安利月刊 Helping People Live Better Lives 10 2000

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美國安利公司總裁德・狄維士 (右) 及主席史提夫・溫安洛 (左) Corporation President Doug DeVos (right) and Cha

誌慶安利(香港)35週年 Celebrating 35 years of **Amway Hong Kong**

35載光輝歲月,成就顯赫。安利(香港)開創了一個無與倫比的市場,不僅是全港最負盛名的直銷公司, 也是我們至為成功的合作夥伴。憑藉獨一無二的安利事業機會,數以萬計的忠誠顧客和無數的成功直銷 商,得以活著更精彩豐盛的人生。

安利(香港)憑創見傲視同儕,在安利聯營夥伴中率先成立陳列室和購貨中心,讓直銷商和顧客可以親自 選購和試用產品。再者,通過其另一創新之舉「優惠顧客計劃」,顧客只需支付直銷商價,便可購買心 儀的安利產品。

誠然,有賴直銷商和員工的領導才能,安利(香港)始能臻取今天輝煌的成績。對於安利,你們無疑擔當 舉足輕重的角色。過往多年,正是建基於彼此協力同心,整個機構迅速茁壯成長。

今年,我們同時慶賀安利公司成立50週年,際此令人興奮時刻,我們矢志承接一貫勇於超越的精神,全 力以赴,從而延續安利(香港)和其他聯營夥伴的非凡成就。

衷心感謝你們35年來團結合作,實踐對安利事業的承諾,期待與你們繼續並肩昂首,一起走向更璀璨耀 目的未來。

Celebrating a 35th anniversary is a wonderful accomplishment. Amway Hong Kong is an incredible market. It is one of the most prestigious direct selling companies operating in Hong Kong and one of our most successful partners. Tens of thousands of loyal customers and many successful distributors in Hong Kong live better lives through our unique business opportunity.

Amway Hong Kong is a leader in innovation. It is the first Amway affiliate to launch Showroom and Merchandising Centers, offering distributors and customers the opportunity to see and touch our products before making a purchase. Another innovation, the Privileged Customer program, allows customers to purchase products at distributor pricing.

Amway Hong Kong would not be successful without the leadership of our distributors and staff. They play a very important role with our company. It is not just one distributor or one employee. It is an entire organization built on the talents of all those involved.

Amway Corporation is excited to celebrate our 50th anniversary this year. We continue to challenge ourselves to be the best we can be, so that Amway Hong Kong and all our affiliates will stay successful long into the future.

Thank you for 35 years of partnership and commitment to this business. We look forward to celebrating many more years in the business together with you.

AMACE A Content 10.2009

安利月刊

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。 ・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。・安利優質產品陳列室及購貨中心:銅鑼灣、九龍、屯門、澳門

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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鄭李錦芬女士再度榮膺《福布

Eva Cheng Makes Forbes "100 Most



鄭李錦芬女士 美國安利公司執行副總裁

美國《福布斯》雜誌於2009年8月19日發佈了 憑藉多年來在商業管理方面取得的傑出成就,繼 的女件。

The influential Forbes magazine published its Eva Cheng, Executive Vice President, Amway leadership and many notable achievements.

《福布斯》雜誌自2004年開始連續六年進行「全球百位最具影響力 女性」評選,今年的評選標準分兩部分,包括候選人所管理的國家或 組織規模,以及媒體知名度。今年上榜女性中,有政界軍界人士、企 業主管及非牟利機構領導人,美國第一夫人米歇爾.奧巴馬亦躋身該 榜,名列榜首的德國總理默克爾已第四次蟬聯此殊榮,世衛組織總幹 事陳馮富珍被《福布斯》列為來自瑞士的上榜女性。六年來,中國共 有13位傑出女性入選。

推動安利投資中國市場

對於再度獲此殊榮,鄭李錦芬女士感到十分榮幸,同時,她由衷表 示,這榮譽不僅屬於她個人,更是對整個安利團隊的認可和褒獎。正 因為服務於安利這樣深具影響力的公司,擁有一群勤奮上進、合作無 間的營銷人員和員工,她才有機會引領企業持續發展和壯大,成為美 譽不斷、廣受歡迎的優秀企業。

九十年代初,鄭李錦芬女士積極推動美國安利公司投資中國市場,並 取得驕人成績。她目前所負責的大中華地區和東南亞市場發展穩健, 去年業績已佔全球82億美元的43%,其中安利(中國)連續數年穩佔



1992年,鄭李錦芬女士(前排左)在安利(中國)丁廠奠基儀式上。



鄭李錦芬女士(右二)與安利創辦人之一狄維士(右四)及美國安利公司總裁德・狄維士 (右三)一起主持安利(中國)十週年慶典揭幕禮。

斯》「全球百位最具影響力女性」

Powerful Women" List for Second Year

2009年「全球百位最具影響力女性」排名榜,美國安利公司執行副總裁鄭李錦芬女士 2008年後,再度榮膺「全球百位最具影響力女性」,她亦是今年唯一來自並代表中國上榜

most recent "World's 100 Most Powerful Women" list on August 19, 2009, with Corporation, included for the second consecutive year in recognition of her outstanding Mrs. Cheng was the only woman to represent China on the list.

全球最大市場,去年更實現25億美元的矚目業績,並連續多年 獲選為中國100家最大外商投資企業、納稅百強,以及最具影響 力跨國企業等。

工作之餘熱心公益

作為跨國企業高層管理人員,鄭李錦芬女士始終致力推動工商界相互溝通與交流,並活躍於各種工商、社會團體,現任全國婦聯執委、廣東省政協委員等社會職務,並擔任要職。工作之餘,她還廣泛參與社會事務,關注民生,為中國和香港社會的經濟發展獻計獻策,尤其在公益慈善事業、保護婦女兒童、支援文化教育事業方面貢獻良多。

Forbes has been ranking the world's most powerful women since 2004. The rankings are a combination of two scores: visibility - by the number of press mentions - and the size of the organisation or country the women lead.

Among those making the list in 2009 were stateswomen, politicians, CEOs and leaders of NGOs. German Chancellor Angela Merkel topped the list for the fourth consecutive year while U.S. First Lady Michelle Obama appeared for the first time. Hong Kong-born Margaret Chan Fung Fu-chun, Director-General of the World Health Organization, made the list and a total of 13 women from China have been listed over the past six years.

Leads Amway into China Market

Eva Cheng said she was honoured to appear on the Forbes list - and added that the honour belongs to the Amway family. "The effectiveness of the company, its colleagues and Distributors lies behind a strong and growing enterprise that has an increasingly strong global reputation," said Mrs. Cheng.

In the early 1990s, it was Mrs. Cheng's enthusiasm for the China market that led Amway to invest in the Mainland. Today, the Greater China and Southeast Asia markets - which Mrs.



鄭李錦芬女士(左)曾與安利創辦人之一狄維士(右)及其妻子海倫(中)到西安 參觀兵馬俑。

Cheng oversees - maintain a steady growth and contribute more than 40% of Amway's US\$8.2 billion total global sales. Amway China has been the largest Amway market in the world for years with sales topping US\$2.5 billion last year. Amway China has repeatedly been cited in rankings such as the "Top 100 Foreign Invested Corporation in China", the "Top 100 Tax Payers" and the "Most Influential Multinationals in China".

Active in Community Service

As a senior executive in a multinational corporation, Mrs. Cheng is devoted to promoting good relations and cooperation between different business sectors. Among her various responsibilities, Mrs. Cheng is a member of the Executive Council of the Federation of Women of China, the Chinese People's Political Consultative Conference and the Guangdong Commission. She is active in public and community service and has extensive involvement in social services for charitable organisations, women's and children's protection and cultural education.



在鄭李錦芬女士再度榮膺「全球百位最具影響 力女性」之際,《安利月刊》特別對她進行了 專訪。 憶過往、看將來,鄭李錦芬女士將三十 餘載安利情懷娓娓道來,又將目光投向了更遠 的明天。

Mrs. Eva Cheng, Executive Vice President of the Amway Corporation, was recently ranked as one of the "World's 100 Most Powerful Women".

To share in the joy of this notable achievement, Amagram talked to Mrs. Cheng and asked her to share the most memorable and magical moments from her 30-plus years in Amway.

無懼大挑戰

説到在安利最難忘的日子,鄭李錦芬女十説1998年中國政府頒布 傳銷禁令的時期給她最深刻感受,她表示:「那時安利剛在廣州 買下新的辦公地點,正預備投入1千多萬元人民幣進行裝修,卻被 迫停止所有經營活動,每天的虧損就超過上百萬元人民幣。」然 而,她沒有因此而氣餒,並相信中國改革開放的政策不會改變, 也相信政府會保護合法的外商投資企業,亦定下「不慌、不亂、 不離、不棄」的方針,呼籲營銷人員和員工保持平靜和理性,同 時積極向政府尋求幫助,結果得到正面回報,她表示:「三個月 後,安利獲批以『店鋪銷售+僱用推銷員』方式轉型經營,找到新 出路。安利團隊相互支持,戰勝這次挑戰,這也是我在安利最有 成就感的時刻。」

窺準中國機遇

當年積極推動安利於中國發展事業,到今日安利(中國)躍升為 全球最大市場,問及當時何以瞄準中國的發展潛力?鄭李錦芬女 士表示:「中國自推動改革開放以來,社會經濟高速發展。80年 代末,我應中國婦聯邀請參加香港女工商團,到內地多個城市考 察,期間我感到改革開放的中國有巨大市場潛力,於是向美國安 利總部建議到中國投資。我認為,不到中國投資,就不算真正的 跨國企業。」隨後安利展開籌備工作,在多個地區考察、開展市 場研究,最終敲定投資中國的計劃。

至於怎樣帶領安利(中國)走到最前,鄭李錦芬女士表示:「首 先要有紮實的基本功,包括優質產品、卓越品牌、良好商譽及優 秀人才。同時要尊重和適應中國國情,不斷創新符合中國市場需 要的經營方式,安利(中國)在很多方面都是創新的先鋒,我們 開店鋪、做廣告、為營銷人員開辦培訓學校、推出多元化營銷模 式。」她補充説,不管是1998年中國政府頒布傳銷禁令,還是遇 到其他變化與挑戰,安利都看好中國的未來前景,始終對在中國 的發展滿懷信心。

卓越管理哲學

由拓展香港業務,到發展大中華、東南亞地區的業務,鄭李錦芬 女士都有她的一些管理心得,她説:「安利是家族企業,受企業 文化薰陶,作為管理者,應抱著『和合共生』的理念,以此引領 企業發展。『和』指和諧,包括公司員工之間的和諧共事、公司



