入口齒頰留香。

另外，泡茶的溫度亦要恰到好處，例如泡龍井茶，水溫應控制在70-80度，過高會令茶有苦澀味；但如果用未經殺菌及濾淨的自來水及只煮沸至70-80度，水中會有雜質和細菌病毒之餘，亦不合乎衛生及安全；如果將水煮沸至100度再等待水溫下降才泡茶，則極之費時失事。自從選用安利淨水器後，黃太只需憑泡茶經驗將水煮沸至「蝦眼水」程度，便可用來泡茶，方便之餘，效果極佳。

### 健康生活源於淨水

黃太使用安利淨水器後，更深刻體會到淨水對身體健康的重要性，所以她不但自己使用，亦為已成家立室的子女添置eSpring智能淨水機，齊齊過著純淨健康生活。現在黃太和家人都更健康，甚少病痛，連膚色也變得更白通透。

eSpring智能淨水器過濾出來的淨水，以紫外光燈有效滅除了水中超過99.99%的有害細菌及病毒，並去除了超過140種有害污染物，水質純淨清澈，自然能泡出一杯茶香馥郁的好茶。

### The Wisdom of Tea Brewing

Mrs. Wong is a tea lover and takes pride in her tea-brewing abilities. She has used Amway products for over 20 years and believes that eSpring helps her to make the perfect cup of tea. She points out that tea brewing heavily depends on the quality and temperature of the water, and eSpring is the best choice because it is pure, natural and rich in minerals.

Water temperature is also a vital factor, if the temperature is too high, the tea will taste rough and bitter; if the water is untreated or is only boiled to 70-80 degrees Celsius, it will contain impurities and be unhygienic; and if the water has to be cooled down, it may waste time and energy. eSpring is the perfect solution because it provides you with treated and purified water at the optimum temperature, giving your tea a better scent and a sweeter taste.

### The Source of Good Health

After using water purifier, she realizes that purified water is important to health. Mrs. Wong has been delighted to introduce eSpring to her children and relatives, enabling them to experience the purity and protection the system can bring. Using eSpring for cooking and washing has reduced the number of trips to the doctor for her family, while other benefits include an improvement in their skin condition.



用eSpring的淨水泡茶，效果一流，健康又節能。







## eSpring™ 迎新囍訊

你享折扣優惠\$900 我獲獎賞免費濾心

eSpring Dual Benefit \$900 Discount for You Free Filter Cartridge for Me

安利誠邀您成為「減碳家庭」一份子，為綠色地球出一分力！

Be a Carbon Minus Family. Be Environmentally Friendly.

喜訊 1  
GOOD NEWS 1新用戶優惠  
Benefit for New Users0188 DP\$5,680  
**減\$900**  
Discount

憑 介紹券 可享

即時折扣優惠\$900\*

購買安利eSpring智能淨水器

A \$900 discount\* for  
eSpring purchase upon  
presenting 介紹券喜訊 2  
GOOD NEWS 2介紹人獎賞  
Benefit for Sponsors成功推介  
1台  
1 eSpring  
referral濾心匣五折  
優惠券  
eSpring Filter Cartridge  
50% off discount coupon成功推介  
2台  
2 eSpring  
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Filter Cartridge0186  
DP\$873成功推介安利eSpring智能  
淨水器給親友，有機會獲獎  
賞**免費濾心匣**，推介越  
多，獎賞更多！Existing eSpring users  
will get a **free filter  
cartridge** upon  
successful referral of new  
users to buy eSpring. The  
more you refer, the more  
filters you get!

## 備註

綠色折扣優惠期由2009年5月1日至9月10日。

\* 推廣期內購買安利eSpring智能淨水器，可享折扣優惠\$900及最高24個月免息分期。

# 獎賞免費濾心匣計算方法：

- (1) 成功推介安利eSpring智能淨水器1台，可獲獎賞【濾心匣五折優惠券】1張；
- (2) 成功推介安利eSpring智能淨水器2台，可獲獎賞免費濾心匣1個；
- (3) 獎賞不設上限。

想了解更多有關eSpring的環保資料及產品優點，請瀏覽[www.espring.com](http://www.espring.com)或致電安利熱線2969 6300。

## Remarks

The promotion starts from May 1 to September 10, 2009.

\* During the promotion, each new user is entitled to enjoy a \$900 discount and up to 24-month interest-free installment.

