

AMACRAM

安利月刊 Helping People Live Better Lives

12.2009



恭賀

**新晉鑽石直系直銷商
許浩然、王藝靜夫婦**

- ・兩個健康好「煮」意
- ・紐崔萊75年一過去、現在與未來
一森姆·宏邦博士細說健康之道
- ・節日妝容新點子

 **Amway**
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).

機會恆存

An opportunity for the ages

有賴安利上下一心、孜孜不倦的努力，共同實現共同目標，開創了安利50年的光輝歷史，在這個大家庭裡不同年代的成員，他們的功勞尤不可沒。憑藉安利全人處處表現誠心致志，我倆對於未來滿懷信心，堅定邁步前進，臻取更矚目成就。

誠然，綜觀上半個世紀，改變是必然的，也是我們成長中重要一環。同樣地，消費者的需求、人們的生活方式以至期望，也在產生變化，特別是科技發展的轉變，確實令安利產品顯著地締造更佳的生活體驗。

安利的未來與時俱進，我們必須證明，安利的事業機會和銷量極高的產品，對我們的生活至關重要，透過肩負業界領導的角色，讓我們跨越界限，開拓未來。我們喜迎挑戰，亦志於創新求變。

沿路進發，藉著你的決心和創業精神，時刻令我們銳意拓展新猷，為業界奠立長遠典範。

The fact that Amway has reached its 50th anniversary is the result of many people working hard and working together to meet common goals. In many cases, people across multiple generations of the same family have been part of that effort. We're confident that the exceptional level of commitment shown by people throughout Amway means that we'll continue to grow and be successful in the future.

But as we've seen over the last half century, change is a necessary and vital part of the growth process. Consumers needs have changed. Lifestyles have changed. Expectations have changed. And technology has changed how people communicate about their experiences with our products.

Our organization's future depends on our ability to stay relevant. We must show people that we offer a business opportunity and top-selling products that can and should be an important part of their lives. How? We believe that it's our role as industry leaders to push past today's boundaries and to search for tomorrow's solutions. We gladly accept that challenge. And we're eager to introduce the world to what's next.

Throughout this journey, your determination and entrepreneurial spirit are always an inspiration to us. With your help, we intend to pioneer innovative paths that others will follow for generations to come.

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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.

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兩個健康好「煮」意

Two Secrets for Healthy Cooking



煮意 I

中式五層不銹鋼鑊 有營「煮」意

The 5-ply Wok with healthy cooking

※ 鎖水設計 低溫煮意保健康

中式五層不銹鋼鑊採用18:8優質不銹鋼及五層結構製造，獨特的「鎖水設計」及低溫煮意，有效保留食物的天然色澤、水分及營養，同時亦減少油煙，煮、食同樣健康。

Vitalok™ – nutrition-rich low-temperature cooking

The Amway 5-ply Wok is made of the finest 18:8 stainless steel and uses the special Vitalok and low temperature cooking design that prevents moisture and nutrients from seeping out.

直徑36厘米

直徑36厘米，更適合不同尺寸爐灶使用。

With a diameter of 36cm, the wok can be used on cooking ranges of different sizes and shapes.



限量發售
2009年12月15日
開始

2726 DP\$2,498

包括配件：承架、蒸架、框架

Including Lotus, Steamer and Steady Racks

圓底設計

圓底設計，適合習慣明火煮食及使用圓底中式鑊的一家之『煮』。

The design suits those who prefer a round-bottomed style of wok.

實用配件 用途廣泛

鑊蓋：內高7.2厘米；配合蒸氣活門釋放蒸氣，切合不同烹調方法的需要。

鑊身：直徑36厘米，深12厘米；配合人體力學設計鑊耳及加長防火鋼圈，安全不燙手。

承架：適用於烹調煎炸食物時隔油。

蒸架：適用於蒸燻食物。

框架：確保將不銹鋼鑊平穩放置在爐灶、桌面上或廚櫃內。

Functional accessories

Lid : 7.2cm high with a steam control valve to meet the needs of different cooking methods.

Body : 12cm deep with a diameter of 36cm. The stainless steel flame guard provides protection.

Lotus Rack : Drains oil after frying.

Steamer Rack : For steaming or smoking dishes.

Steady Rack : Provides stability on cooking hobs, on the table and inside storage units.



喜慶節日將至，慶祝派對真是停不了，美食佳餚當然吸引，但也千萬不可忘記要食得健康。安利為你送上兩個「煮」意小貼士，並送上節日獻禮，讓你食得開心又稱心！

Festive season is coming and the party season will soon be in full swing. While it's great to relax and have fun, it's also important to try to stay healthy, which is why Amway offers two cooking tips and special offers to bring you happiness and good health!

※ 紐崔萊營與健新「煮」意

Tailor-made healthy cooking tips

一道美味的菜式除了要有新鮮的食材之外，別具創意及富有營養的醬汁更可令菜式錦上添花。加入紐崔萊營養產品，調配獨特的醬汁，更可帶出食物的天然鮮味。

Apart from using quality fresh ingredients, a splash of delicious sauce can enhance the flavour of your dishes. Nutrilite products can be used to create special sauces that bring out the natural flavour of your food.

熱情果活力八寶橙醬伴烤雞

熱情果活力八寶橙醬材料：

紐崔萊活力八寶營養果汁粉 (鮮橙 / 橘子味)	2茶匙
熱情果	1個
蛋黃醬	4湯匙
鹽	少許
糖	1湯匙
開水	2茶匙
黑椒碎	少許

烤雞材料：

光雞	1隻
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醃料：

LAKONIA特級冷壓橄欖油	2湯匙
蒜	4-5粒
百里香	1湯匙
鹽	適量
黑椒碎	適量
水	½杯

做法：

- 1 將LAKONIA特級冷壓橄欖油及蒜粒，用攪拌機打成茸備用。熱情果活力八寶橙醬材料拌勻備用。
- 2 雞去內臟切半，以醃料塗滿內外全身，放入雪櫃醃一晚。
- 3 燒熱橄欖油，以中火煎雞至兩面金黃及香脆，取出多餘的油分。
- 4 轉小火，注入水分，加蓋以慢火燜25分鐘，伴熱情果活力八寶橙醬享用。



紐崔萊活力八寶營養果汁粉
(鮮橙 / 橘子味)

有營烹調心得

- 1 Amway中式五層不銹鋼鑊提倡低溫煮意，煎、炒、燜、煮、燜同樣出色，煎雞時先煎雞皮一面，既可迫出多餘雞油，烹煮時亦可減少用油。低溫少油，智慧有營。
- 2 紐崔萊活力八寶營養果汁粉提供天然維他命，採用天然香味，適合四季飲用及烹調燉菜。

紐崔萊有營煮意購物禮遇

現凡購買Amway 中式五層不銹鋼鑊乙套，即送你中式五層不銹鋼鑊「紐崔萊有營食譜」及安利紐崔萊產品DP\$250禮券乙張*，教你創出更多有營菜餚。數量有限，送完即止。

Enjoy a special treat!

Buy the Amway 5-ply Wok set and get Nutrilite Recipes and a FREE DP\$250 Nutrilite coupon*. Act fast because the offer is only available while stocks last.

* 請參閱使用條款及細則。

Terms and conditions apply.

查詢電話 Enquiries: 2969 6300





煮意 2

LAKONIA 特級冷壓橄欖油 有營「煮」意好拍檔

LAKONIA Extra Virgin Olive Oil The Perfect Partner of Healthy Cooking

要食得健康，首先要懂得挑選最健康的食油。很多營養學專家指出，食用適量的單元不飽和脂肪酸油脂食譜，比低油脂食譜更能降低患上心血管疾病的機會。LAKONIA特級冷壓橄欖油是你每餐的健康選擇。

Research by professional nutritionists has shown that diets high in monounsaturated fatty acid see lower plasma cholesterol and triacylglycerol concentrations, meaning the risk of cardiovascular disease is significantly reduced. The healthy properties of LAKONIA Extra Virgin Olive Oil make it the best choice for your food.

三大之最 *Three reasons LAKONIA is the best*

最頂尖 橄欖油級別 — 特級冷壓橄欖油

- LAKONIA特級冷壓橄欖油是選取最佳橄欖果實，採摘後24小時內冷壓榨出的第一輪橄欖油，保留豐富天然營養。
- 特級冷壓橄欖油是歐洲規格中較高等級的橄欖油。
- 每14公斤優質橄欖果實僅產出1公升橄欖油，堪稱特級中的特級。

最優質 原產地 — 希臘

- LAKONIA特級冷壓橄欖油由希臘原裝入口。
- 希臘國內環境大都不受污染，橄欖油品質精純天然。
- 世界衛生組織（WHO）以希臘出產的橄欖油作為研究橄欖油對人體健康的樣本。

最完美 橄欖果實 — 源自斯巴達城·埃羅塔斯河谷

- 有機耕作，橄欖果實營養天然豐富。
- 不經加熱和任何化學處理，保留橄欖天然營養、香氣、味道和色澤。
- 可直接食用（如涼拌及沙律），低溫煮食更健康。

The best type of olive oil — Cold-pressed Extra Virgin Olive Oil

- LAKONIA Extra Virgin Olive Oil uses the best green olives that are pressed within 24 hours of picking to retain the nutrients.
- Europeans rate cold-pressed extra virgin olive oil the highest among all olive oil types.
- Around 14kg of premium green olives are used to produce one litre of olive oil.

The best origin — Greece

- LAKONIA Extra Virgin Olive Oil is imported from Greece, one of the leading olive oil producers.
- The olives are grown in unpolluted farms in rural Greece to ensure the finest and purest olive oil.
- The World Health Organization conducted its important study of the relationship between olive oil and health based on the oil produced in Greece.

The best green olives — Found in Sparta/Eurotas

- The olives are grown on organic farms, making them pure and rich in nutrients.
- No heating or artificial processes are used, resulting in oil that's rich in natural nutrients, aroma and colour.
- The olive oil can be served directly or used in low-temperature cooking.



Lakonia特級冷壓橄欖油
8986 DP\$148



節日獻禮 Festive Offer

推廣期：2009年12月15日呈獻

推廣期內，凡購買LAKONIA 特級冷壓橄欖油乙瓶，即免費獲贈『時尚保溫手挽袋』乙個及『橄欖油健康食譜』乙份。保溫手挽袋用途廣泛，可令冷熱食物保持溫度及新鮮。數量有限，送完即止。

Buy one bottle of LAKONIA Extra Virgin Olive Oil and get a free multi-functional Thermal Bag and Olive Oil Healthy Recipe! Available while stocks last.

保溫袋簡介

- 內備保溫隔層，可存放熱葷食品、冷盤或午餐盒。
- 袋口配備拉鏈，整齊簡約，方便易用。
- With thermal layer, the bag can be used for cold dishes (e.g. cold platters or salads) as well as hot food.
- With simple design and zipped closure, it's easy to carry.



保溫隔層



時尚保溫手挽袋

Daddy 返工都有
溫暖愛心意粉！



香辣明太子花甲意粉*

同學仔開生日會，
媽咪整咗沙律
俾我帶去呀！



鮮橙鴨胸沙律伴果香蜜糖汁*

備註：

- 1 贈送禮品數量有限，送完即止。
- 2 優惠期只適用於中心付款購買單。
- 3 不可同時享有其他優惠。

Notes:

- 1 Free gifts are available only while stocks last.
- 2 It is applicable to paid orders at Merchandising Centres only.
- 3 This offer cannot be used in conjunction with other promotional offers.

* 請參閱附送之『橄欖油健康食譜』。
Please refer to the complimentary
"Olive Oil Healthy Recipe".





共創事業 美滿家庭

新晉鑽石直系直銷商許皓然、王藝靜夫婦

Home Sweet Home
New Diamond Direct Distributors
Hoi Ngai Loon and Ngai Ching

安利歷程

參	加	2005年3月
直	系	2007年5月
紅	寶	2007年8月
創	業	2008年8月
者	直	2008年3月
明	系	2009年8月
創	業	2008年8月
者	藍	2008年8月
寶	石	2009年7月
翡	翠	
鑽	石	

許皓然、王藝靜夫婦兩人識於微時，由大學、踏足社會、加入安利、結婚生子，總是並肩而行，共同經歷風雨，攜手創出成功事業及美滿家庭。

Hoi Ngai Loon and Ngai Ching have known each other since they were very young. During their long journey together they have always walked side by side, despite any challenges faced along the way, to create a successful career and perfect family together.