在安利(中國)2008年區域年會上,鄭李錦芬女士向支持安利的各界人士和消費者表示

與營銷人員之間的和諧共進、企業與社會的和諧共處;『共生』指 企業、員工和營銷人員一起成長,企業和社會共同發展。有了『和 合』,『共生』就自然出現。」

鄭李錦芬女士又指,要在不同市場環境中發展,跨國企業必須提升 應變能力,她說:「有變化,就有機遇,安利就是在變化中創造機 遇,在戰勝挑戰的過程中不斷成長。」

榮耀歸於安利

今年鄭李錦芬女士再度入選《福布斯》「全球百位最具影響力女 性」,談到連續兩年榮獲這項榮譽,鄭李錦芬女士認為這是安利 團隊的榮耀,她說:「能夠連續兩年獲此殊榮,我覺得非常榮 幸,在我看來,這份榮譽不僅僅屬於我個人,更是對安利公司的 肯定與褒獎。榮譽是一種激勵,也是一種責任,尤其是今年成為 唯一來自並代表中國上榜的女性,我更感到責任在肩,必須更加 投入地工作,努力讓安利公司在今後取得更好的發展,也為社會 做出更多的貢獻。」

創新打造未來

安利作為大中華地區直銷業的翹楚,鄭李錦芬女士對這行業抱有 十足信心,她説:「大中華地區已成為許多跨國企業重要的市場 區域,但中國、港、澳、台地區經濟發展水準不一,市場環境不 同,這也對行業發展造成一定困難。但我們相信,隨著經濟不斷 發展、政策法規不斷健全、社會大眾對直銷瞭解的不斷深入,只 要直銷企業積極配合監管、規範誠信經營、增強行業自律,直銷 作為傳統批發零售模式一個有益的補充,定能在大中華地區獲得 健康長遠的發展。」

至於安利未來在大中華及東南亞的發展,鄭李錦芬女士説會以創新 為主,她說:「未來我們將深入推進『以創新帶動成長』的發展戰 略。多年來,安利正是依靠良好的創新發展能力,培育出成熟穩定 的營銷人員和大批忠實消費者。安利的創新是全方位的,在產品、 業務計劃及銷售策略都不斷更新,這些措施都將加強安利的品牌優 勢、服務水準和商譽建設,為安利繼續拓展大中華及東南亞市場注 入動力。」





鄭李錦芬女士(左: 二)在事業上取得優異成就的同時,家庭也同樣和諧美滿 圖為她和夫婿鄭金榮醫生(右二)與美國安利公司總裁德・狄維士(右)和主 席史提夫・溫安洛(左)合照。



2003年沙士之後,安利在中國增加投資,為中國經濟打氣,圖為鄭李錦芬女士 出席增加投資簽字儀式

Overcoming Challenges

Recalling her 32 years with Amway, Mrs. Cheng says the most memorable issue was when the Chinese government imposed a ban on direct selling in 1998. "Amway had just bought a new office in Guangzhou at that time and we were set to spend RMB 10 million on renovations. However, all sales services had to stop following the ban, and we experienced losses of more than RMB 1 million a day," she says.

Mrs. Cheng was surprised by the sudden ban, but she acted quickly and asked her colleagues to calm down. She turned to the government for assistance and three months after the ban Amway's united team was able to overcome the problem. "Amway was allowed to operate in a shop-plus-salesperson mode," she recalls.

Grasping the China Opportunity

Mrs. Cheng visited the Mainland several times during the 1980s and witnessed the reforms that led to the opening up of China. She was impressed by the huge economic potential in the burgeoning country and made a suggestion to Amway headquarters that the time was right to invest in the Mainland. "A corporation that doesn't develop in China is not a real multinational corporation," she said at the time. Amway did its market research and soon after launched its Mainland operation.

Mrs. Cheng has since led Amway China to great heights, and she puts the success down to the combination of quality products, a good reputation and outstanding employees. "Innovative marketing strategies are also needed, though you always need to respect the way of doing business in China. Amway China is a pioneer in innovation - we opened stores, created advertisements, ran training schools for Distributors and developed an effective all-round direct-selling mode."



安利50週年慶典期間,鄭李錦芬女士(右二)與美國安利公司總裁德・狄維士 (右三)、主席史提夫·溫安洛(右四)及美國安利執行管理層合影。

Mrs. Cheng adds, "We survived the 1998 ban, and we are ready for any challenges that lie ahead. One thing is clear: Amway has full confidence in the future of China."

Superb Management Skills

Taking charge of Amway's business in the Greater China Region and Southeast Asia, Mrs. Cheng is aware of her leadership responsibilities. "Amway is a family-owned business so it' s important to create a harmonious working environment for employees and Distributors, enabling them to grow with the company, and in turn for the company to grow as part of the society

Mrs. Cheng believes that a well-run multinational corporation should also be ready to face up to any challenges. "When challenges arise, so do business opportunities. This is something Amway has always been acutely aware of."

Acknowledging the Amway Family

Mrs. Eva Cheng's achievements have also been recognised outside the world of Amway. Forbes magazine recently named her in its 2009 "World's 100 Most Powerful Women" list - for the second consecutive year. Mrs. Cheng says it's an honour to be listed, and that the honour belongs to the whole Amway family.

"The effectiveness of the company and its colleagues and Distributors lies behind a strong enterprise that is growing in terms of both popularity and reputation. After being named on the Forbes list I feel I need to make an even greater effort to ensure that Amway has a secure future and can contribute more to society."

Innovative Strategies

Amway already plays a leading role in direct-selling industry in the Greater China Region, though Mrs. Cheng points out that the development of direct selling in China, Hong Kong, Macau and Taiwan varies because the markets are different. "However, we believe this situation will change as the economies keep growing and government policies continue to improve. For this reason I believe the direct-selling industry will see long-term development in the Greater China Region as a complement to traditional types of retailing," Mrs. Cheng says.

Regarding the development of Amway's business in Greater China and Southeast Asia, Mrs. Cheng underlines the importance of innovation. "Amway has progressed through the years by adopting innovative measures. Our products, business plans and selling strategies are continuously evolving in order to further build momentum in the Greater China and Southeast Asia markets," says Mrs. Cheng.



直銷翹楚領先同儕

A Leader in the Direct Selling Industry

安利(香港)自1974年起引進直銷概念,一直憑著獨特的營運模式和優質產品,成為業界翹楚。根據香港 思緯市場資訊有限公司最近進行的一項調查顯示,安利是最受歡迎的直銷公司,安利的產品亦是直銷公 司之中最優質,再次證明安利在直銷行業的領導地位。

With its unique sales plan and quality products, Amway Hong Kong has had a leading role in the local direct-selling industry since 1974. According to a recent survey by Synovate Hong Kong, Amway is the best-known direct-selling company in the SAR and its products are the best quality* - results that clearly indicate the leading position Amway has established over the years.

綜合調查結果,安利在以下範疇均領先同儕:

The survey revealed that Amway has higher scores than other direct-selling companies in the following categories:

安利是最多人認識的直銷公司* Amway is the most well-known direct selling company *

安利是最受歡迎的直銷公司 *

Amway is the most popular direct selling company*

安利是口碑最好的直銷公司* Amway is the most reputable direct selling company *

安利產品是直銷公司之中最優質*

Amway products are the best quality among all direct selling companies *

> 安利產品是直銷公司之中最環保* Amway products are the most eco-friendly among all direct selling companies *

安利直銷商是直銷公司之中最專業* Amway distributors are the most professional among all direct selling companies *

* 資料來源:根據香港思緯市場資訊有限 公司於2009年6月的調查 Source: Based on a survey conducted by Synovate in June 2009



安利委託香港思緯市場資訊有限公司於今年六月進行一項調查,研究包括安利在內的多間直銷公司,在香港市民心目中的信譽。有關調查於6月12至25日進行,期間訪問了661名年齡介乎15至64歲之間的香港男性及女性,結果發現安利在受歡迎程度、口碑、產品質素及直銷商質素等多個項目之中都脱穎而出。談到口碑最好的直銷公司,安利得到最多的77%受訪者支持。

In June 2009, Amway appointed Synovate Hong Kong to conduct a "reputation survey" to assess the reputation of direct-selling companies in Hong Kong. The survey was conducted over a two-week period and polled a total of 661 people aged 15 to 64. The survey results showed that Amway has a significantly high score in brand awareness, favourability, reputation, product quality, Distributors' professionalism and etc. Regarding the reputation of direct-selling companies, 77% of respondents agreed that Amway was the most reputable direct-selling company.



自設三間購貨中心

安利在香港迄立35年,是全港規模最大、信譽昭著的直銷公司,安利分別於銅鑼灣、九龍、屯門及澳門設有旗艦店、陳列室及購貨中心,方便直銷商直接購貨,此外,安利亦提供快捷的送貨服務,更達ISO 9001:2000認證,憑着以上種種優勢,難怪安利會成為港人熟悉的名字。

Comprehensive Support

Amway is one of the largest direct-selling companies in Hong Kong, providing a convenient ordering service for Distributors through its Showroom and Merchandising Centres located in Causeway Bay, Kowloon, Tuen Mun and Macau. Home delivery services are also available, and Amway Hong Kong Distribution department was honoured the ISO 9001:2000 in 2008, helping to give Amway a clear advantage in Hong Kong's direct-selling arena.

安利蟬聯 優質直銷公司大獎

Amway Wins Lisa's Quality Life Award for Second Consecutive Year



Editor李明珊小姐手上接過獎座。

安利(香港)繼去年奪得生活雜誌《Lisa 味道》首辦之Quality Life Award優質生活 品牌選舉的「優質直銷公司大獎」,今年 繼續獲得消費者與媒體的認同和肯定,再 度蟬聯該獎,實至名歸。

Quality Life Award優質生活品牌選舉的宗旨,是為消費者嚴選市場上的優質品牌,以作日常消費時的參考,同時表揚優質品牌對不斷提升品牌質素所付出的努力。是次選舉於六月至七月期間舉行,由公眾投票選出他們的至愛品牌,選舉結果於八月公佈。安利(香港)是唯一上榜的直銷公司,其他得獎名單包括海洋公園、滙豐銀行、港鐵公司及OSIM等。

Amway was honoured recently at the Lisa's Quality Life Award 2009, receiving the "Best Direct Selling Company" honour for the second year in a row in recognition of the company's achievements.

The objectives of Lisa's Quality Life Award are to pick out high-quality brands for consumers' reference, and recognise those brands for their efforts in continuous quality improvement. Polling for the 2009 Lisa's Quality Life Award was run in June and July with the public voting for their favourite brands.

The results were announced in August and Amway was the only direct-selling company on the list, being named alongside notable major corporations such as Ocean Park, HSBC, MTR and OSIM.