# Mechanism of free filter cartridge redemption:

- (1) you are entitled to an eSpring Filter 50% off discount coupon for successful referral of the first eSpring Water Purifier.
- (2) you are entitled to a free eSpring filter for referring the second eSpring; the mechanism applies and so forth.
- (3) Unlimited redemption quota.

For more information on eSpring and environmental protection, please visit [www.espring.com](http://www.espring.com) or call the Amway Service Hotline at 2969 6300.



泰式辣椒膏炒花甲  
Stir-fried Clams with Thai Chili Paste



## 烹煮器皿 Utensil



皇后牌七層不銹鋼鑊  
Amway Seven-ply Wok

準備時間：10分鐘

烹調時間：15分鐘

Preparation time: 10 minutes

Cooking time: 15 minutes

## 材料

洋蔥	½個
乾蔥碎	1湯匙
紅辣椒	½個
青辣椒	½個
花甲	640克
九層塔	8片
生粉水	適量

## 汁料

泰國辣椒膏	3湯匙
蠔油	1湯匙
水	少許

## Ingredients

Onion	½
Grated shallot	1 tbsp
Red bell pepper	½
Green bell pepper	½
Clams	640g
Basil	8 leaves
Cornstarch in water	suitable amount

## Sauce

Thai chili paste	3 tbsps
Oyster sauce	1 tbsp
Water	suitable amount

## 食譜筆記

- 1 泰國辣椒膏乃蝦肉蝦殼爆透而成的辣椒醬，味道鮮甜而不辣，是炒海鮮的絕配，泰國雜貨店有售。
- 2 花甲肉厚味鮮甜，沒有太多泥沙及污物，容易清洗及處理，除了花甲，可按個人喜好改用蜆子及青口。
- 3 皇后煲採用18:8優質不銹鋼及多層結構製造，導熱速度快，保溫效能高，鎖住海鮮水分，免水炒海鮮，更保留原汁原味。

## Notes

- 1 Thai chili paste is made from shrimp meat and shells. It is sweet and not spicy and is a good match with stir-fried seafood. It is available at Thai grocery stores.
- 2 Clam meat is fresh and sweet without much sand or impurities. It is easy to wash and cook. Razor clams or mussels can be substituted.
- 3 Queen cookware is made of the finest 18/8 stainless steel. It promotes fast heat distribution and maintains a constant temperature even on a low heat. It can lock the moisture of seafood and enables cooking without adding water to retain the food's freshness.

## 做法 Method

- 1 花甲沖水後擦洗乾淨，瀝水備用。  
Wash the clams and scrub, then wipe clean. Drain well.



- 2 洋蔥切絲，紅青辣椒切件。  
Slice the onion. Cut the red and green bell peppers into pieces.



- 3 大火燒熱油，將洋蔥及辣椒炒香，下花甲及汁料兜勻，加蓋片刻，待花甲開口，下九層塔及生粉水埋芡，上碟即可。  
Heat the oil on a high heat and stir-fry the onion and pepper. Add the clams and sauce, stir well. Cover for a while until the clams open. Add the basil, then add the cornstarch and water mixture to thicken the sauce. Serve immediately.



# 安利(香港) 35週年直銷商年會

## Amway Hong Kong 35th Anniversary Distributor Convention

安利踏入光輝35載，我們誠邀你共享輝煌成就，展望無限機遇。美國安利公司主席史提夫·溫安洛將來港參加壓軸慶典，與一眾嘉賓分享安利的驕人事業，締造璀璨光輝的時刻。

*To celebrate Amway Hong Kong's 35th anniversary, you are invited to join with Amway Corporation Chairman Steve Van Andel and other honorable guests to celebrate our great achievements and share our joy at being part of the winning Amway team.*



美國安利公司主席  
史提夫·溫安洛先生



美國安利公司執行副總裁  
鄭李錦芬女士



安利(香港)總經理  
余偉業先生

日期：2009年10月31日(星期六)

時間：晚上7時正

地點：灣仔伊利沙伯體育館

嘉賓：美國安利公司主席史提夫·溫安洛先生、  
美國安利公司執行副總裁鄭李錦芬女士、  
安利(香港)皇冠大使傅南生先生及吳彩雲  
女士、安利(香港)總經理余偉業先生、著名  
歌手李克勤先生

Date : Saturday, October 31, 2009

Time : 7:00 pm

Venue : Queen Elizabeth Stadium

Guests of Honour : Mr. Steve Van Andel, Chairman, Amway Corporation; Mrs. Eva Cheng, Executive Vice President, Amway Corporation; Clement & Anita Fu, Crown Ambassador Direct Distributor, Amway Hong Kong; Mr. Ricky Yu, General Manager, Amway Hong Kong; Mr. Hacken Lee, top canton-pop singer.



