

AMACRAM

安利月刊 Helping People Live Better Lives

7.2008



維他命礦物質補充品的中國臨床研究

- 香港直銷協會與香港理工大學合辦 — 香港首個直銷專業課程
- Eddie Funkhouser的創作之旅
- 珍惜寶貴食水

Amway 安利



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

理想夥伴在眼前

You have picked the right partner

2007年的銷售數字已經統計完成，恭喜各位再創佳績。

全球銷售額躍升12%，達到71億美元，七成市場的銷售均告上升，成績彪炳。你們是全球最勤奮的直銷商，全憑你們努力不懈，方可成就優秀的業績，令人欣悅，又感驕傲。

憑此佳績，我們可向世界證明，你我互為夥伴，攜手臻取輝煌成就，而箇中關鍵乃締造雙贏，緊密合作，共取成果。不過，此舉並非教人自滿，反之我們應該更進一步。

金禧將至，是拓展事業的空前契機。藉著彼此合作，更輝煌的業績必將可達，事業邁步向前，永不止息。

盼望與你迎來更多令人振奮的正面訊息，鑑往論今，啟示未來，請密切留意！

Final sales figures are in for 2007 and we want to congratulate everyone on another great year!

Global sales were up 12 percent, reaching USD \$7.1 billion and 70 percent of our markets reported an increase of sales. That's incredible! We're so happy and proud of all that you have done. You are the hardest working distributors in the world.

We have an incredible story to tell the world about our partnership and what we can accomplish together. It's a partnership where both parties win...we both succeed, by helping one another. Although we have accomplished tremendous growth this year, the best is yet to come.

With our 50th anniversary upon us, there has never been a more exciting time in our business. Working together as partners, we will build successful and sustainable businesses for years to come.

We will be sharing more exciting, positive news about where we've come from and where we are going in the coming months – stay tuned.

AMAGRAM content

7.2008

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Helping People Live Better Lives



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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。

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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多種維他命礦物質補充品的中國臨床研究

Supplements and Your Health

中國醫學及營養學常談及個人的不同體質。對於中國人，多種維他命、礦物質補充品能為我們的健康作出甚麼貢獻？

A balanced diet is the key to better health. How can we satisfy our body needs? Can supplements help?

根據中國衛生部公布的調查報告指出，無論城市或鄉村居民，正面臨飲食不均、缺乏營養，以及部份慢性疾病發病率上升等問題。不少營養補充品聲稱外國入口，對於體質不同的中國人而言，未必可「照單全收」。安利（中國）研發中心委託北京大學醫學院與中山大學醫學部，進行大規模的臨床研究，探討營養食品對改善中國人的營養狀況及抵抗疾病的作用。

為提高研究的代表性，兩家大學分別從全國各地選出297位試用者，並分為兩組進行「雙盲」測試。在連續八星期裡，試驗組服用Double X營養片，對照組則服用安慰劑，最後通過測試血液中營養素與致病物質的水平及變化，驗證產品對人體的效用。這次研究的分析重點有：

提高血液中營養素的濃度 — 預防慢性疾病

血液的其中一個主要功用是把身體所吸收的營養傳遞，當中所含的營養濃度反映了身體的健康狀況，並與多種相關疾病有密切聯繫。例如維他命A、B6、C、 β -胡蘿蔔素及葉酸，有一定的抗腫瘤作用；而維他命B6、B12與葉酸則有助降低發生心血管病的機會；維他命C、E及 β -胡蘿蔔素，更能抗氧化，減緩因氧化造成細胞損傷所引起的病變如癌症及糖尿病。

實驗結果

在連續服用Double X八星期後，試驗組血液中的維他命水平包括維他命A、C與E，以及尿液中的維他命B1與B2均明顯地有所提高。至於對照組則沒有顯著差異。證明食用從植物提煉的營養補充劑能減少因日常飲食不均而導致營養缺乏，同時有效提高體內維他命的水平，從而預防各種慢性疾病。

提高DNA的穩定性 — 保護細胞

根據分子生物學的理论，DNA突變或失控是人體產生腫瘤、衰老甚至死亡的主要原因。有關方面採用彗星測試，能有效檢測細胞中DNA的穩定性。

實驗結果

試驗組的DNA明顯比對照組的損傷程度更低。食用樣品8周後，彗星尾長、尾DNA比值、尾寬度等均顯著下降；證實Double X可有效提高DNA的穩定性。

降低同型半胱氨酸 — 減低心血管疾病風險

血清中的高半胱氨酸是蛋白質代謝經蛋氨酸後產生，可引起DNA鏈斷裂、氧化應激以及細胞死亡。當高半胱氨酸指數愈高，代表患動脈硬化、中風、老年癡呆和其他老年疾病的機會愈高。

實驗結果

由北京大學醫學部進行的研究結果顯示：試驗組在八周後，血清中的高半胱氨酸指數比之前有非常顯著的下降，而對照組則沒有顯著差異。證明長時間服用從植物提煉的多種維他命與礦物質補充劑，能有效地降低血清裡的同型半胱氨酸，從而降低心血管疾病的風險。

除了有科學根據的研究結果，有關方面亦對兩組進行主觀感受的問卷調查，包含情緒、身體與精神健康，得分高說明健康狀況好。統計結果顯示，試驗組覺得自己更有精力與活力，近四成人表示八周後在抗疲勞、增強體質及改善睡眠方面，都有顯著改善，而負面感覺亦大大減少。

According to the Ministry of Health of the People's Republic of China, people are suffering diet imbalance, lack of nutrients and increased risk of chronic diseases. Those imported supplements may not be suitable for Chinese people. Recently, Amway China collaborated with Peking University and Sun Yat-Sen University in a clinical research on supplements for improving the health of Chinese people.

To achieve a higher standard of scientific rigour, they chose 297 people in the country and divided them into two groups in a double-blinded experiment. People assigned to the experimental group took Double X everyday for eight weeks; the control group took placebo. Then the nutrients and pathogens levels in their blood were compared, before and after.

Nutrients in the Blood

Since the most important function of blood is to supply oxygen and nutrients to the organs, the nutrient level in blood reflects our health, which is also related to diseases. For example, vitamins A, B6, C, β carotene and folic acid are anti-cancer; vitamins B6, B12 and folic acid reduce the opportunity for cardiovascular disease. The experimental group obtained higher level of vitamin A, B1, B2, C and E after eight weeks, and the control group remained unchanged, implying that the nutrient level in blood is increased after taking supplements for a long period to substitute for diet imbalance.

Stability of DNA



According to molecular biology, the mutations of a cell's DNA are an important cause of cancer, ageing and death. In this case, comet assay was chosen for research DNA's stability. According to the researching results, the experimental group's DNA sample has less damage, which represents higher stability.

Homocysteine Level

A high level of blood serum homocysteine is a powerful risk factor for cardiovascular disease. The homocysteine level of the experimental group was obviously reduced after eight weeks and the control group showed no change, proving that using botanical supplements for a long period can help prevent cardiovascular disease.

In addition to the research results, they also had a questionnaire for the two groups, which was about emotions, the body and mental health. The feedback from the experimental group was more positive and energetic; around 40% of the people said that they felt an improvement in the quality of sleep, their immune system and their ability to fight stress.



其中兩位主要研究人員

李可基教授

北京大學公共衛生學院教授及博士生導師

曾任北京大學第三醫院運動醫學研究所副研究員，副所長，博士。1986年在北京醫科大學運動醫學研究所獲碩士學位，1996年英國萊斯特大學博士畢業，中國學生營養促進會專家委員會成員、北京市營養學會常務理事、世界衛生組織非傳染性疾病危險因素比較評估項目體力活動和肥胖協議專家組成員、中國運動醫學學會副主任委員、《營養學報》編委。

蔣卓勤教授

中山大學公共衛生學院營養學系主任、教授、博士生導師

中山大學預防醫學研究所副所長、保健食品檢測中心品質負責人

科學研究冷知識 Dictionary

雙盲試驗：目的是避免因試驗對象或進行試驗的人員有主觀偏向而影響實驗結果，而使結果更可靠。受試驗的對象及研究人員並不知道哪些對象屬於對照組，哪些屬於試驗組；在資料收集及被分析過後，研究人員才知道實驗對象所屬組別，因此結果的準確度極高。

彗星試驗：即單細胞凝膠電泳試驗，是一種在單細胞水平上測量DNA的損傷與修復方法。由於敏感度極高，因此被廣泛應用於生物學、臨床及毒理學等方面的研究。

血液中高半胱氨酸的檢測：由於科學界對同型半胱氨酸檢測其研究愈加深入，近年被認為是判斷心血管疾病危險性的獨立指標。

Double-Blinded Assay: In a double-blind experiment, neither the individuals nor the researchers know who belongs to the control group and the experimental group. Only after all the data have been recorded and analyzed do the researchers learn which individuals were in which groups. This lessens the influence of prejudices and unintentional physical cues, such as the placebo effect, observer bias and experimenter's bias on results.