成功事業篇

事業與家庭，對某些人來說很難兩者兼得，不過對於許皓然、王藝靜夫婦來說，即使前路要面對困難和挑戰，他們深信只要攜手努力，必定能夠成就美好的將來。他們最初都各自擁有穩定的職業，但現今社會瞬息萬變，突如其來的轉變或許會令人措手不及，但若選對路向，便能夠為生活帶來保障，在開創成功事業的同時，也能建立美滿的家庭。

生於馬來西亞的許皓然，本身擁有碩士學歷，而且也有一份很好的職業，屬主管級的行政人員，以為前景穩定，但2005年卻遇上公司減薪，令他開始重新計劃將來。許皓然說：「其實那時候我的哥哥發展安利事業已有十年之久，他一直都有跟我分享安利生意的好處，當時我不以為然。但經歷了減薪後，覺得本身的工作有危機，於是便開始了解安利，加上那時太太有了孩子，覺得生活上應該要有多一點保障，而我覺得安利可以給我多一個選擇，於是我們在2005年加入安利，開始學習如何經營，並參加不同的培訓計劃。」許皓然初時在香港，認識的人也只有太太和她的家人，不過加入安利後，讓他擴闊自己的人際網絡，認識更多新朋友。他續說：「安利提供了長線的事業機會，我深信安利的發展空間很大，市場潛力亦很高，只要努力經營，就一定能夠成功。」



Some say it is difficult to have a career and family at the same time. Hoi Ngai Loon and Ngai Ching, however, believed they could break the boundaries by overcoming all the difficulties and building a better future together. They both had good jobs, but the uncertainties in this ever-changing world made them realise they had to make the right decision to secure their future, building a successful career alongside a happy family life.

A successful career

Malaysian-born Hoi Ngai Loon has a master degree and worked as supervisory executive in a well-established company, and his prospects looked good until a salary cut in 2005 made him realise he needed to plan for his future.

"My brother had been in Amway for about 10 years at that time. He often shared his experiences with me, but I didn't pay much attention at first. However, after the salary cut I started to learn more about Amway and realised that I should have a more secure future since my wife was pregnant at that time," he said. "Amway offered me an alternative, so I joined up in 2005 and started to join different training programmes and learn how to run the business," he recalled.

Mr. Hoi did not have a broad social network when he first moved to Hong Kong – his wife and her family were the people he only knew. But Amway has enabled him to build his own network and make many new friends. "Amway is a long-term business," he said.



王藝靜曾是小學教師，本身的職業收入穩定，而且手執教鞭也是她小時候的理想。不過，當了幾年教師後，她發覺工作時間比想像中長，放工後仍有很多跟進的工作要處理，同時感到將來的前景也未必會有甚麼轉變，於是便辭掉教師的工作，與友人開設補習社。雖然經營補習社所賺的收入比以前多了，時間亦可自由控制，但過了一段時間，她發現這並不是自己所追求的生活方式。她說：「那時我開始接觸直銷行業，而丈夫的哥哥經營安利已十多年，看到他的成果，我也開始為自己的將來著想。我認為安利有很強大的支持，加上看到很多成功例子，於是便決定加入安利。以前的工作沒有太大自由度，但現在卻可以自己選擇怎樣安排時間，在發展事業的同時，我也有更多時間照顧孩子。」

在人生選對了路向，便能踏上成功之路。許皓然說：「我的舊公司最後在2008年金融海嘯中倒閉，舊同事都人心惶惶，很著急地找其他出路，但我卻從安利事業上獲得穩定的收入，不用擔心生活，所以我很慶幸自己當初作出了正確的決定。」王藝靜也贊同說：「在我們加入安利的時候，公司已有30多年的歷史，我們深信前輩的成功是個好好的學習對象，透過領導人的栽培，我們的事業亦開始踏上軌道。我們現在都有了共同目標，可說是有了雙重保障。」

美滿家庭篇

加入安利後，他們的生活的確有了很大的轉變。他們有著共同目標，即使在外面遇上更大困難，大家都能彼此了解。王藝靜回憶著說：「以前放工後回家，大家都只顧做自己的事，很少機會有深入的溝通。但加入安利後，我們的共同話題多了，不論吃飯或睡覺，我們經常都有傾有講。現在，在工作上取得成就，丈夫便是第一個與我分享的人，我們學會了互相欣賞及支持，彼此的關係比拍拖時更甜蜜、更親近。因為大家了解加深，彼此更懂得包容對方。」

談到孩子，許皓然表示當初因為工作時間很長，當大兒子出生後，都沒有太多時間與他相處。「以前的工作早出晚歸，早上起來上班，他還未睡醒，到晚上回到家後，他又已經睡了，所以根本沒有太多時間跟他接觸。每次看到他都是睡在床上，所以我只能看到他「水平式」的成長。但自從2008年全職發展安利後，我的工作時間更為自由，今年小兒子出生了，讓我有更多時間親身照顧他，看着他每天成長，真的很開心，而且感受也很深。」

他們透過發展安利生意，不但在事業上取得成就，成功晉身鑽石直系直銷商，而且共同建立了一個美滿的家庭。

"I believe there is a great potential in the business and the market as whole. You will succeed if you are willing to put in the effort."

Ngai Ching worked as a primary school teacher with a stable income – her dream job since she was very young. She loved to teach, but after a few years she found the working hours were getting longer and there were too many follow-up tasks to do after work. She could no longer see any great prospects as a teacher, so she quit and set up a tuition school with a partner. Her new role enabled her to make more money and have more flexible working hours, but she still felt this is not what she expects. "I started to learn more about the direct selling industry, and the success of my brother-in-law helped to inspire me," she said. "I saw that Amway had a strong background, with many people making a success of the business, so I decided to join. Now I have a very flexible working schedule and much more time to take care of my children."

Making the right decision can put you on the path to success. Mr. Hoi recalled how his previous company closed down in 2008, with most of his former colleagues forced into the stressful situation of searching for other jobs. "I'm lucky to have joined Amway because I can still enjoy a stable income to support my family," he added. Mrs. Hoi supports her husband's belief that he made the right decision. "By the time we started our business, Amway had already been operating in Hong Kong for more than 30 years and the success stories of Amway leaders set a great example. Guidance from the top has helped us build our own business and we now share a common goal with double protection for our future," she said.



除了建立家庭和事業，許皓然與王藝靜夫婦亦透過安利，令家人和朋友的關係更親密。



參加安利後，夫婦二人
有更多時間與家人共聚
天倫。



一對可愛的兒子。



藉著安利有更多機會到外地旅遊。

Home sweet home

Mr. and Mrs. Hoi have seen a big change since joining Amway. They share a common goal and understand more about each other when facing various challenges. "In the past, we seldom had time to talk to each other at home after work, but since joining Amway we have a lot in common and can communicate more openly with each other," Mrs. Hoi said. "Now, my husband is the first one to share in my success. We have learnt how to appreciate and support each other. We're much closer than before, and we know how to be tolerant and supportive, whatever the circumstances."

On the subject of family life, Mr. Hoi said in the past he did not have much time to spend with his first son due to his long working hours. "He was sleeping when I went to work in the morning and when I got back home at night. I could only see him grow 'horizontally' in bed!" he recalled. "Things changed when I started to run my Amway business on a full-time basis because I had a more flexible working schedule. My second son was born this year and I have more time to take care of him. It's wonderful to be able to see him grow. Now I have a successful career and a happy family life at the same time."

Thanks to the Amway business, Mr. and Mrs. Hoi were able to achieve real success in their careers and become Diamond Direct Distributors. At the same time they are able to enjoy a happy family together.



安利（香港）35週年直銷商年會 與你共創精彩人生

Amway Hong Kong 35th Anniversary Distributor Convention
Leading a **Colourful Life**



安利行政人員及直銷商一同合唱35週年主題曲《結伴前行》。

安利（香港）自1974年創立以來，便一直穩佔直銷業界的翹楚地位，並培育出不少能幹而有才華的直銷人才。他們積極開創自己的事業，全面發揮個人潛能，活出精彩的人生。

Since its establishment in 1974, Amway Hong Kong has been a pioneer in the city's direct selling industry, fostering numerous talented distributors over the years. These people have been given the opportunity to express their full potential and live very colourful lives.



美國安利公司主席史提夫·溫安洛先生由美國總部遠赴來港，見證安利（香港）的驕人成就。



美國安利公司執行副總裁鄭李錦芬勉勵安利（香港）在未來再創高峰。

安利（香港）踏入光輝35載，於2009年10月31日假香港伊利沙伯體育館舉行了《安利（香港）35週年直銷商年會》，並邀得美國安利公司主席史提夫·溫安洛親臨香港參與這次盛會，與美國安利公司執行副總裁鄭李錦芬、安利（香港）的行政人員及直銷商，共同分享一個熱鬧的晚上。「自由、希望、家庭、獎勵」是安利追求的精神，正如主席史提夫·溫安洛所說，若要成功，便要創造自由，努力地去達成目標。安利（香港）35年來的成就，實在令人鼓舞，鄭李錦芬表示非常欣喜有更多年青人加入安利，同時亦勉勵大家要上下一心，繼往開來，在未來再創高峰。

To celebrate its success over the past 35 years, Amway Hong Kong staged the "Amway Hong Kong 35th Anniversary Distributor Convention" at Queen Elizabeth Stadium on October 31, 2009. Mr. Steve Van Andel, Chairman of Amway Corporation, flew in from the United States solely for this special gathering, and he was joined by Mrs. Eva Cheng, Executive Vice President of Amway Corporation, to host the celebration. "Freedom, Hope, Family and Reward" are the goals for all Distributors in Amway, and Mr. Steve Van Andel said we should all create freedom to achieve our goals. Mrs. Eva Cheng recalled the memorable journey of Amway Hong Kong over the past three-and-a-half decades and encouraged everyone to set their goals high for the future.



三鑽石直系直銷商吳華耀、麥麗貞夫婦（左）及李家達、袁慧珠夫婦（右）獻上心意賀辭。



首戶華人皇冠大使直系直銷商傅南生及吳彩雲夫婦分享他們的精彩人生。



壓軸演出嘉賓李克勤獻唱多首名曲，掀起全場高潮。



全場座無虛席，氣氛熾熱，觀眾情緒高昂。

「有」情歲月

安利是一個緊密的團隊，一個好拍檔當然不可或缺。這次的直銷商年會特別邀來六對好拍檔，當中有兄弟、父女、婆媳、夫婦及相識多年的好朋友，包括行政鑽石直系直銷商陳鎮平及陳鎮興（兄弟）、行政鑽石直系直銷商張培光及創業者直系直銷商張芷華（父女）、鑽石直系直銷商許陳燕紅及直系直銷商許甄安穎（婆媳）、鑽石直系直銷商廖穎枝及林盈（朋友）、鑽石直系直銷商許皓然及王藝靜（夫婦），以及鑽石直系直銷商謝恩及創業者直系直銷商李文邦（朋友）。他們一同在台上細說當中的點滴回憶，分享彼此合作的成功之路。他們互相扶持，即使遇到困難，都會一直默默支持對方。

在同一屋簷下，家人之間的溝通和鼓勵都是很重要的。親兄弟陳鎮平及陳鎮興說每當對方遇到困難時，都會義不容辭作出支持，而兩人在發展安利後，有更多時間與家人相處，他們曾試過全家一行十多人一同旅遊，有很多歡樂的回憶。張培光及張芷華表示，兩父女以前在家裡甚少傾談，溝通不多，但藉著加入安利，兩人的關係變得更緊密，彼此打破代溝的隔膜。許皓然及王藝靜夫婦，本身來自不同的圈子，即使在組織家庭後，兩人都各有各忙，但他們都覺得自從一起發展安利後，大家有了共同話題，生活變得更充實，一個機會改變了兩個人的生活。許陳燕紅及許甄安穎在婆媳關係之間，找到彼此相處的模式，而且會經常分享，猶如母親及女兒一樣，正如許陳燕紅所說，她既是家姑又是母親，而且因為大家都發展安利，所以也是位老師。另外好朋友謝恩及李文邦相識多年，大家都正在努力發展安利生意，但兩人都說從來沒有互相比較，因為大家都了解彼此的性格和喜好，而且一直互相鼓勵，期望達成更高的目標。自中學時代已相識的廖穎枝及林盈，畢業後便全職發展安利，兩人惺惺相惜，過程中，兩人不斷成長，現在能夠共同實現夢想。

創出精彩人生

開創安利事業，除了要有清晰的目標之外，還要靠鍥而不舍的努力，逐步拾級而上。首戶華人皇冠大使直系直銷商傅南生及吳彩雲夫婦，就是憑著多年來的努力，最終得到這個至高榮耀。他們都認為，不論你是甚麼背景，或做甚麼行業，都一樣可以達到目標。這裡匯集各行各業的精英，再加上安利的優勢，必定很快就可以成功。很多人都覺得，家庭與事業難以同時兼顧，尤其還要照顧孩子，這可說是一個極大的挑戰。不過，他們同時擁有成功事業及幸福家庭，證明只要選對

了路向，便能夠達成目標。傅南生先生說：「發展安利事業讓我學到更多專業知識，也有機會到外地旅遊，讓我增廣見聞。同時，安利積極支持公益慈善活動，讓我也有機會一同回饋社會。」此外，吳彩雲女士亦分享她的感受：「女人最緊要選對家庭和事業，我在安利開展個人事業，並在這裡認識了我的丈夫，所以安利可說是帶給我兩個影響著我一生的決定。」他們年輕時於安利認識，大家一直努力發展，在成為皇冠大使直系直銷商後，彼此都覺得經濟有了穩固基礎，於是便決定結婚。安利事業可以帶來穩定的收入，讓他們能夠為下一代鋪路。他倆與安利努力了這麼多年，一同經歷了不同年代，由單身、結婚到生孩子，都見證著它的成就，而安利亦看著他們成長。正如吳彩雲所說：「Success is a matter of choice（成功在乎選擇），現在就是最好的時機，去開創你的未來。若能做了對的選擇，在各方面都有所得著，人生就能活得精彩。」

The Sentimental Life

Teamwork is a crucial part of the Amway business and building strong partnerships is a must. Business partnerships exist between brothers and sisters, fathers and daughters, mothers and daughters-in-law, couples and friends. Among those sharing their experience of invaluable partnerships at the convention were Executive Diamond Direct Distributors Boe Chan and Hillman Chan; Executive Diamond Direct Distributor Cheong Pui Kuong and Founders Direct Distributor Cheong Chi Wa; Diamond Direct Distributor Maria Hui and Direct Distributor Wendy Hui; Diamond Direct Distributors Liu Wing Chi and Lam Ying; Diamond Direct Distributors Hoi Ngai Loon and Ngai Ching; and Diamond Direct Distributor Tse Yan Enosh and Founders Direct Distributor Li Man Bong. These high achievers shared their touching stories and

precious moments in Amway, highlighting the support they were always able to give each other, no matter what challenges they faced.