安利(香港)皇冠大使  
傅南生先生及吳彩雲女士



著名歌手李克勤先生



# 減碳運動 由家・生活做起

## 專訪環境保育專家李樂詩博士

### Reducing Carbon Emissions in Our Daily Lives

### Interview with Environmental Protection Specialist Dr. Rebecca Lee

香港這個鋼筋森林，空氣混濁得叫人透不過氣來，可有想過我們的物質生活不單令大都會的空氣質素每下愈況和天氣變異外，同時更令大自然潔淨無瑕的淨土受到威脅。環境保育專家李樂詩博士強調：「雖然今日開始拯救極地已不可以令其復原，但亦可阻止再惡化，因為這正蠶食著整個地球的大自然生態平衡。」愛護地球、積極推行環保行動已刻不容緩，減碳環保應由家庭開始，以良好親子關係教育下一代，以愛心宣傳環保減碳行動。

Global warming is undoubtedly an issue of growing concern, and it's something that will impact on us all. Environmental protection specialist Dr. Rebecca Lee emphasizes that even with fast action, "the damage will not be recovered, but at least the situation will not get worse." She believes we need to take immediate action to protect the environment and that it's vital to let our children know about the importance of "carbon minus" living to help ensure the future of the Earth.



極地探險家兼環保專家李樂詩博士積極宣揚環保訊息。

#### 極地異變 影響深遠

生活在大都會的你我，大概會說全球暖化和極地變異對我們來說並非貼身的題目，事實上，這個大自然生態的巨變絕對影響著我們的生活。極地探險家兼環境保育專家李樂詩博士曾多次到極地考察，對全球暖化及碳排過量為大自然帶來的惡夢有最深切的體會：「眼前所見就是冰川融化，極地生活的動植物面臨絕種的威脅，專家已設立了種籽庫，讓極地植物得已延續，可是動物如北極熊可能很快就絕種了。」她續說：「碳排過量令環境污染，帶來全球暖化，最後造成冰川融化，就會帶來旱災和洪水，颶風、熱浪和龍捲風等天災就會陸續出現，這是和全球人類息息相關的。」事實上污染了的冰川水流入海洋，魚兒在污染了的海水中生活，我們最後會因吃了這些魚而影響健康。



地球不斷暖化，李樂詩呼籲大家要着力推動環保。

#### 減碳生活 由家出發

李博士近年積極推動環境保育，她覺得香港人的環保意識很好，公民教育亦已做得不錯，只是大家對於付諸行動卻略欠積極。雖然自政府徵收膠袋稅後，香港人已習慣了多用環保購物袋，但還應做到減少浪費資源，例如關掉無需使用的照明設備。

香港現時每年大約排放溫室氣體4,500萬公噸，而發電過程是香港最大的溫室氣體排放源，碳排放量有6成均來自電力。在電力的最終用途中，建築物佔全港總用電量達89%，因此，減低建築物運作時的耗電量對於減少溫室氣體排放至為關鍵。李博士鼓勵香港地產商在興建新建築物時，最好多考慮從環保角度出發，例如設計上多採納天然光，減少不必要的裝飾設計，對減碳環保有極大的幫助。

#### 以身作則 對抗暖化

另外，選用能生物降解的家庭用品亦可減少碳排放，她說南北極考察隊、科學家和環保人士都很注重環保，並揀選能生物降解的產品使用。而中國南北極考察隊及極地考察船雪龍號，都已全面使用安利多款可生物降解的洗潔精及清潔劑等產品。

李博士認為提高下一代的環保減碳意識是拯救地球暖化最重要一步，但香港家長往往將公民教育視為學校的責任，李博士卻認為親子教育才是最有效的教育方法。她建議大家花多點時間與孩子相處，與他們一起看看介紹大自然的影片，以身作則，讓孩子看到父母如何珍惜資源，不浪費食物，以及多到郊外，既有益身心，又可親身感受大自然帶給我們那份清新怡人的感覺。