Comet Assay: This is an uncomplicated and sensitive technique for the detection of DNA damage at the level of the individual eukaryotic cell. Since it is an extremely sensitive DNA damage assay, comet assay is widely conducted in biology, clinical and toxicology research.

Test on Homocysteine Level: Since it's more and more indepth scientific development, recently it becomes the index for cardiovascular disease.

基礎 紐崔萊多

Nutriline



營養補充 — 寶營養片及蛋白質粉 Double X & Protein Powder

香港人生活節奏急促，食無定時加上長時間工作，令身心都承受極大壓力。紐崔萊的蛋白質粉含有九種人體必需的氨基酸，配合含豐富維他命及礦物質的Double X，能助你維持身體健康，並提供足夠能量應付每日的挑戰。

健康三劍俠 — 蛋白質、維他命與礦物質

蛋白質、維他命與礦物質可說是捍衛健康的三劍俠。蛋白質是構成血液、肌肉及身體組織的主要成份，亦是身體組織如酵素、血紅蛋白及抗體不可或缺的元素。缺乏蛋白質，會令體內酵素活性下降、減緩食物轉化能量的速度、令身陳代謝變慢，導致容易疲勞、免疫力下降及消化不良等情況發生。不過日常生活中，我們不一定能從飲食中吸取足夠蛋白質，要借助營養補充品。

維他命與礦物質，需要份量不多，但缺乏任何一種，都會引起身體病變：鎂與鈣是骨骼組成的重要礦物質；缺乏維他命B會導致腳氣病；缺乏維他命C會導致壞血病；胡蘿蔔素不足更有機會致盲。不過，誰可以保證我們每日都能吸收到各樣而足夠的營養？

完全吸收的蛋白質

安利的蛋白質粉所含的大豆蛋白質提煉自純天然大豆，低脂、低卡路里。採用最佳的比例配製，內含人體九種必需的氨基酸；而經科學測試證實，安利蛋白質粉的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及吸收。食用時可加入牛奶、果汁、菜汁或其他飲品中；或可摻在粥飯、粟米片、沙律或湯裡，能增加食物中蛋白質的含量，同時保持食物的色香味。

最全面的多種維他命、礦物質

含豐富營養的Double X，每一片含有廿四種維他命與礦物質，以及多種植物營養素，包括紫花苜蓿、針葉櫻桃、歐芹、菠菜、胡蘿蔔等，每日三片，其中紫花苜蓿含多種維他命如B、C、E及十種礦物質，最早發現的阿拉伯人稱之為「植物之父」；每日服用，已足夠補充成年人日常飲食攝取不足的营养。

Most of us have busy schedules in Hong Kong and we tend to have an irregular dining time, which will bring us a stressful and unhealthy life. With the Nutrilite's Protein Powder and Double X, you can obtain better health easily.

Pioneer of multivitamin supplement

Nutrilite's Double X contains 24 vitamins and minerals, also enriched with botanical extracts including alfalfa, parsley, celery, spinach, acerola cherry and beta-carotene, which can provide a strong foundation for good health.

Perfect Protein

Contains soy protein which is isolated naturally derived from soya beans and nine essential amino acid in the best proportions, the Nutrilite's Protein Powder is a source of low fat and low calorie protein, which is facilitating the body's absorption. With Protein Digestibility Corrected Amino Acids Score (PDCAAS) of 1, it can be completely digested and absorbed by the body.





香港直銷協會與香港理工大學合辦

香港首個直銷專業課程

已獲政府持續進修基金認可



香港直銷協會會長暨安利(中國)日用品有限公司全國業務副總裁姜張麗青女士在課堂上分享專業心得，眾學員凝神靜聽。



香港安利總經理余偉業先生表示：「學員最初擔心課程偏重理論及所需時間太多，但上課後發現課程實用性非常強，可活用於日常工作中。」

為全面提升直銷業的專業度，以照顧消費者及市場需要，香港直銷協會與香港理工大學企業經管人才發展中心早前合辦香港首個直銷市場運作及管理實務專業課程，以最新管理學概念應用於直銷行業內的實務，啟發學員與時並進，以企業家思維發展直銷生意，變得更專業。

If you want to cope in this fast-changing world and fulfill customers' increasing requirements related to products and services, you need to acquire new knowledge and be more professional. Recently, the Hong Kong Polytechnic University and Direct Selling Association of Hong Kong (HKDSA) operated the first course for direct selling and management in Hong Kong, aiming to inspire distributors with entrepreneurial mindset and to become more professional.



課程邀得安利中國全國業務部市場訊息及業務資訊總監李挺先生為學員講課。



以專業應萬變

A Need to Embrace Change

姜張麗青女士專訪

Angela Keung

香港直銷協會會長暨
安利（中國）日用品有限公司全國業務副總裁
President of the Hong Kong Direct Selling Association and
Vice President, Amway (China) Company Limited – National Sales



對於香港直銷協會首次與本地大學合辦的這個課程，香港直銷協會會長暨安利（中國）日用品有限公司全國業務副總裁姜張麗青女士表示，課這對香港直銷業發展是為一個重要里程碑。「無論各行各業的人士，都需要不斷增值，以緊貼市場的需要。直銷業作為一門專業，直銷從業員亦需時刻留意市場的最新發展，以配合顧客及市場的萬變需要，令直銷業可以不斷蓬勃發展。」姜張麗青女士一直大力支持直銷商的在職培訓，並指課程無論對於直銷業、直銷商及消費者都有極大好处。她指出，課程共有五特點：



眾學員在姜張麗青女士與王錫堯副院長手上接過畢業證書

1 課程針對直銷商

課程主要針對已從事直銷生意的直銷商，希望他們在發展生意一段時間過後，對直銷業有初步認識，再參加是次課程，以加強他們對直銷發展的專業水平及知識。「課程的目的在於協助各直銷從業員以更宏觀的角度，加深了解直銷行業的運作和未來趨勢。」

2 持續進修基金認可課程

課程在設計和師資上是經由香港直銷協會與香港理工大學的精心設計，並獲政府接納為持續進修基金認可課程，對提升直銷從業員的專業水準有莫大裨益。

3 理論與實踐兼備

姜張麗青女士表示在設計課程時，香港直銷協會與香港理工大學經過多次的磋商：「我們要為學員周詳考慮，包括上課時間不能太長，亦關注到課程內容的實用性；另外亦要顧及課程的公平性。」課程不但融合工商管理課程與直銷業的專業知識，亦著重直銷商發展直銷事業的實際需要，內容深入淺出，理論與實踐兼備。

4 課程嚴謹專業

課程要求學員定時到理工大學講室上課，並特別邀請香港理工大學管理及市場學系副教授陳光輝博士及香港理工大學企業經管人才發展中心客席講師鄧兆鵬博士參與，兩位教授對市場經營的轉變、需求，或教學與研究上都有豐富及寶貴經驗，姜張麗青女士認為能夠讓學員在課堂上完全了解直銷行業的生意及運作情況。

5 掌握直銷最新資訊

她又指出，課程更特別邀請部份會員公司的資深管理層，與學員分享有關直銷的不同營運模式、業界操守等實用資訊，期望引入直銷業界的專業意見到課程當中，讓學員掌握第一手的業界資訊。

姜張麗青女士最後表示：「推出後好評如潮，反應熱烈，完成課程的學員都感到課程有實際幫助。」為滿足需求，這個直銷專業課程將會定期開辦。

如欲了解更多資料，可致電 (852) 2969 6302查詢。

As President of the Hong Kong Direct Selling Association (HKDSA) and the Vice President of National Sales, Amway (China) Company Limited, Mrs. Angela Keung says the association's collaboration with a local university is a milestone in Hong Kong's direct selling development.

According to Mrs. Keung, there's a need to acquire new skills and information to understand the changing needs of the direct-selling market. "Working as professionals in a growing industry, our Distributors need to be up to date on what's happening in the industry as a whole if they are to meet the needs of the market and customers," says Mrs. Keung.

The Direct Selling Management Programme aims to increase the level of professionalism and overall knowledge of Distributors. "The syllabus has been designed by the university together with the HKDSA to specifically raise the students' understanding of the direct selling market mechanism and to highlight future trends in the industry," says Mrs. Keung.

The course combines MBA-style teaching with theoretical as well as practical knowledge of direct selling, specifically tailored for Distributors. Dr K. F. Chan from the Hong Kong Polytechnic University's Department of Management and Marketing and the Management and Executive Development Centre's Dr. S. P. Chow have been invited as lecturers.

"With a rich academic background, Dr. Chan and Dr. Chow are able to share their knowledge and give valuable feedback to the students," says Mrs. Keung. "We have also invited guest speakers from the HKDSA to share their industry experience as well as provide up-to-date market information."

The Direct Selling Management Programme is registered as a reimbursable course under the Continuing Education Fund, which means students can be reimbursed with at least 80% of the fee.