New Way to Start up Business



在金融海嘯衝擊下,上班族都擔心失業及減薪,相 信不少人有想過創業,希望用自己雙手掌握未來, 但要創業絕非易事,以低成本、低風險創造一盤生 意,似是天方夜譚。如果你對此也有同感,不妨藉 直銷行業開創事業,以低風險及小本經營,助你在 逆市中找到出路!

The impact of the financial crisis has been felt far and wide, and in Hong Kong more and more people are either losing their jobs or facing the threat of salary cuts.

During the current downturn many people might be thinking about setting up their own business to help them gain a more secure future, but the costs and risks involved can be considerable. For this reason, starting a business that's low in both cost and risk could be the best way to get through these troubled times

香港直銷協會今年六月委託港大社會科學研究中心進行調查,以 了解香港市民於當前經濟狀況下受到的影響。研究中心於六至十 月,成功訪問了逾500位21歲以上的人士,在200多名受訪僱員 中,有六成人擔心失業及減薪。



小本經營

大家有否想過,創造屬於自己的事業,掌握自己的未來,就不用 再擔心失業與減薪?在一般人心目中,創業涉及龐大資金和風 險,生意一旦倒閉,就會損失慘重,所以很難踏出第一步,但凡 事總有例外,直銷業的低成本及低風險特點,就可協助想創業的 你圓夢。以在直銷業界享負盛名的安利為例,只需付出港幣280 元就可成為直銷商開展事業,如不滿意,可隨時退出,並在參加 後首年獲退款;而加入直銷業不用擔心租金及存貨帶來的開支和 壓力,所以營運風險能夠減到最低。



時間自由

資金與風險的問題解決後,你或許還會擔心直銷業會否像你以前的 工作一樣困身,由朝到晚工作,失去與家人及朋友相聚的時間?其 實做直銷業的時間很自由,一切都由自己安排,擺脱朝九晚五的刻 板生活,你更可透過直銷學習到團隊精神及營商技巧,從而擴闊社 交圈子,令人生更精彩。加入新的行業,你或許怕未能適應,又不 知從何做起,為培訓新直銷商,安利會舉辦課程讓他們了解直銷業 及公司的產品,又會定期邀請成功的直銷商與大家交流心得,令彼 此可從學習中成長。



產品優質

要生意有增長,產品質素是重要一環,安利的產品種類齊全,包括 營養補充品、護膚及化妝品、個人護理用品、家居科技產品及清潔 用品等。以安利的紐崔萊營養補充品為例,成分天然,集「天然精 華,科學精粹」於一身。而清潔用品亦採用可生物降解配方,以保 護環境,十分適合環保意識日漸增強的港人。

吸引才俊

創業當然不得不提收入問題,安利事業計劃公平公正,只要你多付出,收入自然成正比,你亦可以兼職作起步點,賺取多一份收入,然後逐步將生意拓展。香港直銷協會的調查顯示,於經濟不景的環境下,有超過兩成人認同直銷是以兼職形式賺取額外收入的途徑,以全港約530萬名年齡超過21歲的市民推算,即有近130萬人認同直銷業的潛力。根據安利的資料,2009年新加入的香港直銷商之中,有40%是18至35歲的人士,而新晉直銷商中亦有不少專業人士,如投資顧問、工程師、精算師及會計師等,進一步證明安利事業廣受年青才俊歡迎。



創造機會

為了讓更多人認識直銷行業的種種優勢,安利(香港)定期舉行「安利與你有個約會」,包括一系列專題講座及展覽會,向有志創業的大學畢業生、專業人士及在職人士介紹公司背景、發展潛力及事業機會,一同把握最佳事業機會,實踐創業理想。

In June this year the Direct Selling Association of Hong Kong appointed the Social Sciences Research Centre of the University of Hong Kong to conduct a survey on the current economic conditions on Hong Kong's people. More than 500 Hong Kong residents aged 21 or above were interviewed over a two-month period with more than 200 respondents reporting they are worried about either job losses or pay cuts.

Low Costs, Fewer Risks

You can put your future in your own hands by developing your own business – and it doesn't have to mean a big investment and a worrying amount of risk. Direct selling could be the business for you because, unlike a traditional business, the cost and risk involved are minimal

Take Amway, for example. At one of world's most highly regarded direct-selling companies you only need to pay HK\$280 to sign up as a Distributor - and you'll get this refunded if you quit the business within the first year! Moreover, there is no significant investment in rent and products so the risks are comparatively low.

Flexible Time

Other than costs and risks, you may still worry about how much time you'll need to spend running a direct-selling business. The truth is that you can be very flexible in how you use your time to develop a direct-selling business, and it's all in your own hands. What's more, as you build your business you will acquire presentation skills and gain experience in areas such as financial management, training and leadership that will help to develop your potential.

Amway puts a lot of effort into the training of Distributors, and successful leaders from around the world will be invited to share their success stories and help inspire your business ideas.

High-quality Products

The quality of products on offer plays an important role in any direct-selling business. Amway offers a wide range of products including health and fitness, cosmetic and skincare, personal care, home tech and home care products.

Quality is assured throughout every product line. For example, Amway's health and fitness brand, Nutrilite, delivers a wide range of nutrients from natural whole plant sources, while personal care products are formulated with biodegradable ingredients that are friendly to the environment.

Attracting Young Professionals

Building up a business is a way to make more income, and in this respect Amway provides a fair performance-based business opportunity. You'll be given the flexibility of working part-time to supplement your existing income or building the Amway business into a full-time career.

The Direct Selling Association of Hong Kong survey showed that more than 20% of respondents agreed that direct selling was a good way to earn additional income through part-time work. With more than 5.3 million Hong Kong people aged 21 or over, this translates to around 1.3 million people in the city agreeing that direct selling is a worthy part-time opportunity.

Amway's own statistics show that more and more young professionals are being attracted to the business. In 2009, 40% of new Distributors in Hong Kong were aged 18 to 35. Many of the newcomers were already working as financial consultants, engineers, actuaries and accountants.

Creating Opportunities

The global financial crisis has posed a threat to the employment and security of many people in Hong Kong, which is why Amway is proud to create 10,000 business opportunities for university graduates, professionals and people who want to start up their own business. The opportunity is introduced through exhibitions and talks held regularly.



安利與你 共創精彩人生 安利(香港) 35 週年直銷商年會 Amway Hong Kong 35th Anniversary Distributor Convention

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

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





美國安利公司主席 史提夫·溫安洛先生



美國安利公司執行副總裁 鄭李錦芬女士



安利(香港)總經理 余偉業先生

日 期:2009年10月31日(星期六)

時間:晚上7時正

地 點:灣仔伊利沙伯體育館

嘉 賓:美國安利公司主席史提夫・溫安洛先生、

美國安利公司執行副總裁鄭李錦芬女士、

安利(香港)總經理余偉業先生

主講嘉賓:安利(香港)皇冠大使傅南生先生及吳彩雲女士

特別嘉賓:**著名歌手李克勤先生**

Date : Saturday, October 31, 2009

Time : 7:00 pm

Venue : Queen Elizabeth Stadium

Guests : Mr. Steve Van Andel, Chairman, Amway

of Honour Corporation; Mrs. Eva Cheng, Executive

Vice President, Amway Corporation; Mr. Ricky Yu, General Manager, Amway

Hong Kong.

Guest Speakers: Mr. & Mrs. Clement & Anita Fu, Crown

Ambassador Direct Distributor, Amway

Hong Kong

Special Guest: Mr. Hacken Lee, top canton-pop singer



安利(香港)皇冠大使 傅南生先生及吳彩雲女士



著名歌手李克勤先生

恭賀新晉直銷商 Congratulations to Our New Qualifiers



藍寶石直系直銷商 Sapphire Direct Distributor



梁靜雯(銀行系統分析員)

我在朋友介紹下認識安利,並加入直銷商行列。以往工作是為別人建立事 業,現在開展了安利事業,是為自己建立事業。我的父母過去曾經營餐 廳,但生意往往受外圍經濟影響,不易維持,安利事業則可細水長流。對 於新加入的直銷商,我會勉勵他們時常提醒自己加入安利的原因,不要輕

Leung Ching Man Quintina (System analyst)

I came to know about Amway through a friend and later became a Distributor. In the past I worked to help others develop their business, but now I am in business on my own. My parents used to own a restaurant and I saw how hard it was for them to keep the business going when the economy changed, but the Amway business can keep going for a long time. My advice to newcomers who want to succeed is to always keep reminding yourselves of the primary reason you joined Amway, and to not give up easily.



自系直銷商 Direct Distributor



陳秋波 (店舗副經理)

之前打工時感覺那只是一份工作,但安利事業能滿足我生活上的需要,亦帶給我穩 定收入。我覺得安利的生意無風險,因為安利的產品大眾化,而且都是消費品,加 上產品的市場潛力很大,所以客源不成問題。發展安利事業不但沒有大障礙,時間 亦很自由,只要多向上線學習,就能獲益良多。

Chan Chau Por (Assistant shop manager)

Before starting my Amway business I was working purely as a means to earn money, but now I am able to fulfill my needs as well as enjoy a steady income. I believe this is a risk-free business to develop because the Amway products are all high quality and popular with consumers. There's a lot of flexibility in running the Amway business, but you need to make sure you learn from your upline as you develop.



金章直銷商 Gold Producer



洪貝特 余桂嫻 (理貨員/文員)

我們以往從事的工作,升職潛力有限,而能否升職亦掌握於他人手中,相反,安利的生意 就潛力無窮,一切亦由自己控制。安利生意就像跑馬拉松,只要你能堅持跑到終點,你就 是贏家。日後我會繼續向親友介紹安利生意,讓他們與我們一起分享成果。

Hong Pui Tak & U Kuai Han (Stock keeper/clerk)

The prospects offered by the Amway business are much more promising than in our previous jobs, and nowadays we can take control over every aspect of our business. Running the Amway business is like participating in a marathon: if you try your best to finish then you can be a winner! We will continue introducing the Amway products to relatives and friends, and share the fruitful results with them.



銀章直銷商 Silver Producers



趙利 譚雅臻 (建材公司東主/高級財富經理)

以前我們為了各自的事業,要由早忙到晚,但開展安利生意後,我們的生活模式有所改變,現時我們可重新掌握自己的事業,同時又可享受人生。獲得安利的健康營養知識後, 我得以保持健康,介紹安利產品給身邊人後,他們亦得到健康,這是最值得高興的。

Zhao Li & Tam Nga Chun

(Construction material business owner/senior financial consultant)

We used to be very busy working in our regular jobs, but we saw our way of life begin to change soon after setting up the Amway business. Now we can handle our Amway business and also enjoy life! After learning more about nutrition we have become healthier, and our friend and relatives are also enjoying good results from the products we've introduced to them.