#### 減碳生活宣言

- 1 多乘搭交通工具代替自己駕車。
- 2 出入房間順手關燈。
- 3 選用有能源效益標籤的電器。
- 4 自備環保袋。
- 5 減少使用即棄產品，例如飯盒和即棄筷子。
- 6 買車時選低碳排的汽車。
- 7 開空調時保持在25.5℃。
- 8 多吃蔬菜少吃肉。
- 9 減少不必要的生活裝飾品。





李樂詩是首位踏足三極的女探險家，身後的中國最大極地考察船雪龍號全面使用安利環保產品，保護環境。

## Global Warming Harms the Earth

Dr. Rebecca Lee is an explorer and environmental protection specialist, during her expeditions to the North and South Poles, Rebecca has witnessed the tragedy resulting from global warming and increased carbon emissions. "I have seen glaciers melting and animals such as polar bears facing extinction," she says. "Glacier melt water may bring floods and all sorts of natural disasters, while polluted water from melted glaciers may affect marine life, including the fish we eat."

## Carbon Minus Living Starts from Family

Rebecca says that Hong Kong people have an increasingly strong sense of the importance of environmental protection, and she's pleased to see a big drop in plastic bag use since the tax on plastic bags was enforced in July 2009 by the Hong Kong Government. As a next step Rebecca suggests that Hong Kong people should become more aware of the need to conserve energy and resources, taking measures such as switching off lights to reduce electricity consumption.

A great amount of greenhouse gas is emitted when a power plant generates electricity, and power generation is the main source of greenhouse gas emissions in Hong Kong. That means it's vital to decrease the power consumption in all our buildings in the city. To this end Rebecca encourages property developers to take account of environmental protection during the construction phase, implementing measures such as the use of more natural light.

## Tackle Global Warming through Education

Rebecca says using biodegradable household products also helps reduce carbon emissions. Rebecca recalls that the research expedition teams and scientists in Arctic and Antarctica regions use biodegradable products in order to protect the earth. And the China National Arctic and Antarctica Research Expedition and ice-breaking ship Icebreaker Xuelong are all using Amway products which are biodegradable.

Rebecca believes the best way to tackle global warming is to promote the importance of living a "carbon minus" life among our children. Parents should spend more time with their children, watching films about the natural environment and setting a good example to let children know how to preserve resources. Parents should also take their youngsters to rural areas to experience the beauty and the freshness of the natural environment.

## How you can reduce your carbon emissions

1. Use public transportation.
2. Switch off lights when going out.
3. Buy electric appliances with the Energy Label.
4. Bring your own shopping bag.
5. Avoid using disposable products such as throwaway tableware.
6. If you have to buy a car, make sure it's a hybrid.
7. Keep air conditioners at 25.5 degrees Celsius.
8. Eat more vegetables and less meat.
9. Use fewer unnecessary decorative products.



李樂詩認為父母應以身作則，教導小朋友如何愛惜地球。

## 首位踏足三極的女探險家

李樂詩博士為首位踏足南極、北極及珠峰雪域的女探險家，曾出訪北極十次、南極六次；珠穆朗瑪峰雪域三次、塔克拉瑪平沙漠三次，以及雅魯藏布大峽谷。李博士並於1997年成立「中國極地博物館基金」及設立極地博物館，推廣極地科學知識，近年積極提倡公民及環境保育，為保護環境不遺餘力。

## The first woman to have visited all three extremities

Dr. Rebecca Lee is the first woman to have visited all three extremities of our planet - the North and South Poles and Mount Everest. And these were not one-off visits: Rebecca has been to the North Pole 10 times and the South Poles six times. She has taken three trips up Mount Everest, been to the Taklamakan Desert three times and has also visited the Yarlung Tsangpo Canyon in China.

Rebecca highlighted her commitment by founding the China Polar Museum Foundation in 1997 and setting up the China Polar Museum to promote polar-region research. In recent years, Rebecca devotes herself to environmental protection and civil education.



