

AMACRAM

安利月刊 Helping People Live Better Lives

4.2009



恭賀

新晉鑽石直系
直銷商廖穎枝

- 雅姿Pure White淨白透亮系列
針對亞洲肌膚需要 透白新勢力
- 紐崔萊與中國體操隊
引領健康 超越未來
- Atmosphere空氣清新機優惠

Amway 安利

雋語箴言



美國安利公司總裁德·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).

穩固的事業

The substance of our business

位於亞達城的安利總部佔地逾一英里，任何人士在首次目睹這座建築物之後，都會有大同小異的反應。

無論是直銷商、新僱員、到訪的官員或記者，他們在驚嘆之餘，都會開始領會到安利事業基礎穩固，出類拔萃。同樣地，當他們參觀紐崔萊及安利的歐洲、亞洲或中美洲製造及分銷中心，其觀感亦是如出一轍。

他們的反應印證安利不愧是全球商業領袖，且引以為傲。我們非常高興為各位直銷商提供事業機會，彰顯自由企業的價值。與此同時，我們亦非常榮幸成為眾多人士的理想僱主，以及一間以產品創新為宗旨的公司，為人們的生活添姿采。

身為安利事業的一分子，你需要與你的團隊合作、與客戶傾談，甚至義助社區的兒童，因而有機會在日常營運中見到不同人士的反應。

歸根究柢，安利廣開大門，希望惠及任何人士，從而攜手為世界貢獻力量。然而，全賴有你，我們才會不斷進步，與眾不同。

簡單的觀察，帶來莫大的鼓舞，誠盼這種鼓勵能使你的事業更富意義、更有價值。

Our company headquarters in Ada stretches for more than a mile. When people see it for the first time we can almost guarantee their reaction.

Whether they are a distributor, a new employee or a visiting official or reporter, they are amazed when they begin to comprehend the depth and substance of our business. The same thing happens when they visit Nutrilite, as well as our manufacturing and distribution centers in Europe, Asia or Central America.

It's very rewarding to witness because it reminds us of how proud we are to be a global business leader. We are pleased to offer a business opportunity for distributors just like you who are living proof of the value of free enterprise. We are proud to be an employer of choice for so many people, and to be a company whose product innovations are designed to help people live better lives.

Because you are part of this business, you get to see that reaction from people every day – whether you are working with your business group, talking with your customers or volunteering to help children in your community. Together, our work opens doors for people and serves as a positive force in the world. You make a difference – every day.

It's a simple observation. And it's powerful inspiration. We hope it makes owning your own business even more meaningful and worthwhile.

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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雅姿Pure White淨白透亮系列

針對亞洲肌膚需要 透白新勢力

A Perfect Balance to Asian Natural White Beauty

有云：「一白遮三醜」，對於天生擁有蜜糖色肌膚的亞洲女性而言，白晢美肌是一直夢寐以求的目標。然而透白究竟是怎麼一回事？黑色素又如何產生？更重要的是，如何選擇最合適的美白產品？

Asian women have a sun-kissed skin tone but many are still looking for a natural white look.

Skin whitening has become very popular in Asia but how exactly does it work?

And what are the criteria we should take into account when choosing whitening products?



印證美白無疆界

全球暖化加上空氣污染，對皮膚所帶來的傷害有增無減。而不同人種的皮膚裡，黑色素細胞數量也各不相同。亞洲人容易曬黑，原因是他們的黑色素密度比外國人高，而角質層剝落的速度緩慢，亦減緩黑色素退化。四季變化所引致的濕度及氣溫轉變，加上工作壓力、飲食與生活習慣，亦會令肌膚變得暗啞及產生色斑。外國人的膚色淺，易出雀斑，較重視針對性產品；而亞洲人的膚色多偏黃暗啞。要有效回復亮澤動人的神采，必先認識黑色素的成因，日常作防禦紫外線的基本保護及使用溫和而高效能的美白產品，以喚醒剔透亮白的肌膚。

認識黑色素與色斑

先天產生的黑色素

黑色素來自遺傳，即每個人皮膚本身底層黑色素數量，亦是遺傳的天然膚色。

後天產生的黑色素

受內在因素如荷爾蒙改變、懷孕、壓力及炎症等，或外在因素如紫外線的影響所引致的黑色素。可以透過改善生活習慣及使用美白產品，回復肌膚本來面貌。

色斑形成的主要原因

色斑形成的主要原因包括黑色素沉澱、膚色分佈不均，以及斑點與雀斑的形成，而其中黑色素沉澱的主要原因是紫外線入侵，荷爾蒙失調和皮膚敏感、發炎。



身為化學工程博士的Dr. Di Qu擁有16年研究護膚產品及家居清潔用品的豐富經驗，現主力為雅姿淨白透亮系列進行科研工作。

專家之言

雅姿淨白透亮系列首席資深研發專家Dr. Di Qu指出，肉眼看不到並不表示肌膚沒有色斑——其形成初期肉眼無法辨別，但當色斑能夠看出來時，已經很嚴重了。因此，即使看來沒有色斑，亦需進行透白修護。

掌握吹彈得破的亮白真諦 12星期還我本色

對亞洲女性而言，只改善膚色的美白絕不足夠，要同時令肌膚光澤度提高、明亮有緻，並且減淡色斑，才稱得上擁有令人羨慕的透白美肌！

雅姿全方位3大獨家透白效能

抑制、改善、保護

雅姿美白系列採用突破性美白理念，以專利的「淨白平衡複合精華」揉合尖端科技，精心研發「全方位PPT美白技術」，防止因炎症而誘發黑色素產生，改善現有色斑，提高光澤度及保護肌膚免受紫外線侵害，透過雅姿專利的「抑制、改善、保護」三大美白過程，帶給肌膚周全而體貼的美白效能。

3大獨家PPT功效

抑制炎症而導致
黑色素產生

Prevent Post Inflammatory
Hyperpigmentation

改善膚色不均
減退色斑

Treat Multiple
Pigmentation

保護肌膚免受
紫外線傷害

Protect Cells from Further
Damage



白茶



燕麥



針葉櫻桃

淨白平衡複合精華 12星期改寫肌膚明淨度

雅姿Pure White淨白透亮系列全線產品蘊含專利的「淨白平衡複合精華」，從6項專利美白成份包括白茶、蘆筍、酸橙皮、燕麥及針葉櫻桃等萃取精華，幫助抑制黑色素生長，並有效淡化色斑，令膚色更明亮透白。

實驗證明

淨白平衡複合精華能有效降低黑色素達 **86%**

使用12日後，肌膚明淨度提升 **45%**

使用12周後，面部肌膚白皙度提升 **65.9%**



Pure White兩大透白皇牌產品 高效抑制黑色素產生

雅姿Pure White 淨白透亮系列揉合尖端科技，研發出專利的全方位PPT美白技術，透過「抑制、改善及保護」三大過程，為肌膚提供最全面及體貼的美白效能，同時注入最天然、豐富的植物精華，全面發揮美白及修護雙重功效。當中的淨白細胞修護精華及淨白細胞修護霜更是系列中的皇牌推介，能高效提升肌膚的透亮度及潤澤度。

Pure White Essence 淨白精華液 加強透白效果達2倍 4020 DP\$455

Pure White淨白精華液含白茶精華、酸橙皮精華，能有效抗氧化，驅走肌膚暗啞，使膚色更白皙明亮。加上配方輕柔，含雅姿專利的北美升麻、蘆筍精華及豐富甘草油，可全面抑制黑色素及有效淨白肌膚。短短使用12日，肌膚明淨度提升45%。

Pure White Crème 淨白細胞修護霜 提升肌膚水潤度達114% 有效抑制炎症

3421 DP\$280

含有小麥萃取精華，Pure White淨白細胞修護霜能在睡眠時發揮持續的夜間美白修護，喚醒肌膚細胞，有助加快肌膚自然更新過程，重新注入美白能量。加上蘊含水凝淨白及天然柔膚成分，有效提升肌膚水潤度達114%，使肌膚柔滑豐潤有光澤。



雅姿Pure White 淨白透亮系列 兩大產品線 照顧不同肌膚需要

為針對不同肌膚性質的需要，雅姿Pure White淨白透亮系列推出專為中性至乾燥肌膚而設的淨白水凝系列，以及體貼中性至油性肌膚的亮白清爽系列。

Pure White 淨白水凝系列 調理中性至乾燥肌膚

專為中性至乾性肌膚而設的Pure White淨白水凝系列獨有持濕脂類基質(HLM+)及天然補水因子(NMFs)，質地輕盈柔滑，能溫和調理乾燥肌膚。以Pure White淨白潔面霜潔面後，Pure White淨白水凝柔膚水能幫助鎮靜肌膚，賦予肌膚柔滑細緻的觸感。而Pure White淨白水凝乳液擁有專利的淨白平衡複合精華，為肌膚提供SPF20及PA+++的防曬保護，同時改善因紫外線引起的肌膚變黑、色斑和老化現象。



左：Pure White淨白潔面霜 3415 DP\$205
中：Pure White淨白水凝柔膚水 3417 DP\$228
右：Pure White淨白水凝乳液 3419 DP\$255



Pure White 亮白清爽系列 體貼中性至油性肌膚

潔面後，使用針對中性至油性肌膚的Pure White亮白清爽健膚水，當中特別加入植物精華及控油粒子，能平衡肌膚表面油份，收細毛孔；Pure White亮白清爽乳液含有豐富牛油果油、微型海綿等油脂調理成份，在提供SPF20/PA+++的防曬保護的同時有效吸收多餘油脂。

左：Pure White淨白潔面霜 3415 DP\$205
中：Pure White亮白清爽健膚水 3416 DP\$228
右：Pure White亮白清爽乳液 3418 DP\$255

Pure White 重點淡斑精華 淡斑同時保護肌膚

Pure White重點淡斑精華含加倍維他命C衍生物MAP，強效抑制天然黑色素形成；配合雅姿獨家專利的淡斑複成份及酸鹼平衡退斑技術，能在保護肌膚細胞的同時加快黑色素剝落，加速淡斑效能。特別加入的專利酸橙皮與甘草成份，可減少肌膚細胞發炎的機會，令淡斑後肌膚黑色素不反彈，功效持久。



Pure White重點淡斑精華
1439 DP\$228



Pure White 美白面膜 為肌膚提供透白能量

除每日使用Pure White淨白透亮系列外，亦要定時進行修護。每星期用2至3次Pure White美白面膜，持之以恆，就能打造淨白無瑕美肌。

Pure White美白面膜
0281 DP\$218

雅姿及EFNY美容產品優惠 送Pure White淨白透亮系列體驗套裝 Artistry and EFNY Product Promotion Free Pure White Series Experience Set

即日起，凡購買任何雅姿美容產品(包括雅姿護膚或化妝品)及EFNY產品滿BV\$1,000，即送價值HK\$350的Pure White淨白透亮系列體驗套裝一套。數量有限，送完即止。

From now on, for every purchase of Artistry beauty products (including skincare or cosmetic products) and EFNY products worth BV\$1,000, you are entitled to a Pure White Series Experience Set (worth HK\$350). Available while stocks last.

美白系列體驗套裝包括：

- 淨白潔面霜 (20克)
- 淨白補濕柔膚水或亮白清爽健膚水 (30毫升)
- 淨白精華液 (10毫升)
- 淨白補濕乳液或亮白清爽乳液 (30毫升)
- 淨白細胞修護霜 (10克)



成功起跑線 恭賀新晉鑽石直系 直銷商廖穎枝

Wingi Liu

Diamond Direct Distributor

A Platform for Success

廖穎枝不過廿來歲，現已晉身成為安利鑽石直系直銷商的行列。自言愛運動與及廣交朋友的她，性格外向、熱情、主動，她透過安利這個舞台，將潛能完全釋放，今天，她擁有自己的事業，同時擁有自由自主的生活。

Wingi Liu achieved Diamond Direct Distributor status while she is in her mid-20s. An extrovert girl who is enthusiastic and proactive about her life and work, Wingi describes herself as “not interested in studying, a sports lover and friendly”. She expresses her potential through Amway, having developed her own business and seen remarkable personal growth.