黎殷岐 (美容師)

我自小喜歡創業,卻沒有足夠資金,而安利生意的風險低,投資金額又少,所以很適合我。透過安利事業,我將優質產品與親友一起分享,令彼此的生活質素有所提升,同時我亦得到正職以外的收入,更可廣結良朋,絕對是一舉數得。

Lai Yan Ki (Beautician)

Ever since I was a child I dreamt about developing my own business, but I knew it wouldn't easy to get the necessary capital. However, you don't need to invest lots of money to run the Amway business, and the risk is low. I share the great Amway products with friends and together we've been able to raise our living standards. As well as meeting new friends through Amway I have also been able to earn extra income.



銀章直銷商 Silver Producers



陳曉蓮 (採購員)

過往安穩的工作環境令我變得沒有衝勁,自從加入安利後,我的眼光放遠了,現時我不想 只求安逸, 並希望人生比以往更精彩。以往我都是為別人付出時間和努力, 當前我覺得應 為自己爭取更多自由、時間和金錢。我覺得只要堅持和有耐力,成功就會在望。

Chan Hiu Lin Virginia (Merchandiser)

My previous job was very stable but the downside was that I began to lose ambition. Since starting my Amway business, however, I have been able to set long-term goals. Now, I look not only at achieving a stable income but also at living a fruitful life. In the past I devoted myself for others; now it's time to earn more freedom, time and money for myself! However, I do recognize that you need to be patient to succeed.



百系直銷商 (相片欠奉) Direct Distributor (Photo not available)

Lee Mark & Josephine (文員/文員)

我們的正職較沉悶,但加入安利後我們的人際網絡得以擴大,更改善了我們的溝通能力。開展安利事業成本不高,還 令我們學會營商之道,而最重要是讓使用安利產品的朋友得到健康,工作很有意義。另外,與親友聚會時也多了話 題,今彼此的關係更融洽。

Lee Mark & Josephine (Clerk/clerk)

The Amway business is much more interesting than our current jobs because we meet people from all walks of life and we're able to develop our communication skills. You don't need a lot of money to invest in starting up at Amway, but you will learn a lot about the right way to run a business. Our friends have become healthier thanks to the Amway products, which helps to make the business even more meaningful.



銀章直銷商(相片欠奉) Silver Producer (Photo not available)

陳永漢 (公司董事)

我是由妹妹介紹我開展安利事業,加入安利後,我覺得人的價值不只限於金錢,還有朋友和家庭,而安利事業亦令我 得到時間上的自由。説到心得,我認為在推介產品之前,自己要先行試用,掌握到產品的特點,自然會事半功倍。

Chan Wing Hon (Director)

My younger sister introduced me to Amway, and soon after starting the business I found out that family and friendships are even more important than money in our lives. Another positive thing about Amway is that developing the business has given me a lot more free time. In my experience, you should try out the Amway products for yourself before introducing them to others - it will give you a much deeper understanding of how they work.

零售推薦龍虎榜 Rolls of Honour – Retailing & Sponsoring

2009年6月 June 2009

10大個人 Top 10 Personal

零售 Retailing

Lau Kwok Shing & Chan Wai Chi
Chan Chak Hung & Yau Ying
Lee Ka Lun & Siu Shuk Yee
Yip Chun Kit & Yu Yan
Shieh Chuen Kee & Sun Kuen
Pang Wai Ming & Lan Chun
Chan Chau Por
Mok Man Kit & Pui Ki
Tsang Suk Ching
Cheng Cheung Ting & Jinlian

推薦 Sponsoring

Chap Kwong Kan
Tang Ma Fung Jing Mabel
Lai Yan Ki
Wong Kwok Chung & Kai Heung
Cheng Ka Keung & Kai Luen
Yuen Chun Hin & Lily
Yu Seng Kwong & Wai Ying
Leung Kam Sing & Kwai Fong
Kwok Chi Wan
Wong Man Yee

10大直系小組 Top 10 Group

零售 Retailing

Ng Bill & Mabel
Fu Clement & Anita
Hai Lung Sang & Wan Fen
Leung Kwok Pui & Yu Wa
Choy Chik Shing & Suk Haan
Ho Chi Leung
Hoi Ngai Loon & Ngai Ching
Chan Kwok Cheung & Man Ling
Lam Chun Shing & Chak Wai

推薦 Sponsoring

Cheong Chi Wa
Ho Chi Leung
Chan Fuk Sang & Lee Sui Bing
Leung Kwok Pui & Yu Wa
Fu Man Fung & Yuet Ming
Hoi Ngai Loon & Ngai Ching
Ko Fu Tsang & Mui Lai
Du Guo Yuan
Chan Hin Tong & Sao Kun
Lee Yuen Kwan & Hang Fun
Lo Paul & Paula





紐崔萊 營養智慧的凝聚

紐崔萊深信從大自然找到的植物營養素是支援免疫系統及 達致優質健康的重要成分,自1934年,這些植物營養素已 成為紐崔萊維他命、礦物質及營養補充品的主要成分。紐 崔萊在天然之源與先進科學之間取得平衡,帶來營養補充 品,助您在人生任何階段均能達致均衡營養。

植物營養素的重要性

植物營養素被稱為「21世紀的維他命」,共有12,000多種,一般可於蔬菜、水果、堅果等植物找到。植物營養素能與其他維他命達到互補作用,為身體打造強健基礎。大部分植物營養素具抗氧化功能,能抵抗游離基侵害,預防慢性疾病。要擁有高水平的健康質素,人體必須每天攝取足夠的植物營養素、維他命及礦物質。

自設農場生產

紐崔萊創辦人卡路·宏邦一直致力研製營養補充品,並於1934年研製出第一種維他命/礦物質營養補充品。此後紐崔萊不斷發展,至今已是全球唯一於自設已獲認證的有機農場內種植、收割及提煉植物原料的營養補充品品牌#,亦是領導全球的維他命、礦物質及營養補充劑品牌*。紐崔萊於美國、墨西哥及巴西自設的農場,以保護環境及

可持續發展耕作方式管理,提供來自植物的天然原材料,製造出最優質的 營養補充品。

踏出有機耕種的第一步

在資金不甚充裕的情況下,卡路·宏邦於40年代幸運地租了位於聖法南度谷的小農田,在沒有使用合成殺蟲劑及除草劑的原則下,他開始種植紫花苜蓿及其他植物原料,並在這兩畝土地上實踐「天然耕種方式」。

隨後的日子,卡路・宏邦為研究營<mark>養不斷付出心血,</mark>他是真正的營養先 鋒,敢於創新,為實踐自己的信念而奮鬥到底。

嚴格控制品質

今天,紐崔萊在6千畝的農場也沿用「天然耕種方式」,是已獲認證的有機耕種及縱向整合,並提供由種子至製成品的品質監控。這是紐崔萊對世界各地消費者的承諾,確保產品的安全及品質達到標準。

譽滿全球的品牌

卡路·宏邦憑著毅力與信心,實現夢想,令紐崔萊漸漸由小規模發展至領導全球的品牌。75年後的今天,紐崔萊產品行銷世界各地,如此成就,絕對值得每一位重視健康的人慶賀!

- # 根據國際市場研究公司Euromonitor Consultancy於2004年完成之一項獨立調查。
- * 根據2008年銷售額

Nutrition Wisdom of Nutrilite

The plant nutrients found in nature are key ingredients in supporting the immune system and reaching optimal health. Since 1934, those same plant nutrients have been the key ingredients in Nutrilite vitamin, mineral and dietary supplements. Nutrilite balances the inherent goodness of nature with the brilliance of advanced science. The result is supplementation that enables you to achieve balanced nutrition at any stage of life.

The Importance of Phytonutrients

Phytonutrients which are also known as "vitamins of the 21st century" are vital elements to health. There are over 12,000 kinds of phytonutrients which can be found in plants like vegetables, fruits and nuts. They work in synergy with other vitamins to provide a strong foundation for good health. Most of phytonutrients contain antioxidants that can protect the body from free radical attack, thus preventing chronic diseases. To obtain optimum health, it is important to take sufficient phytonutrients, vitamins and minerals every day.

Certified Organic Farms

Carl F. Rehnborg, founder of Nutrilite, was committed to develop food supplement. In 1934, he produced and marketed the first multivitamin/multimineral food supplement. Since then, Nutrilite continues to grow, becoming the only global brand to grow, harvest and process plants on its own certified organic farms*, and also the world's leading supplementation brand*. Its farmland in the U.S., Mexico and Brazil is managed with environmentally responsible and sustainable practices respecting nature as it provides botanically grown ingredients for its products.

The Start of Organic Farming

Although Carl F. Rehnborg struggled financially, good fortune was in store for him when he leased a small farm in the San Fernando Valley to grow alfalfa and other plant materials without using synthetic pesticides

and herbicides. He called his natural methods "Nutrilite Farming Practices" and he has used those methods since his first two-acre farm in the 1940s.

Maintaining Good Quality

Today, these methods are used on Nutrilite's farms - more than 6,000 acres - and are now known as certified organic farming and vertical integration, or controlling quality "from the seed to the finished product." This is Nutrilite's promise of safety and quality to our customers around the world.

The World's Leading Brand

From a humble beginning, Nutrilite flourishes to become the world's leading brand. With perseverance and determination, Carl F. Rehnborg achieved his dream. And today, 75 years later, Nutrilite products are selling around the world. Everyone paying much attention to health can celebrate!



森姆·宏邦博士講座

為令大家對紐崔萊有更深認識,安利(香港)邀得紐崔萊營養與健康研究中心總裁森姆·宏邦博士(其父為紐崔萊創辦人卡路·宏邦)於10月13日來港舉辦講座,分享「紐崔萊實力透視 — 森姆·宏邦博士談75年之營養智慧」。

75-year Nutrition Wisdom of Nutrilite

Dr. Sam Rehnborg, son of Carl F. Rehnborg, President of Nutrilite Health Institute, is invited to give a speech on The Strength of Nutrilite - 75-year Nutrition Wisdom in Hong Kong in October.

主題: 紐崔萊實力透視 — 森姆·宏邦博士談75年之 營養智慧

日期: 2009年10月13日(星期二)

時間:晚上7時30分

講者: 森姆·宏邦博士 紐崔萊營養與健康研究中心總裁

地點: 九龍灣國際展貿中心三樓展貿廳(二)

查詢電話: 2969 6300

Theme : 75-year Nutrition Wisdom of Nutrilite

Date: Tuesday, October 13, 2009

Time : **7:30pm**

Guest : Dr. Sam Rehnborg, President of Nutrilite

Speaker Health Institute

Venue : Rotunda 2, 3/F, Hong Kong International

Trade & Exhibition Centre

Enquiry hotline: 2969 6300



[#] Based on an independent review by international market research firm Euromonitor Consultancy completed in 2004.