Mutual understanding is crucial between family members. For Boe Chan and Hillman Chan, they support each other for under every challenge. While after joining Amway they can spend more time with their family and travel together. In the Cheong's family, father Cheong Pui Kuong and daughter Cheong Chi Wa said that they are much closer now with better communication since joining Amway. The couple Hoi Ngai Loon and Ngai Ching revealed that Amway has given them an opportunity to improve their relationship since they now have a common goal. Maria Hui and Wendy Hui can find a perfect way to get along with each other and become much closer as real mother and daughter. After joining Amway, Wendy also regards Maria as her guidance. Friendship can last forever. For Tse Yan Enosh and Li Man Bong, they understand and support each other all the way and strike to achieve higher goals together. Good friends since secondary school, Liu Wing Chi and Lam Ying started their Amway business after graduated and have learned a lot in the journey.

My colourful life

In developing a successful Amway business, clear goals and determination will help drive you to reach a higher level. The first Chinese Crown Ambassador Direct Distributors, Clement and Anita Fu, put a great deal of effort into becoming successful in Amway. They believe that everyone can achieve his or her goals, no matter what their background. In Amway you will find talented people from a wide range of different fields, all of them able to enjoy a successful journey using the clear advantage provided by the unique business opportunity. Many people find it a great challenge to manage a career and a family life at the same time, especially when children are involved, but this hasn't been a problem for Clement and Anita. Anita shared her feelings on the subject, saying that career and family are two of the major factors in life for a woman. "I started my business in Amway, where I met my husband, so Amway helped to change my life in two very big ways," Anita said. After meeting in Amway Clement and Anita supported each other all the way as they developed their business. When they reached Crown Ambassador status they decided to get married, knowing the financial security they'd achieved would be a big help when they started a family. The husband-and-wife team has been through a long journey with Amway, witnessing great success over the years. Clement said, "Amway has given me the chance to learn more professional knowledge and enjoy more personal time, as well as to have the opportunity to travel and broaden my horizons. The business has also enabled me to contribute to the community through various charity events." Anita added, "Success is a matter of choice, and now is the right time to build your future. Life can be very colourful if you make the right decision."

行政鑽石直系直銷商
陳鎮平（右）及
陳鎮興（左）



行政鑽石直系直銷商
張培光（左）及創業
者直系直銷商張芷華
（右）



鑽石直系直銷商
許陳燕紅（左）
及直系直銷商許
甄安穎（右）



鑽石直系直銷商
廖穎枝（右）及
林盈（左）



鑽石直系直銷商
許皓然（左）及
王藝靜（右）



鑽石直系直銷商
謝恩（右）及創
業者直系直銷商
李文邦（左）



恭賀新晉直銷商

Congratulations to Our New Qualifiers



創業者直系直銷商

Founders Direct Distributors



勞其輝 方寶卿 (保安訓練主任 / 家庭主婦)

安利讓我在照顧家庭之餘，更可發展生意網絡，為自己帶來額外的收入，加上自由度高的經營模式，讓我可全情投入及安排時間。現在我會繼續與下線溝通，幫助他們成長和提升自信。

Lo Ki Fai & Po Hing (Security training officer/housewife)

In addition to enabling me to take care of my family, the Amway business also allows me to generate extra income. The flexibility of the business gives me the opportunity to arrange my own schedule. I'll keep a close relationship with my downlines, helping them enhance confidence and achieve higher goals.



王麟生 吳寶卿 (商人 / 人力資源經理)

隨著經濟跌盪及社會變遷，不論經營傳統生意或受僱工作都不容易找到安全感，唯有透過安利事業，夫妻間找到一致的目標，藉著愛與關懷，維繫了朋友和團隊之間的友誼，彼此共同進退，現在擁有希望、自由與愛。

Wang Lin Shen & Amanda

(Merchant/human resources manager)

The economic downturn and changes in society have served to make the future more insecure, whether you're running a traditional business or working for someone else. But I feel secure within the Amway business because there's a common goal for us to work towards and we can maintain an honest relationship with the team. Amway has given us hope, freedom and love.



卓偉明 張淑冰 (商人 / 商人)

自己一直經營傳統生意，同時也發展安利事業已十多年，我能夠藉此擴闊視野，也可以與人分享經驗。經營安利生意最重要是有恆心，一直保持信心，除了配合公司及上線的領導，也要積極培育下線，發掘更多好拍檔。

Cheuk Wai Ming & Sok Peng (Merchant/merchant)

I have developed my Amway business for 10 years, at the same time as managing my own company. Amway has allowed me to broaden my horizons and share my experience with others. With determination and persistence I feel confident about following the guidance of my uplines, also fostering my downlines to enjoy the benefit of having quality working partners.



創業者直系直銷商 Founders Direct Distributors



袁茂聰 李惠蓮 (會計主任 / 會計主任)

安利事業的是一門利人利己的生意，能夠發展自己的網絡，又可幫助別人。介紹安利產品給朋友，助他們改善生活質素，並得到健康，令我感到很開心。對於新加入的直銷商，要謹記三心兩意—信心、專心、恆心、意志和願意！

Yuen Mou Chung & Wai Lin

(Accounting officer/accounting officer)

The Amway business is helpful to us and to others. It gives me great satisfaction to know that, through my recommendation, Amway products can help people to improve their health and quality of life. Our advice to all new distributors is to be confident, patient and persist with great determination.



Wan Yun Fat & Mee Lin (商人 / 美容顧問)

在安利發展的寶貴之處，是可享受有很高的自由度，能夠隨心訂下長遠目標，充分掌握自己的人生。同時，優厚的發展潛力亦給予我們很大信心，感到沒有甚麼是不可能的。透過團隊精神，堅持永不放棄，必定能夠成功。

Wan Yun Fat & Mee Lin (Merchant/beauty advisor)

The Amway business has great flexibility which means I can establish long-term goals and enjoy my life. The great potential of the market gives me great confidence in developing my business and I believe nothing is impossible. Helped by the strong team spirit in Amway, I will never give up on my dreams.



何寶明 楊秀雲 (司機 / 護理員)

安利生意讓我認識自己，更瞭解自己。憑著個人和團隊的決心和堅持，每個人都可擁有自己的網絡，建立緊密的人際關係。只要專注工作、相信自己和以身作則，打造一個積極、健康和和諧的團隊，便可逐步邁向成功，朝著鑽石直銷商的目標進發。

Ho Po Ming & Sau Wan (Driver/attendant)

The Amway business has given me a better understanding of myself and what I can achieve. Working within this business gives me a great opportunity to maintain a close relationship with others. I'll set myself as a role model, helping to create a progressive, healthy and harmonious team that can work together towards ever-higher goals.



尹麗蓮 (家庭主婦)

安利事業除了讓我得到額外收入，更令我得以成長。人與人之間的聯繫變得更緊密，我會與下線坦誠溝通，聆聽他們的想法，彼此建立互信。日後，我會更積極與其他人分享安利的生意計劃，並會多關心下線，鼓勵他們積極參與培訓計劃。

Wan Lai Lin (Housewife)

In addition to providing extra income, the Amway business has also helped me to grow. My relationship with others has become closer and I am able to listen to the needs of downlines in an atmosphere of mutual trust. My future goal is to share my knowledge of the Amway plan and learn more through the different training opportunities available.



創業者直系直銷商 Founders Direct Distributors



梁智恒 (舞台製作技術員)

安利事業讓我很大的進步，也使我得以成長。能夠得到額外收入之餘，也可以與人建立緊密關係。只要努力不放棄，終有一天能夠成功，因此我會不斷學習，而團隊之間亦要多分享，多了解。

Leung Chi Hang (Stage management technician)

Amway has helped me to improve myself and enabled me to grow in a number of different ways. I can earn extra income as I build up my network and I know that success is within reach if I make the required effort. My aim now is to learn more and share my knowledge with my team.



黃錦源 劉婉雯 (商人 / 教師)

經營安利事業並沒有太大困難，全因它的自由度高，而且風險低，公平的獎金制度真正做到多勞多得。此外，我亦非常欣賞安利別出心裁的旅遊計劃及其他出色的活動。將來我會繼續按部就班，本著多聽、多看、多嘗試的理念，以身作則去管理及培育組織。

Wong Kam Yuen & Yuen Man (Merchant/teacher)

There is no real difficulty in running the Amway business because it is highly flexible and the risk is low. The fair bonus system allows me to earn more if I work harder, while the travel experiences and amazing events are very rewarding. My aim is to reach higher goals, step by step, and to try my best to foster my downlines.



余重生 廖麗芬 (裁縫師 / 售貨員)

我曾做過日本時裝批發生意，但一年之間已虧蝕了數十萬。相反發展安利事業不需要成本，只要勤力去做便一定有回報。最令我感到驕傲，是可以幫助別人，令他們改善生活和得到健康。未來我會繼續以真誠的心去瞭解顧客的需要，並積極學習，增值自己。

Yu Chung Sang & Lai Fan (Tailor/Salesperson)

I used to run a wholesale business for Japanese fashion, but it failed within the first year. Traditional businesses can be tough, but the beauty of Amway is that you don't need any funds to get started and it's easy to reach your target if you put in the effort. Through Amway I am able to help others and improve my life through better health. I'll keep listening to the needs of my customers and pick up more new knowledge along the way.



李文邦 (銀行系統工程師)

安利與其他生意最大分別是有專人指導，只要肯學肯做，便一定會成功。在發展安利事業的過程中，讓我得以成長，也改善了內向的性格，並建立了成功的營商思維。因此，要堅信自己，並對自己的選擇感到自豪。

Li Man Bong (Banking systems engineer)

There is a lot of guidance available when you're doing your Amway business, and it's possible to achieve your goals if you work hard. Amway has helped me to grow personally and brought about many positive changes in my personality. I have created a concept for doing business and I'm proud of the path I've chosen to follow.



創業者直系直銷商 Founders Direct Distributors



劉盛國 陳杰 (電腦技術主任 / 家庭主婦)

傳統行業風險很大，市場競爭激烈，人與人之間很難建立互信關係。但在安利，我卻找到了很好的合作夥伴，彼此緊密合作。當朋友失意的時候，我會真摯地和他們分享，令他們重拾希望。將來我會繼續相信、行動和堅持，令生活更有價值。

Lau Shing Kwok & Chan Kit (Computer technician/housewife)

There is high risk and keen competition involved when you run a traditional business, and it's often difficult for people to build mutual trust. In Amway, however, I have found so many good partners with whom I can work closely. When my team members feel low I'm able to share with them and help them to recover. I'll keep on building my business to make life more meaningful.



簡金容 賴轉歡 (商人 / 商人)

安利讓我可以與人分享健康和快樂，當身邊的人出現健康問題，我會與他們分享營養和健康資訊，讓他們重拾健康體魄，之後我們也成了知己朋友。日後我會繼續堅持和學習，用心去體驗產品的優點，並多與別人分享。

Kan Kam Yung & Zhuan Huan (Merchant/merchant)

Amway is a very beneficial business because I can share the health information with others and help people to solve their problems. In Amway you don't just gain colleagues - we are all friends now. My aim is to keep on learning and share my experience of using the products with others.



紅寶石直系直銷商 Ruby Direct Distributors



吳錫明 陳蘭香 (蔬菜批發商 / 蔬菜批發商)

經營蔬菜批發的競爭大，利潤低，開支大，有時更要虧本。發展安利事業後，我們建立了更穩健的經濟來源，並在銷售優質產品的同時，學習到營養、烹飪、美容等多方面的知識，既可擴闊眼界，也有助教育下一代，促進彼此溝通。我並相信生意是累積而來的，最重要是堅持下去，自然能夠成功。每次能夠成功銷售，都為我們帶來很大的滿足感，同時希望未來能爭取到更多旅遊獎勵的機會！

Ng Sek Ming & Lan Heung (Vegetable wholesaler/vegetable wholesaler)

The vegetable wholesale business is highly competitive and suffers from low profit margins and high costs. Sometimes we will even lose money. Being able to develop the Amway business not only provides us with a stable income source, it also gives us very useful knowledge in areas such as nutrition, cookery and skincare. Amway has broadened our vision, helping us to improve the way we educate and communicate with our children. We believe that your efforts in a business are accumulative - if you persist than success will be within your reach. We get great satisfaction every time we succeed in our business and our aim now is to enjoy more and more travel awards in the future!