安利歷程

參	加	2002年4月
銀	章	2004年4月
金	章	2004年8月
直	系	2005年2月
紅	寶	2006年5月
創業者	直系	2006年8月
明	珠	2006年9月
創業者	藍寶石	2008年8月
翡	翠	2007年6月
創業者	翡翠	2008年8月
鑽	石	2008年8月



不一樣的起步點

廖穎枝笑言自己的性格從小已經十分「男仔頭」：「小學時期，由於就讀的小學與我的家相距甚遠，所以不能與父母同住。直到中學階段，才回到父母身邊。」由於一直與親戚同住，所以對『家』並沒有太大的感覺。母親的思想則比較傳統，萬事以孩子為重。同時她擔心我會在成長期間學壞，因此一直對我管教甚嚴。其實這都是她關心我的表現，不過表達方法較難接受罷了。年輕人每每都有一段反叛時期，當時的我亦如是……現在回想起來，仍相信沒有當時的反叛，就沒有今日的成功。多得那段歲月的經歷，滋養著我日後的成長。」

運動建立自信

聽廖穎枝娓娓道出自己的故事，原來她在中學時期是校內的活躍份子。「當時我的校園生活非常充實。雖然讀書成績並不是名列前茅，但我體內的運動細胞得以完全發揮——空手道、游水、打籃球、跑步統統是強項，我更成為學校籃球隊的隊長！我透過運動去爭取勝利的過程中建立自信；加上經常參與義工活動，讓我更懂得關懷別人。」

要贏人，先要贏自己

「我的性格外向，自小已經擁有一班好友。現在想起來，雖然當時很想在眾朋友間扮演領導的角色，但事實上我還不懂得發揮自己的真正潛能。」直到初中時期，廖穎枝遇上一位師姐。「每個人的中學階段總有一兩位偶像吧！當我讀中學一年級時，校內有一位無論讀書、運動都非常出色的師姐，大家都很喜欢她。那時候的我很羨慕她能夠得到同學的尊敬及老師的愛戴，於是下決心做到跟她一樣出色。」結果如何？「我成為了學校球隊的靈魂人物，曾多次代表學校出賽，贏得輝煌的成績。」憑著正確的選擇、決心和努力，她的成果比師姐更好更豐盛！在過程中，她的領導才能得以完全發揮，在競賽場上所贏得的，不只是獎牌，還培養出「要贏人，先要贏自己」的精神。「最初我會將自己與別人相比較，甚至把對方看成是自己的假想敵。後來發現到，我們不應當與別人相比，而是要與昨日的自己比較。這樣才不會被人牽著鼻走，才能夠真正了解自己。不只在運動場上爭勝，我亦憑著這一份精神，在安利事業上創出佳績。」透過運動，喚起了廖穎枝的領導潛能；而藉著安利，她將這股力量發揮得淋漓盡致。

踏出成功第一步

「最初，我是被安利的美容產品吸引而參加，並開始介紹安利予身邊的親友。坦白說，剛開始時並沒有太大的目標，但慢慢地我被安利的環境與文化所感染，學會了接受與認識自己，並看到自己的優缺點，便更加投入發展我的安利事業。」廖穎枝18歲參加安利，6年後晉身鑽石直系直銷商的行列。

一切從安利開始

然而在發展的初期，她亦曾遇到不少挑戰。「對我來說，與新朋友打開話匣子是非常容易的。然而，最初向同齡朋友介紹安利事業時我竟然手足無措——因為同齡的朋友談的都是吃喝玩樂，與他們談生意，需要多一點耐性，方能夠吸引他們聽下去。同時亦令我反思到，要擁有快樂、無憂的生活是需要一個穩健的事業為後盾。看著他們每日過著朝九晚五的生活，而我卻擁有自己的團隊、生意、穩健的收入和多采多姿的生活，令我感到安利為我帶來的東西竟是那樣多！透過安利產品和生意，我的健康與生活都得到提升，我將自己的經驗與身邊的親友分享，希望他們也跟我一樣，藉著安利而變得更好。而安利給予我們的獎賞，更令人驚喜——比方說旅遊研討會吧，我相信沒有誰不喜歡去旅行，但小時候的我最遠不過回鄉探親。透過安利，我能夠有機會與家人一同暢遊澳洲黃金海岸、美國亞拉斯加等旅遊勝地。安利生意令我對世界有著不一樣的體會！」

安利，我的成功起跑線

「要帶領團隊，就不能夠事事以自己為先。每位成員的性格和長處皆不盡相同，所以我必須懂得如何幫助他們排難解紛，同時增加自己的知識，給下線提供最充足的支援。」更難得的是，藉著安利，廖穎枝與母親的心結亦成功打開了。「我與媽媽一起投入發展安利生意後，她的性格亦慢慢轉變了——現在的她變得熱情、開朗又健談，我們每天有著說不完的話題，全因為大家有著共同目標。提起安利產品，她更是說得頭頭是道呢！在安利世界裡，我們就是『以生命影響生命』的最佳見證！參加安利後，我們的生活與健康都有著顯著的改變。我認為在這裡，每個人除了獲得額外收入與發展個人事業的機會外，更重要的是能夠助人達致個人成長；這正是傳統生意所欠缺的。」

後記

問及廖穎枝的成功心得，她笑著道：「我相信每個人都要有一個屬於自己的人生舞台，方能發揮潛能；而安利正是屬於我的人生跑道，讓我跑出成功第一步。我相信今日的成功只是起步，未來會繼續努力，做得更出色！」



A rebellious beginning

"My primary school was a long way from my home, so I used to stay with my cousins. We used to live and play together with lots of friends of a similar age, and that's what made me understand the importance of friendship," Wingi lived with her parents again while at secondary school but, "since I'd grown up with my relatives rather than my parents, I didn't have a very clear idea about what constituted a 'family'," she states. "My parents were always two very different personalities. My father never worried about family matters while my mother had a much more traditional mindset. She put her kids as the top priority and always tried to prevent us from following the wrong examples. She was tough with her discipline but I know it's because she cared about us so much. Youngsters are rebellious, and I certainly was! But I believe that if I hadn't been rebellious at that time I wouldn't be a success today. Those past experiences have helped to make me what I am today."

Team player all the way

Wingi became a sports lover while in secondary school. "My campus life was so fulfilling," she says. "Although my academic results were not outstanding, I could really express my talents through sports such as karate, swimming, basketball and running – these were my real strengths." She became captain of the school's women's basketball team and her involvement in sports competitions really helped to build her self-confidence. "I also learnt how to take care of other people through volunteer activities," she adds.

Learning to win

"I'm an extrovert person and have had lots of friends since childhood," says Wingi. Although she always tended to be the leader of the group, her true leadership skills were not revealed until she met an older female schoolmate when she was in Form One. "All teenagers have idols and mine was my senior schoolmate. Her academic and sporting achievements were excellent and most of the pupils and teachers loved her so much. I really wanted to be as successful as her," Wingi recalls.

With great determination and effort, Wingi's achievements surpassed those of the senior schoolmate she so looked up to. Her leadership talent had been fully expressed, which meant a lot more to her than winning trophies. "At the very beginning, I always compared myself with others, and sometimes treated them as my enemies. However, now I compare myself to how I use to be and I'm better able to understand myself, and won't be so easily misled by others," she says.

Wingi's Amway leap

First attracted to Amway by its range of beauty products, Wingi later decided to take up the business and share it with her relatives and friends. "To be honest, I didn't have any clear goals at the very beginning. But when I found myself being influenced by Amway's culture, and better learnt to understand and accept myself and know what my strengths and weaknesses were, I decided to devote myself to Amway," Wingi joined Amway when she was 18 and now, just seven years later, has become a Diamond Direct Distributor.

Extra rewards

For Wingi, meeting new friends has always been easy. "The problem I always faced was that I needed to be patient while introducing the Amway business to young people. This highlighted the importance of establishing your own business and to have a happier life. Now I have my team and Amway business and, while they still have to work from nine to five, Amway provides all of us with everything we want. The reward and award system is particularly stunning - especially the Overseas Leadership Seminars."

"Everyone loves traveling," says Wingi, but she had only been to China before joining Amway. "Now I can travel around the world to amazing places like Las Vegas and Alaska. My friends who still work in regular full-time jobs say it's so difficult to find either the time or the money to travel. The Amway business has certainly helped to give me a broader view of the world."

Becoming a leader

"I work in a team, which means I can't always put my own interests first," says Wingi. "Each member of the team has a different personality and different strengths, which means I have to be flexible in helping them to solve problems, and also knowledgeable to provide them with full support."

She says that Amway has done a lot for her life, including helping to improve her relationship with her mother. "We are both devoted to the Amway business, and she's a different person now - passionate, outgoing and talkative, and someone who loves to share her knowledge of the Amway products," Wingi says. "We share the same goals and we both bear witness to how Amway can improve lives. Since joining Amway, our health has improved and we have been able to gain additional income, have the opportunity to run our own business and enjoy personal growth. You wouldn't get that in a traditional business!"

Concluding her interview with Amagram, Wingi says that everyone needs to find their niche in life. "I believe that everyone should have their own platform to express their potential. For me, Amway is the best platform I could hope for," she smiles.

"In the future, my team and I will achieve a higher goal!"



看照片中的廖穎枝年紀輕輕，眼神多麼堅定！
(攝於1989年)



跟其他安利直銷商一起做勞作，讓廖穎枝(前排右二)重拾童真。
(攝於2007年)



透過安利，廖穎枝的成就不再局限於競賽場上。她在香港安利總經理余偉業先生手上接過獎狀，亦是她個人成長的肯定。(攝於2007年)



廖穎枝(後排左一)去年出席桂林旅遊研討會，與一眾直銷商及香港安利總經理余偉業先生留影。(攝於2008年11月)



在廖穎枝(前排右一)的中學同學中，不少人選擇與她一同發展安利事業。(攝於1999年4月)



中學時期的廖穎枝熱愛運動，由她所帶領的女子籃球隊更贏得無數獎項。(攝於1999年)



安利鑽石直系直銷商朱信宇
參加時職業：會計師

安利鑽石直系直銷商李潔貞
參加時職業：家庭主婦

安利鑽石直系直銷商洪惠卿
參加時職業：家庭主婦

安利鑽石直系直銷商徐國強
參加時職業：侍應生

安利友誼 跨越天地 Everlasting Friendship in Amway

一個是毛里裘斯華僑，香港的執業會計師，一個是緬甸華僑，在酒樓做侍應生，兩者出生於相隔千里的不同地域，不同的文化背景，更有著不同的學歷與生活方式，在如此懸殊的情況下，他們都一樣可以達到鑽石直系直銷商，他們就是朱信宇夫婦和徐國強夫婦。

Two overseas Chinese, one is a chartered accountant born in Mauritius, the other is a waiter born in Burma. Each of them comes with a different family background, education level and lifestyle. The accountant is John Chu and the waiter is KK Tsui and this is the story of how they both rose through the ranks in Amway to become Diamond Direct Distributors.

兩個截然不同的故事，同樣精彩動人



鑽石直系直銷商朱信宇



鑽石直系直銷商徐國強

故事一： 會計師獨具慧眼識安利

朱信宇：大概30年前，當直銷概念在香港還是新鮮事物，安利在香港處於萌芽時期，我偶然在《南華早報》看到一則廣告，上面寫著「生意機會、空閒時間發展、可觀收入、最低資本」幾個大字首先吸引了我的注意，仔細看下去，這是一家叫安利的公司正在尋找生意夥伴——究竟安利是一間甚麼公司？從事怎樣的生意？對我來說，只要是個生意機會就有興趣去瞭解，於是我立即致電安利。瞭解安利事業計劃後，我發現這是一個無懈可擊、沒有風險並具有極大發展潛力的生意，所以我決定參與，成為安利直銷商。這門生意與傳統的不同之處在於不需要支付鋪租、工資等支出，不必承擔存貨風險，加上安利已經為你提供了非常好的配套，例如購貨中心、會議室等，以及有優質產品做後盾，直銷商只需與親友分享優質的安利產品和事業機會及建立個人網絡。而成為直銷商只需要付出一頓晚餐的費用及願意付出空餘的時間，就能賺取額外的收入。

故事二： 侍應生改變命運因安利

徐國強：我和太太都是緬甸華僑，年輕時因熱愛祖國由緬甸返回中國，並於1979年來香港。初到貴境，人生地不熟、言語不通、學歷不高，又沒有人脈關係，只好到酒樓當侍應生，每天工作十多小時，亦只能維持最低生活水平。我經常自問：「這並不是我喜歡的工作，難道我要一輩子泡普洱、壽眉嗎？」因此我不斷尋找機會，當一位舊同學向我介紹安利事業時，我彷彿在茫茫大海中看到一個救生圈，自然緊緊抓住——因此馬上簽名加入。意想不到一個簡單的決定，竟然改變了我的一生。

洪慧卿：剛開始時由於不瞭解，我非常反對丈夫發展安利，並認為只擁有高學歷、有社會地位的人，才能做得成功。後來，我在一場會議上聽到一位只讀了3年書的燒焊工人，竟可以成為鑽石直系直銷商，從此我的心態改變了。除了照顧小孩及家務外，其餘時間就是全力協助他發展安利。兩個兒子亦受到安利積極進取精神的薰陶，各自開拓自己的一片天地——大兒子在一家大型連鎖店任職主管；小兒子則是一位執業醫生，可謂達成了我們望子成龍的心願。

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 to 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.