^{*} Based on 2008 sales





巴西有機農場

大學生暑期實習新體驗

Organic Farming Experience at the Nutrilite Farm

安利於2007年起舉辦「有機耕種實習生計劃」,並於暑假邀請香港大學生到海外的有機農場認識有機耕種,今年參與的是兩位在香港大學修讀食物及營養學的學生,期間兩人到了巴西的紐崔萊有機農場實習,親身體驗到有機耕種的好處!

兩位實習生王可兒(Victoria)及陳小艷(Sharon),於6月至8月進行實習,首個星期先 到美國的實驗室,參觀紐崔萊營養補充品的製作過程,之後再往紐崔萊的巴西有機農場實 習5個星期,並在農場工作及進行研究。

Amway has been running its Organic Farming Internship Programme since 2007, inviting university students in Hong Kong to get first-hand experience of organic farming at the Nutrilite farm.

This summer, two students studying Food and Nutritional Science had the chance to visit the Nutrilite Organic Farm in Brazil, where they learnt about the many advantages of organic farming and how the plants are put to good use in Nutrilite supplements.

The two students taking part this year were Victoria Wong and Sharon Chan from the University of Hong Kong. They participated in the internship programme from June to August, first visiting the Nutrilite laboratories in the United States for a week and then flying to Brazil for a five-week stay at Nutrilite's organic farm.

第一次在大型有機農場工作

提到農場的運作模式, Victoria及Sharon都覺得對當地生態很有幫助, Victoria表示:「當地農場經理Richard説,這個農場就像人體一樣,會自然 運作。原來農場是以生機互動農耕法運作,即是説農場不會用任何化學肥料 和殺蟲劑,而是靠泥土、植物以及農場養的動物所產生的互動作用維持,由 此可見此農場的環保意識非常高。這個農場就是以瓢蟲消除其他害蟲,同時 又進行輪種,提高生物的多樣化。有機農場能夠維持生態平衡,令環境與自 然生態更接近,同時可持續發展,因此可以容納更多種類的生物,讓生態得 以健康發展,進一步確定這農場對環境的愛護。」

Victoria續說,這個農場的耕種方法,令種植出來的農產品都特別健康,她更 希望香港以至世界各國都使用生物互動農耕法,令人類有更大得益。

第一次發現維他命可以種出來

看過農場的運作,Sharon對營養補充品的看法也有改變,她表示:「以往 對營養補充品都抱著半信半疑的態度,怕補充品會有雜質,吃了反而影響健 康。不過當了解過巴西農場運作的細節,我得知所有用以製作營養補充品的 植物都是在一個有機環境下生長,非常天然,加上參觀美國的實驗室時又看 到製作過程的品質監控很嚴格,所以若需要食用營養補充品,我一定會揀選 紐崔萊。」

第一次親身認識安利

Victoria表示:「其實安利舉辦這個計劃很有意義,配套亦非常完善,出發前 會有講座讓我們先了解旅程的內容,到美國時每位實習生都有一位導師全程 協助,到達巴西農場進行實驗時,亦得到很多人幫忙。」兩人並說,今次實 習讓他們學到很多課堂以外的知識,日後更會推薦這個實習計劃給其他相關 科目的同學,令更多人可認識和親身體驗有機耕種。

Maintaining a healthy ecosystem

Victoria discovered that the organic farm in Brazil is run according along biodynamic principles, avoiding the use of synthetic pesticides, herbicides, and fertilizers. The crops are grown in accordance with nature so, for example, ladybugs are used to kill bugs that damage vegetables, while carefully planned crop rotation helps to increase the farm's biodiversity.

New insights into nutrition

After working on the organic farm, Sharon found that her views on nutritional supplements had changed.

"Knowing how the farm works made me understand how Nutrilite supplements are produced in a healthy environment," she said. "I also discovered that Nutrilite's laboratories in the U.S. use a strict quality control system to ensure high-quality products. If I have to choose a nutritional supplement, Nutrilite will definitely be my choice!"

A worthwhile activity

Victoria and Sharon believe the internship programme is very meaningful, and they both acquired knowledge that could not be learnt through university seminars or tutorials. They said they will recommend the programme wholeheartedly to students studying related subjects.

巴西有機農場實習計劃計入學分

總結這次實習計劃,Victoria及Sharon都獲益良多,更希望日後有更多 同學可參與這計劃。兩人在參加計劃前亦獲得香港大學所屬學科的教 授批准此計劃可計入學分,進一步肯定此計劃的受用性。

Credits Counted

Before joining the internship programme, Victoria and Sharon approached their professor of the University of Hong Kong and got his permission for their overseas research to count as credits towards their degree, making the experience even more meaningful.



紐崔萊全方位抗氧化組合 內外兼備

Nutrilite Antioxidant Combo All-round Protection for Your Body

植物營養素中含有不少抗氧化劑,抗氧化劑可維持細胞健康,有助身體對抗疾病。紐崔萊的抗氧化劑系列,包括天然多種胡蘿蔔素、複合維他命C營養片、卵磷脂維他命E片及硒質維他命E片,為身體提供最佳保護,全方位抗氧化。

Phytonutrients contain many kinds of antioxidants that help cells stay healthy and prevent disease. Nutrilite antioxidant supplements are packed with phytonutrients, making them the best protection for your body.



陽光中的紫外線和周遭的廢氣都包含游離基,年齡增長及睡眠素質下降等因素亦會令人體內的游離基增加。游離基會破壞細胞的正常功能及 DNA,加速細胞老化並增加患癌風險,而植物營養素所含的抗氧化劑就可抵抗游離基的氧化作用,令細胞更健康,以對抗疾病。

游離基就像機警的逃犯,會四處亂竄。要逮捕它,必須封鎖海陸空三路出口,於身體不同部份作地氈式堵截,才是最有效的抗氧化方法。紐崔萊的抗氧化組合,有多種植物營養素,可全面提升你的健康質素。抗氧化劑有互相還原的作用,例如維他命C可還原已被氧化的維他命A及維他命E。天然多種胡蘿蔔素、複合維他命C營養片及卵磷脂維他命E片,有助保持心臟和血管健康,從內照顧你;天然多種胡蘿蔔素、複合維他命C營養片及硒質維他命E片,則從外提升你的健康,讓皮膚質素處於最佳水平,並增加身體的抵抗力。

Free radicals produced by UV radiation and polluted air are harmful to our cells and DNA, accelerating the ageing process and increasing the risk of chronic diseases such as cancer. Other factors leading to an increase in free radicals include getting older and a decline in sleep quality. Antioxidants from phytonutrients help to resist oxidation caused by free radicals, keeping cells healthier and helping to prevent the onset of serious illnesses.

Free radicals are just like an escaped convict, and to catch him we have to block all exits and outflank the fleeing enemy by any means necessary. Nutrilite provides antioxidants that are rich in phytonutrients. Antioxidants can regenerate each other, for example, vitamin C regenerates oxidized vitamin A and vitamin E. The combo with Natural Multi-Carotene, Bio C Plus and Lecithin-E works to protect your heart and blood vessels, while the Natural Multi-Carotene, Bio C Plus and Parselenium-E combo helps to boost skin quality.

天然多種胡蘿蔔素

加強皮膚健康 8058 DP\$178

蘊含乙種胡蘿蔔素、甲種胡蘿蔔素、葉黃素及玉米黃質,比單一胡 蘿蔔素補充品提供更全面保護。具抗氧化功效,可保護肺部等微絲 血管密集的部位,亦有助身體發育及骨骼成長,維持肌膚及黏液薄 膜健康。



Natural Multi-Carotene Protects the respiratory system

Carotenoids are antioxidants that protect the blood vessels in the lungs. Natural Multi-Carotene contains beta-carotene, alpha-carotene, lutein and zeaxanthin to provide all-round protection. It promotes bone growth, overall growth and the health of the mucous membrane.

卵磷脂維他命E片 確保心臟健康 4243 DP\$235

包含分別來自大豆和植物油的卵磷脂及維他命E,卵磷脂有助人體



吸收維他命E,維他命E的抗氧化功能可防止卵磷 脂及細胞被氧化破壞。卵磷脂有助分解脂肪,保 持心血管健康,亦有助保持頭腦靈活。

Lecithin-E

Blood-vessel cleaner

Lecithin breaks down fats, boosting the health of the heart and blood vessels and helping you keep a clear mind. Lecithin-E contains lecithin and vitamin E – the lecithin helping in the absorption of vitamin E, while the vitamin E helps to protect body cells against oxidation.

複合維他命C營養片 增強免疫系統 5111 DP\$300

提煉自針葉櫻桃,及連皮檸檬,一顆針葉櫻桃的維他命C含量相等於4個橙,是維他命C最豐富的天然來源。每日服用有助維持細胞健康,增強免疫系統,同時是極佳天然抗氧化劑,有助對抗游離基,預防疾病。



Bio C Plus Immunity booster

Acerola cherry is known to be the richest source of vitamin C, with one acerola cherry containing the same amount of vitamin C as four oranges. Bio C Plus is extracted from acerola cherry concentrate plus lemon pulp and peel, and contains phytonutrients that are beneficial to health. Bio C Plus is also a natural antioxidant that helps to reduce free radical damage and prevent disease.

硒質維他命E片 雙重抗氧化功效 4261 DP\$220

結合兩種抗氧化劑硒質及維他命E,提供雙重抗氧化功效。硒質是 天然礦物,維他命E則來自植物油,並含歐芹濃縮素,以保護細胞。硒質可維持細胞正常生長,維他命E則可幫助身體抵抗游離基 的侵害。



Parselenium-E Dual antioxidant protection

送

價值\$350

紐崔萊

75週年紀念版

外套

The combination of two antioxidants - selenium and vitamin E - provides double protection. Selenium promotes normal cell growth while vitamin E protects cells from free radical attacks.

紐崔萊抗氧化組合推廣優惠

現凡購買心臟抗氧化組合(天然多種胡蘿蔔素、複合維他命C營養片及卵磷脂維他命E片),或皮膚抗氧化組合(天然多種胡蘿蔔素、複合維他命C營養片及硒質維他命E片),可獲9折優惠,並可獲贈紐崔萊75週年紀念版外套(見圖)乙件,數量有限,送完即止。

Nutrilite Antioxidant Combo Promotion

Enjoy a 10% discount and a free Nutrilite jacket (pictured) when you buy a combo pack of Nutrilite Natural Multi-Carotene, Bio C Plus and Lecithin-E, or a combo pack of Nutrilite Natural Multi-Carotene, Bio C Plus and Parselenium-E. Offer is available while stocks last.