"With the support of the government more students can continue with their education, and I encourage our Distributors to take advantage of this great opportunity to enhance their careers," says Mrs. Keung.



終身學習 成就專業 — Learning to Boost Your Career

專訪香港理工大學企業發展院助理院長王錫堯 Sidney Wong, Associate Director (Management and Executive Development), Institute for Enterprise at the Hong Kong Polytechnic University

要達到專業級水平，除了靠自己的努力，若能有人從旁指導，自然更得心應手。香港理工大學企業發展院企業經管人才發展中心 (MEDC) 助理院長王錫堯先生 (Sidney Wong) 認為，要面對直銷行業的新挑戰，直銷從業員不單要專業，還要以身終身學習為目標。

他表示：「近年直銷業面對很多新挑戰，包括嚴格的營商規定、社會與政治的挑戰等等。要成就終身事業，就必須掌握專業知識，並進行終身學習。」為了協助直銷商強化技能，提升競爭力，因此香港理工大學企業經管人才發展中心 (MEDC) 與香港直銷協會 (HKDSA) 合辦直銷市場運作及管理實務專業課程。

「這是香港首個專為直銷從業員設計的培訓課程，」他說。由於直銷商來自不同背景與行業，所以在設計課程時，Sidney特別加入很多新構思，加強課堂裡的互動性。「透過一系列單元課題，如直銷業務運作、道德操守、企業家特質、客戶市場學及推銷技巧等，為學員提供最全面的管理技能，同時強化他們的專業知識。上課時讓學員與大家分享經驗，再由導師提出專業意見，令學習氣氛更融洽，學員能自然如海綿般將知識完全吸收。」

既然是專業課程，授課與成績評核當然一絲不苟。「課程為期兩至三個月，共三十六小時。教學模式包括講授、研討及案例分析，期間學員須提交研習報告及參加結業試，可說是理論與實踐並重。由於大部份學員都有固定職業，所以上課時數不會太長，內容盡量精簡扼要。」

然而課程除可為直銷商提升專業知識外，對於直銷業又有何幫助？他說：「長遠而言，課程可為從業員及直銷行業訂立終身學習和自我增值的目標，以提升競爭力。」因此這個課程將定期開辦，預計今年九月開課。

You have to work hard – and seek the help of experts – in a continued quest for success. Sidney Wong, Associate Director (Management and Executive Development) of the Institute for Enterprise at the Hong Kong Polytechnic University, believes that lifelong learning is essential to any career.

“The direct selling industry has been facing many challenges recently, including strict legal regulations together with social and political challenges. To make it a lifelong career, you need to acquire new knowledge and enhance yourself on a continuous basis,” says Sidney.

To raise the industry’s competitiveness – and boost the professionalism of Distributors – the Management and Executive Development Centre at PolyU has joined with the Hong Kong Direct Selling Association (HKDSA) to launch the Direct Selling Management Programme.

This is the first course at PolyU to target direct sales professionals, and with students coming from a variety of backgrounds a number of new elements have been introduced to increase interactivity.

“With different topics covered in each lesson, including business planning, business ethics, marketing, sales skills and so on, students can acquire vital new techniques and become more professional distributors overall. What’s more, being able to share their experiences as case studies – and getting instant feedback from the lecturers – makes it easier to understand,” says Sidney.

The course covers 36 hours of lectures, discussions and case studies and usually lasts for two to three months. Students are required to complete one project and take a final exam, and since most students already have their own career the course schedule and content are kept as simple as possible.

As well as helping individual distributors, Sidney says the new course will also benefit the industry as a whole. “In the long run it will help improve competitiveness in the direct-selling industry by promoting lifelong learning and encouraging Distributors to continuously enhance themselves,” he says.

The next course starts in September.

課程導師



香港理工大學管理及市場學系副教授陳光輝博士

陳博士畢業於香港中文大學，並取得澳洲阿德雷德大學工商管理碩士學位及南澳洲大學的哲學博士學位。在理工大學任教二十多年，擁有超過十五年在企業策略、經營和小型企業管理的教學、研究及顧問服務經驗，亦是理大工商管理碩士課程的前課程總監。著作有《管理學原理》及多篇有關企業經營和小型企業管理之論文。



香港理工大學企業經管人才發展中心客席講師鄒兆鵬博士

鄒博士擁有超過十年的教學及顧問經驗，現為香港銷售協會之首席顧問，亦為多間香港、美國、英國及澳洲的大學擔任客席教職。其研究領域包括：商業經濟及策略、市場及銷售管理、變革管理、創新管理及人力資源管理等。鄒博士致力研究嶄新管理模式，如知識管理、情緒市場學等，深受商界及學生高度評價，更於2000年被載International WHO'S WHO世界名人。

學員心得



「得高人指點，自然一理通百理明。」

廖自敏 Liu Chee Man

藍寶石直系直銷商 Sapphire Direct Distributor

參加時職業：中港貿易商人 Merchant

因為工作關係經常穿梭中港兩地，廖自敏表示要讀書並非易事，因此得悉香港理工大學舉辦直銷管理課程，他第一時間報讀。「中年人要讀大學一點也不容易，但得安利支持，我能夠回到課堂汲取知識；而一連十堂的日期與時間均非常清晰，令我可更好地安排生活。初上課的時候，感到有點不習慣，但由於每課內容一針見血、例子生動，令我獲益良多。」

I have to travel between China and Hong Kong intensively because of the business so I cannot attend the group sharing sessions with my team most of the time. With support from Amway, the course is a good opportunity for me to acquire knowledge without any stress because of the clear schedule. I'm very impressed by the examples they use in the lessons.

「完成課程後，自我感覺更專業。」

何怡欣 Ho Yee Yan

創業者直系直銷商 Founders Direct Distributor

參加時職業：營養師 Nutritionist

「我明白身為直銷商要提升專業度，就不可自滿。」才完成大學學業四年，何怡欣就決定要繼續進修。「第一課就向我們解釋何謂直銷，同時找來不同例子作比較，不單深化我對直銷生意的認識，更對自己的安利生意增添了很多新想法。」當知道這項課程屬首次舉辦，她十分支持：「若能定期舉辦，相信直銷行業的水平都可提高。」

Even though I only graduated from university four years ago, it's necessary to keep myself up-to-date. To have a better plan for my business, I attended this course, and it turns out to be more fruitful than I had expected. If it can operate on a regular basis, I believe that the overall standard of distributors will be benefited.



「在增進知識的同時能夠助人自助，令我喜出望外。」

戴炳蓮 Tai Ping Lin

直系直銷商 Direct Distributor

參加時職業：從事美容院生意 Owner of Beauty Salon

戴炳蓮自言是個很有上進心的人。「在報讀理大與香港直銷協會合辦的課程以前，已修畢形形色色的美容或銷售管理課程，大部份都屬政府認可的再培訓計劃。」選擇繼續進修，是源自對安利的信心。「到大學上課，層次跟在美容學院及坊間的學校截然不同。教授們因材施教，加上活用實例，令學員能透過討論增進知識，令我更覺眼界大開。」

I'm very progressive. Before I took this course, I obtained many certificates from different schools over a period of 20 years. But I know it's different – you cannot compare university study with other tertiary education. The professors know how to share their knowledge according to their students' background, and I learned a lot during the discussions and case study sessions.



恭賀新晉直銷商

Congratulations to Our New Qualifiers



紅寶石直系直銷商 Ruby Direct Distributor



林國樑 何嫻蓮 (塑膠工模總經理/家庭主婦)

安利給我的第一個印象，就是一門以人為本的生意，是每一個家庭都需要的。參加時，丈夫不太支持我發展安利的生意，仍然持有「男主外，女主內」的思想。後來跟丈夫一起參加公司西安及墨爾本的旅遊活動，享受到一個豪華的旅程，當中的研討會，更可讓他認識安利公司的實力，自然安心讓我繼續發展。在這裡，我學會了時間管理，好好掌握自己的計劃。

Lam Kwok Leung & Sim Lin (Factory general manager/housewife)

Amway is a business that stresses relationship among people. Every family needs Amway products. I faced opposition from my husband when developing Amway business at first. However, my husband gradually realized the strength of Amway and the benefits from it after attending the travel seminars to Xian and Melbourne. Now, he is no longer worried of my development of the business.



直系直銷商 Direct Distributors



黃裕財 陳飛燕 (商人/商人)

我們本身也是安利產品的用家，後來在表姐的指導下發展安利事業。一直都是抱著將優質產品介紹給他人的心態去發展，起初亦曾遇到困難，令我們產生放棄的念頭。不過只要我們堅持與人分享的理念，繼續推介紹給朋友，他們親身試用後都會體會到安利產品的好處，而對安利改觀，甚至變成我們的長期用家。

Wong Yu Choi & Fei Yin (Merchant/merchant)

Being a faithful user of Amway products for many years, I started to take up Amway business under my relative's guidance. Some of my friends rejected me at first. I was frustrated by this and even thought of giving up the business. However, as long as I insist on sharing the products to others and let them try it themselves, they will realize the benefits of the products and become our loyal users.