李樂詩成立極地博物館，向小朋友推廣科學知識。



北極冰川不斷融化，北極熊正面臨極大威脅。





# 香港霍金勇奪泛珠三角安利杯 大學生計算機作品賽

## Hong Kong Hawking Wins Amway Pan-Pearl River Delta Region Universities IT Project Competition

泛珠三角安利杯大學生計算機\*作品賽是由安利(中國)日用品有限公司贊助、互聯網專業協會協辦，旨在展示泛珠三角大學計算機專業的教學成果，為中、港、台三地的電腦英才提供良好的交流平台，達致「展示交流，增進友誼，相互切磋，共同提升」的目的。2009年為第四屆比賽，患有肌肉萎縮症的劉曉鋒突破了身體的「障礙」，憑著香港理工大學電子計算學系的畢業作品，擊敗全國四十多隊對手，榮獲「泛珠三角安利杯大學生計算機作品賽」金獎，突破身體缺陷，活出精彩人生。



劉曉鋒每天默默地對著電腦苦幹，眉宇間流露著專注和自信，行動不便並未窒礙他的創意與發展。



「泛珠三角安利杯大學生計算機作品賽」為泛珠三角地區的大學生提供交流電腦專業的平台，促進業界發展。

### 八歲病發 不一樣的人生啟航

曉鋒小時候和其他孩子一樣活潑好動，讀書成績優異，但八歲時證實患上肌肉萎縮症，四肢的肌肉逐步萎縮，至十二歲已走不到路，雙手亦逐漸變得無力，未來的日子就被「困」在電動輪椅中度過，幸好母親無微不至地照顧，身體的殘障無阻曉鋒對生活和學習的熱誠，由中學到香港理工大學電子計算學系畢業，曉鋒都是名列前茅，雖然只有頭部和手指有輕度的活動能力，要靠手指夾著特別加了橡皮頭的筷子才能按動鍵盤，現在卻能夠憑其畢業作品——「基於射頻識別及短信通訊技術的航班與廣告資訊系統」，由香港區分賽開始，擊敗香港及國內共四十多隊電腦尖子對手，獲得他在電腦學科上的首項殊榮。

### 創意來自生活 為世界帶來方便

大家或會以為殘障人士的生活圈子會變得狹窄，創意亦有限，他卻說：「我的活動能力有限給我帶來更多靜思的空間，日常生活我也和大家一樣，和朋友逛街、吃飯和看電影。」曉鋒這次設計的電腦系統靈感就是來自平日逛商場，他說很多時在偌大的商場中尋覓想逛的店鋪絕不輕鬆，他於是以身機作藍本設計了一個電腦網絡，遊客可在辦理登機手續時把航班編號和想逛的店鋪資料輸入電子標籤內，然後把這個電子標籤隨身帶著，之後只要經過設有感應器的顯示屏幕前，便會顯示所需要的資料，這系統甚至支援手機短訊作提示登機和入閘時間等，真正貼心又方便。

### 性格謙厚 不與霍金媲美

還記得病發時，醫生斷言這種病例活不到十六歲，而曉鋒今年卻已二十五歲了，可說每一天都是賺回來的。由於著名天文學家霍金（Stephen Hawking）先生亦患有肌肉萎縮症，所以曉鋒被傳媒冠以「香港霍金」的美名。對於這個稱號，他淡然說覺得自己的成就未能和霍金先生可比，而且大家的研究範疇亦大不同，不用拉在一起說。曉鋒不但沒被疾患擊倒，更能保持一顆謙厚純樸的心，實在值得我們每一個人學習！

\* 內地一般稱電腦為計算機。



電子計算學系副教授陳峻斌博士表示劉曉鋒極為勤奮聰穎，成功克服了身體的障礙，其畢業論文更極為出眾，因此推薦他參賽，最後捧獎而回，可喜可賀。



劉曉鋒到訪安利(香港)辦事處，與總經理余偉業先生（右四）合照留念。

# 西部支教十載情 義

## Ten-year Commitment to Support



復旦大學支教員鄭丹悉心教導小學生南雄偉。



安利(中國)的義工與受助兒童相處非常融洽。



在安利(中國)協助下，西海固的學校興建了操場給學生舒展身心。

不經不覺，中國政府推行西部支援教學計劃（西部支教）已十載，此計劃旨在號召大學研究生遠赴當地擔任義務教學工作，全國共有來自83間大學的3,529名研究生志願者，遠赴該區78個貧困縣的300多所中小學進行助學，為推動祖國教育不遺餘力。而安利（中國）亦自2002年起贊助支教活動，至今已資助了清華、北大、人大、復旦等22所內地著名大學，組織了571名研究生志願者，在全國14個省區的21個貧困縣開展「安利名校支教活動」，累計投入1,840萬人民幣。

Ten years ago the Chinese Government set up the Education Aid Programme (EAP) to support education in the remote areas of western provinces in China. The Government called on university graduates to work as voluntary teachers in these areas and so far a total of 3,529 graduate students from 83 universities have offered their services. Their kind actions have benefited more than 300 primary and secondary schools from 78 deprived counties.