朱信宇與太太李潔貞早於30年前已發展安利事業，更認識到與他志同道合的徐國強夫婦。

兩段人生軌跡，在安利情牽一線

本來，朱信宇和徐國強兩個背景懸殊的人，不會有任何相干。但人生往往有意想不到的劇情，看似平行的兩條線，奇蹟般地連結起來，只因為他們中間有另一條線，將他們連繫在一起——這條線便是安利。

徐國強：初參加安利時，看到有專業會計師、銀行經理也發展安利，我大受鼓舞，因為他們有學識、有智慧、有眼光，懂得主動找尋機會，我跟著他們的選擇一定不會錯，這更堅定了我發展安利事業的決心。有一天，我終於在一次聚會中認識了有紳士風度、為人隨和的會計師朱信宇(John)及做事認真、對事客觀的李潔貞(Betty)夫婦，後來我發覺大家都是屬於同一個上線網絡，可算是來自同一家人，這加速我們的認識及友誼的發展。透過他們及安利，我有機會認識不同階層的人，令我眼界和社交圈子都得以擴展。

洪慧卿：1990年我因私人業務去台灣一趟，憑一張名片偶然認識了當地一位明珠直系直銷商，我並決定在台灣成為安利直銷商。回港後，才發覺在台灣的上線原來是John與Betty由香港國際推薦的國際網絡綫，因此無形中我也成為他倆的下綫，真可謂「親上加親」。安利不僅僅是生意，裡面還包含無價的友誼，記得有一次冬至，我身在台灣，聽徐國強(KK)說John和Betty請他到他們家做冬，猶如一家人，令我非常感動。

朱信宇：我在英國完成大學課程並取得專業會計師資格，數年後到香港執業，期間也開設過投資顧問公司，令我引以自豪，最為享受的便是我的安利生意。我的父親在毛里裘斯開始時是做貿易生意的，但時至今日已擴展至不同領域的業務，1991年，由於我想為家族生意出一分力，所以我與Betty決定回毛里裘斯。

李潔貞：2002年，經過11年對家族生意的貢獻，我們決定回港和兒孫一起享受天倫之樂。在11年裡，雖然我們不常在香港，但安利生意收入幾乎完全沒有停滯！每月，公司仍繼續發放獎金到我們的銀行戶口，這便是安利生意獨特之處。雖然離開了香港十多年，但這門生意仍在自動發展，安利的的朋友並未因時間和距離而疏遠——不單是KK和洪慧卿(Winnie)，還有其他的直銷商及香港安利的同事。對於朋友，我們從來不大留意對方的背景，要看的是對方的為人。朋友之道貴在真誠，做安利的其中一大得著就是結交許多真誠

的朋友。而KK與Winnie兩夫婦面對命運，不怨天、不尤人，而且努力找尋機會，以奮鬥的精神去追求美好生活，我們深表讚賞，並時常和朋友提及。後來憑著一致的理念，我們和KK、Winnie及另外3戶鑽石直系直銷商合作發展安利，發揮彼此的優勢，大家合作無間；而我們的友誼，又得到進一步的昇華。

Amway in the Scrutinising Eyes of an Accountant

John: Thirty years ago, when direct selling was new and Amway was still in its early stages of development in Hong Kong, I was attracted by an advertisement in the South China Morning Post which said "Amway offers a unique business opportunity to anyone who wants to build a part-time or full-time business. You can earn good income with minimum capital outlay." I was very curious about the advert: what is that company and what kind of business is it? After I studied the Sales Plan, I found it to be a very clever one with no risk but with a big potential. I, therefore, decided to join as an Amway distributor. Unlike a traditional business, there is no need to pay any rent, salaries nor carry a big inventory. Amway already provides us with a great support such as the Merchandising Centres and meeting rooms. Amway products are of excellent quality and as Distributors, what we need to do is just to introduce the products to relatives and friends and share the sales plan with them. The fee for joining as a distributor is minimal and by making use of your spare time to develop a network you can earn a good income.

Waiter changes his fate through Amway

KK: Although I was born in Burma, I spent a lot of time in China before moving on to find a new life in Hong Kong. I didn't have much knowledge and knew very few people, so I decided to find employment as a waiter in a Chinese restaurant. It was not an easy life, and after working 10-hour days for low pay I would ask myself: "Is this my destiny?" People can only change their lives through their own efforts and so I kept on searching for new opportunities. I knew I had found what I was looking for when my ex-classmate introduced Amway to me. I joined as a distributor and that decision actually changed my life.

Winnie: I was very unhappy when my husband joined Amway because in my mind, only professionals can be successful in developing the Amway business. But I changed my mind when I found out about the story of a welder who, with only three years of primary school education, could even qualify as a Diamond Direct Distributor. Apart from looking after the children and doing the household chores, I started to change my attitude in helping out to develop the business. Our two sons were also influenced by the positive environment. Our elder son works as a supervisor in a big chain-store whereas our younger one is now a medical doctor. We are really very proud of them.

Amway brings John and KK together

KK: After joining Amway, I was told that even accountants and bank managers were developing the business. I found this greatly encouraging – after all, if professionals have faith in the business which I have chosen then I must surely have made the right decision. One day, I actually met John and his wife Betty at an Amway meeting. He is very open and friendly – a real gentleman. As I got to know them better, I became impressed with Betty's very optimistic attitude and also how conscientiously she does things. I also found out that we are in the same upline network and the feeling was like being in the same family. Since then we quickly established a good friendship. Through Amway and John & Betty, I have been able to meet more friends from different backgrounds and this has greatly enlarged my social circle.

Winnie: In 1990, I joined Amway in Taiwan and found a Pearl Direct Distributor there to be my Foster Sponsor. When I returned to Hong Kong, I found that my Taiwan sponsor is in the network of John and Betty's International business in Taiwan, which means that we are also their downlines there. What Amway brings us is more than business – I remember one occasion when I was in Taiwan and KK was in Hong Kong, he was invited by John & Betty to have winter solstice dinner with them – I was very touched.

John: I went to England for my University studies and also qualified as a Chartered Accountant there. A few years later I came to Hong Kong to work initially in a Chartered Accountant's firm and later on in the commercial field. At one stage, I also set up an investment consultancy

company but the business I feel very proud of and one which I enjoy very much is the Amway business.

My father started a trading business in Mauritius many years ago and to-day this business has expanded to become a group of companies in different sectors. As I wanted to give my contribution to the family business I decided to go to Mauritius together with Betty in 1991.

Betty: In 2002, after 11 years of John's contribution to the family business, we decided to return to Hong Kong to spend more time with our son and grandchildren. During our absence, our Amway income never stopped, we continued to receive our bonuses every month. In fact, this kind of security is a unique feature of the Amway business. Although we were away for over 10 years, yet our business still carried on by itself. Our Amway friends did not go away because of time; we are talking about not only KK & Winnie and other distributors but also Amway staff. We are not too concerned about the background of our friends – what's more important is their personality. One of the big advantages of the Amway business is the opportunity to make many good friends. What we admire about KK and Winnie is their strength in facing challenges and their devotion in striving for a better life. Whenever we have the chance we will mention their interesting story to other people. A few years ago, John & I, KK & Winnie and three other Diamond couples joined hands to develop the business together because we share the same goal and philosophy.



徐國強與太太洪惠卿受到朱信宇夫婦的影響，對發展安利事業的信心更堅定。

後記 Notes

安利曾經有一句流行的廣告辭：「友情誰可比」，每位成功安利人的事業，無不與情相關。在很多行業，人越往高處爬、職位越高，朋友就越少，而安利就正好相反，你的生意愈發展、獎銜愈高，你的朋友亦愈多，而且不分彼此背景，皆以真誠相待。朱信宇夫婦和徐國強夫婦的故事，只是安利世界的滄海一粟。仔細留意你身邊的安利人，每人都必然有一個安利濃情的故事，不如你也來譜寫一個自己的安利濃情故事吧！

There is a famous saying in Amway: "Friendship is incomparable" - it is undoubtedly a key element of all successful Amway leaders. In other businesses, people in higher positions tend to have fewer friends. On the other hand, in Amway, those who become successful will have even more friends from all walks of life. The story of John & Betty and KK & Winnie is only one of many similar stories in Amway. Maybe you can tell one about yourself one day!

恭賀新晉直銷商

Congratulations to Our New Qualifiers



創業者翡翠直系直銷商 Founders Emerald Direct Distributor



廖新華 蔡淑英 (小巴司機/文員)

由於身邊有親友是直銷商，我們早就聽過安利生意了。初接觸的時候聽過很多成功個案：我們也做得到嗎？事實證明只要努力去做，必定會成功。現在我們擁有自己的團隊和生意，更要做好本份，盡量配合下線發展，一同邁向更高業績。安利是以人為本的生意，在發展的過程中，每個人在增加收入的同時能夠達致個人成長，令我們的生活更和諧。天助自助的人，只要願意相信，安利一定能夠為你達成任何願望。於我們而言，安利猶如一所大學，透過它你會學懂更多，活得更豐盛。

Liu Sun-wah & Suk-ying (Mini-bus driver/clerk)

We heard about Amway a long time ago because one of our relatives was a Distributor. We became aware of the success stories in Amway and we started to wonder if we could achieve something in the business, too. The evidence shows that if you do your best, everyone has the ability to succeed in Amway. Now we have our own business and team, working together with our downlines to reach ever-higher goals. We can earn extra income and have a more harmonious life while developing the Amway business. We believe that God helps those who help themselves, and Amway helps you to manifest your dreams as long as you have belief in what you're doing. For us, Amway is like a university – a place where you can enhance your knowledge and improve your life.



翡翠直系直銷商 Emerald Direct Distributors



羅露華 (普通話教師)

自小已有創業的打算，但一直未敢付諸實行。因緣際會下參加了安利計劃，然而初期因工作太忙而沒有專心發展。直至有一天看到自己的上線登上《安利月刊》封面，並讀到他們的成功之路，驚覺到安利生意的發展潛力，於是決定全情投入。我發展安利生意的座右銘是「努力不懈，永不放棄」；在這裡，無論上線或下線，同樣伸出熱情之手，並為我提供長遠保障及安全感。安利生意是以人為本的事業，只要投入發展就能夠享受豐碩的成果。

Lo lo-wa (Putonghua teacher)

I wanted to run my own business ever since I was a kid, but it never became a reality until I encountered Amway. After joining I did not focus on the business very much due to my heavy workload. But when I saw my uplines on the cover of Amagram, I realised the true potential of the Amway business and began to devote more time to it. My motto is "Do my best, never give up", and in Amway everyone is happy to give you a helping hand to ensure that your business can provide long-term security. The Amway business is based on the connection between people and you will enjoy fruitful results if you devote yourself to it wholeheartedly.

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.



翡翠直系直銷商 Emerald Direct Distributors



許浩然 王藝靜 (行政主管/普通話導師)

因為家人的關係，早已在十年前接觸安利產品。當發覺到家人的轉變，驚覺安利生意能為每個人帶來驚喜的改變，於是決定參加。我們相信要成功建立自己的事業，一定要有堅定的信念、百份百的信心與行動。雖然現已晉身翡翠直系直銷商的行列，但我們知道不可滿足於眼前的成就，唯有帶領著團隊努力不懈地全力以赴，方能夠達到更好的業績。我們認為安利猶如一個百寶袋，每一個人都能透過它得到他想要的東西。

Hoi Ngai-loon & Ngai-ching

(Administrative supervisor/Putonghua instructor)

We used to use Amway products a decade ago because one of our relatives was an Amway Distributor. We later decided to join the Amway business ourselves after seeing the changes the business had brought about in him. We believe that to successfully develop our own business we need to have faith, confidence and energy. Now we have reached the Emerald Direct Distributor level, but we still need to aim high with the team to strive for even higher goals. For us, Amway is like a magical pocket – we can dip in and get whatever we want from it!



創業者藍寶石直系直銷商 Founders Sapphire Direct Distributor



廖自敏 關玉青 (商人/家庭主婦)

我們曾經從事傳統生意，最後發現安利計劃無需大量資金及存貨；而且無論任何時間、任何地方都可以發展，實在是最好的退休保障。在發展安利事業的過程中，最令我們自豪的是能夠藉著分享營養及美容資訊，幫助身邊親友改善生活。身為領導人，我們要隨機應變，時刻為下線提供充足支援；同時要做好本份，務求將生意網絡擴大，達到更高業績！

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

We had our own business before joining Amway, but we found that this business gives us the best protection for retirement - it doesn't require high cost and a big inventory, and we can run it anytime, and anywhere, according to our needs. While developing the Amway business it's been great to see how the lives of our relatives and friends have been enhanced as a result. As leaders we have to increase our flexibility to provide sufficient support to our downlines – and of course we have to do everything we can to enhance our network and reach for higher goals!



明珠直系直銷商 Pearl Direct Distributor



傅文峰 黃月明 (業務主管/船務文員)

我們曾經嘗試創業，最後因為經營困難而結業，之後決定參加安利計劃。沙士時期，我們達到銀章的業績，同時明白到長遠發展的重要性。由直銷商晉身領導人行列，我們要與團隊同步，並以大局為重，成為公司與團隊之間溝通的橋樑。未來我們會繼續努力，目標是幫助更多下線達到出席旅遊研討會的資格，並達到更高業績！

Fu Man-fung & Yuet-ming (Business supervisor/shipping clerk)

We used to have our own business but it came to an end due to financial difficulties. We then decided to develop the Amway business and by 2003 had achieved Silver Producer status, understanding the importance of long-term development. As a leader, I have to work in sync with my team, putting them as the first priority and working as the middleman between them and the company. We are now aiming high, targeting to help more of our downlines qualify for the travel seminar!