紅寶石直系直銷商 Ruby Direct Distributors



嚴謹宏 (資訊科技顧問)

安利讓不同的人擁有平等機會去發展自己的生意，透過建立網絡得到穩健的收入，而且時間亦可自由安排。有時生意可能會停滯不前，但經過上線的鼓勵和指導，就能漸漸進步。金融海嘯後，當身邊的朋友都會為工作及前途擔心時，我卻可以安心及積極地計劃將來的事業發展，不斷追求進步。要成功發展事業，一定要有周詳的計劃，然後進一步透過培訓，建立更大的網絡和提升業績。

Yim Kan Wan (IT Consultant)

Amway offers the opportunity for people from a wide range of backgrounds to develop their own business and attain a stable income by building a broad network. Your business might become static sometimes, but you will see a gradual improvement with the encouragement and guidance of your upline. Many of my friends are anxious about the recent economic downturn, but for myself I don't have to worry too much because I can map out my future. A detailed plan and training are essential in Amway to help you expand your network and continue to achieve more.



直系直銷商 Direct Distributors



刑增劍 吳巧鵠 (技工 / 會計文員)

安利產品多元化，因此市場潛力很大，而且經營安利生意的風險低，也不用自己投資。銷售產品時，最重要是為顧客清晰解答疑難。緊密的聯繫令人與人之間的關係更密切，大家互相關心，在分享當中發展個人生意，並獲得表揚和讚賞。

Ying Tsang Kim & Hau Ling (Technician/account clerk)

Amway's products are versatile and the market potential is great. At the same time, the risk is low and no investment is involved. I have suffered rejection sometimes as I develop my business, but I try to remain patient and provide detailed explanations to customers. Amway allows me to maintain a close relationship with others and share our business experiences.



余偉明 胡麗筠 (總經理 / 家庭主婦)

「努力」都是我們發展安利事業的座右銘。只要朝著目標發展，讓身邊的朋友看到我們的轉變，都會紛紛支持和參加。只要肯努力投放時間和心機，一定會有理想的回報。此外，我們亦與下線保持溝通，幫助他們解決困難，一同創造更好的業績。

Yu Wai Ming & Lai Kwan (General manager/housewife)

"Work harder" is our motto for developing the Amway business. There were challenges when we first started, but friends offered their support and joined us once they noticed our progress. If you work hard and commit yourself, it's possible to achieve your goals. We endeavour to keep in close contact with our downlines and help them solve problems on the way to higher achievements.



直系直銷商 Direct Distributors



甘碧玉 (出納員)

發展安利事業沒有風險，而且自由度高，並讓我能夠在公餘時間得到額外收入。每次銷售時我都會耐心講解，令人對安利產品更有信心。日後希望可多參與安利的培訓計劃，用心學習，並且與下線分享，積極推廣計劃及產品。

Kam Pik Yuk Anna (Teller)

The low risk and flexibility are the main advantages of the Amway business, and I can earn extra income in addition to my full-time job. I will explain in detail every time to give people more confidence in Amway products. For the future I hope I can join more training sessions to further boost my knowledge, and also share my experience with downlines to help everyone set higher goals.



洪錦康 (物業管理客戶服務助理)

安利事業是長線發展，風險低，又可擴闊人際網絡，是個雙贏事業。我時常抱著幫助別人的心，期望他們能擁有健康人生。將來我會繼續做好自己，作為團隊的榜樣。

Hung Kam Hong (Estate management assistant)

The Amway business provides a long-term plan where the risk is low and you are able to build a wide social network. I always wanted to help others achieve a healthier life so Amway really is a win-win business for me.



呂紹彤 (學生)

成功的人永不放棄，而我亦抱著永不言敗的精神，當遇到困難，會要求自己進步，學習如何在逆境中重新站起來。同時也與下線緊密溝通，運用團隊力量，保持目標一致，力求在事業上再創佳績。

Lui Siu Tung (Student)

I always keep the same thought in mind – that success is within my reach. Whenever times get tough in my business I work harder to improve myself and learn to battle against adversity. I keep in close contact with my downlines and there's a real sense of team spirit as we work towards the same goals.



蘇詠雯 (營業助理)

最初家人都不太明白安利事業的價值，直到我從銀章到直系，得到很多讚揚和獎勵，甚至有機會到外地旅遊，他們便逐漸明白和支持。將來，我會繼續與身邊的人分享我在安利的成就，目標是在新一年晉升至翡翠直系。

So Wing Man (Sales assistant)

My family did not realise the true value of the Amway business until they saw my achievements – becoming a Silver Producer, then Gold Producer and now a Direct Distributor. I have cherished the travel opportunities available through this business, and I will continue to share my Amway achievements. My aim is to become an Emerald Direct Distributor.



直系直銷商 Direct Distributors



凌嘉源 張玉霏 (廚師 / 家庭主婦)

在發展安利事業的過程中，遇有困難時我都會積極面對和提升自己，每當跨越困難時，就很有滿足感，而得到別人的認同，更值得引以為傲。要令事業成功發展，必先要組織優秀的團隊，同心同步，不斷求進。

Ling Ka Yuen & Yuk Fei (Chef/housewife)

I'll keep a positive attitude towards any difficulties and challenges I face doing my Amway business. It feels great when I am able to overcome challenges, and I'm glad that others are able to recognise my achievements. Having a well-developed team with a common goal is vital to success.



錢安臨 蔡婉珊 (商人 / 鋼琴導師)

安利是一家有誠信的公司，而且也是一家推動環保的公司。在這裡結識了不同的朋友，學會用誠意去建立人際網絡，而且也會耐心去培育及發展下線，令團隊能夠團結一致去經營。

Chien On Lam & Yuen Shan (Merchant/piano instructor)

Amway is a very reputable company with a name that's highly regarded around the world. I particularly like the fact that the company works hard to promote environmental protection. I have made many friends here and built a strong network, and my focus is on helping downlines to work towards our goals.



楊偉俊 (電子工程師)

安利生意有長遠的保障，低風險及市場大，而且有很大的發展空間，又可與每一個人分享。我能夠借助團隊的力量，令我更得心應手，在業績上取得成果，得到家人及其他人的認同，亦令我感到很驕傲。

Yong Wai Chun (Electronic engineer)

The Amway business is a long-term and low-risk business that has a great potential market. I can do well in this business, helped by the superb teamwork at Amway. My family and friends have noted my achievements and it's great that I'm able to share my happiness with others.



黃少強 吳敏儀 (電子工程師 / 家庭主婦)

經營安利生意沒有壓力，因為風險低，而且時間安排很自由。團隊之間要保持聯繫和互相幫忙。遇到困難，我會耐心學習，並將眼光放遠一點，努力向前，永不放棄，期望明天會更好。

Wong Siu Keung & Man Yee (Electronic engineer/housewife)

There is no pressure in running an Amway business because it's very low-risk and also highly flexible. We will work hard to maintain the right team spirit and help each other wherever we can. I'll never give up hope, even when challenges arise, and I will work hard towards a better tomorrow.



直系直銷商 Direct Distributors



蔡建志 熊健芳 (會計經理 / 家庭主婦)

安利事業是一門公平和健康的生意，當中可學到關懷別人，也可改善家庭生活。每個人都可憑自己的努力，全情投入去發展，賺取更多額外收入，同時建立個人網絡。我的子女也加入了安利，一同朝著相同目標奮鬥。

Choy Kin Chee & Kin Fong (Accounting manager/housewife)

Amway provides a fair and healthy business – one that allows me to care for others and improve my own family life. Everyone can be successful if they show determination. I can earn extra income and build my network at the same time, and my children have joined me in Amway to strive for the same goals.



金章直銷商 Gold Producer



張婷婷 (投資銀行分析師)

在全職的工作中，通常都只希望得到個人的成就，但在安利發展生意，卻讓我重拾夢想，希望以自己的努力去幫助別人。在這裡，我的成就令我得到掌聲，而且更聽到歡笑聲和鼓勵的聲音，團隊之間互相扶持，彼此共同進退。

Zhang Tingting (Investment bank analyst)

In my full-time job my focus was only on my own achievements. In Amway, however, I can share my success with my teammates and help others at the same time. In Amway you will hear applause, laughter and encouragement as the team works together towards a common goal.



銀章直銷商 Silver Producers



袁偉文 岑慧梅 (中學教師 / 中學教師)

以前遇到挫折總會怨天尤人，但加入安利後，人生變得更積極，相信一切可以靠雙手去改變。我們體會到，忙碌的人不一定成功，成功的人不一定忙碌。安利的事業有無限的發展空間，時間可以自由安排，而且更燃起了我們的創業夢。

Un Wai Man & Shum Wai Mui (Teacher/teacher)

People usually blame everything but themselves when the situation turns difficult but, since joining Amway, we have become more progressive – we understand that our lives are in our own hands. The Amway business is flexible and offers great opportunities – it has ignited our dream to start a business.



江嘉敏 (大學生)

安利帶來健康和美麗，也帶給我積極而多采多姿的生活。在學校所學到的知識，有時未必有機會在生活上實踐，但在安利得到的知識，不單能夠運用於安利事業，也助我發掘自己的才能。現在，我經常都興奮地與朋友分享在安利的經驗，瞭解他們的需要。

Kong Ka Man (University student)

Amway brings us health and beauty, and also offers a more meaningful and wonderful life. Some of the knowledge I gain from university cannot be applied in daily life, but the experiences I gain in Amway are useful for my business and to help me realise my talents. I am always happy to share my Amway experience with friends, highlighting how it caters for their needs.



銀章直銷商 Silver Producers



顧永倫 (業務拓展經理)

以前任職銷售經理，工作壓力很大，並覺得傳統生意在經營上十分困難，因此經常希望可跳離這個模式。自從加入安利之後，便再沒有這個顧慮，因為安利的生意可以自由掌握時間。現在，我會繼續協助團隊，共同向目標邁進。

Ku Weng Lon (Business development manager)

I used to be a sales manager and found there was great pressure in the job. It is difficult to operate a business and I really wanted to get out of it. After joining Amway I don't need to worry any more – this business is so flexible. I'll keep working closely with my team to reach higher goals.



創業者直系直銷商 (相片欠奉) Founders Direct Distributor (Photo not available)

黎鳳群 (行政助理)

傳統的生意不但投資大，而且風險也很高，當中有很多不能控制的因素，相反安利生意投資小，而優質的產品亦令顧客有信心。安利生意並不只是個人的事業，而是團隊合作的成果。

Lai Fung Kwan (Administrative assistant)

The cost and risk involved in a traditional business are high with uncontrollable factors. Amway provides a low-cost business opportunity. The Amway business is not just about me – it's about the whole team working together.



直系直銷商 (相片欠奉) Direct Distributors (Photo not available)

莫文傑 梁珮琪 (國際採購主任 / 註冊公司秘書)

安利生意讓我以小本經營，而且更是個環球市場。因為營運的自由度高，使我可以在正職之外，與上線制定詳細計劃來分配時間，因此能夠賺取盈利之餘，仍然享有充裕的時間。在業績上有成果，能夠得到很多讚揚。

Mok Man Kit & Pui Ki (Global sourcing officer/company secretary)

The Amway business is low cost and low risk, and the global market is a real advantage. The flexibility provided by the Amway business allows me to earn a profit. Many people have expressed their appreciation of my achievements.

葉振傑 陸愉茵 (高級採購經理 / 總經理)

安利生意以人為本，事業上的成功，代表了人與人之間的緊密聯繫。安利提供一個低成本的創業機會，讓我們一展所長。經過不斷的學習和鍛鍊，日間的工作及家庭關係方面都有明顯的進步。

Yip Chun Kit & Yu Yan (Senior merchandising manager/general manager)

The success of the Amway business symbolises a strong relationship between different people and branches me out into a new career. The continuous training and learning has helped to improve my performance in my day-time job and boost my relationship with my family at the same time.



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

何君慧 (言語治療師)

加入安利後，我可以認識到很多朋友，令我的生活變得更充實，也能自我提升。我會繼續以誠待人，永不放棄。

Ho Kwan Wai (Speech therapist)

After joining Amway, I can expand my social network which gives me a substantial life with higher expectations towards the future. I'll never give up and will keep my sincereness.