Amway China has been a sponsor of the EAP since 2002 and has enlisted the help of 22 renowned universities, including Tsinghua University, Peking University and Renmin University, to take part in the programme. Amway recruited 571 graduates who volunteered to launch the Amway China Education Aid Programme, working in 21 deprived counties in 14 Chinese provinces. To date the company has spent RMB18.4 million on the programme.

### 設立獎學金作鼓勵

西海固（包括西吉、海原、固原）是一片乾枯土地，一度被聯合國教科文組織定義為人類不能生存的地方，然而復旦大學研究生支教團至今已有102名志願者到這地區服務。

復旦大學支教隊員鄭丹曾輔導六年級學生南雄偉，從西吉三合中學步行到南雄偉位於半山腰的家，要翻山越嶺走超過半小時。南雄偉的父親表示，有復旦支教的地方，再沒有因為家庭貧困而輟學的孩子了，而他的三個孩子都受惠於「復旦——安利」志願服務基金。此志願服務基金於2003年起，向西吉縣三合中學、將台中學、王民中學等學校的貧困優異學生頒發獎學金，並對從農村升入城市高中讀書的西吉優秀學子發放助學金。

### 實現零的突破

三年前畢業於三合中學的楊莉紅，如今就讀寧夏大學電腦系三年級。莉紅是家中老大，還有五個妹妹和一個弟弟。儘管家境困難，但她學習刻苦，成績優秀。考上高中後，復旦大學支教團的老師給了她很大幫助。2005年，莉紅成為西海固首位考入電腦系的女生，成績在一年內突飛猛進。復旦支教團又協助三合中學實現高考升學「零的突破」，2005年升讀大專的人數超過70%，此後幾年一直維持這個水平。在將台中學、王民中學，每年都有超過十位初三考生考進重點高中。

### 義工分享感人故事

在成功的背後，復旦支教隊員陳靜為了尋找理想，不顧家人反對，報名參加了西部支教。當時正值母親病重，為此陳靜還和母親吵架。就在她支教的一年，母親不幸去世。但堅強的陳靜表示，把孩子教好，安慰天堂裡的媽媽，是她的最大願望。



# 助貧困學子上學去 Education in Western Provinces



美國安利公司主席史提夫·溫安洛(右三)與中國西部的孩子合照。



西海固的學生們留心聆聽義工講課。

有人說，安利的支教是一項「希望工程」，事實上，安利沒通過民政部門，也沒通過半企業化的非政府機構運作，只透過大學生志願者落實分配和發放，以確保善款用得其所。安利（中國）亦將繼續與復旦大學合作，舉辦長期公益活動，支持西部教育事業發展。

## Offering Scholarships

Xihaigu, a western region in China which includes Xiji, Haiyuan and Guyuan counties, is so arid that the United Nation once defined the region as unsuitable for living. Life in Xihaigu is undoubtedly tough, but the situation has been helped by a total of 102 graduates - the EAP team from Fudan University - who volunteered to help improve the education of young people in the region.

Zheng Dan, a member of the EAP team from Fudan University, has been helping to boost the knowledge of primary six student Nan Xiong-wei. Every time he visits Xiong-wei's home, located on a remote mountainside, Dan has to walk along a bumpy road for more than half an hour. Xiong-wei's father says that wherever the Fudan EAP team is present, poor children have the chance to continue their studies, and his own three children are among those who benefited from the "Fudan - Amway Volunteer Service Fund". Since 2003, the Fund has assisted schools in Xiji county, such as the San He, Jiang Tai and Wang Min secondary schools, by offering scholarships to outstanding students from poor families. The fund also provides financial help to assist students from rural areas who move to high schools in the cities.

## A Major Breakthrough

Yang Li-hong graduated from San He Secondary School three years ago and is now studying in the Computer Department at Ningxia University. Yang, who has five younger sisters and one brother, comes from a poor family, but she studied hard to get good grades. When Yang moved up to the high school, the EAP team from Fudan helped her a lot, and she became the first female student from Xihaigu to be accepted into the Computer Department at Ningxia University. Her performance has seen a big improvement in just one year.