直系直銷商 Direct Distributors



朱正持 (文員)

安利生意與傳統生意最大的不同之處是，安利生意不用付出大量資金，風險低而且產品質素極高；完善的銷售制度及退款保障更能令顧客安心。我最欣賞安利生意時間自由；同時，直銷商之間與公司建立龐大的支援網絡，助我逐步建立自己的事業。

Chu Ching-chi (Clerk)

The difference between the Amway business and a traditional business is that we don't need to spend lots of money to get things started or during the business development process. The high quality products, strong sales plan and satisfaction guarantee help build up the customers' confidence in Amway. I admire the freedom this business brings, and the support I've received from Distributors and the company has helped me to develop my career step by step.



Chow Pan & Prathomporn (建造業/文員)

工作了大半生，在將近退休之時遇上安利生意，我們感到非常幸運。加入後得到上線與公司的龐大支持，讓我們更有安全感、自由及自信，而且收入得到保障，毋須再為日後的生活而煩惱；未來我們會繼續跟更多朋友分享安利賦予的喜悅。

Chow Pan & Prathomporn (Construction industry/clerk)

We are very lucky to have joined Amway because we will both be retiring soon. With the great support received from the company and our uplines, we have managed to improve our financial security and enjoy more freedom and greater self-confidence. Now there's no need to worry about life after retirement. We will continue to share the happiness Amway has brought with our friends.



李蘭心 (會計業)

我在十多年前開始發展安利生意，原因是我了解到公司雄厚的背景、實力以及優質產品；在這裡我看到無數成功的例子，使我明白到未來應該掌握在自己的手上。而唯有安利能給予我長遠保障，它所帶來的回報比其他行業更多——包括我最期待的旅遊機會！

Lee Lan-sum (Accounting)

I connected with Amway more than 10 years ago and I decided to develop the business because I understood its tremendous strength and potential, helped by the excellent product quality. I have seen many success stories in Amway which have led me to believe that my future is very much in my own hands. Only Amway can provide me with long-term protection and offer so much in return - including the wonderful opportunity to travel.



直系直銷商 Direct Distributors



李自成 李穎霞 (商人/商人)

認識安利生意前我們曾經創業，最後發現安利才是最佳發展平台。在這裡每位直銷商都是我們的合作夥伴，更有領導人分享心得，因此成功不再是遙不可及。寄語新加入的朋友，在發展安利生意時毋需太心急，只要願意投資時間、金錢及心機，自然有理想的回報。

Li Justin & Bonnie (Merchant/merchant)

We used to own our business before joining Amway but then we came to realise that the Amway business is the perfect platform for us. In Amway, each Distributor is our business partner and the sharing from our leaders means that success is not just a dream. For those who have just joined Amway, we advise you to be patient. You will get the rewards you are looking for if you are able to fully devote your time and efforts to the business.



金章直銷商 Gold Producers



許金鑰 陳秋波 (商人/副店長)

參加安利後，人生變得更樂觀和上進，追求更優質的生活，因為我非常喜歡將安利生意的理念和產品與別人分享，讓我們一起進步。親友看到我們的轉變，都紛紛決定加入。

Hsu Chin-lung & Chau-por (Merchant/assistant shop supervisor)

Our lives have become much more optimistic and proactive since joining Amway. Not only do we pursue better lives; we also relish the chance to share the ideas and products that form the backbone of the Amway business. Our relatives and friends decided to join our team after they witnessed how much we'd been changed by Amway!



黃錦源 劉婉雯 (商人/教師)

安利生意無需預支一大筆流動資金，同時給予我們時間上的自由。現在我們擁有明確的人生目標，同時擴闊生活圈子，認識更多不同階層和行業的朋友，生活更多姿多采。

Wong Kam-Yuen & Yuen-man (Merchant/teacher)

The Amway business never requires us to pre-pay for anything, and it also provides us with real freedom in how we use our time. Now we have clearly defined goals to work towards, and we are able to meet new friends from different industries. Our lives are more meaningful and happy in every way.



金章直銷商 Gold Producers



余重生 廖麗芬 (裁縫/售貨員)

曾經經營時裝批發生意，最後由於財政問題而結業；相比之下，安利生意更自由，而且擁有非常吸引人的旅遊獎勵計劃，讓我們有機會見識世界各地的文化與風土人情，眼界大開。

Yu Chung-sang & Lai-fan (Tailor/salesperson)

We used to operate a fashion wholesaling business, but we had to close it down when it ran into financial difficulties. Now, however, we have the Amway business, which provides more freedom and gives us the chance to travel. Having the opportunity to experience different cultures and customs around the world is greatly appreciated.



周志文 羅文婷 (高級物業管理經理/家庭主婦)

安利生意是個助人以助己的生意，在提供創業機會的同時能為我們帶來長遠保障。在發展的過程中，它讓我們與家人的關係更和諧，而且人生觀變得更積極，生活質素得以提高。

Chow Chi-man & Man-ting (Senior property manager/housewife)

The Amway business is a business that enables us to help ourselves through helping others – a unique opportunity to start our own business and develop long-term security. Developing the Amway business has helped us to improve our relationships with relatives, become more proactive and raise our overall quality of life.



王麟生 吳寶卿 (商人/會計業)

安利生意是一個強調關懷與愛的事業——我們在成就自己前，先要幫助更多的人。參加安利計劃後，我們每一天都充滿希望，時刻關心身邊家人和朋友的需要，並努力將安利優質產品與更多人分享。

Wang Byron & Amanda (Merchant/Accounting)

Amway has provided us with a career that puts the emphasis on caring and love – the only way to reach higher goals is to help more people! Since joining Amway I am full of hope and optimism every day, always caring about the needs of my relatives and friends, and sharing Amway's excellent products with as many people as I can.



銀章直銷商 Silver Producers



吳佩卿 (地產經紀)

與傳統生意相比，安利生意助我為夢想而奮鬥，更得到上線與公司給予百份百支持和協助，令我活得更精彩。

Ng Pui-Hing (Property agent)

Compared with a traditional business, the Amway business has so many benefits. It has helped me strive towards making my dreams come true, and with the great support of my uplines and the company as a whole, I am able to live a more fulfilling life.



銀章直銷商 Silver Producers



洪貝特 余桂嫻 (理貨員/文員)

透過安利生意，我們明白到思想正面的重要性。打工是為別人作嫁衣裳，但在安利，我們每一天都為建立自己的生意而努力。

Hong Pui-tak & Kuai-han (Stock keeper/clerk)

We have come to understand the importance of positive thinking through the Amway business. When you are employed by others, you are basically just fulfilling other people's needs. In Amway, however, we are able to devote ourselves every day to building our own business.



邱立達 (資訊科技工程師)

參加安利生意後，我發現未來的生活可以變得更美好。只要有明確的目標，再加上動力，就可以一步步實現自己的理想。

Koo Lee-tat (IT engineer)

Since taking up Amway business I have gained the opportunity to live a better life in the future. With clearly defined goals and incentives, I can now work step by step towards achieving my dreams.



鄧淑怡 (會計師)

安利生意能為我帶來額外的收入，同時獲得美容、健康及營養的知識，亦讓我擁有更大的信心和推動力去達到更高業績。

Tang Zoe (Accountant)

Through Amway I have been able to obtain additional income, and greatly enhance my knowledge in areas such as beauty, health and nutrition. This business has really boosted my confidence and given me a great incentive to achieve even higher goals.



杜建明 王雪兒 (工程領班/家庭主婦)

參加安利計劃後，方發現我們可以在工作的同時，並享有時間及財務上的自由，還可以得到更多旅遊機會及將事業傳給下一代。

To Kin-ming & Suet-yee (Foreman/housewife)

Since joining Amway our lives have improved in many ways. For example, we have been able to gain freedom in our time and finance affairs, even though we are working. We also have more opportunity to travel and develop a business that we can hand on to the next generation.



銀章直銷商 Silver Producers



甘碧玉 (銀行業)

發展安利生意令我明白到只要分享產品的好處，同時幫到身邊的親戚及朋友，就可以得到額外收入，同時活得更健康快樂。

Kam Pik-yuk Anna (Banking)

As I develop the Amway business I understand that what I need to do is to help my relatives and friends by sharing the great Amway products. This will improve their lives, and for me it means extra income, plus a healthier and happier life.



江緯中 (投資及企業管理)

在過去，我的生活、時間和收入都在老闆的掌握中；參加安利能讓我再次得到人生的控制權，同時學會不斷進步，珍惜每一刻。

Kong Cheuk-chung (Investment and corporate management)

In the past, my daily routine, time and income were all in the hands of my boss. Since joining Amway I have been able to get more control of how I run my own life, and make steady progress towards better results. I treasure every moment in Amway!



楊偉俊 (電子工程師)

參加安利後，我的人生觀變得更積極更有目標，透過不斷學習和分享，我能夠享有時間自由，並與家人關係更緊密。

Yong Wai-chun (Electronic engineer)

After joining Amway, I become a much more proactive person, for example, and I'm now very target-oriented. I have much freedom in how I manage my time, and through learning and sharing I've become closer with my family.



金章直銷商 (相片欠奉) Gold Producer (Photo not available)

Lee Mark & Josephine (文員/文員)

加入安利後，我們認識到更多來自不同界別的專業人士，並學到更多知識。更值得高興的是我們能夠利用在安利學到的知識幫助身邊的親人和朋友，讓他們提升生活質素。

Lee Mark & Josephine (Clerk/clerk)

We have met lots of professionals from different industries and disciplines through Amway, which has helped us broaden our knowledge. The most important thing is that we can share this knowledge with our relatives and friends, helping them to reach a higher standard of living.

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2008年10月
October 2008

10大個人 Top 10 Personal

零售 Retailing

Li Chi Sing Justin & Li Yuan
Leung Siu Cheong & Yuk Lin
Tang Lai Seong
Tsui Kit
Pang Chi Hung & Yuen Mui
Cheong Weng In & Lai Cham
Yang Ya Hui & Lai Chan
Tong Siu Kau & Mun Yee
Lee Lan Sum
Ip Kam Man & Ho Irene

推薦 Sponsoring

Ka Gary & Jase
Yu Seng Kwong & Wai Ying
Mok Sai Kit & Lai Po Chu
Wong Kwok Chung & Kai Heung
Fu Chen Chien & So Hok
Wong Yu Choi & Fei Yin
Ho Chan Leung & Sau Fun
Lee Yuen Kwan & Hang Fun
Leung Kim Ching & Shiu Lin
So Pui Hing & Lai Hung

10大直系小組 Top 10 Group

零售 Retailing

Lai Man Pan & Kam Ping
Leung Siu Cheong & Yuk Lin
Cheng Cho Yung & Hu Ging Hua
Wong Chi Kin & Wong Yuk Fung
Ng Bill & Mabel
Lo Sze Wan Francisca
Li Arthur & Juni
Kwok Sek Ming & Kei Yee
Fu Chen Chien & So Hok
Lam Quoi Tri & Oi Ching

推薦 Sponsoring

Ho Chi Leung
Hoi Ngai Loon & Ngai Ching
Leung Kwok Pui & Yu Wa
Tham Wai Kim & Chiao Chuan Chuan
Hai Lung Sang & Wan Fen
Cheong Chi Wa
Lam Quoi Tri & Oi Ching
Lo Lo Wa
Chan Hin Tong & Sao Kun



紐崔萊與中國體操隊

Nutriline - the Official Health Supplement

中國男子體操隊，左起：
陳一冰、黃旭、李小鵬、
肖欽、楊威、鄧凱
2008年奧運會冠軍
2007年世界體操錦標賽冠軍
2006年世界體操錦標賽冠軍
2003年世界體操錦標賽冠軍
2000年奧運會冠軍



2008年的北京奧運會上，中國男子及女子體操隊在比賽場上大放異彩，歷史性地奪得9面金牌，包括男女團體金牌，產生12位世界冠軍，寫下中國體操史上新一頁。他們的優異表現及不斷超越自我的精神，與紐崔萊追求卓越的理念如出一轍。

75年來，紐崔萊一直致力將優質及有機的營養補充品帶給所有追求優質健康的人，並一直保持其領導地位。根據2008年銷售額，安利紐崔萊為全球銷量冠軍的維他命、礦物質及保健食品品牌。

在中國，紐崔萊連續多年成為市場佔有率冠軍，並為提及率最高的營養補充品品牌；而在中國主要城市，品牌的知名度更高達87%。作為全球首屈一指的營養補充品品牌，紐崔萊歷年來不斷支持全球的體育事業，以及履行社會責任。

踏入2009年，安利紐崔萊成為中國男女子體操隊全球合作夥伴，為球隊度身訂造專屬的營養補充品處方，幫助每一位中國體操健兒再創佳績。

(左起)陳一冰、李小鵬、楊威早前化身足球員，
為安利(中國)拍攝紐崔萊廣告。

引領健康 超越未來

ment for the China Gymnastics Team



中國女子體操隊，左起：
程菲、楊伊林、李珊珊、
何可欣、江鈺源、鄧琳琳
2008年奧運會冠軍
2006年世界體操錦標賽冠軍

In the 2008 Beijing Olympic Games, China's gymnastics team won nine gold medals, including for the men's and women's team events. A total of 12 gymnasts became world champion in their field, making this one of the most remarkable achievements in China's sporting history.