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2009年8月
August 2009

10大個人 Top 10 Personal

零售 Retailing

Hwang Chi Yung & Connie
Kwok Wing Chun & Anita
Leung Kwok Bun
Li Wing Ling & Kit Ching
Yong Wai Chun
Fu Man Fung & Yuet Ming
Leung Ching Man Quintina
So Kui Bor & Leung Yuk Yin
Chan Chak Hung & Yau Ying
Tsui Kit & Lau Wing Yan

推薦 Sponsoring

Chu Yun Mei
Leung Kim Ching & Shiu Lin
Ho Chan Leung & Sau Fun
Yuen Kam Lam & Chi Kuen
Luk Man Piu
Fung Ching Keung & Mei Ling
Fu Clement & Anita
Tse Lai Jin
Wong Wing Cheong
Tse Wai Chesther

10大直系小組 Top 10 Group

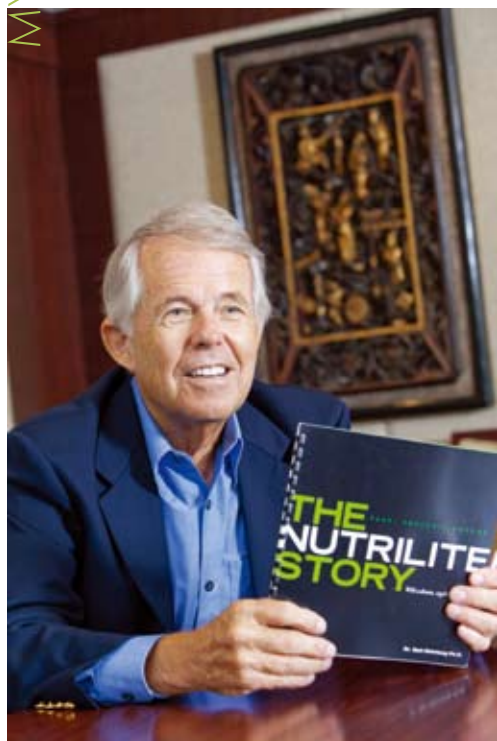
零售 Retailing

Yu Chi Ho & Kwai Ying
Ka Gary & Jase
Hoi Ngai Loon & Ngai Ching
Ng Bill & Mabel
Lee Yuen Kwan & Hang Fun
Tsui Kit & Lau Wing Yan
Ho Ping Chuen & Shuk Fung
Ng Che Keung & Hor Chi
Yim Kan Wang
Chan Ellina

推薦 Sponsoring

Cheong Chi Wa
Ho Chi Leung
Hai Lung Sang & Wan Fen
Leung Kwok Pui & Yu Wa
Hung Yat Lam Veronica
Ho Ping Chuen & Shuk Fung
Tse Yan Enosh
Luk Man Piu
Tsui Kit & Lau Wing Yan
Tang Oi Kwan Christine





紐崔萊75年一過去、現在與未來

森姆·宏邦博士細說健康之道

The 75 years of Nutrilite – Past, Present and Future

每個人都想擁有健康生活，因此我們應有適當的運動和良好的生活和飲食習慣，當然最重要的就是要有充足營養，才可以有強健體魄。但現代人生活緊張繁忙，作息飲食時間不定，要享受健康生活，看來並非易事。

Everyone wants to live a healthy life, and we are all aware of the benefits of how a balanced diet and regular exercise help to keep our bodies in good shape. Receiving adequate nutrition is also vital to good health, but our business lifestyles and irregular mealtimes sometimes make this difficult to achieve.

適逢紐崔萊創辦75周年，紐崔萊營養與健康研究中心總裁森姆·宏邦博士於10月專程遠赴來港，舉辦講座「紐崔萊實力透視－森姆·宏邦博士談75年之營養智慧」，分享他的個人健康心得，以及紐崔萊營養補充品對健康生活的重要性。這次我們有幸與森姆·宏邦博士暢談，細說他的健康之道，也展望紐崔萊未來的科研發展。

過去：北美首個維他命／礦物質營養補充品

紐崔萊自1937年於北美市場推出首個維他命／礦物質營養補充品開始，便成為營養產品業界的翹楚，並一直在市場上保持領先位置。回顧紐崔萊的歷史，森姆·宏邦博士憶述當年創辦的點滴：「1927年父親28歲時遠赴上海，積極鑽研植物營養素與健康的關係，並參照中醫藥學的理論如陰陽平衡，以及中國哲學，並將兩者與西方醫學結合，紐崔萊營養補充品便因而誕生。」

事實證明，他的概念是絕對正確的，全世界有很多人都喜歡紐崔萊的產品，世世代代為無數人帶來健康生活，森姆·宏邦博士笑說自己未出娘胎時已是紐崔萊的用戶，因他的媽媽在懷胎十月時，都一直服用紐崔萊的健康產品。他續說：「不同年代的人，生活習慣都有所改變，而健康亦可能受到影響。我們觀察這些改變，並研製各種不同的營養補充品，幫助他們改善健康，擁有更好的生活。」

現在：天然與科學結合，世界銷量冠軍

憑藉對健康的追求和理念，紐崔萊積極研究新鮮蔬果對健康的好處，透過提取植物濃縮素，研製出蘊含豐富維他命、礦物質及微量元素的營養補充品。紐崔萊的成功並非一朝一夕的成果，多年來能夠連續成為世界銷量冠軍的營養品牌，而且更屹立不倒，實有賴嶄新的科研技術，以及積極宣揚健康的訊息。紐崔萊自家成立了營養與健康研究中心，專業的



紐崔萊創辦人卡路·宏邦年輕時到訪中國。

科研團隊不斷研究並發表健康論文，而且亦經常舉辦健康講座，讓更多人了解紐崔萊的好處。「我們成立了研究中心，並積極研發不同的健康產品。此外，而我們更是全球唯一於自設並已獲認證的有機農場內種植、收割及提煉植物原料的品牌*。我們希望人人都擁有最優質的健康，因此我們經常舉辦免費講座，與大眾分享健康的經驗。這樣經營模式，其他品牌未必能夠做到，但我們卻可以。」

未來：個人化產品

除了保持身體健康，森姆·宏邦博士還提到，其實很多慢性疾病與營養不足有關，而這些慢性疾病與基因遺傳有密切關係。他指出：「近年很多慢性疾病其實與人體整個基因系統有關，因此紐崔萊近年積極發展基因營養學，從而研究人類DNA、遺傳基因及營養之間的連結，找出人體相應所需的營養素，從而研發不同的營養補充品，切合個人需要。」森姆·宏邦博士將身體比喻為一個結構互相連結的圓圈，當身體其中一部份的健康出現問題，圓圈的連結便會斷開，而紐崔萊的產品正是把斷開的結構重新連接起來。他說：「植物營養素猶如幫助基因自我提升，在補充營養之餘，同時增強身體的抵抗力，有助預防疾病。」

森姆·宏邦博士預告將會推出以紐崔萊「過去、現在與未來」為主題的特刊，稍後更會翻譯成多個語言版本，與不同國家的紐崔萊用家分享這個成功品牌的故事。最後，問到森姆·宏邦博士如何長年保持健康快樂，他二話不說：「經常保持心境開朗，更要時刻保持活力充沛！」



森姆·宏邦博士親臨香港主持紐崔萊健康講座，反應熱烈。

To mark the 75th anniversary of Nutrilite, Dr. Sam Rehnberg, President of the Nutrilite Health Institute, flew to Hong Kong in October and hosted the "75-year Nutrition Wisdom of Nutrilite" seminar. Dr. Sam shared his nutrient knowledge and experience and highlighted the important role Nutrilite plays in maintaining good health. Dr. Sam took time out of his busy schedule to talk to Amagram about the growth of Nutrilite, his own health routine, and the importance of research and development at Nutrilite.

75 great years for Nutrilite

Nutrilite introduced its first vitamin/minerals supplement in 1937. The company has since grown in leaps and bounds to become a pioneer in the nutrient supplement industry. Looking back at Nutrilite's rich history, Dr. Sam recalled how his father went to Shanghai at the age of 28. "He spent a lot of time researching the relationship between phytonutrients and human health, combining the 'ying and yang' principle of Chinese medicine and philosophy with Western medicine. That is how Nutrilite was born," Dr. Sam said.

His father definitely took the right step. Nutrilite products are now highly regarded by users around the world, helping to carry optimal health from generation to generation. Dr. Sam said he was a Nutrilite user before he was even born, since his mother took the supplements when she was pregnant, and he believes nutrition is important for people of all ages. "People of different ages have different daily habits, all of which might have a negative impact on their health," he said. "At Nutrilite we observe these changes and develop different kinds of supplements to help people improve their health and live a better life."

Institute for health

Nutrilite spends a lot of effort studying the advantages of fresh vegetable and fruit in relationship to improving human health. By extracting the essence of natural plants, Nutrilite has been able to develop a wide range of multivitamin and multi-mineral health supplements. Through the establishment of the Nutrilite Health Institute, the brand has become a pioneer in research and development in the nutrition field. "We set up the Institute to develop new health supplement products, and we were the first company in the world to cultivate and process natural ingredients in our organic farms for the use in our own health supplements*," said Dr. Sam. "Our hope is that everyone can enjoy optimal health, and we host health seminars on a regular basis to share our knowledge and experience. Other companies might not be able to do this, but we can."

Looking to the future

Dr. Sam also talked about the relationship between chronic diseases, genetic diseases and nutrition in the body. "Many of the common chronic diseases are the result of genetic problems, which is why Nutrilite has put more effort into studying nutrigenomics to research the link between human DNA, genes and natural nutrients, working to accommodate the needs of the human body," he said. Dr. Sam said that good health is like a circle, and that Nutrilite products are the link that makes the circle complete. Phytonutrients in particular play an important role, enhancing the energy of genes and helping to boost the immune system.

A special publication celebrating Nutrilite's 75th anniversary, titled "Past, Present and Future", will be launched and translated into different languages to share the success story of the Nutrilite brand around the world. If you want to know how to be happy and healthy, take a tip from Dr. Sam: "Stay cheerful and energetic!" is his advice.



關於森姆·宏邦博士

森姆·宏邦博士現為紐崔萊營養與健康研究中心的總裁，其父卡路·宏邦是紐崔萊的創辦人。森姆·宏邦博士於1964年加入紐崔萊，一直專注於營養研究、產品發展及市場推廣的工作。

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

* Based on an independent review by international market research firm Euromonitor Consultancy, completed in 2004.

肝要軟、骨要硬 兩大抗病健康先訣

Healthier Liver, Stronger Bone
Working to prevent two major
“hidden diseases”

所謂都市隱形疾病，就是因為日常生活習慣不健康，不知不覺間累積成身體問題，更甚是這類病情的早期徵狀都不明顯，到發現時情況已很嚴重；除了上期的心血管疾病，今期蔣卓勤教授會繼續說明其他兩大器官系統——肝及骨的保養。

There are a number of so-called “hidden diseases” that result from unhealthy daily habits and can turn into more serious health problems over time. The symptoms of these diseases may not be obvious in the early stages, but can have a big impact on your life once they become more severe.

Following on from his feature on cardiovascular disease in November's Amagram, Dr. Jiang this month talks about two other problem areas – the liver and bones.

問題一發 難以收拾

蔣教授特別提到肝臟及骨骼一旦出現問題，例如肝硬化或骨質疏鬆，即使醫治亦已太遲，無法回復健康時的狀態，所以必須防患於未然，在日常生活中保肝護骨。

肝臟受軟不受硬

肝臟是排毒、合成營養及進行脂肪分解代謝的重要器官。血液內的營養素—蛋白質，就是由肝臟合成而來，如果肝臟機能不好，血內養分不足，就會影響新陳代謝，令身體積存毒素，因而減低免疫力，甚至引致水腫和腹腫。

肝的其中一大問題是脂肪肝，成因一半是由於年老或肥胖，另一半原因則是飲酒過量。健康的肝臟脂肪含量很少，只有4%以下，如果經常多肉少菜、飲酒和吸收過量脂肪及酒精，便會令肝內脂肪因無法被分解而增多，肝細胞被迫沉澱，積壓於一邊，肝內脂肪含量愈多，細胞運作的空間便會愈少，因而令肝功能受損。另一方面，由於肝細胞

長期被壓迫於一邊，到最終出現硬化時已恨錯難返。蔣教授說，在肝硬化之前，其實只需改善飲食習慣和多做運動，便可調節肝的脂肪含量。

首先，必須減低肉類帶來的飽和脂肪，同時減低澱粉質食物內所含的碳水化合物；其次是喝酒要適量，不要超過肝排毒的能力。一般來說，每人每天可喝不多於約600毫升啤酒或300毫升紅/白酒。另外，在減脂之餘，亦必須增加肝的抵抗力，尤其是蛋白質及維他命B、C、K及E等。肝細胞是由蛋白質構成的，蛋白質不足會令肝功能衰退，而維他命則可幫助脂肪分解及加速新陳代謝。

軟硬兼施 鞏固骨骼的硬道理

骨骼是支撐整個身體的重要支柱，由基質（即蛋白質）及硬質（即礦物質例如鈣等）成分組成。蔣教授認為護骨必須軟硬兼施：

「硬」就是要保持骨的密度，骨骼是否結實取決於骨的含鈣量，而人



體的鈣量99%來自骨骼。骨骼密度以30歲時為最高，之後便會漸漸下降，因此會出現腰痛、骨痛及骨質疏鬆，當中女性發病率比男性高達3倍，在香港就有30萬女性出現骨質疏鬆。而病發後，即使大量補鈣亦不能令已彎曲的骨骼變直，因此必須趁年輕時儲存更多鈣質及鎂質。至於如何預防骨質疏鬆，蔣教授建議大量攝取異黃酮，多吃大豆製的食品如豆漿及豆芽等，由於大豆的異黃酮屬脂溶性，須加以脂肪幫助吸收，因此吃大豆食品時最好加入橄欖油或堅果等，又或打豆漿時可加入花生，促進吸收。

至於「軟」就是保護關節的軟骨、筋膜、骨膜及韌帶，關節一經磨蝕便難以復原，因此同樣須提早預防。首先，要保持健康體重，過胖的身軀會壓傷關節；第二，要補充可滋養關節的營養素，包括膠原蛋白、葡萄糖胺及維他命C。關節的每一部份均由膠原蛋白合成，是保持關節靈活的重要成分。葡萄糖胺是具有黏度的黏多糖成分，於軟骨組織處發揮有如彈簧般的防護作用，好像為關節穿上軟墊鞋一樣；而維他命C則能促進膠原蛋白的形成，加強軟骨健康。

運動亦能強健骨骼，但太劇烈的話就會磨損關節，因此蔣教授認為游泳較為適合和有效，既可鍛鍊肌肉和心血管，又能減低關節磨擦。



保持飲食健康，盡量少肉多菜，減少飲酒。

Remedy difficulties

Dr. Jiang pointed out some of the common problems relating to the liver and bone, including cirrhosis and osteoporosis. With problems such as these, even if you try many different remedies it is usually difficult to restore things back to optimal functionality. That's why it's crucially important to protect our liver and bones during our daily lives.