直系直銷商 Direct Distributors



譚汝就 黃月嫦 (公務員/家庭主婦)

加入安利後認識更多人，學懂更多知識，生活更健康；更明白成功無捷徑，需循序漸進。

Tam Yu Chau & Yuet Sheung (Civil servant/housewife)

Amway brings me closer to my friends, enriches my knowledge and improves my health. It also offers me an opportunity to achieve my goals step-by-step.



李文邦 (大學生)

安利助我改進人際關係，而且是一門風險低回報高的生意。只要願意努力去做，最後必定能夠成功。很榮幸能與隊員一同達至互助、互信、互愛、共創及共享的雙贏局面，攜手向更高理想邁進。

Li Man Bong (University student)

My personal relationships are improved after joining Amway. The risk is low and everyone can be very successful if we dare to try. I also enjoy the win-win situation with my teammates.



江偉雄 黃良娣 (品管經理/家庭主婦)

作為長期用家，我們以業精於勤荒於戲為座右銘，加入安利後把它的好處與身邊人分享，跟身邊親友關係更緊密。

Kong Wai Hung & Leung Dai (Quality control manager/housewife)

As a loyal customer, we devote ourselves to Amway. Our relationships with friends and relatives have become closer by sharing the benefits provided by Amway.



直系直銷商 Direct Distributors



蔡岳忠 黃淑儀 (零售商/家庭主婦)

參加安利計劃後，無論人生態度、心態、生活等方面，我們都獲益良多。本著精益求精的精神，未來將會做到最好，達到更遠大的目標。

Choi Ngok Chung & Suk Yee (Retailer/housewife)

We are very satisfied because of the changes in our life and attitude after joining Amway. Our aim now is to strive and achieve our goals by coordinating my team to work towards greater success.



金章直銷商 Gold Producer



謝惠 (大學生)

成為安利一份子後，自己變得積極樂觀。當別人知道我們一家人共同經營，令生活更融洽後，都紛紛發展這門事業。

Tse Wai (University student)

I became more optimistic after taking up the Amway business. A number of friends and relatives also decided to join after seeing how much my family life had improved.



銀章直銷商 Silver Producers



郭榮輝 楊彩金 (自僱人士/幼稚園教師)

以前一直認為「無商不奸」，現在則認識到安利的良好聲譽，公平對待每一個人的原則，讓平凡如我倆的也可以創立自己的事業，享有經濟自由。

Kwok Wing Fai & Choi Kam (Self-employed/kindergarten teacher)

I had a negative image of businessmen in the past. However, the reputation and the impartial principle of Amway business change my mind on this. Even an ordinary person like me can develop my own business and enjoy economic autonomy now.



銀章直銷商 Silver Producers



張志平 伍麗娟 (財務策劃/美容師)

安利讓我不斷提升自己，帶給我穩定的收入及旅遊獎賞。將這門發展前景樂觀的生意、優質的商品介紹給身邊的朋友，就可以達到雙贏的局面。

Cheung Chi Ping & Lai Kuen (Financial planner/beautician)

I made progress in my life after joining Amway. Just share this high potential business and the superior products to others, you can attain a win-win situation easily.



Hoi Ngai Yan (倉務助理)

與人分享時，最重要是站在對方的立場考慮，為他們提供最貼切的建議，分享產品的心得，讓他們更了解安利的實力。現在的我，思想變得更正面，更有自信，生活亦比以前好。

Hoi Ngai Yan (Warehouse assistant)

It is essential to provide products that meet customers' need so as to let them understand the excellence of Amway products. My life has changed and I become more optimistic and confident now.



Wong Chi King & Yuk Fung (司機/理財策劃)

只要用心感動顧客，以專業服務顧客，彼此建立朋友關係，就可以與他們分享事業機會，把安利產品與事業推廣予更多人。

Wong Chi King & Yuk Fung (Driver/financial planner)

To serve your customers whole-heartedly, professionally and build up each others friendly relations is the best way to share this marvelous business opportunity to your friends.

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2008年2月
February 2008

10大個人 Top 10 Personal

零售 Retailing

Yu Seng Kwong & Wai Ying
Chan Kwok Ming & Suk Ching
Ho Yuet Hong
Ho Chee Keong & Chung Yuk Kam
Wong Chi Kin & Wong Yuk Fung
Lam Kee Ming & Ho Fung Mui
Fu Man Fung & Yuet Ming
Kwok Sek Ming & Kei Yee
Fu Clement & Anita
Lau Cheuk Fun & Hung Lee

推薦 Sponsoring

Ying Wai Man
Pun Cham Hung & Yuk Lan
Kuo Yiu Chin
Yip Chi Chiu & Leung Hoi Yin
Chan Tai Chuen & Suet Nog
Lo Lo Wa
Hung Kam Hong
Hoi Ngai Yan
Wan Wai Man
Wong Kwok Chung & Kai Heung

10大直系小組 Top 10 Group

零售 Retailing

Yeung Tak Fai & Chui Yue
Lai Man Pan & Kam Ping
Fu Clement & Anita
Li Arthur & Juni
Leung Kwok Pui & Yu Wa
Poon Chung Chee & Lin Nie
Tsui Kwok Keung & Hung W H
Lee Theo & Lucia
Choy Chik Shing & Suk Haan
Lo Paul & Paula

推薦 Sponsoring

Hoi Ngai Loon & Ngai Ching
Ho Chi Leung
Leung Kwok Pui & Yu Wa
Lam Ying
Sit Yau Chiu & Ling Fung
Cheong Pui Kuong & Lai Yee
Choy Chik Shing & Suk Haan
Wong Kwok Chung & Kai Heung
Leung Ching Man Quintina
Cheng Cho Yung & Hu Ginghua





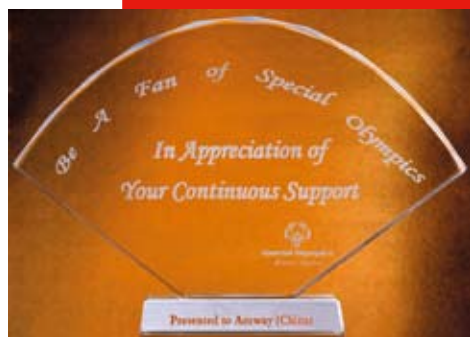
安利（中國）總裁黃德蔭與中國籃球明星姚明，連同超過千人的中國特奧運動員代表團，一起步進會場。



安利（中國）榮獲 「特奧持續支援獎」

Amway China Receives “In Appreciation of Your Continuous Support” Award

月前安利（中國）榮獲國際特殊奧林匹克委員會（簡稱特奧）東亞區頒發的「特奧持續支援獎」（In Appreciation of Your Continuous Support），以表揚品牌持續三年對特奧的不懈支持。



在當日在北京舉行的國際特奧東亞區答謝招待會上，美國大使夫人雷婷女士、中國殘疾人聯合會黨組書記兼副主席王新憲先生、中國殘疾人聯合會理事長湯小泉女士、國際特奧會東

亞區主席容德根先生、國際特奧東亞區高級顧問兼國際特奧東亞區籌款委員會主席施德容先生等出席並向獲獎企業表示感謝。

Amway China was recently honoured at the Special Olympics East Asia (SOEA)'s Appreciation Reception in Beijing, receiving an “In Appreciation of Your Continuous Support” award for its support of the Special Olympics International.

For three years, the regional office has received assistance from Amway China, by promoting the Special Olympics movement in East Asia, particularly in China. The honoured guests include Madam Sara Randt, wife of the US Ambassador to China; Mr. Wang Xinxian, Party Secretary and Vice Chairman of CDPF; Madam Tang Xiaoquan, President of CDPF; Mr. Jia Yong, Chairman of the SOEA Regional Advisory Committee; and Dr. Shi Derong, SOEA Senior Advisor and Chairman of the SOEA Fundraising Committee.