Nutriline has been working to provide organic health supplements to those striving for optimal health since 1934. Based on 2008 sales, Nutrilite is the World's leading brand of vitamin, mineral and dietary supplements.

In China, Nutrilite has been the most popular brand of health supplement for many years, and in the country's major cities Nutrilite's brand awareness is as high as 87%. Nutrilite is devoted to sports development and social responsibility around the world.

In 2009, Nutrilite will collaborate with the China gymnastics team to tailor-make a Nutrilite diagnosis for every team member to help them achieve optimal health and reach for ever-higher goals.



美國安利公司執行副總裁鄭李錦芬女士(中)向中國體操隊代表肖欽(左)及李小鵬(右)致送紀念品。



(左起)何可欣、李小鵬及鄧凱出席紐崔萊代言人的記者會。

紐崔萊

基礎百搭營養組合優惠

Nutriline Nutrition Combo of Your Choice

很多慢性疾病，都因為細胞受游離基侵害引致DNA(脫氧核糖核酸)受損，令細胞在分裂時，製造出新的不正常細胞。當這些不正常細胞不斷分裂、生長，便會引致如癌症，心臟病等慢性疾病。研究顯示，多種維他命有助提高人體DNA穩定性，而優質蛋白質有助促進細胞的新陳代謝並作出修補，兩者同時補充，能有效保護細胞並預防慢性疾病。

由即日起，凡購買多寶營養片及蛋白質粉各一件，即可享有港幣\$100/葡幣103折扣優惠，購買紐崔萊系列任何產品一件*。

優惠期有限，售完即止。

From now on, for every purchase of a pack of Double X and Protein, you are entitled to HK\$100/PTC103 discount for purchase of any Nutrilite products*.

Available while stock lasts.



4300
DP\$293

0145
DP\$293

* 不包括蛋白質粉、多寶營養片、纖維樂、型體樂、無糖易、多種纖維素、長效複合乳酸菌、健美寶系列、營養米條系列、纖維粉、活力八寶系列、針葉櫻桃果汁粉及勁力健康飲料。

* Excluding Protein, Double X, Diet Supplement, Safflower and Citrus, Carb Bloc, Nutri Blend Chewable Tablets, Intestiflora 7, Positrim series, Protein Bar series, Nutri Fiber Powder, Active 8 series, Acerola Cherry Drink Mix and Strive Sports Drink.

0145 蛋白質粉 Protein

- * 蛋白質吸收率達100%，有助促進細胞的新陳代謝並作出修補。
- * 大豆蛋白素提煉自純天然大豆，是低脂、低卡路里的蛋白質來源。
- * 含有人體9種必需氨基酸，以最佳的比例配製，讓人體更易吸收。
- * PDCAAS (蛋白質經消化修正的氨基酸評分值) 為1，基本上能被人體完全消化和吸收。
- * 100% absorption of protein, which speeds up the metabolic rate for cell reparation.
- * Contains soy protein isolate naturally derived from soya beans, a source of low fat and low calorie protein.
- * Contains nine essential amino acids in the best proportions, thus facilitating the body's best absorption.
- * With Protein Digestibility Corrected Amino Acids Score (PDCAAS) of 1, Nutrilite Protein can be completely digested and absorbed by the body.

4300 多寶營養片 Double X

- * 特強抗氧化能力，有別於一般合成補充品，有助提高人體DNA穩定性。
- * 含24種維他命及礦物質，為健康打好強健的基礎。
- * 含多種植物天然營養素，包括紫花苜蓿、歐芹、水芹、菠菜、針葉櫻桃、胡蘿蔔等。
- * Strong anti-oxidant function helps the stabilisation of DNA.
- * Contains 24 vitamins and minerals to provide a strong foundation for good health.
- * Enriched with natural botanical extracts including alfalfa, parsley, celery, spinach, acerola cherry and beta-carotene.



* 葡幣價格的計算方法約為港幣價 X 1.032。
Price in PTC equals to HK\$1 X 1.032.
* 售貨額BV = 直銷商價目DP

雅姿一星期亮麗美肌方案

ARTISTRY 7 DAYS TO PERFECT SKIN

Day 1 深層潔淨肌膚

唯有清潔的毛孔，才能夠吸收護膚品中的精華及營養。雅姿的亮澤磨砂霜(0196 DP\$218)能加速表皮更新，有助溶解皮脂，潔淨肌膚；配合深層潔淨面膜(0197 DP\$210)使用，可保持肌膚爽潔無瑕，並回復健康光澤及柔軟。



Day 2 為眼部肌膚充電

雙目乃我們的靈魂之窗，而眼部肌膚較面部肌膚脆弱3倍，因此要好好保護。雅姿細胞修護眼膜(2138 DP\$1,018)含特效重建受損細胞DNA複合精華，透過超卓的微脂囊傳輸技術，令養份直達眼部肌膚核心。只需使用10分鐘，眼部肌膚暗啞及缺水情況就能明顯改善。

Day 3 透白的關鍵

要擁有白皙的肌膚，早上完成最後一重護膚程序後使用雅姿清爽防曬底霜30(2877 DP\$210)，抵禦紫外線對肌膚帶來的傷害；晚上潔面後使用美白面膜(0281 DP\$218)，當中所含的天然熊果、檸檬、青瓜精華等，讓肌膚透白有光澤。

Day 4 運動令人更輕鬆

有科學研究證實，進行運動時大腦會釋放多巴胺(Dopamine)，能使人產生興奮感覺；透過這種感受，我們能夠達到減壓的功效。散步、游泳、瑜珈等，都是不錯的選擇，不妨邀請身邊朋友一同參加！

Day 5 按摩提升睡眠質素

晚飯後是人體排毒的時間。因此不妨欣賞輕鬆的音樂和書籍，同時避免攝取咖啡因。睡前1小時喝一小杯舒緩神經的飲品如甘菊茶或熱牛奶，並使用雅姿柔美按摩膏(0183 DP\$240)按摩面部，就可減壓並提升睡眠質素。睡得好，翌日自然容光煥發。

Day 6 讓肌膚重拾15年青春

肌膚老化是自然定律，延緩肌膚老化是每個女士的夢想，唯有雅姿Creme L/X(3564 DP\$2,250)率先掌握全球最尖端的生物科技，成功帶來「Cell Effect細胞再青春技術」，重新啟動肌膚細胞內粒線體的威力，讓肌膚重新「自行補充」骨膠原及水份，全面改善肌膚的亮澤度及柔軟度，並減退幼紋及皺紋，抗氧化及抗游離基。



Day 7 讓微笑成為隨身配飾

「笑一笑，世界更美妙」不單是口號，更是一種積極、正面而且健康的生活態度。發自內心的笑容再配合雅姿凝亮唇彩(共6色 DP\$98)，讓微笑成為你的隨身配飾！



雅姿及EFNY美容產品優惠 送Pure White淨白透亮系列體驗套裝

Artistry and EFNY Product Promotion Free Pure White Series Experience Set

即日起，凡購買任何雅姿美容產品(包括雅姿護膚或化妝品)及EFNY產品滿BV\$1,000，即送價值HK\$350的Pure White淨白透亮系列體驗套裝一套。數量有限，送完即止。

From now on, for every purchase of Artistry beauty products (including skincare or cosmetic products) and EFNY products worth BV\$1,000, you are entitled to a Pure White Series Experience Set (worth HK\$350). Available while stocks last.

小小氣管 大大負擔

香港孩子不能承受的嚴重空氣污染

Indoor Air Quality – the Impact on Our Children

面對香港日益惡劣的空氣質素，到底會對身體帶來多嚴重的傷害？身為父母，可以為孩子做些什麼以預防呼吸道感染疾病？我們請來身兼兒童呼吸科專家同時又是父親的兒科專科譚一翔醫生為我們詳細道來。

How does the quality of the air we breathe affect our health? And how can parents ensure their children's health is not being affected? Dr. Alfred Tam told Amagram that the best solution is to enhance the quality of the air in our homes.

空氣污染 無可避免

譚醫生指出，在城市居住，就無法完全避免空氣污染，香港的室外環境污染來自本地發電廠及車輛。此外，珠江三角洲工業及交通廢氣，隨風吹襲向香港。最常見的空氣污染包括可吸入懸浮粒子、氧化氮、二氧化硫及臭氣；至於室內的空氣污染亦同樣嚴重，都會刺激敏感的氣管，例如塵蟎、甲醛、二手煙及廚房油煙等。

氣管及呼吸道的大負擔

以上每一種空氣污染物都對氣管造成威脅，最直接是引起慢性的發炎，減弱氣管內壁的免疫力，破壞免疫細胞功能，令體質變差，易受感染生病。如果氣管已有過敏性高的現象的話，在病毒、二手煙、或致敏原的刺激下，更會令氣管進一步收窄及紅腫，造成呼吸困難。譚醫生指出，生活在空氣污染水平高的地方，人的氣管會變得多痰易咳，長期看醫生吃藥在所難免。



氣管受到污染物刺激，就會收縮、紅腫及產生分泌物，影響呼吸。

氣管健康受損過程：

空氣污染物 ➤ 氣管紅腫發炎 ➤ 氣管內壁免疫力下降 ➤ 氣管長期敏感、多痰、易咳 ➤ 易受病菌及細菌感染

哮喘病因：

過敏體質 ➤ 接觸空氣中致敏原、病毒感染、二手煙 ➤ 刺激氣管收窄及紅腫 ➤ 造成呼吸困難 ➤ 長期可引致哮喘



雖然陽光能夠殺滅部份細菌，但唯有徹底改善空氣質素方可保障健康。

為何香港小朋友感冒容易反覆？

原來小朋友的氣管非常細小，若經常吸入大量污染物，對他們造成的傷害絕對不容忽視。再加上，如果呼吸道感染問題控制不好的話，小孩容易反覆患上感冒，亦會影響他們的情緒，而萬一因鼻敏感引致呼吸不順，更會影響學習時的集中力。作為父親，譚一翔醫生亦感到十分無奈，他認為如果要徹底杜絕空氣污染，只能遠離大都市，遷往森林山區生活；但現實一點的話，就必須要為身體做足準備；尤其每年3、4月及11、12月的流感高峰期，更要特別小心，由於病菌繁殖速度較快，令人更易感染呼吸道病徵。

保護孩子 及早改善室內空氣質素

要保障小朋友及家人的呼吸道健康，譚醫生建議可從改善室內空氣質素、多吃維他命、多做運動、多呼吸郊外新鮮空氣，避免吸入二手煙等方面入手。至於如何選擇一部優質的空氣清新機，譚醫生提供了一些參考意見：「首先要考慮過濾空氣的空間面積比例，此外，以配備高效能微粒濾網 (HEPA Filter) 為佳，其效能為過濾空氣中小至0.009微米的污染物及高達99.99%濾淨效能；最好是保養簡易，無需其他花巧配件，當然慳電節省能源亦是必要條件。」

The air pollution hazard

Dr. Tam says that air pollution is an “inevitable” hazard for city dwellers, particularly in Hong Kong. “Our power stations, land vehicles and the factories in the Pearl River Delta all produce air pollutants. He says, “However, poor indoor air quality can also be a big threat to health. Irritants such as dust mites, formaldehyde, environmental tobacco smoke and cooking fuel emission can all affect the respiratory tract.”

Impact on health

“Air pollutants can lead to inflammation of the airways, weaken airway immunity and make people more vulnerable to respiratory infection,” says Dr. Tam. “And for those with a allergic respiratory tract, poor indoor quality can lead to airway hyper-reactivity.”

The flu factor

Air pollutants affect children’s respiratory systems the most. If youngsters keep catching respiratory infections, it will affect their mood, result in a runny or congested nose and weaken their concentration at school. Dr. Tam, a father himself, says that options are limited. We need to be well prepared, especially during the influenza season in March-April and November-December.

Protecting our youngsters

To ensure the health of children and protect the respiratory tracts of all family members, Dr. Tam recommends a combination of improving indoor air quality, taking health supplements, doing exercise, having outdoor activities and staying away from smokers. He also gives a number of criteria for choosing an air purifier. The first consideration is a good Clean Air Delivery Rate (CADR), and a HEPA Filter is recommended because it eliminates airborne contaminants as small as 0.009 microns with a removal efficiency of up to 99.99%. Equally important is to find a purifier that’s easy to repair and is energy-efficient.