The EAP team has been helping students from San He Secondary School and had a big breakthrough when the school's students were accepted into high school for the first time. In 2005 some 70% of students were accepted into tertiary institutes and the percentage has been maintained around the same level in subsequent years. Now, more than 10 students from Jiang Tai Secondary School and Wang Min Secondary School moving up to major high schools every year.

## A Touching Volunteer Story

Behind the achievements of students lies the very touching story of Chen Jing, a member of the Fudan EAP team. She enrolled to be part of the team despite the objections of her family - at that time Jing's mother was ill and they quarreled about her decision to volunteer. During the year when Jing served in the EAP team, her mother passed away. It was a heartbreaking time, but she believed that helping to improve the lives of the students was the best way to pay tribute to her mother.

Some have said that Amway's EAP is another Project Hope, but in fact the programme is run by student volunteers instead of administrative departments or non-governmental organisations. In addition, it is left to the volunteers to determine how to allocate the funds in the best way.

Amway China is fully committed to the EAP and will continue to work with Fudan University to support the development of education in the western provinces of China.



義工為受助兒童安排有益身心的活動。



有了安利(中國)的協助，中國貧困地區的孩子就可繼續學業。

# 安利(中國)榮譽薈萃

## Recognition for Amway China's CSR Efforts



安利(中國)公共事務副總裁余放(右)代表公司接受國際兒童村主席庫廷頒發的「企業特殊貢獻獎」。

### 安利(中國)愛心傳遍兒童村

2009年7月，中國第10所SOS兒童村落成，國際SOS兒童村組織主席庫廷及安利(中國)公共事務副總裁余放等出席北京SOS兒童村落成典禮，這亦表示，安利(中國)與國際SOS兒童村組織和中國SOS兒童村正式建立全面合作關係。

鑒於安利(中國)對兒童村事業的長期支援和貢獻，中國SOS兒童村協會向安利(中國)頒發「企業特殊貢獻獎」，安利亦向中國SOS兒童村捐贈30萬人民幣。安利(中國)還宣佈將組織各地安利義工到當地的SOS兒童村服務。

### 讓兒童重拾溫暖

國際SOS兒童村組織是世界上享負盛名的國際慈善機構，經過數十年的努力，該組織已在130多個國家和地區建立了近400個SOS兒童村及超過1,000個其他慈善機構。SOS兒童村的特點是採用家庭模式撫育孩子，主要收養喪失父母且無親友撫育的孤兒，或父母因病殘等原因無力撫養的兒童。新建成的北京SOS兒童村可容納15個家庭約120名孩子。每個「家庭」會由一個「媽媽」負責照顧6至8個孩子的起居生活。入住兒童村後，這些曾經孤苦的孩子將重新獲得家庭溫暖。

安利(中國)公共事務副總裁余放表示，安利(中國)於2003年起與國際SOS兒童村組織合作，向當時中國全部9所SOS兒童村捐贈價值30多萬人民幣的善款與物資，並組織各地義工到SOS兒童村提供服務。

### 投入7,000萬美元

關愛兒童是安利全球的公益主題，對此安利累計投入了7,000萬美元，義工服務時間長達100萬小時，全球受助兒童超過600萬。截至2009年3月，安利(中國)已對中國兒童公益事務投入接近7,800萬元人民幣，受助兒童超過56萬。

安利(中國)獲頒的獎項甚具意義。

### Amway China Lends Support to SOS Children's Villages

Work on China's 10th SOS Children's Village was completed in July 2009, with Vice President (Public Affairs) of Amway China Ms. Frances Yu joining SOS Children's Villages President Mr. Helmut Kutin to attend the inauguration ceremony.

In recognition of its long-term support and contribution to the Children's Villages, Amway China was honoured to receive a Special Contribution Award for Enterprise from the Association of China SOS Children's Villages. During the ceremony, Amway China donated RMB 300,000 to SOS Children's Villages China, and also announced it would appeal to Amway Volunteers around the country to offer their services at their nearest SOS Children's Village.

### Giving Children a Better Life

SOS Children's Villages is a well-known international charity organisation that has set up nearly 400 villages and more than 1,000 charity organisations in more than 130 countries and regions. The main aim of SOS Children's Villages is to ensure that children are raised in a family-based environment, and the villages help to look after young people who have lost their parents or who lack care because their parents are sick or disabled.