皮膚抗氧化組合:天然多種胡蘿蔔素、 複合維他命C營養片、硒質維他命E片

原價\$698 優惠價\$623

9折優惠 10% off

心臟抗氧化組合:天然多種胡蘿蔔素、 複合維他命C營養片、卵磷脂維他命E片

原價\$713 優惠價\$638

IRS14 與Creme L/X 星級良方對抗乾燥天氣

IRS14 and Creme L/X - Your Best Defence in the Dry Season

濕度偏低的秋季已到,你的肌膚最受影響,容易變得乾燥及繃緊,此時雅姿 兩大皇牌產品IRS14及Creme L/X就可發揮最大功效,為你極速修護細胞,讓 肌膚重獲水分與彈性。

Skin can become very fragile during the dry autumn and winter seasons, but two luxurious Artistry products - IRS14 and Creme L/X - offer a great seasonal renewal solution, providing effective moisturisation and helping the skin retain its elasticity. Use IRS14 and Creme L/X in combination to help you look young and radiant all day long!





IRS14效果顯著,使用14天便可明顯減淡幼紋。 Using IRS14 for just 14 days and you'll see a significant improvement in the appearance of fine lines on the skin.



使用前 Before

矽膠皮膚複製模型 Silicone Skin Replicas



使用前

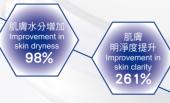
使用後 After

使用14天,皮膚柔滑度明顯 改善,幼紋亦見減少。

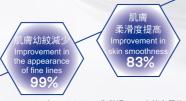
Improves skin smoothness and appearance of fine lines in 14 days.



使用後 After



使用14天後



細胞核內的DNA會受來自空氣中與陽光的 游離基和紫外線傷害,傷害過大時,DNA 會無法修復,令細胞無法正常生長,如再 遇上乾燥的秋季,肌膚會變得乾燥甚至老 化,使用IRS14就可解決問題。

5大功能

修護DNA

模擬海藻中具修補功能的T4酵素,有助減輕環境因素對皮膚的損害,重建受損DNA。

修護膠原蛋白

月桃葉精華抑制膠原蛋白素,避免肌膚真皮層中的膠原蛋白斷裂,令肌膚保持彈性。

抗氧化

甘草根精華是天然抗氧化劑,能抵抗游離基對肌膚的 傷害。

促進細胞更新

己糖和燕麥能促進細胞更新, 使護膚品成分可完全被 吸收。

重建肌膚角質層

迷迭香精華能修護肌膚,提高保濕效果和防止水分流失。

先進技術助吸收

IRS14採用先進的微脂囊傳輸技術,利用卵磷脂構成的 微脂囊攜帶活性成分深入肌膚,提升保養功效。

Free radicals and UV radiation from the air and sunlight can harm the DNA structure in cell nuclei. Cells usually work to repair DNA damage, but this might not happen if the damage is too serious – and this can lead to dryness and accelerated ageing in the skin, especially during the dry autumn time.

Five Key Functions

IRS14 works effectively to combat this problem by four key functions that work together to repair skin-cell DNA and nurture the skin with increased elasticity and hydration.

Repairs DNA

T4 Endonuclease boosts the skin's ability to reconstruct damaged DNA and repair damage caused by environmental stresses.

Promotes Growth of Collagen

Alpinia Speciosa Extract restricts the formation of collagenese, preventing damage to collagen and helping to maintain the skin's elasticity.

Antioxidation

Licorice Root Extract resists free radical attacks and prevents the skin from ageing.

Activates Skin Cells

Hexose and Hydrolysed Oats improve cellular metabolism and increase epidermal cell production.

Rebuilds the Skin

Rosemary Leaf Extract stimulates the lipid of the outer skin and moisturises the skin.

Carries nutrients to the core of cells

The "Advanced Capsulation Technology" in IRS14 uses capsules made of lecithin to carry nutrients to the core of cells, enhancing the effectiveness of the product.



Creme L/X令肌膚年輕15年 Creme L/X - Helping Skin Stay Young

在乾燥的季節,除使用IRS 14,可配合Creme L/X令肌膚 獲得進一步的呵護, Creme L/X能促進細胞自我修復, 讓 肌膚自行補充骨膠原及水分,回復青春。

During the dry autumn season, using IRS 14 together with Creme L/X is the best way to achieve healthier skin. Creme L/X enhances the repair function of cells, which in turn provides the skin with more collagen and hydration. The end result is skin that looks fresher and younger!

4大功能

皮膚細胞內的粒腺體會為細胞提供能量,以抵抗外 來的侵害,同時為肌膚提供骨膠原,保持彈性。 Creme L/X的4大功能就能全面活化粒腺體,促進細 胞自我修復能力,令肌膚長期保持青春。

補充能量

Creme L/X是市面上首個使用心磷脂的護膚品, 心磷脂為細胞產生及輸送能量,有助肌膚回復年 輕狀態。

回復活力

左旋肌肽可為粒腺體抵抗氧化,清除游離基,令 肌膚重拾活力。

修護修復

菠菜萃取物具備抗氧功能,有效修復損壞粒腺體的 DNA .

提升能量

擬南芥精華能修復游離基對粒腺體DNA的損 害,提升肌膚能量。

高科技微份子提煉過程

Creme L/X以獨有的高科技微份子提煉過程,令成 分變成幼滑的微細粒子,讓肌膚易於完全吸收。

令肌膚年輕15年

實驗結果顯示, Creme L/X的CELL EFFECT有效刺 激及提升細胞生產的能量,而使用Creme L/X達6星 期後,試用者肌膚的彈性度年輕達15年。

Four Main Functions

The four major functions of in Creme L/X work together to rejuvenate the self-repairing power of mitochondria - cell powerhouses that produce energy to counter the impact of free radicals and pollutants.

Replenish

Cardiolipin performs critical functions in energy synthesis and energy transfer in cells.

L-Carnosine supplies energy to the cells and protects against free radical attacks.

Repair

Spinach Extract protects mitochondria from oxidation and aids the repair of damaged mitochondrial DNA.

Reiuvenate

Roxisomes[™] contains an enzyme, also found in DNA, which repairs the damage caused by free radicals and recharges energy in the skin.

Amazing penetrative power

Creme L/X uses a unique process, "micro-texturing manufacturing", which creates smooth ultra-small particles that allow for seamless absorption into the

Skin acts up to 15 years younger

Clinical tests show the "Cell Effect Technology" of Creme L/X stimulates skin cells to produce energy. After just six weeks of using Creme L/X your skin will act as if it's 15 years younger!

IRS14及Creme L/X的最新科研成效

The Latest Research Results of IRS14 and Creme L/X

雅姿為針對IRS14及Creme L/X於亞洲人膚質的成效,早前特別與北京中德聯合化 妝品研究所進行為期10星期的產品試用。結果顯示,測試者肌膚中的水分及彈性 得到明顯改善。以下是部份接受測試女性的分享:

「我覺得肌膚變得飽滿、緊緻、有光澤!」

「使用IRS14及Creme L/X後,我感覺到肌膚的水分大大地得到提升。」

「幼紋及皺紋明顯減淡,令我看來更年輕!」

Artistry conducted a research with Beijing Sino-German Union Cosmetic Institute Co., Ltd. on IRS14 and Creme L/X for a 10-week period. The result showed that the moisture level and elasticity of users' skin were greatly improved after the trial. Here are some comments of the users:



"My skin is elastic, lifted and looks bright."

"After using IRS14 and Creme L/X, the moisture level of my skin is greatly improved."

"My fine lines and wrinkles are less obvious, making me look younger!"

IRS14及Creme L/X推廣優惠

即日起凡同時購買IRS14及Creme L/X,即獲贈離子導入按摩器乙個(價值\$1,800),並可享6個月免息分期優惠*。 *參與銀行包括匯豐、恒生、花旗及渣打銀行。

IRS14 and Creme L/X Promotion

Buy IRS14 and Creme L/X together and get a free Skin Enhancer (worth \$1,800) in addition to a six-month period of interest-free instalments*.

* Participating banks include HSBC, Hang Seng, Citibank and Standard Chartered Bank.

離子導入按摩器

加強提升及緊緻肌膚

Skin Enhancer – Uplifting and Firming Your Skin

有離子導入按摩器輔助,你可安坐家中做面部護理。多功能的離子導入按摩器(4個模式:潔膚、緊緻、平滑及提升)可助你:

- 1 提升及緊緻面部肌膚。
- 2 深層潔膚及護膚。
- 3 增加護膚品滲透率達4倍。

Multi-functional Skin Enhancer (four modes: cleansing, firming, smoothing and lifting) is effective in:

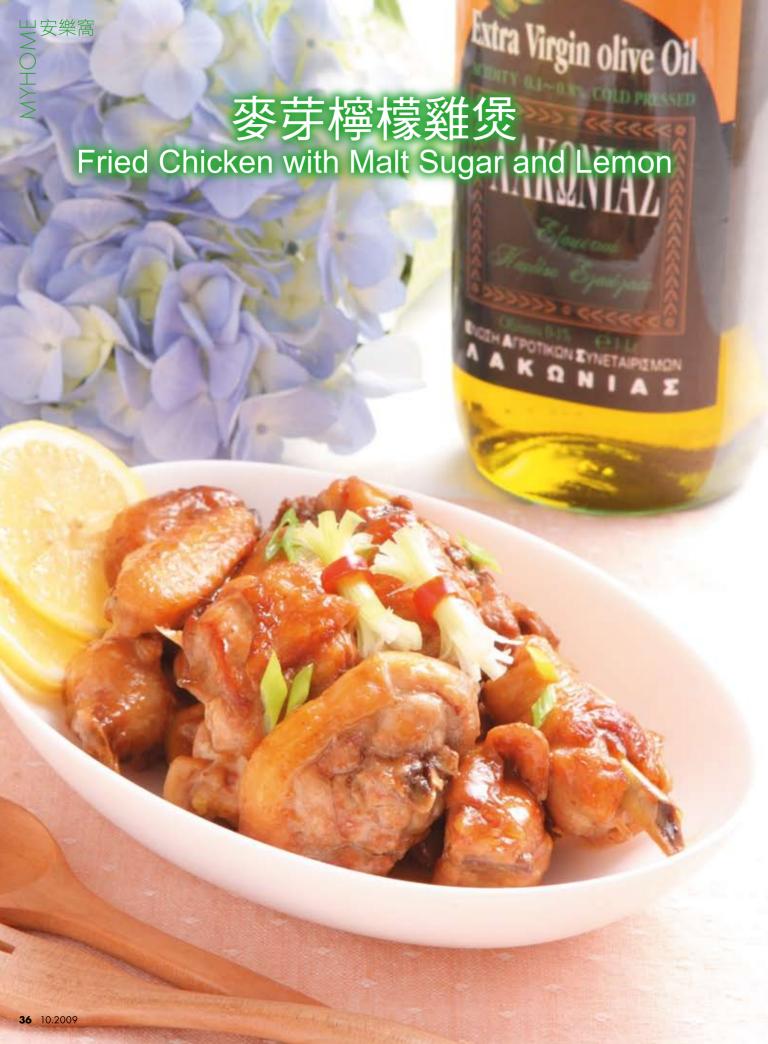
- 1 Uplifting and firming your skin.
- 2 Removing wastes, leaving skin pores to breathe freely.
- 3 Promoting skin penetration rate up to 400%.