小朋友的氣管比成人更敏感，因此應小心保護。

呼吸系統疾病冷知識 Respiratory Diseases – What You Need to Know

「可吸入懸浮粒子」有多可怕？

一般空氣懸浮粒子的體積為10微米以上，都會自動經由鼻過濾隔除，至於10微米以下的就會直入氣管及肺部。而2.5微米以下的懸浮粒子更可進入肺部最深入微細的氣泡，影響肺部功能，聯合國要求最新空氣質素指標加入2.5微米懸浮粒子的含量。

呼吸系統疾病傳染性有多高？

呼吸道其實是指由鼻子到肺部內氣泡的部份，功能就是將氧氣傳送至身體各部位，同時排出二氧化碳，所以一旦受阻塞或紅腫，後果不容忽視。而在香港，最常見的呼吸道問題就是氣管受細菌及病菌的感染，由於居住環境擠迫，細菌很容易透過人傳人互相感染。

使用空氣清新機會否削弱孩子的抵抗力？

有家長擔心，使用空氣清新機會減弱孩子抵抗戶外污染物的能力，譚醫生認為絕對無需擔心，因為空氣淨化不會削減人體免疫抵抗力，啟動空氣清新機只會減低空氣污染的壞影響，其實，令孩子暴露於壞空氣的時間愈短，就愈有好處。

Respirable Suspended Particulates

Our nose can filter particles over 10 microns in size, but anything smaller (PM10) will be pass through to the lungs through the nose. Particles smaller than 2.5 microns (PM205) can affect the function of the lung, which is why the United Nations has included in their latest air quality guidelines particles of 2.5 microns contained.

The risk of respiratory infection

The respiratory tract runs from the nose to the alveoli, which help to absorb oxygen and discharge carbon dioxide. Serious health problems can be caused if the alveoli become blocked or inflamed. In Hong Kong, many people suffer from respiratory infections caused by bacteria and viruses, and living in such a crowded environment makes it easier for viruses to spread.

Will purifiers affect our immunity?

Some parents worry that an air purifier will weaken their children’s immunity to resist against contaminants and pollutants, but Dr. Tam says this is not the case. “Our immunity won’t be weakened by breathing cleaner air,” he says. “An air purifier serves only to reduce the harmful effects of air pollution, and there’s no question that it’s better for children to be protected from poor-quality air.”



譚一翔醫生 兒科專科

1977年於香港大學畢業，曾任職瑪麗醫院深切治療部及兒童呼吸科服務部之顧問主管。其後促成香港哮喘會於1989年成立，目前擔任此病人自助組織的主席及醫務顧問，更曾為香港兒童呼吸病學會之前會長、香港胸肺學會之會董，及目前擔任香港兒科專科學院之議會成員。

Atmosphere™ 空氣清新機

The Pure Approach - Atmosphere™

1076 DP\$7,750



CLARUS™ FILTRATION
99.99% Effective

超高濾淨效能

- 能過濾小至0.009微米的懸浮粒子。
- 濾淨效能高達99.99%。
- 可濾除空氣中多達84種污染物，如細菌、病毒、甲醛、氬氣衰變物等。

Effective Filtration

- Eliminates airborne contaminants as small as 0.009 microns.
- Removal efficiency of up to 99.99%.
- Removes up to 84 types of contaminants including bacteria, viruses, formaldehyde and radon decay products.



PUREFLOW™
Whisper-Quiet Efficiency

寧靜節能

- 以風速1段運作，聲響只有27分貝。
- 以每日運作8小時及風速1段計算，全年電費只需港幣\$10。
- 獲發美國節能認證(Energy Star)。

Whisper-quiet Efficiency

- Generates only 27 decibels of sound when operating at speed 1.
- Costs just HK\$10 a year in electricity for operating at speed 1 for eight hours a day.
- Recognised by Energy Star for its high energy-efficiency rate.



INTELLI-SENSE
One Touch Protection

智能淨化系統

- 內置空氣質素感應器及顯示器，提醒用戶定期清洗及更換濾網。
- 自動運作模式(Auto)能按室內空氣質素自動調節風速。

One-touch Protection

- Features a built-in particle sensor that alerts you when the filters need to be cleaned or replaced.
- An automatic one-touch mode adjusts the speed to quickly improve air quality.



TURBO POWER
Clean, Fresh Power

極速濾淨

- 特設「超高速」風速，每分鐘輸出7.1立方米的清新空氣，可於30分鐘內濾淨390平方呎的室內空氣。

Express Cleaning

- The Turbo function enables you to clear and clean the air in a 390 sq ft room within 30 minutes or less. The Clean Air Delivery Rate (CADR) is high at 7.1 cubic metres a minute.

* 葡幣價格的計算方法約為港幣價 X 1.032。Price in PTC equals to HK\$1 X 1.032。* 售貨額BV = 直銷商價目DP



AHAM品質認證

美國家電製造商協會(AHAM)確認其卓越效能。

AHAM Certification

The high efficiency of the Atmosphere has gained it Association of Home Appliance Manufacturers (AHAM) certification.

Energy Star節能認證

為美國政府認可的節能標籤，是高效能、低耗電的信心保證。

Energy Star Rating

Atmosphere uses less electricity due to its high efficiency. The purifier gained the US government's "Energy Star" label by meeting strict energy-efficiency guidelines.





愛自己 愛地球 綠色節能 家居天地



Atmosphere™
空氣清新機



- 全年電費只需**港幣\$10***。
- 榮獲美國政府認可的**節能認證ENERGY STAR®**。
- 濾淨效能**高達99.99%及多達84種污染物**。

*以每日運作8小時及風速1段計算。



回饋折扣
\$1,500

1076
~~DP\$7,750~~
優惠價：DP\$6,250

安利**Atmosphere**空氣清新機
為家人帶來優質生活環境

Atmosphere Air Purifier –

Providing the best environment for the family



綠色節能 家居產品回饋優惠

港幣\$1,500

為鼓勵您支持節能綠色家居，
只要選用節能環保的安利Atmosphere空氣清新機，
我們即賞您現金折扣港幣\$1,500。

**Green & Energy Saving
Hometech Product Promotion**

HK\$1,500

In order to encourage your support for
Green & Energy Saving Hometech Products,
you are now entitled to a cash discount of
HK\$1,500 for every purchase of
an Atmosphere Air Purifier.

* 葡幣價格的計算方法約為港幣價 X 1.032。Price in PTC equals to HK\$1 X 1.032. * 售貨額BV = 直銷商價目DP

優惠細則：

- 1 優惠期：2009年1月15日至4月15日。
- 2 適用於安利直銷商及優惠顧客。
- 3 只適用於親臨安利購貨中心購買。
- 4 不可同時享有其他優惠。
- 5 <12及24個月免息分期優惠>
 - i 享有此免息分期優惠，必須使用以下銀行之各種信用卡付款：
 - a 安利萬事達咭、渣打信用卡及渣打聯營咭；恒生銀行信用卡；
 - b 香港滙豐銀行信用卡 — (以信用卡首6位數字為準)
 - VISA CARD: 4201 84/4921 11/4966 04
 - MASTER CARD: 5185 42/5411 80/5431 22
 - ii 積分額/售貨額將於確定購買Atmosphere時一次結算，並以當時之積分額/售貨額比率結算；
 - iii 如供款期間退貨，安利公司將以Atmosphere之售貨額退回現金代用券 (不設積分額/售貨額)。供款人必須繼續向有關銀行繳付供款餘額；
 - iv 此優惠不適用於澳門；
 - v 每月供款額將按銀行之計算為準，差額約為港幣\$1或以上。
- 6 安利公司保留最終決定權。
- 7 想了解更多有關Atmosphere的資料，請瀏覽www.amway.com或致電安利熱線2969 6300。

Details

- 1 Promotion period: January 15 to April 15, 2009.
- 2 The offer is exclusive to Amway Distributors and Privileged Customers.
- 3 The promotion is only applicable to paid orders at Amway Merchandising Centres.
- 4 The offer cannot be used in conjunction with other promotional offers.
- 5 <12-month or 24-month interest-free installments>
 - i The following credit cards are eligible for the installment plan: Amway Master Card; Standard Chartered credit cards and affiliate cards; Hang Seng credit cards and affiliate cards; HSBC credit cards with the first six digits 4201 84 or 4921 11 or 4966 04 for Visa Cards and 5185 42 or 5411 80 or 5431 22 for Master Cards.
 - ii Full PV and BV of the promotional price would be counted on the purchase month of Atmosphere and is based on the PV/BV ratio at that month when making the purchase.
 - iii If you wish to return the Atmosphere during the installment period, Amway will refund the full BV of Atmosphere at purchasing price by credit voucher (no PV/BV applicable). The buyer is still obliged to pay the outstanding installments to the bank.
 - iv The installment plans are not applicable in Macau.
 - v The monthly installment amount may change and is subject to the bank's calculations. The monthly installment amount may be higher or lower than the stated amount with a value equal to around HK\$1 or above.
- 6 Amway reserves the right of verification and final decision.
- 7 For more information on Atmosphere Air Purifier, please visit www.amway.com.hk or call the Amway Hotline at 2969 6300.



朱古力麵包布甸伴士多啤梨醬
Chocolate Bread Pudding with Strawberry Sauce

食譜筆記

- 1 煮果醬不用加水，因煮沸時士多啤梨會滲出水份；多煮數分鐘就可多保存數日。
- 2 除用方包外，也可選用其他麵包，如牛角包或長法包，同樣美味。
- 3 利用皇后牌1.4公升扁身不銹鋼煲，排好麵包慢火加熱，即成美味香口的烘多士；配合皇后煲的鎖水設計，注入牛奶蛋漿後即能做到蒸焗的效果。

Tips

- 1 There's no need to add water when making the sauce because there is plenty of moisture in the strawberries. Cook for a long time to make a preserve.
- 2 Croissants or baguettes can be used instead of sliced bread.
- 3 Use the Queen 1.4 Litre Utility Pan to make toast by putting in the sliced bread and heating on a low heat. The special Vitalok™ enables you to use the pan to steam or bake.

材料

雞蛋	3隻	Eggs	3
牛奶	300-350毫升	Milk	300-350ml
方包	10片	Sliced bread	10 pieces
吉士粉	2茶匙	Custard powder	2 teaspoons
雲尼拿油	少許	Sugar	4-5 tablespoons
糖	4-5湯匙	Vanilla oil	small amount
朱古力醬	適量	Chocolate paste	suitable amount

士多啤梨醬

士多啤梨	1磅	Strawberries	1 pound
糖	1磅	Sugar	1 pound
檸檬汁	少許	Lemon juice	small amount

Ingredients

For the Strawberry Sauce

烹煮器皿 Utensils



準備時間：10分鐘

烹調時間：30分鐘

Preparation time: 10 minutes

Cooking time: 30 minutes

做法 Method

1 將麵包去皮對角切開後塗朱古力醬，備用。
Cut the bread diagonally, then brush the chocolate paste over the bread.

2 士多啤梨去蒂抹乾，切粒後放入鍋內，加入糖及檸檬汁作調味，以慢火煮約5至6分鐘至稠身，即成為士多啤梨醬。

Remove the stems from the strawberries, then wash and drain. Mince the strawberries and put in the saucepan. Season with sugar and lemon juice, then simmer on a low heat for five to six minutes.

3 蛋拂勻，與吉士粉、糖及牛奶混合後加入雲尼拿油。

Beat the eggs and add the custard powder, sugar, milk and vanilla oil.



4 於鍋內鋪牛油紙後，將麵包由鍋邊至中間小心排好。

Place a parchment paper in the pan and then place the bread inside, arranging from the sides to the centre.

5 以中火燒熱鍋後注入蛋汁，再以慢火加蓋烤焗15-20分鐘，再熄火焗10分鐘。
Warm the pan on a medium heat, then pour in the egg liquid. Cover the pan and cook for 15-20 minutes, then switch off the heat and leave covered for a further 10 minutes.



6 將士多啤梨醬淋在布甸上，即可享用。
Add the strawberry sauce on top of the pudding and serve.

安 利 與 你 攜手打造10,000

A Success Date with Amway Creates

多年來，安利公司已為全球數百萬人提供長遠而穩建的創業機會。直銷高憑著全力以赴、積極進取的態度，將安利的創業精神、價值及訊息宣揚至世界每一個角落。在席捲全球的金融海嘯影響下，香港升業率進一步攀升，在職人士無不人人自危！一個低成本、無風險、長遠而穩健的創業機會正是大家心中所想所盼的。35年來香港安利已印證無數成功的故事。踏入35週年，香港安利將為香港人打打氣，打造10,000個創業機會！

日期：2009年4月18日(星期六)

時間：上午10時至晚上7時

地點：銅鑼灣告士打道281號香港怡酒店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(852) 2963 6300。

有 個 約 會 10,000 個創業機會 10,000 Business Opportunities

Amway has been providing a long-term and stable business opportunity to millions of people over the world. With Distributors' positive attitude and efforts put on the business, they successfully spread out Amway's virtues to every corner of the world and create their own success stories at the same time.

Under the global financial crisis, the local unemployment rate is a threat to every Hong Kong people. Thus, a low-cost, no-risk but stable business opportunity is the ideal of the job seekers. Amway has witnessed many success stories in the past 35 years, and is proud to create 10,000 business opportunities to Hong Kong people in the 35th Anniversary.

Date: Saturday, April 18, 2009

Time: 10am to 7pm

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

Details: Exhibition and a series of talks

For any queries, please contact (852) 2963 6300.