A healthier liver

The liver is one of the body's most important organs, helping with detoxification, the biosynthesis of nutrients and the decomposition of lipase. The protein found in our blood is the result of the liver's biosynthesis activities. However, if the organ's functionality is hindered, a decline in the nutrients in the blood can occur, leading to malnutrition, the accumulation of toxins and a weakening of the immune system. This can result in problems such as dropsy and swelling in the abdomen.

Fat is the biggest problem to a healthy liver, with the major cause being ageing or obesity. The fat content of a healthy liver is usually 4% or less. However, a diet heavy in meat, alcohol and an excess intake of fat makes it difficult for the body to decompose fat in the liver. The higher the liver's level of fat, the lower the power of its cells and the greater the chance of reduced functionality in the organ. As hepatocytes - cells involved in protein synthesis, protein storage and other important liver functions - precipitate on one side of the organ, cirrhosis will eventually appear. Dr. Jiang suggested that a healthier diet and more regular exercise can help to regulate the amount of fat in the liver and help prevent the onset of cirrhosis.

We should try to keep our diet light, eating less meat and avoiding too much saturated fat and carbohydrates. We should also avoid drinking alcohol in amounts that exceed what the liver can detoxify, approximately not more than 600ml of beer or 300ml of wine. The liver's immunity can be enhanced through an intake of protein and

vitamins B, C, K and E. Protein is the main constituent of hepatocyte cells while vitamins can accelerate the decomposition of fat and improve metabolism.

Strengthening bone and cartilage

Bone is the core structure of the whole human body and is made up of stroma (protein) and cortex bone (minerals such as calcium). Dr. Jiang suggested a number of ways to strengthen our skeleton.

The hardness of cortex bone - that is, its density - depends on the amount of calcium present. Bone density peaks at the age of 30 and will gradually decrease as we get older, resulting in problems such as back pain, ostealgia and osteoporosis. Once the symptoms become obvious these problems are difficult to remedy, so a greater intake of calcium and magnesium is recommended. To prevent osteoporosis, Dr. Jiang suggested ingesting more soya food and soya milk to get more isoflavones. Soya isoflavones are dissolvable so it's good to add olive oil or nuts with your soya intake to aid absorption.

When it comes to protecting cartilage, fascia, periosteum and ligaments, preventative measures are advised. First, keep your body in good shape as excess weight can hurt the joints. Second, a greater intake of nutrients such as collagen, glucosamine and vitamin C can help to soothe the joints. Every part of the joint is made of collagens to make movement more flexible. Glucosamine works to protect cartilage while vitamin C can boost the renewal of collagen to strengthen the bones.

Sports activities can certainly help to strengthen the bones, though over-strenuous exercise can impose a burden on the joints. Dr. Jiang advised that swimming is the most effective way to train your muscles and arteries as well as reduce friction during movement.

適當補充營養素 令身體遠離惡疾

食物是吸收營養的最佳來源，但烹調時卻會令營養流失。蔣教授曾進行一項關於中國人早午晚三餐的營養吸收程度的研究，結果顯示食物在烹調後，當中的維他命A只有60%、B1只有70%、B2有約50%、鈣質少於一半、硒及鋅均不足。因此，要確保身體養分充足，建議服用含多種營養素及礦物質的優質補充劑作輔助。此外，由於防止肝硬化必須減少食肉，同時也要增加非肉類的蛋白質，因此以紐崔萊蛋白質粉作補充亦是不錯的選擇。

Better nutrition, better health!

Food is undoubtedly the best source of nutrition, but there's often a significant loss of nutrients during the cooking process. Dr. Jiang's research into nutrition levels in the daily diets of Chinese people has shown that people are getting only 60% of the vitamin A they need, 70% of vitamin B1, 50% of vitamin B2, and less than half the calcium, selenium and zinc their bodies require.

Dr. Jiang's conclusion is that a supplement with multi-nutrients and minerals is more effective. Having a light diet with less meat or non-meat protein can prevent cirrhosis, which means Nutrilite Protein is a very suitable choice.



關於蔣卓勤教授

現任中山大學、預防醫學研究所副所長、保健食品檢測中心質量負責人、公共衛生學院營養學系主任、博士生導師、國家自然科學基金會項目評議人，主要研究項目為營養與健康。

綠色有機健康跑

2010.3.14



天然健康的有機耕種助我們實踐健康飲食，有益身心的「綠色有機健康跑」則可鍛鍊體魄，體現健康生活。由香港浸會大學香港有機資源中心主辦，美國安利(香港)日用品有限公司贊助的「綠色有機健康跑」第六屆盛事舉辦在即，繼續為香港有機資源中心籌款，幫助更多本地有機農民，同時身體力行，推動綠色有機生活，實踐優質健康。

Organic farming uses natural cultivation techniques, without the use of artificial fertilizers, and helps contribute to a healthy life. The Health Run, organized by the Hong Kong Organic Resource Centre (HKORC) of Hong Kong Baptist University and sponsored by Amway Hong Kong Limited, aims to boost public participation in sports and encourage people to live a healthy lifestyle. At the same time, the run will help to raise funds for the HKORC to work towards an ecologically balanced living environment and help more local organic farmers improve their farming techniques.

支持有機耕種
締造健康生活

主辦機構：



贊助商：



細胞再生系列 喚醒肌膚活力 Time Defiance – Helping you Stay Young

隨著歲月流逝，皮膚質素便會開始下降，膠原蛋白及彈性纖維逐漸流失。雅姿皮膚健康研究中心的專家鑽研了連鎖細胞再生技術，研製出細胞再生系列，令皮膚細胞回復健康，重拾青春活力。

Ageing has a big impact on the skin, with a loosening of both collagen and the skin's elastic fibre as we get older. Using advanced Derma Cell Exchange technology, the Artistry Center for Skin Health Research developed the Time Defiance series to restore the skin's energy and revitalise your appearance.

專利配方 促進細胞更生

細胞再生系列蘊含專利的再生細胞複合物I、II、III，能促進細胞傳送，加速細胞更生，增強皮膚自我修護能力，減少肌膚出現幼紋及鬆弛現象。同時，高效的保濕因子能活化肌膚的天然滋潤功能，舒緩乾燥，令肌膚時刻充滿活力。

Patented formula revitalises cell energy

Time Defiance contains patented Derma I, II, III Complex to fuel cellular communication and increase cellular energy to reduce sagging and fine lines. The effective moisturising formula can effectively supplement natural moisturization while soothing the skin.

連鎖細胞再生技術 Derma Cell Exchange Technology

複合物 I Derma I

能阻止細胞氧化，
有效預防皺紋及鬆弛現象。
Enhances antioxidation
to prevent wrinkles and
loss of elasticity.

複合物 II Derma II

有效加強肌膚彈性
及緊緻度。
Restores skin firmness
and elasticity.

複合物 III Derma III

幫助膠原蛋白再生，
發揮提升肌膚作用。
Boosts collagen renewal to
enhance firmness.

肌膚明眸同時呵護 Protect eyes and skin

提升緊緻眼霜及3D緊緻精華同時蘊含再生細胞複合物I、II、III，能提升面部及眼部的皮膚，喚醒肌膚活力，重現明眸光采。

Lifting Eye Creme and 3D Lifting Serum contain the patented Derma I, II, III, providing a holistic approach to enhance skin firmness and to stay young.

提升緊緻眼霜
Lifting Eye Creme
5532 DP\$270/15g



提升緊緻眼霜配合再生細胞複合物I、II、III，加上高效保濕的持濕脂類基質及眼部微脂體，能活化肌膚的天然滋潤功能，激發皮膚自我修護能力，防止眼部肌膚衰老，並有效擊退鬆弛、細紋、皺紋、浮腫、眼袋、黑眼圈及乾燥等問題，重拾明眸青春輪廓。

With Derma I, II and III, Lifting Eye Creme contains Hydro Lipid Matrix+ and Eye Liposome, which work effectively to supplement natural moisturisation, increase cellular energy and prevent the skin from ageing, helping to tackle major eye problems such as sagging, fine lines, wrinkles, puffiness, eye bags, dark circles and dryness.

3D緊緻精華
3D Lifting Serum
3426 DP\$588/30ml



3D緊緻精華蘊含專利的再生細胞複合物I、II、III，幫助膠原蛋白再生，能夠為面部發揮提升緊緻作用，臨床實驗證明使用3星期後肌膚緊緻度上升52%。

3D Lifting Serum uses patented Derma I, II and III to boost collagen renewal and improve the skin's elasticity. Clinical tests have shown that the skin's firmness improves by as much as 52% after three weeks' use.

節日妝容新點子

Gorgeous Look for Parties

今個聖誕要塑造漂亮的妝容，其實一點也不困難。雅姿及EFNY帶來最新美容彩妝貼士，先為你的肌膚打好基礎，再襯上閃爍妝容，定能令你全場矚目。

It's easy to create a gorgeous look this Christmas! Artistry and EFNY bring you the latest trends in skincare and makeup to put you in the seasonal spotlight.



強效保濕精華
Moisture Plus
4133 DP\$210/14.5ml

高效舒緩日霜
Soothing Creme
4135 DP\$220/30g

持久保濕

Maintain moisture

皮膚保持滋潤飽滿，妝容便會更貼服。雅姿水盈保濕系列的高效舒緩日霜及強效保濕精華，當中含有多種植物精華，能令肌膚持久保濕，上妝時更得心應手。

Keep your skin moisturized to give you a better look. Artistry Soothing Creme and Moisture Plus lock in moisture to give you the best skin texture.

動人神采

Enlivened eyes

平日工作繁忙，有時或會睡眠不足，眼睛頓然失去神采。細胞再生系列提升緊緻眼霜採用連鎖細胞再生技術，有效趕走浮腫、眼袋及黑眼圈等問題，令雙眼回復動人神采。

A heavy workload and lack of sleep will make your eyes look dull and fatigued. Time Defiance Lifting Eye Creme uses Derma Cell Exchange Technology to reduce puffiness, eye bags and dark circles.



提升緊緻眼霜
Lifting Eye Creme
5532 DP\$270/15g

妝前準備

Get prepared

做好基本護理後，可別忘了妝前打底，先用清爽防曬底霜30塗勻臉上，其抗氧化維他命E能抵禦游離基的侵害，而SPF30能高效防曬，令你透現亮麗膚色，然後再上粉底，可令妝容更為貼服。

After performing your basic skincare routine, don't forget your makeup base. Multi-Protect SPF30 contains vitamin E to shield the skin and helps to make your foundation last longer.



清爽防曬底霜30
Multi-Protect SPF30
2877 DP\$210/50ml



秋冬冷艷彩妝

Mysterious Colour

高貴冷艷的風采，營造出貴族的氣質。雅姿秋冬彩妝於今季呈獻時尚典雅的眼部妝容，以充滿神秘感的紫調色彩，彰顯窈窕淑女的復古氣息，是今季的流行之選。

“Stylish”, “chic” and “noble” are the buzzwords in this season. Artistry colour cosmetics offer a mysterious and alluring purple eye makeup for a retro ambience for fall/ winter.