優惠細則Terms & Conditions

- 1 離子導入按摩器數量有限,送完即止。 Available while stock lasts.
- 2 此優惠不可與其他優惠同時使用。
 The offer cannot be used in conjunction with other promotional offers.
- 3 離子導入按摩器不設保養。直銷商及優惠顧客可分別享有90天及30天品質滿意保證的退換期,該贈品如出現任何操作問題,可享有上述保證。

The Skin Enhancer is not entitled to maintenance support. Distributors and Privileged Customers are entitled to exchange or return products within 90 and 30 days after the purchase date respectively. This guarantee is applicable to malfunction of the product.



食譜筆記

- 1 麥芽糖是由小麥和糯米製成,比起用糖更香甜可口,而且營養豐富,比較易消化及吸收。除了檸檬汁,可以鎮江醋取代,同樣可帶出麥芽香味!
- 2 以橄欖油煎雞,較為清淡,不會奪去雞的鮮味及醬汁的惹味, 而且較健康。
- 3 皇后牌不銹鋼煲提倡低溫煮食,配合橄欖油最適合不過。

Notes

- Malt sugar, which is made from wheat and glutinous rice, is sweeter and tastier than regular sugar. Malt sugar is also nutritious and easier to digest. Chinkiang vinegar can be used in place of the lemon juice to bring out the taste and aroma of the malt sugar.
- 2 Frying in olive oil will make the chicken less greasy and healthier without affecting the taste of the meat or the sauce.
- 3 Queen Cookware is perfect for low-temperature cooking, and the use of olive oil is recommended.

材料		Ingredients		烹煮器皿 Utensils
雞	1隻	Whole chicken	1	
紅椒	2隻	Red bell pepper	2	
薑	3片	Ginger	3 pieces	
蒜頭	3粒	Garlic	3 cloves	
乾蔥	3粒	Shallot	3	8
蔥白	3棵	Scallion stalks	3 pieces	
生粉水	適量	Cornstarch in water	suitable amount	
汁料		Sauce		
生抽	2湯匙	Soy sauce	2 tbsps	皇后牌3公升平底煎鍋
水	6湯匙	Water	6 tbsps	Queen Three Litre Fryer
麥芽糖	2湯匙	Malt sugar	2 tbsps	
檸檬汁	半個	Juice of half a lemon		
調味		Seasoning		準備時間:10分鐘
糖	1茶匙	Sugar	1 tbsp	烹調時間:20分鐘
生抽	1湯匙	Soy sauce	1 tbsp	Preparation time: 10 minutes
胡椒粉	少許	Pepper	suitable amount	Cooking time: 20 minutes

做法 Method

1 雞洗淨抹乾,切件,下調味醃片刻,汁料混合,備用。 Wash and cut the chicken into pieces. Add seasoning. Mix the sauce and set aside.

2 燒熱橄欖油,下雞件煎至金黃,取出,倒出油分。 Heat the olive oil and fry the chicken. Drain the oil and set aside.



3 燒熱同一煲子,下薑片、辣椒、蒜頭、乾蔥及蔥白爆香。 Heat a little more oil in the same fryer and stir-fry the ginger, red bell pepper, garlic, shallot and scallion stalks.



4 下雞件回鑊,同時下混合醬料兜勻,加蓋煮數分鐘至雞件全熟,試味,下生粉水埋芡,即可。

Add the chicken back to the fryer, mix with the sauce and seasoning, then cook for a few minutes. Add the cornstarch and water mixture to thicken the sauce. Serve immediately.



你有否想過,在日常生活作一點改變,已可實踐節能減碳生活?香港有機資源中心中心主任黃煥忠教授與 綠色生活教育基金主席周兆祥博士一向致力推動環保,希望大眾能從日常生活中做到保護環境。港人最喜 歡飲飲食食,所以兩位男士亦先從煮食角度講環保。

We all know that Hong Kong people love to eat and cook, but sometimes a lot of resources are wasted during the cooking process. A small change in our living habits could help to bring about a big reduction in carbon emissions!

Prof. Jonathan Wong, Director of the Hong Kong Organic Resource Centre, and Dr. Simon Chau, Chairman of the Green Living Education Foundation, will share their views on reducing carbon emissions while cooking and also offer useful tips on how to protect the environment in our daily lives.



周兆祥博士Profile

曾於香港中文大學及香港浸會大學任教翻譯課程,1988年與友人創立綠色生活教育基金及綠田園有機農場,2005年離開大學的教學崗位,全情投入綠色生活教育基金項目的工作,積極推行綠化飲食及生活方式。

蔬菜勿渦熟

談到煮食,黃煥忠與周兆祥都覺得香港人經常將食物煮得過熟,導致浪費燃料。周兆祥表示:「很多蔬菜其實不用煮太久,例如粟米、番茄及西芹等,很快就會熟,有些甚至生食亦可。另外,用煎或炸的方法煮食要用較多燃料,所以可免則免。天氣炎熱時,更可製作涼拌菜式或沙律,以減少煮食時消耗的燃料。」

減少打邊爐

香港人一年四季都愛打邊爐,對此黃煥忠與周兆祥都有他們的意見,兩人 都覺得在夏季開著冷氣打邊爐不但浪費電源,而且用湯烚食物時亦很易煮 得過熟,加上長時間開著爐滾湯,更會浪費燃料。

周兆祥認為,用蒸的方法煮食既可節省燃料,又食得健康,例如在煮飯時於飯面再蒸餸菜,便有助減少燃料消耗。周兆祥又指,香港家庭可自製醬料,如千島醬及蛋黃醬,以收環保之效。黃煥忠則表示,使用一些傳熱較快的煮食用具,更有助縮短煮食過程及保留食物營養,一舉兩得。

精明用雪櫃

雪櫃是現代家庭的必需品,不過要用得環保兼高效益,周兆祥對此亦有心得:「為充分利用能源,雪櫃最好放至四分之三滿,開雪櫃的時間亦不宜

太長,最好迅速地一次過拿取需要的物品,因為雪櫃打開過久,需要一段長時間才能恢復先前的溫度,無形中浪費了更多能源。」
冷氣多用涂

除了煮食時可推動環保,其他方面亦可做到節約能源。黃教 授與周博士都覺得夏季用冷氣機是無可厚非的,但也要用得 其所,以及調校至適當的溫度。黃教授補充說,開冷氣機和 風扇時,更可將剛洗好的衣服放在風口吹乾,免卻使用乾衣 機。

放碳助抽濕

香港天氣潮濕,回南天就更令人渾身不舒服,所以普遍人都會使用抽濕機,周兆祥建議,不妨在家中放一些碳,以助抽濕,他說:「我會在家中的幾個角落放一些燒烤用的碳,這就不需要用抽濕機。」

最後,二人異口同聲表示,過度購物亦會造成浪費,所以不需要的東西就不要買。只要在購物前想清楚,就可減少不必要的浪費,真正把環保意識融入生活。



黃煥忠教授Profile

香港浸會大學生物系教授,1991年取得澳洲Murdoch 大學環境科學博士名銜。主要從事環境監察與污染防 治、廢物管理和堆肥等研究,現兼任香港有機資源中 心中心主任,協助推廣有機認證和有機農業發展。



健康南瓜凍湯

周兆祥接受訪問時更即席示範製 作南瓜凍湯,材料既健康,烹調 方法又節省能源。

材料:南瓜、豆漿適量(可用無 糖紙包的豆漿,有機的更 佳)、橄欖油

做法:南瓜去皮去囊去核,切小粒;把南瓜、豆漿及橄欖油放入攪拌機,高速打成濃湯,即可飲用。南瓜有補中益氣作用,有助降血糖,並含有維他命B12,可預防貧血。



全港慳電減碳 家庭比賽

減碳慳電十分容易。如果你在使用洗衣機時, 以冷水代替熱水洗衣服,就可節省約80%的 電力,並有機會勝出<全港慳電減碳家庭 比賽>。現在只需遞交<全港慳電減碳家庭 比賽>報名表格,即有機會贏取eSpring™ 智能淨水器一台。比賽內容及詳情請登入 www.amway.com.hk查閱。

首10,000個參加比賽的家庭,可獲贈 慳電膽一個。

參加資格: 全港每個家庭

比賽內容:6至8月份任何連續兩個月內,人

均耗電量最低的首10個家庭為優

勝者。

獎品包括: ● 人均耗電量最低的首10個家庭

將可獲贈

◆ eSpring智能淨水器一部,及

◆ 生態遊套票(一套四張),及

◆ 精美獎座一個。

新修訂截止日期:2009年10月15日*

查詢電話:香港有機資源中心 3411 2384

安利諮詢熱線 2969 6300

* 詳情請參閱報名表格、2009年6月號至9月號《安利 月刊》、瀏覽 www.hkorc.org 或 www.amway.com.hk。



陽光夏令營 照亮兒童心 Sunshine Summer Camp Brightens Children's Lives

安利(中國)與中國兒童少年基金會及中央電視台少兒頻道,於今年暑假合辦以「相約首都、共同成 長」為主題的夏令營,邀請了50位來自打工子弟學校的「陽光小記者」參加,帶領他們遊覽北京的名 勝,並出席各種活動,令學童留下深刻回憶。

A summer camp co-organised by Amway China invited 50 "Little Sunshine Reporters" from schools for migrant children to enjoy a wonderful tour of scenic spots in Beijing and take part in a variety of activities. All of those who took part went away with a lot of sweet memories.