炎夏防曬 Perfect

香港位處亞熱帶，夏日的太陽更是特別保濕與控油。無論你是在冷氣間工作的活躍份子，每日出門前都要為肌膚做足

Whether you're working outdoors, playing with sun, you need to be aware of the damage sure you are safe from UV harm – get perfect

上班一族：

清爽配方，室內不忘防曬

別以為留在清爽的冷氣間，就可跟陽光劃清界線——空調才是蒸發肌膚水份的真正元兇。每日使用保濕面膜，能為面部提供足夠滋潤，令肌膚時刻保持最佳狀態。紫外線是皮膚頭號大敵，即使身處辦公室，亦應選用防曬系數達SPF30，並能平衡面部油份功能的雅姿清爽防曬底霜30及防油粉底乳針對夏天控油問題，方可真正保護面部肌膚。

清爽防曬底霜30：妝前使用能令粉底更貼面，亦可在妝後塗上，全面修飾肌膚。

防油粉底乳：含雅姿獨有的高效抗曬複合物（Oxishield Solar Complex），清爽控油達八小時。

好動一族：

熱愛陽光，也愛護每一吋肌膚！

擁有一身蜜糖色美肌是健康美麗的象徵，然而在烈日下，即使有衣服遮蔽身體，亦難以完全隔絕會令肌膚曬黑及曬傷，同時抽乾內裡水份的紫外線，因此必須於出門前，在身體及面部塗上完全不含油份的溫和配方的防曬乳霜30。經測試證實SPF30能抵禦UVB達五小時；而PA+++則可防禦UVA達八小時，防曬乳霜30適用於身體及面部的皮膚；還有的是，夏天裡我們習慣將頭髮束起，因此別忘記塗在耳背及頸後的位置。配合防水配方，塗抹一次可維持八十分鐘，能為水上活動帶來防曬效果。

防曬小貼士

- 1 每日出門前留意天氣報告或天文台網站所公布的紫外線指數，能助你計劃整日行程並選用合適的防曬產品。
- 2 早上十時前及下午五時後的陽光較為溫和，選擇在這兩個時段進行日光浴，可避免曬傷。
- 3 流汗或流水後立即補充防曬乳液，才能完全抵擋紫外光。
- 4 盛載防曬產品的容器不宜被陽光直射，因為高溫會影響其防曬效能。

7月1日
火熱上市

防曬乳霜30

3173 DP: \$179

(推廣產品，售完即止)

控油攻略

Protection

猛烈！在對抗陽光的同時，亦不能忽略上班OL一族，還是酷愛陽光與海灘的抗曬準備。

your kids in the park, or simply relaxing under the ultraviolet rays can cause. This summer, make protection from Amway!

At work: sunscreen and moisturising

Air-conditioning in the office will dry out your skin and also affect the quality of the skin's surface. Use Moisture Intense Masque daily to provide an immediate surge of moisture to the skin.

Using Artistry Multi-Protect SPF30 every day, together with Absolute Oil Control Foundation, help to shield the skin from harmful UVA and UVB rays. For the best results, use a half-teaspoon of Multi-Protect SPF30 lotion on your face.

At leisure: Love the sun – love your skin!

A sun-kissed skin tone gives the impression of good health and beauty, but the truth is that ultraviolet rays can cause real harm. Don't forget to put Amway Peter Island SPF30 sunscreen lotion on your body and face – and especially the back of the ears and neck - before you head outdoors.

Things you need to know

- Keep an eye on the UV Index published daily by the Hong Kong Observatory to help you schedule your daily routine and your choice of sunscreen products.
- Sunrays are gentler before 10am and after 5pm – that's the best time for sunbathing.
- Don't forget to reapply sunscreen lotion after sweating or swimming.
- Shield your sunscreen products from direct sunlight, which can diminish their effectiveness.

清爽防曬底霜30

2877 DP: \$187

防油粉底乳

DP: \$145

(備有七色以供選擇)



陳霽平 的護膚智慧

眼前的陳霽平(Maria)皮膚透白亮麗，由內到外均散發着健康神采。對她來說，護膚品固然重要，但保持良好的生活習慣，令身心達至平衡狀態，才是真正有效的美肌之道。

美麗源於亮麗肌膚

剛為電視台拍攝英語訪問節目的Maria，又忙於要為主持工作於香港、澳門及國內奔走。她認為香港的天氣潮濕，因此要選用清爽、容易吸收護膚品：「在夏天，潔面後會塗上toner或少許保濕乳霜，已經十分足夠。」然而無論任何季節，她都堅持做足防曬功夫，「我每天都塗防曬產品。拍攝外景的時候，更會選用防曬系數特別高的乳液。」Maria自言十分注重肌膚護理，「皮膚對儀容十分重要。即使一個女人擁有絕美的五官，但若皮膚缺乏護養，外表還是會被扣分。」怪不得眼前的Maria如此白晳透亮迷人。

健康生活美肌法

Maria認為要護養肌膚，健康的生活習慣及規律不可或缺。「五年來我每星期也做瑜伽，現在體力比以前好，多走樓梯也不會喘氣；身體的抵抗力亦有所改善，皮膚質素更得到顯著提升！另外，我不抽煙少喝酒，平日習慣早睡，每天保持八小時以上的睡眠。飲食方面，我不揀擇亦不過量，最愛的飲品是果汁，每天都會將不同的水果mix & match製成各式果汁，美味又有益。」如何排解工作及生活壓力？「除了瑜伽，我會定期接受中式指壓按摩，以舒緩繃緊肌肉。此外，多做自己喜歡的事，都可以減壓。」

慎選護膚品

精明的Maria對於護膚品的選擇，亦非常謹慎：「在選用美容產品之前，我會先留意有關的研究資料和數據，同時參考皮膚科醫生的意見——這也是我對ARTISTRY全新淨白透亮系列有信心的原因，其產品效能獲得許多醫學實驗及科學支持，絕對可靠。」



至愛晚間保濕

且聽聽Maria分享她的個人感受：「用了整個系列已經兩星期，我尤其喜愛淨白精華液，肌膚容易吸收，質感水凝卻很滋潤。日間即使只用淨白補濕柔膚水，也能感受到其保濕功效；晚間再塗上精華液，肌膚便覺十分滋潤。」雅姿Pure White EX全新淨白透亮系列質地輕盈，當中蘊含多種高效的美白成分：白茶精華、酸橙皮精華等，發揮強效抗氧化保護作用，驅走肌膚暗啞，使膚色更白晳明亮。另一方面，含有雅姿專利的北美升麻、蘆荀精華及豐富甘草油，能為肌膚全面抑制黑色素的同時，提供充分滋潤，並平衡面部油分及水分。

看Maria如數家珍般分享心得，猶如護膚專家。那對她而言，怎樣的肌膚才算完美？小妮子甜甜一笑：「毛孔細緻，膚質呈現彈性飽滿，膚色均勻，散發自然光澤，就是一百分的肌膚。」咦？不就是她嗎？

Maria's Beauty Balance

As a popular Hong Kong artist, Maria Chen's main beauty concerns relate to finding the right balance in a very busy life. "Living a healthy lifestyle is just as important as choosing the right skincare products. Yoga, fresh juices, and plenty of good quality sleep all help provide me with good health, while regular massages and an optimistic outlook keep pressure at bay," says the actress.

For skincare, Maria only uses products that have been scientifically tested, even taking advice from her doctor on what to put on her skin. "That's why I totally believe in the ARTISTRY Pure White EX series" she says. "I've been using the whole set for the past two weeks and the effect is so amazing! In the daytime, Pure White Toner provides my skin with the hydration it needs, and at night the Pure White Essence really boosts my skin moisture level."

Although Maria is often on the go, travelling frequently between Hong Kong, Mainland China and Taiwan, she never ignores the needs of her skin. "Hong Kong is so humid so I tend to choose oil-free products that can be easily absorbed by the skin," she says. Sunscreen is also at the top of her daily must-do list and Pure White Lotion SPF20/PA+++ is the right choice for her. "Our skin is essential to our appearance and it's vital we look after it properly. Even if you have beautiful features, you won't look good without healthy skin – and that only comes when you have the right balance in life," Maria smiles.



「毛孔細緻，膚質呈現彈性飽滿，膚色均勻，散發自然光澤，就是一百分的肌膚。」

全新Pure White Ex 亮白清爽系列 淨白控油 兩者兼得 Pure White, Pure Beauty

炎炎夏日，要面對陽光與油脂分泌兩大敵人，最佳拍檔自然是 Artistry 的全新 Pure White Ex 亮白清爽系列。在控油的同時保持淨白，讓肌膚得到最充足的滋潤與保護！

To maintain oil balance and protect your skin from ultra-violet rays, Artistry Pure White EX series is your best partner.





Pure White淨白潔面霜 3415 DP: \$205

深層潔淨無「孔」慌

Pure White淨白潔面霜採用豐厚的配方，令質感如絲般柔滑，能溫和地潔淨毛孔上的污垢及油脂，令膚色更白哲明亮。當中蘊含豐富的氨基酸及獨有的Artistry專利天然保濕成份更可平衡肌膚水份，潔面後亦不會留有乾澀感。

Pure White Cleanser

With a new blend of high-end surfactants, it offers a milder wash with less drying effect. Enriched with amino Artistry exclusive Pure White Balancing Complex, it can cleanse the face and control melanin formation.

Pure White 亮白清爽健膚水 3416 DP: \$228

控油份收毛孔專家

針對中性至油性膚質的Pure White 亮白清爽健膚水，能平衡面部油脂分泌及收細毛孔，並可有效去除污垢、化妝及潔面霜殘漬，讓毛孔時刻保持清潔，使肌膚健康質素及免疫力全面提升。

Pure White Toner II

Specially designed for normal to oily skin, the Pure White Toner II control surface oil and refines pores, leaving the skin looking and feeling refreshed and shine-free.