眼影 Eye Colour Refill DP\$59



琥珀
Sunburst
3862



柔紫
Tulle
3864



粉紅
Tickled Pink
3871



亮白
Starry Night
3842

派對魅力

Party Glamour

閃爍的金、銀色調，是派對妝容的必備之選，全新EFNY金、銀眼影，令雙眼更加迷人，在身上再掃上亮體閃粉（連羽毛化妝掃），更能散發閃爍魅力。

New gold and silver shimmering eye colours create a special shiny look for your skin. Use together with Sparkling Body Powder to unveil a stylish seasonal shimmer.

眼影 Eye Colour DP\$175



銀冠
Sterling Silver
0884



慶金
24 Carat
8085



亮體閃粉—亮沙
Sparkling Body Powder - Radiance
8081 DP\$250





亮麗秀髮新形象 Perfect Hair for the Season

在節日派對中塑造亮麗出眾的髮型，當然要花點心思，但經常使用各式各樣的造型產品，加上吹髮、紫外線及環境污染等侵害，髮質可能會變得乾旱開叉，以致養分不能注入髮絲底層。想頭髮以最佳狀態示人，Satinique仙姬為你打造完美秀髮，為出席派對場合做好準備。

It's always nice to have different ideas for your hair during the festive season - but looking great can be hard to achieve if your hair is damaged. Styling and colouring products, in addition to external factors such as UV radiation and pollution, can all work together to make your hair dry and damaged. Help is at hand from the Satinique Advanced series for you to prepare for all parties.

洗髮及滋潤

Cleansing & Moisturising

要擁有健康的秀髮，最基本的第一步就是保持頭髮清潔，若有頭皮污垢出現，儀容也大打折扣，仙姬洗髮水能修護頭髮構造成份，並徹底去除污垢及多餘油脂。此外，不論直髮或曲髮，都要時刻保持滋潤，尤其在乾燥的季節，開叉、折斷及打結情況容易出現。仙姬髮質修護素含UV防曬因子，能深層滋潤每根髮絲，令頭髮增強彈性，回復健康柔順。

Whether you have straight hair or curly hair, cleaning and moisturisation are particularly important during the dry winter season. Clean your hair thoroughly and restore the healthy characteristics of hair with Scalp Controlling Shampoo, while the Hair Protector contains an agent to protect against UV damage, moisturising the hair and adding bounce.



洗髮水

Scalp Controlling Shampoo

中至乾性 (ND)
4680 DP\$64.5/300ml
8861 DP\$166.5/1L
油性 (O)
4681 DP\$64.5/300ml
8862 DP\$166.5/1L
去頭皮 (AD)
4682 DP\$64.5/300ml



髮質修護素

Hair Protector

4684 DP\$64.5/300ml
8864 DP\$166.5/1L

去頭皮護髮素

Hair Protector (AD)

4685 DP\$64.5/300ml



頭皮營養素

Scalp Serum

1825 DP\$180/8x6ml



頭皮更新精華

Revitalizer

4683 DP\$129.5/125ml



深層滋養護髮露

Hair Repair

4686 DP\$114/240g

頭髮護理

Hair Treatment

專業的護髮產品能有效針對頭髮問題，重點修護頭髮損傷部份，並能改善頭部皮膚的血液循環，令頭髮更健康。頭皮營養素提供超過20種健康養分，能迅速滲入頭皮及頭髮，有效預防頭皮屑出現，並加強頭皮血液循環。想減少秀髮折斷，可用含人參及清葉膽草本精華的頭皮更新精華，有助軟化頭皮及去除頭部死皮細胞。若要令頭髮更滋潤，含小麥蛋白質及維他命B5的深層滋養護髮露，可助你有效修補髮絲乾旱及受損部份。

To restore damaged hair, use professional special care products to bring back its healthy characteristics. Scalp Serum uses more than 20 types of nutrients that penetrate quickly to enhance blood circulation in the scalp. The Revitalizer contains two key scalp-softening ingredients - Ginseng Extract and Swertia Herb Extract - that help maintain the scalp's natural exfoliation process. Formulated with Wheat Protein and Vitamin B5, the Hair Repair can repair dry and damaged hair.

出色造型

Special Styling

做好護髮的基礎，是時候準備全新的形象，為秀髮添上亮麗的色彩，務求在節日派對中成為全場焦點。輕輕塗上順髮精華液能即時帶來持久亮澤效果，保持髮絲水分，無需沖洗。要為秀髮添上新色彩，仙姬染髮霜含高滲透護染成分，助你染髮同時護髮，染後髮色亮麗持久。

With healthy, shining hair you are now ready for a brand-new look, with great hair colours to put you in the spotlight during the festive party season. Apply Hi-Gloss Essence directly on the hair for an instant and long-lasting shine - and enjoy the benefits of its effective moisturising agent. For a brighter colour of the hair, apply Lustertone Colourant which uses a gentle formula yet penetrates quickly for easy hair colouring with long-lasting and shiny colour.



順髮精華液

Hi-Gloss Essence

1023 DP\$92/75ml



染髮霜—深啡（5號）

Lustertone Colourant Dark Brown (No.5)

4958 DP\$199

晶瑩剔透 延展青春

Restore Your Youthful Radiance

每個人都想擁有晶瑩剔透的肌膚，但隨著歲月流逝，加上外在環境的因素影響，細胞受損及衰老會令肌膚變得脆弱暗啞。因此，要保持肌膚細嫩緊緻，便要從細胞健康開始，從肌膚底層煥發肌膚的青春光采。

Everyone wants to have perfect skin, but the reality is that the ageing of our skin accelerates as time passes, resulting in a more fragile texture and a duller appearance. To restore the fine, firm texture of your skin it's important to protect against external damage and work to boost the renewal of your skin cell DNA.



修護細胞 延緩衰老

雅姿了解每位女士對健康肌膚的追求，故早前舉行了「雅姿延展青春體驗晚會」，除了展示旗下兩款皇牌產品IRS14及Creme L/X外，更邀得安利（中國）研發總監陳佳Gina Chen親臨香港，分享兩個產品的科研成效，以及細胞修護的美肌體驗。陳佳說：「美麗不只是單靠在皮膚塗上護膚品就能得到，要徹底改善皮膚質素，便要從細胞修護著手，達至最佳的效果。IRS14採用先進的微脂囊傳輸技術，針對細胞核DNA的修復能力，改善細胞更新的狀態，當整個細胞都健康，肌膚自然會回復通透。而Creme L/X則掌握了尖端的Cell Effect細胞再生技術，激發能量到粒腺體，當同時使用兩個產品，就能發揮最大功效。」

DNA renewal boost

Understanding the desire of women to achieve perfect skin, Amway hosted a sharing event with guest of honour Ms. Gina Chen, Director of Amway China R&D Center, who introduced the benefits of IRS14 and Creme L/X. IRS14 uses Advanced Capsulation Technology to boost DNA renewal and restore the youthful radiance of our skin, while Creme L/X employs innovative Cell Effect technology to revitalise the energy of mitochondria - sometimes described as "cellular power plants". "Beauty is not about buying different skincare products, but enhancing the inner power of your skin to improve the skin texture to an optimal level," said Ms. Gina. "Using these two Artistry products together gives you the perfect solution for maximising your skincare."



安利(中國)研發總監陳佳Gina Chen講解IRS14及Creme L/X的強大功效。



身穿高貴晚裝的模特兒，與IRS14及Creme L/X的尊貴形象互相輝映。



來自北京的水晶樂坊首度來港演出，熱力節拍響遍全場。



全場氣氛熱烈，一同感受延展青春體驗。



著名化妝師Will Wong示範雅姿秋冬創意妝容。

臨床測試 功效顯著

每分鐘細胞都在更新，但隨著年齡增長，更新周期便會減慢。雅姿針對東方女性進行研究，測試她們的皮膚質素。陳佳續說：「由於東方女性的膚質一般較西方女性細緻，因此要有顯著的成效，相對就更有難度。但測試結果顯示，使用IRS14兩星期及使用Creme L/X 八個星期後，乾紋及皺紋明顯減少，皮膚亦回復彈性。」活動中更有用家分享心得，他們都認為IRS14及Creme L/X能夠發揮相輔相成的功效，不但能夠提升細胞修護能力，更能令皮膚回復光澤及有彈性，加上使用離子導入按摩器，能有效將養分帶入皮膚。

Clinically proven effectiveness

The renewal cycle of cells will slow down with ageing. Artistry has collaborated with medical experts to conduct clinical tests on how the skin texture of Asian women changes as they get older.

"Asian women tend to have finer skin than Western women so it's more challenging to show obvious results from anti-ageing skincare treatments," Gina said. "However, our tests have shown that fine lines diminish and the skin becomes smoother after using IRS14 for two weeks and Creme L/X for eight weeks." Many users shared their experiences of using IRS14 and Creme L/X, calling the products "the perfect duo" to boost cell renewal and restore the radiance and elasticity of the skin. They use the products together with Skin Enhancer, which helps the nutrients penetrate more quickly into the skin.

時尚潮流 熱力節拍

健康完美的肌膚，能令妝容更為出眾。這次，雅姿邀請到城中著名化妝師Will Wong示範了別具創意的秋冬彩妝，最令人意想不到的，原來唇彩也可塗於睫毛上，營造閃亮效果！此外，為配合IRS14及Creme L/X的尊貴形象，高貴美艷的模特兒穿上特別設計的時尚晚裝，散發典雅亮麗的氣質。最後，雅姿更邀得享負盛名的水晶樂坊首度來港演出，熱力澎湃的節拍，加上美輪美奐的水晶樂器煥發出的晶瑩光澤，令全場氣氛推至高峰。

Rhythm of the night

Perfect skin can highlight the beauty of creative makeup. Up-and-coming makeup artist Will Wong showed us the latest makeup styles, using lip gloss on eyelashes to create a shimmering look! Models were dressed in elegant evening gowns to match the glamour of the night and the evening climaxed with the rhythm of the Crystal Girls Band, whose glittering crystal instruments were seen for the first time in Hong Kong.



紅酒燒汁燴羊膝

Brown Sauce Stewed Lamb with Red Wine

烹煮器皿 Utensil



皇后牌6公升焗鍋
Queen Six Litre Dutch Oven

準備時間：10分鐘

烹煮時間：1小時30分鐘

Preparation time: 10 minutes

Cooking time: 1 hour 30 minutes

材料

羊膝	2隻
湯	800毫升
紅酒	1½杯
西芹	3條 (去衣切段)
甘筍	2個 (切角)
洋蔥	1個 (切角)
蒜	3粒
茄膏	4安士
黑椒粒	少許
香葉	3片
鼠尾草	1束
鹽	適量
黑椒碎	適量



Ingredients

Lamb shanks	2
Broth	800ml
Red wine	1½ cups
Celery	3 pieces, cut into sections
Carrots	2, cut into wedges
Onion	1, cut into wedges
Garlic	3 cloves
Tomato paste	4oz
Black pepper	suitable amount
Bay leaves	3
Sage	1 leaf
Salt	suitable amount
Ground black pepper	suitable amount

食譜筆記

- 1 下紅酒後一定要將汁料煮沸，這樣才可去除紅酒的澀味，保留其香味。
- 2 煎羊膝時，焗鍋一定要燒紅，這樣不單令羊膝甘香可口，更可封住肉汁及保持外形，令羊膝燉得更嫩滑，色香味俱全。
- 3 用皇后牌不銹鋼煲做這道菜式，可省卻清洗焗爐的工夫，而煎羊膝時留在鍋底的焦，會令醬汁更香濃美味。其採用的多層不銹鋼，更能延長保溫時間，令羊膝更快燉至軟腍。

Notes

- 1 After adding the red wine, the sauce must be heated until it comes to a boil. Cooking off the alcohol reduces the bitterness of the red wine and results in a better taste.
- 2 The oven must be fully heated before frying the lamb shanks, helping to keep the meat juicy and improving the overall taste.
- 3 Queen Cookware can be used as an alternative to a traditional oven. Made from the finest stainless steel, it can maintain a constant temperature even on a low heat, helping to ensure delicious meat dishes such as lamb shanks can be fully cooked more quickly.

做法 Method

1 羊膝吸乾水份，以適量的鹽及黑椒碎抹勻。
Wipe dry the lamb shanks then pat with the salt and black pepper.

2 燒熱6公升焗鍋，下少許油，下羊膝煎至兩面金黃，取出。
Heat the Six Litre Dutch Oven and add a splash of oil. Fry the lamb shanks on both sides until browned then remove.



3 將鑊再加熱，下少許油，再下蒜、洋蔥及黑椒粒爆香，下茄膏爆透，下甘筍、西芹及香葉同炒。

Heat a little more oil in the same oven and stir-fry the garlic, onion and black pepper. Add the tomato paste, stir into the garlic and onions, then add the carrots, celery and bay leaves.

4 注入上湯煮沸，再注入紅酒煮沸後下鼠尾草及羊膝，加蓋慢火燉1小時或至軟腍即可。

Pour the broth into the mixture and turn up the heat until it comes to a boil. Pour in the red wine, then add the sage and lamb shanks. Cook slowly for one hour. Serve immediately.