The new Beijing SOS Children's Village has a capacity of 15 families, or about 120 children. There is a "mother" in every "family" who looks after six to eight children. The youngsters who live in the village can enjoy the warmth of family life again.

Amway China started its partnership with SOS Children's Villages in 2003, donating a total of more than RMB 300,000 to all nine Children's Villages that were operating in China at that time. Amway China also helped to organise the services provided by volunteers for the Children's Villages.

### US\$70 Million Donated Globally

The main theme of the charity programmes run by Amway is taking care of children. The company has contributed some US\$70 million in this respect, while Amway volunteers have given about one million hours of time of service. More than six million children across the globe have benefited from the company's charity activities.

In the Mainland, Amway China had invested almost RMB 78 million up to March 2009 to provide charity services for children. More than 560,000 children in China benefited from this largesse.





## 安利(中國)打入企業社會責任榜50強

胡潤研究院發布了「2009胡潤企業社會責任50強排行榜」，安利(中國)去年對南方雪災、汶川地震、兒童及環保方面都有作出長期協助，因而能晉身該排行榜。

胡潤研究院是根據企業去年在六個範疇的表現，選出2009胡潤企業社會責任50強，該六個範疇分別是企業透明度、慈善捐獻、納稅數額、員工數目、員工權益保障及環保。而安利(中國)是唯一上榜的直銷公司，其他上榜的企業還有寶潔、摩托羅拉、西門子、花旗銀行及匯豐銀行。

## Amway China Makes CSR Top 50

The Hurun Research Institute recently released its "Corporate Social Responsibility Top Fifty 2009" list, naming the 50 corporations operating in the Mainland with the best corporate social responsibility (CSR) programmes. Amway China appeared on the list due to its relief efforts for the Sichuan earthquake and south China blizzards last year and its ongoing programmes to help children and boost environmental protection.

Hurun Research based its research on six criteria: CSR leadership (including transparency), charitable donations, tax paid, number of employees, protection of employees' rights, and environmental protection. Amway was cited alongside other major corporations such as P&G, Motorola, Siemens, Citibank and HSBC and was the only direct-selling company to appear on the 2009 Hurun list.



安利(中國)公共事務副總監匡冀南(左)代表公司接受胡潤企業社會責任50強排行榜證明書。



## 安利(中國)榮獲「中國兒童慈善獎」

中國兒童少年基金會與中華全國婦女聯合會，最近於人民大會堂舉行「春蕾計劃」(協助中國貧困女孩的計劃)實施20周年紀念大會，會上包括安利(中國)在內的40家企業及12位名人獲頒「中國兒童慈善獎」。

汶川大地震後，安利(中國)捐資106萬人民幣在四川德陽成立了「安利春蕾教師培訓中心」，以協助重建災區的基礎教育。來自災區的超過240名教師已接受培訓，以了解兒童心理特質，以及怎樣向兒童提供心理治療。按照估計，如每位已受訓的教師可協助50位學生，將有12,000位學生受助。

## Plaudits for Amway China's Charity Work

A ceremony to mark the 20th anniversary of the Spring Bud Project – an initiative launched to help unprivileged girls in China – was staged by the China Children and Teenager's Fund and the All-China Women's Federation in the Great Hall of the People.

At the ceremony, Amway China was among some 40 corporations and 12 celebrities to be honoured with the "China Children Charity Award".

Following the Sichuan earthquake in May 2008, Amway donated RMB 1.06 million to set up the Amway Spring Bud Teachers Training Centre in Deyang, Sichuan province, to support the recovery of primary education in earthquake-affected areas. Through the centre, more than 240 primary school teachers in Sichuan received professional training with a special emphasis on psychological therapy practice. If each teacher can help 50 students, then more than 12,000 kids in the earthquake-stricken areas will benefit.





現今新一代孩子面對愈來愈多衝擊和挑戰，令他們承受不少壓力。

有見及此，美國安利（香港）日用品有限公司與香港小童群益會，攜手舉辦為期兩年的「安利陽光兒童成長計劃」，目的是協助面對情緒及心理困擾的大埔及北區9至14歲兒童及青少年處理情緒壓力，同時提升抗逆力，共同為締造健康和愉快的社會環境而努力。