Pure White 亮白清爽乳液 3418 DP: \$255

防曬抑黑兩者兼得

潔淨與平衡水份後還要配合高質素的防曬乳液，方可抵禦紫外線的傷害，從而控制黑色素形成，以達到淨白效果。Pure White 亮白清爽乳液含珍貴草本精華，提供SPF20/PA+++的防曬保護，適合中性至油性膚質，能令肌膚時刻保持淨白。

Pure White Moisturiser II

It provides UVB SPF 20 and UVA PA+++ to protect the skin from the harmful UV rays, and also helps achieve the skin lightening effects stated in the system which claims grid by reducing the darkening effect after sun exposure.



微海綿知多D

雅姿Pure White Ex亮白清爽系列獨有微海綿技術，在幫你吸走多餘水份的同時平衡肌膚水份與水分，避免因缺水而引致油脂分泌過度旺盛，令你在今夏擁有亮白無瑕的清爽美肌。

控油小錦囊

- 1 毛孔健康是肌膚質素的關鍵。除了每日使用淨白防曬產品外，亦要不時進行修護。每星期用兩至三次Artistry深層潔淨面膜，持之以恆，就能打造淨白無瑕素肌。
- 2 在日常護理步驟中加入Pure White Essence淨白精華液，當中的豐富白茶精華、北美升麻、蘆薈精華及豐富甘草油，能有效抗氧化及減淡色斑，長期使用能令膚色更均勻減退暗瘡留下的痕跡。

Tips

- 1 Healthy pores bring healthy skin. Besides whitening & sunscreen products, you can use Artistry Cleansing Masque twice a week to keep the skin fresh and reduce shine.
- 2 To maximise the whitening result, you can apply Pure White Essence after toner. It contains botanical extract of black cohosh, white tea and asparagus, which have superior skin lightening properties.



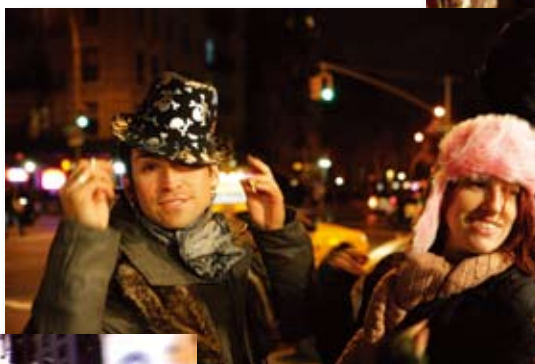
Eddie Funkhouser on Eddie Funkhouser 創作之旅

國際級化妝大師兼E. Funkhouser New York (EFNY)創作總監Eddie Funkhouser對化妝充滿熱誠，並非常了解女性對美麗的渴望與要求。早前Eddie首度訪港，既在「非凡魅力化妝美容展」亮相，又為安利舉行「EFNY Train the Trainer」課程，更跟大家分享他的精采故事，以及對時尚的獨特詮釋。

創作之旅

眼前的Eddie打扮極具個人風格，每予人驚喜，這可反映他對美的熱切追求。他表示：「紐約是我的家，每一天都賦予我無限靈感——大自然的景象處處可見，由街頭的時尚工藝，以至考究的潮流服飾，都是最新最時尚。在這裡我總會找到各種風格的服飾，讓我展現獨特個性，表達人生的活力與幽默。」在Eddie眼中，紐約的風景猶如一幅油畫，並賦予他新的靈感與構思。

EFNY的產品設計及彩妝風格均大膽鮮明、充滿創意，而且非常專業。「單憑個人力量是不足夠的。任何計劃也需結集不同人的才幹，集思廣益，參考不同意見方可成功。雖然我的名字出現在每件產品上，其實他們是經過百多人花上千多小時的心血結晶。化妝是我的生命，我很榮幸能帶領如此出色的品牌及隊伍。」



亞洲女性

如此鮮艷的EFNY彩妝顏色，可適合亞洲女性？作為國際級化妝大師，這問題自然不會難倒經驗豐富的Eddie。他細心解釋：「只要運用得宜，任何妝色也適合亞洲肌膚。東方女性的五官輪廓不及西方女性突出，因此要運用彩妝來突顯五官，是非常重要的關鍵。於眼眸和嘴唇之間選取其一作為化妝重點，足以點亮整個妝容，也可多畫眼線，使眼睛更圓大有神。」

潮流預告

Eddie又點出粉紅色是今年最流行的顏色，從眼、面頰到唇，都帶著柔和亮澤的粉紅色調。別具前瞻性的他，也發表了秋冬化妝潮流的預告：「今個秋冬自然柔和的色調將會是重點所在。少了閃爍及華麗感覺，選最接近皮膚的妝色；善用不同深淺度的杏和啡，就能輕容打造具層次感的妝容。」

我們可以透過化妝表達自己，讓大家更了解你；同時化妝能令自己更漂亮，亦是個善待自己的機會。所以我們每天都值得多花一點時間於自己的面上。

—— Eddie Funkhouser

Eddie Funkhouser – Makeup Magician

Eddie's vibrant personality is reflected in his attitude towards making women look more beautiful. "New York is my home. Because every single day, it inspires my creativity in countless ways. It's the ultimate mix of cultures, people, music, art, fashion and commerce all somehow coexisting in this constantly changing landscape. It provides a huge range of artistic expression from hand-made street chic, to the edgiest clothing and accessories you can find. I know where I can always find the classics, so to find edgy fashion, with attitude is something I strive for," said Eddie.



Sharp Ideas from EFNY

要為妝容增添立體感， 關鍵就是EFNY！



閃亮立體碎粉
Shimmer Powder
3480 DP \$199



專業條狀粉底
Stick Foundation
DP \$239



輪廓修飾影粉
Contouring Powder
DP \$229

打造光影的EFNY夢幻組合

Stick Foundation專業條狀粉底

今年流行的粉紅與及nude look，都與matt粉底最合襯。只需在前額、兩頰、鼻尖及下巴點上Stick Foundation，再輕輕推開，就可易打造時尚matt look。

Coutouring Powder輪廓修飾影粉

塗上碎粉後在髮線邊緣、太陽穴、顴骨等陰影位置，以畫圓圈的方式將輪廓修飾影粉掃上，即可將臉龐的立體感呈現。

Shimmer Powder閃亮立體碎粉

要令面部線條更突出，可在完妝後在前額、雙頰及鎖骨塗上適量的閃爍立體碎粉。

何謂光影與陰影？

臉部在自然光線的照射下，個別較凸顯的部位會反射光線，其他部份則會形成陰影。中國人面部輪廓不及外國人般分明，眼窩部份亦較淺，要令妝容更具立體感，就要懂得運用光與影的原理。

光影：加強自然光在面部較突出部位的光澤，讓它們更突出。

陰影：與光影相對，利用陰影減少個別部位的自然反光，以修飾面部線條。



完美遮瑕三色粉餅
Concealer + Eye Base
DP \$195

Concealer + Eye Base完美遮瑕三色粉餅

既可遮蓋黑眼圈及面部瑕疵，又能令膚色均勻，並可作眼部粉底使用。在眼蓋薄薄地塗上一層，就成為眼底部妝，配任何色調的眼影都會更突出。要達至專業化妝效果，可同時使用粉餅或碎粉。

PRO TIPS: 乾性肌膚的你，在使用完美遮瑕三色粉餅前塗上眼霜，能令眼影色調更持久。



Lip Polish
3708
DP \$139



啫喱眼線液
Cream Eye Liner
3380 DP \$145



EFNY啫喱眼線液

採用嶄新啫喱配方，加上色彩粒子，塗抹時感覺柔滑，色感豐滿。善用EFNY的啫喱眼線液，能改善眼角位置及雙眼距離以配合性感型格的煙燻貓眼，展示你最迷人的一面。

PRO TIPS: 畫下眼線時，頭微微仰後，眼下望著鏡子，就可避免眼線掃或筆因靠部眼睛而出現眨眼的情况，令你能更準確地勾劃眼線。



Lip Balm
3749
DP \$169

A must for pre make up

雙唇跟眼部肌膚一樣脆弱，因此要好好保護。先用EFNY的Lip Polish去角質唇霜為雙唇去除多餘的死皮，然後塗上Lip Balm薄荷護唇霜作lip mask，就可保護嬌嫩的唇部肌膚。

用法：先沾濕雙唇，再塗上黃豆一樣大的去角質唇霜輕輕打圈按摩。大約一分鐘後，用濕紙巾輕輕抹去或用水洗淨，就可塗上薄荷護唇霜。

為下一代著想，
反思食水危機。



生活在香港，我們有充足的食水供應，但其實全球的水源正面臨種種嚴重威脅。

全球水源污染

- 全球暖化令海水及河流的氣溫上升，而這不但會令海洋生物及微生物的棲身處遭受破壞，甚至對水中生態構成威脅。
- 在施肥時不慎將肥料流入河流或水源，引致海洋富營養化，令海藻增生及導致紅潮。
- 空氣愈趨污染，令大氣中的沉澱物增加，造成酸雨，嚴重污染天然水源。

聯合國的警號

聯合國2004年4月發表的文章，具體講出城市的食水問題：

- 無論發展中或發達國家，供水系統同樣出現維修問題：供水系統老化、缺乏監管、生態系統降格都會影響食水質素。
- 在人口最稠密的地方，如亞洲、非洲及南美洲，浪費食水的問題最嚴重，單單一年已失去35%至42%的食水。
- 飲用水質素日趨下降，未符合國際標準，例如亞洲區標準差異為22%，南美洲及加勒比海則為18%。

食水危機

- 全球有超過十億人缺乏可飲用的清潔食水。
- 全球的死亡率中，有7%源自食水污染及所帶來的疾病，即每年，就有三至四百萬人因飲用未經處理的污水而失去生命。
- 在2015年，全世界將有一半人不能享用安全清潔的食水。

According to the United Nations stated in April 2004, water cleanliness on Earth is suffering a serious threat:

Water Problems:

- Earth's finite water resources are increasingly at risk due to institutions, inefficient management, contamination of water supplies and degradation of ecosystems.
- Water losses and leakages in urban water supply system remain high in both developed and developing countries. Average loss of water ranges from 35% to 42% for large cities in Africa, Asia and Latin America. Drinking water samples can not meet national quality standards, 22% in Asia and 18% in Latin America and the Caribbean.