專業服務 信心認證

Recognition for Service Excellence

安利(香港)榮獲ISO9001認證 Amway Hong Kong Attains ISO9001 Certification



隨著顧客對服務要求的提高，安利（香港）也在不斷提升服務質素。2009年10月22日安利（香港）成功通過ISO9001國際標準組織的認證審核，榮獲法國標準協會頒發ISO9001:2008認證證書，以肯定安利在香港及澳門的倉存管理、店舖及家居送貨服務的卓越成就。此國際標準已為全球175個國家的機構所採用。這是繼ISO 9001:2000之後，安利（香港）再次在品質管理上得到專業的肯定。

Amway Hong Kong has been awarded ISO9001:2008 certification from the Association Française de Normalisation (AFNOR) after a successful assessment by the International Organization for Standardization in October. The certification confirms the excellence of Amway Hong Kong's services relating to inventory management, shop delivery and home delivery services in Hong Kong and Macau. The ISO certification, which is recognised by 175 countries and territories worldwide, marks another notable achievement for Amway Hong Kong after being awarded ISO9001:2000 for quality management.



環保送貨服務

Green delivery service

安利提供多渠道購貨 / 訂貨選擇，除可親臨安利購貨中心選購產品，顧客亦可透過輕鬆自在的方式購貨。同時，安利積極提升香港區的送貨服務，並以可循環再用的環保送貨箱代替傳統紙箱，提供更環保的選擇。此外，安利的送貨車隊已換上全新形象，為顧客提供更專業、更快捷的送貨服務。

Amway offers an efficient delivery service using a variety of methods to ease your order flow. It also provides green delivery service by using recyclable delivery boxes. We have worked to strengthen our delivery fleets to bring you a fast and reliable service, bringing benefits for Distributors and customers alike.



安利送貨車隊換上全新形象。

環保獻禮

Festive green gifts

由2009年12月1日起，凡選用安利送貨服務，隨每張購貨單可免費獲贈精美的迷你環保送貨箱乙個。數量有限，送完即止。

From December 1, 2009, use the Amway delivery service and get a free mini delivery box. Available while stocks last.



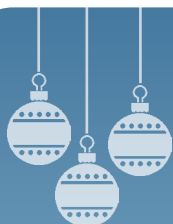
迷你環保送貨箱

安利電話訂貨 / 送貨諮詢熱線：

Amway Telephone Ordering / Delivery Hotline: **2512 0101**

傳真號碼 Fax: **2414 8033**

網址 Website: **www.amway.com.hk**



安利購貨中心 Amway Merchandising Centres

冬至、平安夜及元旦營業時間 Winter Solstice, Christmas Eve and New Year's Day Business Hours

日期 Date	銅鑼灣 Causeway Bay	九龍 Kowloon	屯門 Tuen Mun	澳門 Macau
冬至 2009年12月22日 (二) December 22, 2009	10:30am – 7:00pm		10:30am – 6:00pm	11:00am – 6:30pm
平安夜 2009年12月24日 (四) December 24, 2009	10:30am – 7:00pm		10:30am – 6:00pm	11:00am – 6:30pm
元旦 2010年1月1日 (五) January 1, 2010	全線安利購貨中心休息一天 All merchandising centres will be closed			

紐崔萊無限公益愛心

安利(中國)全力贊助

「貧困地區兒童早期發展」專案

Nutriline Contributes to Community Care

Amway China Sponsors

“Early Childhood Development in Poor Rural Areas” Research Study

在紐崔萊75週年慶典系列眾多活動中，公益善舉是其中一個重要項目。最近紐崔萊贊助中國發展研究基金會的「貧困地區兒童早期發展」專案，讓西部貧困兒童獲得更多公平發展的機會，在平等的起跑線上迎向未來。

As Nutrilite organises various celebrations to celebrate its 75th anniversary, the company is also focusing on its commitment to the communities it serves. As part of its corporate social responsibility remit, Nutrilite recently become a sponsor of the “Early Childhood Development in Poor Rural Areas” Research Study – a project run by the China Development Research Foundation (CDRF) which gives children in poor districts of Western China the opportunity for future development.



安利(中國)總裁黃德薩先生(左)及中國發展研究基金會秘書長盧邁先生(右)。



專案讓眾多貧困兒童受益。

在廣闊的中國西部農村，有600萬以上的5歲以下貧困兒童，絕大多數不僅無法公平地獲得充足營養和完善教育的機會，而且更因為錯誤的營養觀念，導致早期成長受到影響。為此，安利（中國）再次與中國發展研究基金會合作，贊助「西部貧困地區兒童早期發展」專案，以改善貧困地區兒童早期營養及學前教育的狀況，推動制定國家兒童營養和學前教育政策，以減少貧困，促進社會公平。

貧困嬰孩發展堪憂

中國發展研究基金會秘書長盧邁指出，目前中國兒童的早期營養狀況存在明顯的城鄉差異和地區差異，尤其西部貧困地區的嬰幼兒營養狀況並不樂觀，農村5歲以下兒童生長率和體重率均偏低。由於文化程度低，當地居民的營養知識也極為匱乏。綜合來說，貧困地區嬰幼兒早期發展面臨著孕期營養不足、出生後營養不良，以及學前教育嚴重缺乏等問題。

縮小差距 促進公平

為了給貧困地區兒童創造公平的早期發展機會，中國發展研究基金會於2009年8月啟動了「貧困地區兒童早期發展」專案，準備在廣西河池市都安瑤族自治縣、南寧市隆安縣、青海省海東地區樂都縣開展相關試點。專案以實現貧困地區「新生兒出生健康、嬰幼兒營養正常、學前教育基本覆蓋」為預期目標，旨在逐步縮小貧困地區兒童與城市兒童在早期發展方面的差距，促進社會公平。在改善嬰幼兒營養方面，將開辦「媽媽學校」，對孕產期及哺乳期的母親進行營養培訓指導，並發放「營養包」，以滿足嬰幼兒基本營養需要。對於幼兒學前教育改善，將招募幼教志願者下村支教，對3至5歲兒童進行早期啟蒙教育。目前，青海樂都的試點已經啟動，進展良好。此外，項目亦設立57個媽媽學校，由當地衛生系統的工作人員對媽媽和準媽媽進行營養和衛生方面的普及教育，並派出46名接受過北京師範大學專門培訓的志願者組成「走教隊」，定期到87個早教點進行巡迴式早期教育，很多幼兒家庭都踴躍參加，反應熱烈。

投資善舉 成就未來

「貧困地區兒童早期發展」專案將歷時3年，至2012年7月完成。專案將透過試驗、研究和培訓等方法，在貧困地區普及推廣營養健康及科學育兒知識。專案結束後，基金會將向中央政府決策部門呈交專案試驗報告，為國家制定相關政策提供依據和建議，促使政府加強對嬰幼兒營養、幼兒學前教育的支持。盧邁秘書長對此深表讚賞：「安利（中國）與其他優秀企業一同資助基金會的研究項目，對項目的開展將發揮非常重要的作用。」這個專案是安利（中國）極有意義的計劃，更是紐崔萊的光榮。

Across the vast expanse of Western China, there are estimated to be more than six million children under the age of five who are deprived of adequate nutrition and a proper education. The lack of proper knowledge about nutrition means that the growth of many youngsters is hindered from an early age. Through its collaboration with the CDRF, Amway China is helping to improve nutrition and nursery education in the region and helping to promote the formation of a policy that will address both these areas.

Nutritional imbalance

Mr. Lu Mai, Secretary General of CDRF, explained that there is a huge difference in the levels of child nutrition between urban and rural areas, and also between villages in Western China. The nutrition of youngsters is especially poor in this region and village children under the age of five in Western China usually have a low growth rate and reduced body weight. Illiteracy in the villages makes the problem worse because local people don't receive the knowledge they need to ensure they get proper nutrition. Overall, there is an inadequate nutritional intake during pregnancy, malnutrition in the early stages of child development and inadequate nursery education.

Helping to ensure fair development

To offer a better opportunity for the proper development of children during their early years, the CDRF has launched the "Early Childhood Development in Poor Rural Areas" Research Study on a trial basis in Du'an Yao autonomous county in Hechi, Guangxi, Long'an county in Nanning, Guangxi and Haidong Dule county in Qinghai Province. To achieve its goals of "better health for newborn babies, proper nutrition for infants and basic nursery education", the project aims to diminish the differences in early age development seen between poor rural areas and cities. At the same time, the project is also helping to launch "Mother schools" to provide training and guidance on infant nutrition for pregnant or lactating mothers. In terms of improving nursery education, the project will recruit volunteers to run courses in villages for children aged three to five. This part of the project has already been trialed in Qinghai with some positive results already seen. There are now 57 "Mother schools" in the area with local staff from the hygiene department helping to provide training for mothers. 46 well-trained volunteers from Beijing Normal University have formed a teaching team to provide nursery education in 87 locations. The project has been well received with many families reaping the benefits.

Investing for the future

The "Early Childhood Development in Poor Rural Areas" Research Study will run through to July 2012, promoting knowledge on nutrition and nursery care through a combination of research and training. On completion of the project, the CDRF will submit a report to the PRC Government, providing facts and suggestions to help in the formulation of appropriate policies. "Amway China has joined hands with other outstanding enterprises to sponsor this project and help ensure its smooth development," said Mr. Lu.

在西部農村，有600萬以上的5歲以下貧困嬰幼兒無法接受學前教育。



安利(中國)志願者匯聚愛心 將星光迸發巨大能量

Volunteers Build the Power of Love

每個人的內心，都有一份溫暖的愛，藉著無私的奉獻和關懷，將這份心意帶到中國每個角落。每個人的心意，就像點點的星光，若把滿佈星空的光點匯聚起來，便能夠迸發強大的力量，幫助更多有需要的人。

People have an inbuilt sense of compassion. Through their benevolence and selfless concern, Amway China volunteers have been working to spread their love throughout the mainland, generating enormous power to help those who need it the most.



志願者與孩子一同參與「麻鷹捉小雞」的遊戲。



志願者正在為老婆婆換上新裝。

從2003年起，安利（中國）便開始創立以營銷員工為主要骨幹的安利志願者協會和服務隊，至今已在全國成立了156個隊伍，並擁有45,000多名註冊志願者，堪稱中國最大的企業志願者團隊。志願者的服務範圍包括敬老、扶助殘障人士、扶貧及環保等活動，從而積極關注社區，為有需要的人伸出援手。

建章立制 專人管理

安利（中國）結合企業文化，制定了完善的《安利（中國）志願者活動政策》，對志願者標記、志願者的招募、培訓、註冊、管理及表彰等有關機制進行統一規範，逐步實現對志願者的管理，同時在各個服務隊伍中，均有安排專人專責管理。

擴大交流 重視培訓

通過與中國各地青年志願者協會的交流，彼此學習服務理念、培訓體系及管理制，從而提高志願者服務工作的理論及管理水平和

服務質素。協會努力培育更多志願者人才，而且會不定期舉辦志願者隊伍培訓計劃，並介紹國內外志願者工作的創新理念，同時亦會教授籌辦活動項目的技巧，以進一步提高志願者工作隊伍的整體質素。

大局為重 接應所需

本著服務社會大眾的理念，志願者從最基層的方面做起，包括扶貧解困、社區建設及環境保護等不同領域，以確保志願者服務能夠切合大眾的需要，並彰顯志願活動的成效。

傳播理念 以表讚揚

通過企業的宣傳平台，協會積極提倡「奉獻、友愛、互助、進步」的志願服務精神。此外，協會亦舉辦兩年一度的「安利優秀志願者評選活動」，以讚揚表現出色的志願者及團隊，同時亦彼此分享志願者服務的心得，並表達對前線志願者的重視和肯定。



安利志願者不辭勞苦，用板車運送生活物資。



只要團結一致，便能迸發更大的力量。



《安利志願者通訊》為安利(中國)志願者提供交流和學習平台。

Amway China established the Amway Volunteers' Association in 2003, grouping together service teams consisting mainly of Amway staff. The Association now has 156 teams across the country with more than 45,000 volunteers enrolled, making it the largest corporate volunteer organisation in China. The volunteers provide a wide range of services including helping senior citizens, the disabled and underprivileged people as well as taking part in environmental activities.

Clear policy and procedures

Amway China implemented the "Amway China Volunteer Policy" to standardise volunteer team logos and the mechanism for volunteer recruitment, training, registration, management and appraisal. A manager is in place within each service team to help maintain consistency.

Training and exchange programmes

Exchange programmes run across China, enabling young volunteers to share their experience regarding service missions, training and management systems, and helping to enhance

the overall quality and standard of management of each of the volunteer teams.

The Association makes a concerted effort to foster more talent in volunteers by organising a range of training initiatives and introducing innovative ideas from local and overseas volunteers. The training also helps to develop event-organising skills and improve the overall service quality of volunteer teams.

Meeting the needs

Based on a core mission of offering community service, the volunteers start from the baseline in helping the underprivileged, the wider community and the environment, ensuring they can meet the various needs of the Chinese public.

Spreading the love

The Association advocates a spirit of "Giving, Friendship, Cooperation and Achievement". Moreover, the Association runs the "Amway Outstanding Volunteer Evaluation" session every two years to honour outstanding volunteers and service teams and share experience among all the volunteers.



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。