星鑽服務品牌選舉2008

Sing Tao Excellent Services Brand 2008

香港安利榮獲最佳 「直銷產品供應商」服務大獎 Amway Hong Kong Honoured in Sing Tao Awards



香港安利總經理余偉業先生（右）在星島新聞集團行政總裁盧永雄先生手上接過獎座。

作為香港首屈一指的直銷品牌，香港安利於早前舉行的「星鑽服務品牌選舉2008」頒獎典禮上，榮獲「最佳直銷產品供應商」服務大獎。此項殊榮表揚安利對優質服務的承諾、認清品牌定位及目標顧客；同時不斷追求進步，建立顧客對品牌的信心。

由《星島日報》主辦的「星鑽服務品牌選舉2008」，今屆已經是第10屆，共有28個組別，另加8個

特別獎。各組別的候選機構均透過《星島日報》於2008年舉辦的讀者意見調查後，根據其品牌知名度、服務質素、品牌定位、信譽口碑、市場溝通、了解客戶需要及服務支援等各個範疇，選出每個組別中最優秀的候選機構。並於2008年12月15日至12月30日期間透過《星島日報》、《投資王》、《超級睇樓王》、《星島地區報》及《星島網》資訊平台作公眾投票，直接由《星島日報》的廣大讀者群來認定星鑽地位。

Amway's position as the leading direct-selling brand in Hong Kong was reinforced when the company took the "Best Direct Selling Company" honour in the Sing Tao Excellent Services Brand Award 2008.

The Sing Tao awards have been running since 1999, featuring 28 categories and six special awards. Focus groups were conducted with Sing Tao Daily's readers, and their comments on areas including brand awareness, quality of service, brand position and reputation were consolidated. A list of nominated companies was then compiled for public voting, which took place in the Sing Tao Daily, Sing Tao District Post, Property Browser, Investment Weekly and singtao.com from December 15 to 30, 2008. The awards were given to the brands with the highest votes in each category.





一眾嘉賓在店外進行簡單而隆重的剪綵儀式。



重新裝修後的澳門購貨中心更年輕更有活力，難怪直銷商亦被其氣氛感染！

健康 · 活力 · 商機 盡在安利澳門購貨中心

New Merchandising Centre Has Youth Appeal!

近日有不少人專程前往澳門高地烏街，目的就是造訪裝修後重新開業的安利澳門購貨中心。

The recently renovated Amway Macau Merchandising Centre in Macau has turned out to be a big hit with young people – so what accounts for its youth appeal?

● 年輕人的天地

斥資過百萬，全新裝修的安利澳門購貨中心於今年初正式開幕，以全新裝修、全新形象示人。整體感覺以簡約的白色為主調，予人明亮、精神的感覺，亦帶出安利年輕活力的一面——難怪愈來愈多年青人投身發展安利事業！

● Bright new look

More than HK\$1 million was spent on giving the Amway Merchandising Centre in Macau a totally new look. The centre, which was reopened in January, employs the same design features as the Merchandising Centres in Hong Kong, with white as the main theme to offer customers a bright, refreshing feel. The new look is an expression of Amway's vibrant and energetic personality - no wonder that more and more young people are now devoting themselves to developing the Amway business!



● 安利優秀事業博覽館

在這裡，直銷商可以收到第一手的安利業務資訊，並讓準直銷商更了解安利事業背後的理念。



● 雅姿及EFNY美容專櫃

這裡有最時尚的自助式美容專櫃，配合猶如化妝室的设计，讓顧客自由試用最新最時尚的化妝及護膚產品。



● 紐崔萊健康專區 設有智能健康測試系統，幫助顧客即時了解自己身體所需，並找出最適合自己的營養補充品組合。



● 家居科技產品專區 在這裡，顧客可以一次過體會到安利 Atmosphere空氣清新機、eSpring智能淨水器及皇后牌不銹鋼煲具的優點。

澳門購貨中心

地址：澳門高地烏街52號地下

Address: Rua de Pedro Coutinho, No. 52 Edifício Hio Fai, R/C

電話：(853) 2852 7888

Telephone: (853) 2852 7888

為孩子帶來積極人生 專訪臨床心理學家姚穎詩

Helping Youngsters Look Positively at Life

其實情緒病和其他疾病一樣，預防勝於治療，家長可以留意孩子的情緒變化，同時亦可以培養他們良好心理情緒發展。基督教聯合醫務協會聯合情緒健康教育中心臨床心理學家姚穎詩表示，近年流行正向心理學(Positive Psychology)，從感恩、神馳和樂觀思維出發，培養孩子的好性格，對減低孩子患上情緒病的機會大大減低。

Building a positive mindset in your children can help prevent mood disorders, according to clinical psychologist Carol Yew. Ms Yew, from the United Christian Medical Centre's United Centre of Emotional Health and Positive Living, believes that an optimistic mindset instilled through Positive Psychology can be a big help in reducing a child's susceptibility to mood swings.



現代社會 孩子也有生活壓力

大人常說自己有壓力，原來對於無憂無慮的孩子來說亦然。近年，社會及父母對孩子的期望與要求愈來愈高，在不知不覺間對孩子構成心理壓力，基督教聯合醫務協會聯合情緒健康教育中心臨床心理學家姚穎詩(Carol)說：「兒童至青少年時期都會面對不同的壓力，首先是父母的要求，例如望子成龍的心態。為了滿足父母的願望，孩子會不斷向上爬，帶來壓力；其次就是家庭，單親、貧窮都會對孩子有一定的影響；此外朋輩之間的比較亦會為他們構成無形的心理影響。因此，從小培養他們良好的心理質素十分重要，可以減少他們出現有情緒問題的機會，長大後有抑鬱傾向的機會亦會降低。」Carol表示，孩子一般都不太懂表達自己的情緒，所以大都會由身體發出訊號，例如出現嘔吐、失眠和焦慮不安等等，甚至出現一些對抗性行為。

關注兒童情緒健康 由預防開始

身為家長，當然最關心孩子的健康，打齊防疫針減低身體患病的機會，天氣轉冷就加衣裳，可是情緒病並沒有預防針，不少家長都是待發現孩子的情緒出現問題才去找醫生尋求專業治療。可有想過情緒問題比其他病症更容易預防？Carol謂：「正向心理學就是其中一個方案。從日常生活開始培養孩子的正面思想，從『感恩』、『神馳』及『樂觀思維』三方面出發，給他們一個健康的心理概念，讓每個孩子都可以幸福快樂成長，並可減低他們日後患上情緒病的機會。」

「感恩」(Gratitude)——教育孩子知道幸福並非必然的事，學懂對每事每物存在感恩的心態，例如「我們今天真開心，因為媽媽煮的飯真美味！」讓孩子多點體會到自己已經身在福中。同時讓他們明白，學習並不一定要有「向上比」的心態，比方說，這次測驗的成績不太理想，可以這樣鼓勵孩子：「我知道你已盡力了，雖然不是最高分，

但成績很不錯呢！下次再努力吧。」在美國曾經做過這樣的臨床實驗：將一群大學生分成3組，第一組每天寫傳統日記，將每天發生過的事記下；另一組則寫感恩日記，寫下每日值得感恩的事情；最後一組就甚麼都不用寫。最後發現，短短一星期內，寫感恩日記的大學生快樂指數明顯提高，證實感恩的效用。

「神馳」(Flow)——這是一種忘我暢快的體驗，即是全神貫注投入參與一項嗜好及活動，人會得著最快樂的時刻，達至忘我境界。Carol舉例說：「孩子專心砌模型可以不知時日過，就是神馳的一種。人愈多神馳的時間，他的人生觀亦會變得愈積極，所以應該鼓勵孩子培養一些他們喜歡的正常嗜好，讓他們身心都得到平衡發展。」但要注意的是，全神貫注並不等同於沉迷，某些活動會令人出現「假神馳」的狀態，這樣就相反地變成妨礙情緒發展了。

「樂觀思維」——這是正向心理學的基礎。每個孩子都有自己的長處，好好發揮和利用，就能夠從中建立自信；自小灌輸他們生活的真正意義，減少比較，凡事向好的方向想，例如下雨天不能夠外出，正好可以留在家中下棋，這亦是一種樂趣。從日常生活之中培養樂天的性格，對孩子的情緒健康成長有莫大的益處。



基督教聯合醫務協會聯合情緒健康教育中心臨床心理學家姚穎詩

甚麼是正向心理學？

正向心理學(Positive Psychology)的概念和理論，是由美國心理學會會長馬丁·沙尼文(Martin E. Seligman)於1998年發表的文章中首次提出。以研究個人長處、建立正面情緒和品格為重點，沙尼文博士聯同其他心理學家及學者，更著手發展一套有全面的正向心理學系統，並進行持續及廣泛的研究。故此，正向心理學的內容是來自科學研究的結果。根據正面心理學，快樂包括各種正面情緒，如興奮、滿足、自信及平靜等。研究更證實，我們可以透過不同方法獲得這些正面情緒，如細味日常生活，重塑自己的過去以及從正面角度展望將來。

兒童心理健康 全賴父母培養

正向心理學的始創人馬丁·沙尼文(Martin E. Seligman)提出了快樂的方程式：

H=S+C+V

H代表快樂指數(Happiness Index)；S是與生俱來的情緒基調(Set Range)；C為現實環境和個人的際遇(Circumstances)；而V就是個人所能控制的範圍(Voluntary activities)

Carol解釋這方程式能有效計算出人是否感到快樂：當中50%是與生俱來的，包括遺傳影響；際遇佔當中的10%，而剩下的40%就是後天培養。由出生開始至青少年階段為敏感期(sensitive period)，即學習和吸收能力最高的階段。好好把握這段時期向孩子灌輸正向心理學的思想與概念，對他們的將來能否擁有積極人生觀有很大的作用。



活動剪影

小畫家

藝術是世界共通的語言。透過繪畫，孩子能表達內心世界，同時在專注於藝術創作的過程中，他們達到神馳的狀態，可以享受「物我兩忘」之樂，並將負面情緒排遣。透過香港著名畫家王碧影女士的指導，孩子可以一嘗創作的樂趣，並學習一邊繪畫一邊處理情緒，重回健康的正軌。



小小科學家興趣班

每位孩子都有一顆好奇的心。透過小小科學家興趣班，導師Jackson以遊戲及比賽刺激他們思考及發揮創意、提供課室以外的學習機會，啟發參加者對科學的興趣，並鼓勵溝通及透過合作解決問題，培養每事求真的探究精神，讓他們領略到合群的重要性，並感受分享成功之樂。



安利陽光兒童成長計劃

自去年11月開始，香港安利與香港小童群益會攜手合作，開展為期兩年的「安利陽光兒童成長計劃」，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，以一連串的活動如興趣班、師友計劃、日營等活動協助他們處理情緒壓力，同時提升抗逆力，保持身心平衡發展。

Green Amway

綠色安利，由你我做起！



綠色環保 邁向南極 安利(中國)

Amway Products He



中國最大的極地考察船——雪龍號

近年全球暖化的問題日益得到重視，由於南北極是監測全球氣候變化的關鍵，因此在兩極進行的研究顯得非常有意義。中國南北極科考隊與雪龍號極地考察船常年兩極考察，為全球環境生態帶來重要信息；美國安利公司多年來致力保護環境，猶如日用品品牌的綠色先鋒。同樣的理念，讓安利(中國)與中國南北極科考隊走在一起。

早前，安利(中國)三度攜手極地事業簽約儀式暨新聞發佈會於上海外高橋碼頭隆重舉行。中國國家海洋局極地考察辦公室(極地辦)黨委書記魏文良先生、主任曲探宙先生、中國極地研究中心黨委書記吳金友先生、中國第25次南極考察隊隊長楊惠根先生、安利(中國)副總裁黃聖文先生及安利(中國)公共事務副總裁余放女士一同出席了簽約儀式。極地辦盛讚安利(中國)對維護地球兩極生態所作出的貢獻，並授予6種安利家居護理用品及3種安利個人護理用品「中國南北極考察隊專用產品」稱號，而安利(中國)將繼續為極地科考隊提供安利產品，為極地的生態環境盡力。



中國極地研究中心主任兼中國第25次南極考察隊隊長楊惠根先生代表極地考察隊接受安利(中國)副總裁黃聖文先生、安利(中國)公共事務副總裁余放女士贈送安利產品。

環保產品帶來的機緣

安利(中國)瞭解到自1991年中國簽訂了《南極環保協定》後，中國科學考察隊一直尋求符合要求的清潔日用品——包括具有含可生物降解表面活性劑、無磷、濃縮配方、不含氟甲烷等環保特性，方可登陸南極，而安利產品正好符合規定。自2002年起，中國極地辦開始在南極多個考察站及雪龍號極地考察船全面使用安利產品，包括安利Dish Drops濃縮洗潔精、L.O.C.多用途濃縮清潔劑、SAB濃縮洗衣液、麗潔去漬加潔劑、先潔衣物噴潔劑、濃縮空氣清新劑、健齒氟素牙膏、潤膚沐浴蜜露及二合一洗髮水。

與極地情緣由來已久

早於1989年，美國安利公司為宣傳推動極地環保而贊助「北極冰上行」；由於為極地環保工作貢獻良多，美國安利公司更於1992年獲聯合國教科文組織頒發「橫越兩極」獎章。安利(中國)繼2002年支持極地科考後，又於翌年贊助「中國北冰洋浮冰考察站」，2006年更大力支持「首位中國人於北極點環保探險行」。同時，安利(中國)與中國極地研究中心合作，邀請極地研究專家與科考隊員在全國14個城市開展巡迴演講，讓更多人全面瞭解極地的自然生態狀況及環保意義。

Global warming has become a very big issue across the world, and there's been a lot of attention paid to research in the Arctic and Antarctica – regions which are both seen as critical in assessing any changes in the world's climate.