Effects:

- Worldwide, some 1.1 billion people lack access to safe drinking water.
- Contaminated water is responsible for an estimated 7% of all deaths and diseases. Three to four million people dying each year from water-borne diseases.
- To halve the proportion of people who are unable to reach, or to afford, safe drinking water by 2015.

(資料來源Source: http://www.un.org/esa/sustdev/csd/csd12/backgroundunder_water.pdf)



食水存儲庫



水源受工業污染

Fun Facts

三月二十二日是什麼大日子？

這是聯合國自1993年大會訂立的世界水日，為要鼓勵各國去教育群眾，以合力保護、有效開發和適當管理地球水資源。

地球缺水？

全球儲水量確實有14.5億立方千米，可是它們主要是海水，適宜飲用的淡水只佔其中不足二百分之一。

World Water Day

The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. (資料來源Source: <http://www.worldwaterday.org/>)

The Earth is Thirsty?

The total water supply of the world is 1,450,000,000 km³, mostly is ocean, drinkable water is less than 0.5%

我們如何得到清潔食水？

eSpring與優質綠色生活 環保用水

eSpring and Green Life: Water Purifier and Environment

雖然濾水器是家居普遍用品，
但在用戶得到優質淨水的同時亦必須顧及環保，
如濾淨過程不應浪費食水，以珍惜地球逐漸減少的清潔水源；
濾心數量愈多、更換次數愈頻密，造成金錢及資源的浪費。



eSpring濾淨過程 絕不浪費食水

相比起每次過濾會浪費75%食水的逆滲透，eSpring用戶百分百享用經濾淨的食水，既經濟，又環保。

eSpring一個濾心多功能國際認證

eSpring淨水器採用專業紫外光燈及高密度活性碳濾心，得到世界衛生組織（WHO）認可的美國國家衛生基金會（NSF）確認，同時獲發三項NSF認證。

eSpring省錢環保之選

在濾淨過程中，eSpring的高密度活性碳濾心可減除多達140種污染物，紫外光燈可減少細菌與病毒。eSpring的濾淨量為5,000公升或一年，並配備濾心更換顯示，減少過多濾心對環境所造成的廢物污染，亦可省卻用戶的運作成本。



品牌	售價	更換濾心顯示屏	濾心						每年平均費用 (以使用6年計算)
			種類	數量	濾淨量	售價	6年額外購買濾心	消費總額	
eSpring	\$5,680	有	紫外光燈	1個	5,000公升 或一年	\$878	共5個	\$4,390	\$1,678
			高密度活性碳濾心						
品牌A	\$799	沒有	活性碳濾心	1個	約3個月	\$400	共23個	\$9,200	\$1,666
			中空絲膜						
品牌B	\$6,180	沒有	陶瓷濾心	6個	分別為 一至三年	分別為 \$400 - \$700	共14個	\$6,600	\$2,130
			活性碳濾心						
			能量轉化器						

eSpring: 100% fully utilise drinking water, avoid wasting drinking water

- Reverse osmosis wasted 75% of drinking water during filtration process.
- eSpring does not waste drinking water, it fully utilises the drinking water during filtration process.

eSpring one filter

Multi-function and NSF certificates

- Activated carbon** – remove more than 140 harmful contaminants
- UV lamp** – eliminate bacteria and other micro-organisms in water.
- Smart Chips** – keep track of the service life of the filter. Smart Chip record the service life and LED display reminds user to change filter.

eSpring Save material & Money

eSpring uses activated carbon filter to remove more than 140 harmful contaminants and applies UV lamp to eliminate bacteria and other micro-organisms in water. The service life was 5,000 liters or 1 year, which can reduce the pressure of Landfill space, transportation cost & maintenance cost on user.

eSpring

綠色優惠 Green Discount

環保·淨水之選

安利公司一向支持環境保護，eSpring智能淨水器不但省電節能，並同時提倡綠色生活，為家家戶戶提供即開即飲的優質淨水，避免使用膠瓶樽裝水。

為了回饋同樣注重環保的安利直銷商及優惠顧客，現推出綠色優惠。

Amway is a big supporter of environmental protection. The eSpring water treatment system provides the highest quality drinking water for your family – and also works to promote a greener life.

Amway is delighted to introduce a new promotion – the eSpring Green Discount – to further promote environmental protection among Distributors and Privileged Customers.

綠色回饋折扣

\$500

Enjoy a Green
Rebate of \$500

優惠期內購買eSpring智能淨水器，
即時享有綠色回饋折扣\$500。

For every purchase of eSpring
within the promotion period,
you are entitled to a
Green Rebate of \$500.



eSpring原價
DP\$5,680

優惠細則：

- 1 優惠期：即日至2008年9月7日。
- 2 只適用於安利直銷商及優惠顧客。
- 3 只適用於親臨安利購買中心購買。
- 4 不可同時享有其他優惠。
- 5 如退回eSpring智能淨水器，安利公司將按優惠價退回現金代用券。
- 6 【eSpring介紹券】
 - i. 介紹券以郵寄方式發送至2008年9月7日或以前購買eSpring智能淨水器的安利直銷商及優惠顧客。
 - ii. 介紹券有效至2008年9月21日止。
 - iii. 購買eSpring智能淨水器，必須出示有效之【eSpring介紹券】，以確認計算獎賞。每台eSpring智能淨水器只可使用一張介紹券。
- 7 【免費濾心匣】獎賞計算方法
 - i. 根據已行使介紹券之總數計算。
 - ii. 行使一張：介紹人可獲【濾心匣五折優惠券】。
 - iii. 行使兩張或以上：介紹人可獲贈免費濾心匣乙個。
 - iv. 每戶直銷商及優惠顧客最多可獲贈eSpring濾心匣乙個，或【濾心匣五折優惠券】乙張。

8 <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咭付款：
 - (1) 安利萬事達咭、渣打信用咭及渣打聯營咭；恒生銀行信用咭；
 - (2) 香港滙豐銀行信用咭 — (以信用咭首6位數字為準)
 - VISA CARD: 4201 84/4921 11/4966 04
 - MASTER CARD: 5185 42/5411 80/5431 22
 - ii. 售貨額/積分額將於確定購買eSpring時一次結算，並以當時之售貨額/積分額比率結算；
 - iii. 如供款期間退貨，安利公司將以eSpring之售貨額退回現金代用券（不設售貨額/積分額）。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。
- 9 安利公司保留最終決定權。

或

綠色回饋折扣

\$900

Enjoy a Green
Rebate of \$900



憑【eSpring介紹券】(見細則6)

購買eSpring智能淨水器，

可獲推介優惠折扣\$900。

New eSpring users will enjoy a \$900 discount when they use the eSpring Referral Coupon (see detail No. 6 below) to purchase a new eSpring.

或

免費

濾心匣

Enjoy a
free filter

優惠期內成功推薦兩位新用戶

選用eSpring智能淨水器，

可獲贈濾心匣乙個(見細則7)。

Existing eSpring users will get a free filter when they successfully refer two new users to buy the eSpring (see detail No. 7 below).

想了解更多有關eSpring的產品優點及環保資料，請瀏覽
www.espring.com或致電安利熱線**2969 6300**。

For more information on eSpring and environmental protection, please visit www.espring.com or call the Amway Hotline at **2969 6300**.

24或12個月

免息分期

24-month or 12-month
Interest-free
Installments

每月最低只需\$199。

(以\$900折扣及24個月分期計算)

Only HK\$199 each month.

Details:

- 1 The promotion runs until September 7, 2008.
- 2 The offer is exclusive to Amway Distributors and Privileged Customers.
- 3 The promotion only applies for eSpring purchases made at Amway Merchandising Centres.
- 4 The offer cannot be used in conjunction with other promotional offers.
- 5 If you wish to return the eSpring, Amway will refund actual purchase price by credit voucher.
- 6 eSpring Referral Coupon
 - i. The Coupon will be mailed to eSpring Amway Distributor and Privileged Customers for any eSpring purchase before September 7, 2008.
 - ii. The Coupon is valid until September 21, 2008.
 - iii. To enjoy this offer, customers need to present eSpring Referral Coupon upon purchase of eSpring. One ticket can be used for purchasing one eSpring.
- 7 Mechanism of "Enjoy a free filter"
 - i. Calculation is based on the number of eSpring Referral Coupon redeemed.
 - ii. You will get a 50% off discount coupon for buying a filter when you redeem an eSpring Referral Coupon
 - iii. A free filter as gift when you redeem two or more eSpring Referral Coupons.
 - iv. Each Distributor/Privileged Customer is entitled to enjoy either a free filter or a 50% off discount coupon for buying a filter once.

8 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; 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 BV and PV apply for the first purchase of eSpring based on the BV/PV ratio when making the purchase.
 - iii. If you wish to return the eSpring during the installment period, Amway will refund the BV of eSpring by credit voucher (no BV/PV 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.
- 9 Amway reserves the right of verification and final decision.



eSpring™



0188
DP\$5,680

* 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

安利eSpring 智能淨水器 eSpring Discovers the Best Source of Water

徹底淨水，全賴 紫外光燈及高密度活性碳濾心

紫外光燈有效殺菌

- 將專業紫外光燈引進家庭式淨水器。
- 滅除食水中99.99%以上可致病的病毒及細菌。

去除氯氣及重金屬

- 活性碳濾心去除食水中包括氯氣、重金屬、致癌物質如三鹵甲烷等超過140種有害污染物。
- 保留食水中有益礦物質。

提示更換濾心 用得放心

- 智能監察系統 — 配備智能晶片及顯示屏，紀錄濾淨量及提示更換濾心。

衛生品質 — 獲世衛水質顧問認證

- 美國國家衛生基金會 (NSF) 是世界衛生組織 (WHO) 的食水研究技術顧問。
- eSpring是全港唯一同時獲頒三項NSF認證的淨水器，包括第53項 — 衛生品質。

UV lamp to eliminate bacteria

- UV light technology takes the eSpring Water Purifier to the next level of in-home water purifiers.
- Effective in destroying 99.99% of waterborne viruses and bacteria.

Removes chlorine and heavy metal

- Activated carbon filter captures over 140 different contaminants including chlorine, heavy metal and THMs.
- Retain beneficial minerals.

Filter replacement display

- Smart chips and a display monitor are fitted in the eSpring to record filter volume and remind users to replace filters.

NSF Certification

- NSF International is assigned as the technical adviser on water research for the World Health Organization (WHO).
- eSpring is certified by NSF International to meet three major water quality standards including standard 53 for health effects.



雜菌海鮮拉麵

Mixed Mushroom and Seafood Pasta



食譜筆記

- 1 黏底是炒麵最常見的問題，安利鈦潔鑊的易潔塗層可免除這問題。
- 2 烹調時減少用油量，吃得健康。
- 3 海鮮料的烹調時間各異，最好分別炒好。
- 4 不同品牌的拉麵處理方法不同，最好參閱包裝說明。

Notes

- 1 The special Amway Non-Stick Fry Pan can easily solve stickiness problem.
- 2 Reduces oil usage for a healthy life.
- 3 Some seafood may need more time to cook, and should be cooked separately.
- 4 For best results, refer to the instructions for different kinds of Japanese ramen.

材料

拉麵	2個	Japanese ramen	2 portions
大蝦	4隻	Shrimps	4
帶子	4隻	Scallops	4
魷魚 (切圓片)	1小條	Squid (cut in ring)	1
蒜片	1湯匙	Sliced garlic	1 tablespoon
煙肉粒	2湯匙	Minced bacon	2 tablespoons
白菌 (切片)	4個	Sliced button mushroom	4 pieces
本菇	½杯	Japanese Shimaji mushroom	½ cup
蔥粒	1湯匙	Minced spring onion	1 tablespoon
白芝麻	1湯匙	White sesame	1 tablespoon

調味

日本醬油	3-4湯匙	Japanese soy sauce	3 to 4 tablespoons
味醂	2湯匙	Mirin	2 tablespoons
清酒	1湯匙	Sake	1 tablespoon
芝麻油	1湯匙	Sesame oil	1 tablespoon
鹽及胡椒	少許	Salt & pepper	sprinkle

Ingredients

Seasoning

烹煮器皿 Utensil



安利鈦潔鑊
Amway Non-Stick Fry Pan

預備時間：約20分鐘

烹調時間：20分鐘

Preparation Time: 20 minutes

Cooking Time: 20 minutes

做法 Method

1 海鮮料洗淨吸乾水份，用鹽、胡椒醃10分鐘。
Wash all seafood and then drain. Sprinkle the salt and pepper over it and set aside for 10 minutes.

2 燒熱油，中火分別把海鮮料炒至8成熟盛起。
Heat the oil over medium heat. Stir-fry the seafood for a while then remove from the pan.

3 燒熱油，下蒜片炒香，加入煙肉粒炒香，再下鮮菌炒一會。
Heat the oil and fry the garlic, bacon and button mushrooms.



4 加入拉麵、調味拌勻，海鮮料回鍋，再下蔥粒、白芝麻即成。
Add in the ramen, seasonings and seafood, and stir well. Top with the spring onion and sesame before serving.

安利蟬聯 優質產品標誌局三十周年 (Q嘜) 優質服務認證

Amway Honoured With the Hong Kong Q-Mark Service

2008年5月9日，優質標誌局於灣仔會議展覽中心舉行香港Q嘜三十週年慶典暨准用證頒發典禮。安利憑藉以客為尊的服務，繼續蟬聯 (Q嘜) 優質服務認證。

自1978年起，香港工業總會轄下優質標誌局所舉辦的香港 (Q嘜) 質服務認證每三年評選一次，以表揚能夠提供令顧客滿意的優質服務，產品、服務及環境管理符合國際標準的公司，現已發展成為區內一個獲得廣泛認可的品質認證計劃。

Amway is continually honoured for the "Hong Kong Q-Mark Service Certificate" in the 30th Anniversary of Hong Kong Q-Mark Council under the auspices of the Federation of Hong Kong Industries.

Starting in 1978, the objective of Hong Kong Q-Mark is to foster industrial development by enhancing the quality of products and services, and environmental conservation, as well as management systems in compliance with internationally recognised standards. It's also acknowledges quality excellence in products, services and environmental management, and promote the concept of quality and environmental conservation in local and overseas markets.



會上由香港特別行政區財政司司長曾俊華先生致詞。



香港安利總經理余偉業在商務及經濟發展局常任秘書長蔡瑩碧手上接過獎牌。



粵劇戲曲

藝術推廣計劃

安利

為您生活添色彩

現已接受報名

粵劇曲藝基礎/中級/高級證書課程

導師簡介

資深粵劇戲曲音樂大師劉永全先生為蜚聲省港澳曲藝大師王粵生先生入室弟子，學習編曲、伴奏及唱腔。劉氏曾出任多個著名粵劇團的音樂領導。四十多年來，劉氏致力發揚粵劇曲藝，主力教授唱腔及音樂伴奏，為學院派一代宗師。2003至2008年，劉氏獲邀出任香港藝術中心「安利粵劇曲藝基礎證書及證書課程」的課程主任兼導師，課程的專業及嚴謹程度獲得一致好評。



課程結構

為宏揚粵劇戲曲藝術和推動本地戲曲藝術的發展，香港公開大學李嘉誠專業進修學院將於本年9月舉辦「安利粵劇戲曲藝術推廣計劃」。計劃內設有三個證書課程：粵劇曲藝基礎、中級和高級證書，提供有系統的唱藝訓練予有興趣人士。課程設計循序漸進，內容理論與實踐並重，並設有唱局練習，更邀得資深粵劇戲曲音樂大師劉永全先生任教。

學費

港幣\$14,000，分兩期繳付。

開課日期

2008年9月10日(三)晚上：高級證書
2008年9月11日(四)下午：中級證書
2008年9月11日(四)晚上：基礎證書

截止報名日期

2008年8月11日

名譽顧問團

- 資深粵劇名伶
陳好逑女士、尹飛燕女士、新劍郎先生及廖國森先生
- 資深粵劇編劇家
葉紹德先生

2007年香港安利儲運部的四位暑期實習生獲安排到安利(中國)廠房參觀，以了解安利(中國)的生產規模及狀況。



為讓正在求學的大學生多一點機會裝備自己，接觸及認識商營機構的運作，為日後投身社會工作做好準備，香港安利由2007年起推行「安利大學生暑期實習生計劃」，讓大學生了解不同部門的工作範疇，藉此安利公司可為培育香港社會人才出一分力。