The China National Arctic and Antarctica Research Expedition (CNAARE) has undertaken numerous trips to the Arctic and Antarctic regions, using the ice-breaking ship Icebreaker Xuelong, each time collecting important data to help in

the assessment of the global environmental situation. Amway in many ways shares the same goals as CNAARE, with both organisations showing a high regard for environmental protection.

A recent ceremony and press conference at Shanghai Waigaoqiao Harbour celebrated the continued collaboration between Amway and CNAARE. Among the guests of honour were the General Secretary of the Chinese Arctic and Antarctic Administration (CAAA) Mr. Wei Wenliang, CAAA Chairman Mr. Qu Tanzhou, Polar Research Institute of China General Secretary Mr. Wu Jinyou, leader of the 25th Antarctic research expedition Mr. Yang



得到安利(中國)的支持，中國第二次北極科學考察隊成功克服了北極氣候的惡劣環境，完成「瞭解北極對全球變化的回應與回饋」及「瞭解北極變化對中國氣候環境的影響」兩個主要科學考察任務，歷時74天；科考隊更在北緯78度24分的浮冰上，建立中國最北的臨時研究站，進行為期兩周的綜合觀測。

國) 三度贊助中國南北極科考 Ip Polar Expeditions

Huigen, Amway China Vice-President Mr. Vincent Hwang and Vice President of Public Affairs for Amway China Ms. Frances Yu.

The CAAA honoured Amway China's contribution to the polar expeditions, including the provision of six Amway homecare products and three Amway personal care products for the expedition members. Amway China will continue to provide its products for the team as part of its ongoing commitment to protecting the environment.

Environment-friendly products boost expedition



科考隊員正整理用具，準備進入下一科考點考察。

After signing the Antarctic Treaty in 1991, China's scientific expeditions were required to use cleaning products that could meet the requirements for protecting the environment in Polar areas – that is, products that were biodegradable, phosphorus free, had a concentrated formula and were Chlorofluorocarbon (CFC) free.

The products of Amway reached all the necessary specifications so, beginning in 2002, CNAARE's stations in the Antarctic and on Icebreaker Xuelong used the following Amway products: Dish Drops, L.O.C. Multi-Purpose Cleaner, SA8 Liquid Laundry Detergent, Tri-zyme Pre-Soak and Detergent Booster, Prewash Soil & Stain Remover, Amway Concentrated Air Freshener, Glister Multi-Action Fluoride Toothpaste, G&H Body Shampoo and Satinique Advanced 2-in-1 Shampoo.



可愛的企鵝母子提醒大家，要好好保護地球。

Amway's Polar connections

- In 1989, Amway Corporation sponsored the "Icewalk" activity to promote the importance of protecting the environment of the Polar regions.
- In 1992, Amway Corporation was awarded the "Transpolar Metal" medal from the United Nations Educational Scientific and Cultural Organization (UNESCO). In the same year, Amway China began its support for the China National Arctic and Antarctica Research Expedition, sponsoring the organisation to establish a floating ice station in the Arctic Ocean.

- In 2006, Amway China was the main sponsor of the first Chinese expedition to the North Pole in the name of environmental protection.
- At the same time, Amway China collaborated with the Polar Research Institute of China, inviting specialists and members of the expedition to give talks in 14 cities on the Polar ecosystems and their relationship with global environmental protection.



南極風光如畫，令人一見難忘。

極地科考專家對安利產品的評價



中國極地研究所名譽所長董兆乾先生

安利產品優良的品質、環保的特性給考察隊員們留下了深刻印象。



國家海洋局極地考察辦公室黨委書記魏文良先生

環保一直是我們選擇日用品的原則；而安利產品的品質讓我們可以攜手走向南極。



雪龍號船長沈權先生

透過綠色環保組織的檢查，安利的產品都達到保護環境的要求。

安利(中國)榮譽薈萃

More Recognition for Amway China's CSR Efforts

安利(中國)再度榮膺「中華慈善獎」

去年12月5日，2008年度「中華慈善獎」在北京人民大會堂隆重揭曉，安利(中國)獲頒「最具愛心外資企業」殊榮，並由美國安利公司執行副總裁鄭李錦芬女士出席頒獎儀式。

安利(中國)秉持回饋社會的理念，每年都會將部份收入投入慈善事業，並積極組織及鼓勵直銷商及員工參與志願活動。在過去一年，安利(中國)更緊密地與中國人一起共度難關，對抗雪災及地震所帶來的挑戰。這項殊榮是對公司慈善精神及實踐企業社會責任的最高肯定。

「中華慈善獎」於2005年由中國政府民政部成立，是中國社會公益及慈善領域中最高級別的獎項。今年，經過社會各界推薦和報名、評選委員會審議、社會共識等幾個環節，將「中華慈善獎」授予336位人士、企業、機構和慈善活動；另有119位人士獲頒發「全國優秀慈善工作者」，而有22位獲頒「中華慈善貢獻獎」。4年來，安利(中國)先後兩次榮獲「中華慈善獎」，證明中國政府對公司履行社會責任與貢獻的高度評價。

China Charity Award

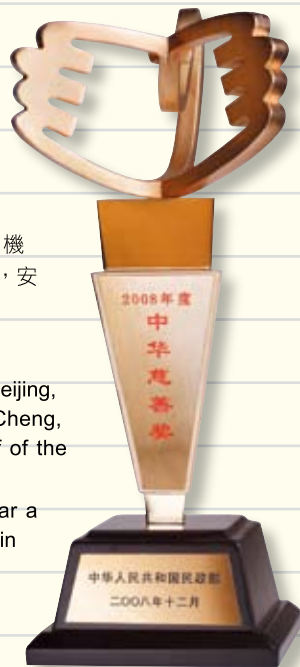
The China Charity Award presentation was held on December 5, 2008 at the Great Hall of the People in Beijing, with Amway China proud to accept the "Most Charitable Foreign-Funded Enterprise" honour. Ms. Eva Cheng, Executive Vice President of Amway Corporation, attended the event and received the award on behalf of the company.

Amway China takes its corporate social responsibility (CSR) commitments very seriously and every year a proportion of the company's income is distributed to charitable organisations. The company is also proactive in encouraging its distributors and employees to take part in volunteer activities and community service.

In 2008, Amway China connected with the country's people by passing through two crises – the snow blizzards and the Sichuan earthquake – together. The award affirms Amway China's ongoing commitment to social responsibility.

The China Charity Award was founded in 2005 by the Ministry of Civil Affairs of the People's Republic of China, and is the highest recognition for charitable and CSR efforts in the Mainland. This year, 336 individuals, companies, organisations and charity activities were honoured, with 119 people named as "National Outstanding Charity Worker", and 22 people honoured with the "China Charity Contribution Award".

This is the second time for Amway China to receive this honour, illustrating how the company's contribution is recognised by the PRC Government.



安利(中國)獲頒「中國企業社會責任榜」傑出企業獎

在較早前以「責任引領未來」為主題的「2008第一財經·中國企業社會責任榜」評選活動中，安利(中國)憑藉多年來在社會責任領域的努力及突出的表現，獲得傑出企業獎；而電腦生產商微軟及中國工商銀行等知名企業亦同時獲獎。

今次評選由第一財經旗下廣播頻道、電視頻道、日報、周刊、網站及研究院6大平台聯合舉辦，並得到獨立認證機構的支持，從參選報名、問卷調查、企業面訪、專家審核到榜單揭曉一共歷時半載，評獎程序權威公正。

Outstanding Enterprise Award of CSR Ranking in China

Amway China's impressive achievements in the area of corporate social responsibility were recognised in the "2008 China Business Network — CSR Ranking in China" survey, with Amway receiving the "Outstanding Enterprise Award of CSR Ranking in China" for its efforts. Other companies being recognized included Microsoft and the Industrial and Commercial Bank of China.

The survey was run across different China Business Network media outlets, including TV and radio channels, newspapers, weekly magazines and CBN research. With the support of an independent certification organisation, a six-month period was spent on signing up nominees, surveying and interviewing them, with evaluations by professionals highlighting the fairness and authoritativeness of the survey.

安利(中國)獲「奧運承諾踐諾先進單位」稱號

由中國消費者協會主辦的「奧運承諾踐諾先進單位表彰會」於去年12月在北京舉行，安利(中國)憑著優質的服務與產品，榮獲「奧運承諾踐諾先進單位」稱號。

會上，安利(中國)總裁黃德蔭先生代表公司上台領獎及發言，而中央電視台、中國新聞社、《人民日報》、北京電視台及中央人民廣播電台等眾多重量級媒體亦現場報道表彰會的情況。

去年3月，中國消費者協會啟動「強化社會責任 共迎08奧運」的大型活動，由包括安利(中國)在內的36家中外資企業一致鄭重承諾，保護消費者的權益，並向消費者提供優質服務。在過去一年，安利(中國)積極實踐承諾，並透過「優質服務在安利」活動，為消費者提供「高效、專業、安心、貼心」的優質服務及產品。而「安利(中國)服務滿意度調查」更顯示，消費者的整體滿意度高達84%。

Advanced Unit Honoring the Olympic Pledge

Amway China was named as an Outstanding Olympic Partner Company at a ceremony held in Beijing in December 2008. Audie Wong, President of Amway China, represented the company at the event. This was a high-profile ceremony, being broadcast by most of the leading media organisations including China Central Television, the China News Service, People's Daily, Beijing Television and the Central People's Radio Station of the PRC.

In Olympics year, the China Consumer Association launched a series of activities to emphasize the importance of social responsibility during the Beijing games. A total of 36 local and foreign enterprises, including Amway China, made a declaration to protect the rights of the consumer and put customers first during the Olympics.

Amway China was proactive in adhering to the spirit of the declaration through its "Highest Quality Service at Amway" campaign, and by providing effective, professional, safe and considerate services and products to customers. The result of a survey on Amway China's services indicated that 84% of customers were satisfied.



安利(中國)榮膺「中國最佳企業公民」

由被喻為國內最有影響力的商業傳媒機構21世紀報系主辦的「第5屆中國最佳企業公民評選」早前在北京揭曉，安利(中國)透過對直銷商、員工、合作夥伴、環境資源及社會責任等多個範疇的出色表現，從超過500家中外資企業中脫穎而出，榮獲「2008年度最佳企業公民大獎」。

在過去一年，安利(中國)的志願者在對抗雪災、抗震救災、北京奧運以及日常社區服務等方面，均付出了辛勤的努力。截至2008年9月底，全國31個省市自治區共有近50,000位安利志願者，累計服務時間超過700,000小時。

Best Corporate Citizen

Launched by the 21st Century, the "Assessment of Best Corporate Citizen in China 2008" selection was announced in Beijing. Thanks to the excellent contribution made by distributors, employees and business partners, together with the company's ongoing commitment to the environment and corporate social responsibility, Amway China received the "2008 Best Corporate Citizen Award" among more than 500 local and foreign enterprises.

Last year saw Amway China volunteers devoting to the snow blizzards and in the aftermath of the Sichuan earthquake, as well as contributing to the Beijing Olympics effort and various community services. Up to the end of September 2008 there were approximately 50,000 Amway China volunteers supporting in 31 provinces. The accumulated service of the volunteer team in 2008 amounted to more than 700,000 man hours.

安利(中國)獲頒「2008中國優秀企業公民獎」

在剛過去的第四屆中國優秀企業公民表彰大會暨中國企業公民論壇上，安利(中國)首次獲頒發「2008中國優秀企業公民獎」。這項活動由中央電視台經濟頻道與騰訊慈善公益基金會主辦，評審委員會先提名入圍企業，再透過公眾網上投票，最終選出獲獎企業。

今次評選的標準共分為11方面，包括對消費者的責任、對環境保護的責任、對知識產權的責任、完成《企業社會責任報告》及在512四川大地震中的貢獻等等。

Excellent Corporate Citizen

Amway China received the "2008 Excellent Corporate Citizen" Award at the China Excellent Corporate Citizenship Award Ceremony and China Corporate Citizenship Forum 2008. Hosted by CCTV-2 in conjunction with the Tencent Community Charitable Foundation, award nominees were selected by a judging panel and voted by the public through an Internet poll.

The panel judged corporations according to 11 different criteria, including their responsibility towards customers, environmental awareness, intellectual property rights, overall social responsibility and their contribution to the Sichuan Earthquake relief effort.



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。