小朋友到中央電視台少兒頻道參觀,並與主持合照



義工麥克(紅衫)與小朋友言談甚歡



小朋友出外游暨時拿著相機到處拍攝

安利(中國)成立的陽光計劃,一直對打工子弟學校提供協助,打 工子弟學校的學生大部分都是到大城市工作的人民的子女,這些學 校的學費比一般學校低,所以很受經濟能力有限的家庭歡迎。今年 暑假安利(中國)就與中國兒童少年基金會及中央電視台少兒頻 道,合辦一個為期4天的夏令營,邀請了來自25間打工子弟學校的 學童參與,並由25位老師帶領,營長為奧運游泳冠軍錢紅。

參加是次夏令營的學童有機會到北京的名勝遊覽,如水立方、鳥巢 及天安門等,原來有些參加者從來沒到過這些名勝,所以這次活動 為他們帶來了很多個「第一次」。

走淮國家圖書館

夏令營的其中一項活動是參觀國家圖書館,小朋友們面對宏偉的圖 書館顯得非常驚奇,當他們走進圖書館,看到一望無際的書海,都 自覺地安靜下來,他們更拿起書本翻閱,雖然時間所限,小朋友未 能仔細閱讀,但相信這次活動已令他們大開眼界。

用相機拍下回憶

在普通城市家庭,數碼相機幾乎已成為必備品,但對於這些家庭貧 困的小朋友來說,卻還是一種奢侈。為此,25間打工子弟學校成立 「陽光小記者團」時,安利(中國)向每間學校捐贈了兩部數碼相 機。藉這次夏令營,各校都把這兩部珍愛有加的相機交到小營員手 中。因為這份幸運,孩子們走到哪裏都拿著相機拍照,以記錄自己 眼中的城市。他們更期待用這些照片和不能到北京的朋友分享這趟 美妙旅程。

與外國朋友交流

同時,夏令營中有位備受小朋友喜愛的副營長,他是來自美國的安 利義工麥克。小朋友們都是首次如此近距離接觸外國朋友,但親切 的麥克很快就令小朋友忘卻了拘謹和害羞。參觀期間,小朋友搶著 教麥克説中文;學英語時,小朋友爭相與他以英語對話;在英語晚 會上,小朋友拉著他齊唱英文歌;臨別時,小朋友又向麥克寫上祝 福和感謝字句。麥克離開時,向小朋友説會再來中國探望他們,可 見雙方已建立了深厚感情。

工作人員頻送暖

麥克不是唯一為小朋友獻上愛心的人,為讓大家能吃得好、玩得 好,並學有所成,安利(中國)安排了39位義工和多位工作人員負 責組織和服務,還邀請了善於與小朋友溝通的北京師範大學研究生 任輔導員。有了一眾工作人員沿途呵護,小朋友在活動期間都感受 到在家一般的溫暖和舒適。

對於這些來自打工家庭、家境一般的小朋友來說,都市生活有時就 像一種奢侈品,而這次豐富多彩的「陽光之旅」正好讓小朋友真正 地感受到城市的脈動,為他們擴闊了視野

The "A Date in Capital, Together We Grow" summer camp was organised in conjunction with the China Children and Teenagers' Fund and the Children's Channel of CCTV and was a continuation of Amway China's ongoing efforts to provide help to schools for migrant children. The students in the schools come mainly from migrant families working in big cities, with fees much lower than in regular schools.

The four-day summer camp saw students from 25 schools experience many new things in their young lives. Led by 25 teachers and with Olympic swimming champion Qian Hong as camp leader, the students visited popular tourist spots included the "Bird's Nest" (National Stadium), the "Water Cube" (National Aquatic Center), and Tiananmen Square. It was a rewarding and unique experience for all with a number of "firsts" to enjoy.

First library visit

One activity in the summer camp was a visit to the National Library, where the children were taken aback by the sheer scale of everything. The sea of books made them speechless and they couldn't resist picking up books to read. Their time at the library was limited, but they were all left deeply impressed.

Photography first

Owning a digital camera is a necessity for most urban families, but for the children from poor migrant families having a camera is a rare

Amway China helped to give the youngsters their first taste of photography by establishing the team of "Little Sunshine Reporters" and donating two digital cameras to each of the 25 schools. The young reporters were able to use the cameras to capture their own unique view of the world.

First foreign friend

Another memorable experience was meeting the associate camp leader, Michael - a volunteer from the United States. This was the children's first time to come into direct contact with a foreigner, but because Michael was so open and friendly the youngsters were soon able to overcome their shyness.

During the various activities the children were eager to teach Michael new Chinese phrases. They were also very keen to learn English, and during the English corner every night the children and Michael sang English songs together. When the camp drew to a close the children wrote blessings and thanks for Michael, while he in return promised to come back to China to visit them again. A deep friendship was born.

Warmth from the workers

Michael was not the only one to offer love and care to the children. Amway China arranged for some 39 volunteers and a number of other

> workers to be responsible for organising the activities and looking after the youngsters. Postgraduates from Beijing Normal University with strong communication skills were also invited to join as tutors. The warmth and caring shown by the workers and volunteers gave great comfort to the children during their trip.

City life is something strange and exciting to children from migrant families. The Sunshine Summer Camp offered a real taste of the big city and gave the youngsters a new experience that will help to shape their lives



到北京大學參觀後,小朋友們都說將來要到北大升學。

安利(中國)榮譽薈萃 More recognition for Amway China's CSR Efforts

安利(中國)獲支教團貢獻獎

第11屆青年扶貧接力計劃研究生支教團出征儀式於8月在貴州大學舉行, 團中央志願者工作部副部長侯寶森、安利(中國)公共事務副總裁余放及 教育部、貴州大學的相關領導均出席出征儀式,支持活動的開展。

為答謝安利(中國)一直支持支教活動,共青團中央向安利(中國)授予 「研究生支教團特別貢獻獎」。自2002年起,安利(中國)不斷增加對研 究生支教活動的支持,重點資助了復旦大學、中國人民大學等22所著名高 校的超過570名研究生義工,在14個省區的21個貧困縣開展支教活動,共 投入超過1,800萬人民幣,受益兒童超過35萬。

今年正值青年扶貧接力計劃研究生支教團十周年之際,安利(中國)與共 青團中央合作,向全體研究生支教團推出「安利名校支教彩虹計劃」,首 階段投入1500萬人民幣,分三年資助支教團開展自主創設的支教扶貧運 動,以充分發揮研究生義工的熱情、智慧和能量。預計計劃實施三年後, 受益兒童的數目會增至70萬,並將有眾多當地村民直接受益。



安利(中國)公共事務副總裁余放(中)向第11屆研究生支教團 研究生代表授旗

Volunteering activities honoured

The kick-off ceremony for the Eleventh Postgraduate Teaching Group of the China Young Volunteer Poverty Alleviation Relay Program was held at Guizhou University in August. Mr. Hou Baosen, Deputy Chief of the Volunteer Department, China Communist Youth League, was joined by Ms. Frances Yu, Vice President (Public Affairs) of Amway China, and heads of the Education Department and Guizhou University to support the launch of the activity.

To thank Amway China for its continued support, the China Communist Youth League gave the company its "Special



Contribution to Postgraduate Teaching Group" Award. Since 2002, Amway China has sponsored 22 Chinese universities, including Fudan University and Renmin University of China, to provide some 570 volunteer teachers to provide voluntary teaching in 14 provinces. The company has donated more than RMB 18 million and benefited over 350,000 children.

This year commemorates the 10th anniversary of the Education Programme, prompting Amway China and the China Communist Youth League to join hands to launch the "Amway Education Aid Rainbow Programme". With a seed fund of RMB 15 million provided for the first phase over the next three years, it is estimated the Rainbow Programme will directly benefit 700,000 children and the villages in which they live.

安利(中國)蟬聯十佳僱主

「第七屆中國大學生最佳僱主調查報告」於7月31日在北京發布,安利(中國)從4,000多家參選企業中脱穎而出,第二次 榮膺「快速消費品行業十大最佳僱主」,同時躋身該榜的有寶潔、雀巢、可口可樂等中外知名企業。本次調查於2008年11 月至今年4月份進行,共有超過21萬學生參加投票,覆蓋內地、港澳地區、台灣和海外近700所高校,有效問卷達19萬份。 「中國大學生最佳僱主調查」由中華英才網於2002年發起,每年的調查結果都獲眾多500強企業和內地知名企業關注,並 成為各公司在內地的號召力和影響力的重要指標。

Amway China makes top-10 employer list

In the seventh survey of Chinese university students to find the country's top employers, Amway China was named in the list of Top 10 Best Employers out of 4,000 corporations in the fast moving consumer goods (FMCG) industry for the second consecutive year. Amway China was ranked along other renowned corporations such as P&G, Nestle and Coca-Cola.

The survey was conducted from November 2008 through April 2009 with more than 210,000 students from 700 universities in the Mainland, Hong Kong, Macau, Taiwan and overseas casting their votes. A total of 190,000 valid questionnaires were collected and the results were released in Beijing on July 31 this year.

The survey was first launched in 2002 by Chinahr.com and has become an important index for assessing the popularity and influence of individual companies.

安利(中國)協辦環保活動

安利(中國)於8月與搜狐白社會、中華環保基金會及「周迅我們的貢獻」基金合辦「綠光森林」環保公益活動。 根據活動規則,網友註冊白社會後,要先在「綠光森林」項目中進行碳排放評估,之後可在網上植樹以抵銷自己的碳排 放。網友們每種一棵樹,安利(中國)及搜狐白社會將向中華環保基金會捐款0.1人民幣,網友每邀請一名好友來植樹, 相關單位會捐出1元人民幣,有關款項將用於資助內蒙、遼寧、河北等地的植樹專案。此活動得到網友大力支持,不到 五天,已在網上種了30多萬棵樹苗,反應踴躍。

Environmental-protection activities

Amway China co-organised the "Green Light Forest" environmental activity together with bai.sohu.com, the China



中華環境保護基金會秘書長李偉(左起)、安利(中國)公共事務副總裁余放、著名影星周迅 搜狐公司副總裁方剛一起啟動「終光森林」計劃。

Environmental Protection Foundation and Zhou Xun "Our Part" fund in August. The aim was to boost reafforestation efforts in China.

Upon registration, each net surfer is given an assessment of how much carbon they produce, and they can then plant a tree to offset these emissions. For each tree planted, Amway China and bai.sohu.com will donate RMB 0.1 to the China Environmental Protection Fund. Another RMB 1 will be donated for each friend referred to plant a tree.

The donations will be used to subsidise plantation projects in places such as Inner Mongolia, Liaoning and Hebei where deforestation is taking place. The activity received strong support from its launch with more than 300,000 trees planted in just five days.

安利(中國)榮獲ISO顧客投訴管理體系認證

安利(中國)獲得BSI(英國標準協會)頒發的ISO 10002:2004 顧客投訴 管理體系標準認證證書,成為直銷行業內首家獲此認證的日用品公司,標 誌著安利(中國)顧客投訴管理體系達到國際認可的投訴處理標準。這是 繼保健食品GMP、ISO9001:2000、HACCP國際權威認證之後的一項嶄新 高級別認證。

該標準認證主要用於指導企業建立和規範高效投訴處理流程,為企業提升 顧客滿意度提供有效途徑,並創造以消費者為中心的投訴處理理念,鼓勵 員工提高與消費者溝通的能力。認證通過後,意味著安利(中國)在售後 服務管理方面已經達國際領先水準。

Certification for complaints management system

Amway China has been awarded the Complaints Management System - ISO 10002:2004 Certificate of Registration issued by BSI. As the first daily commodity company in the direct-selling industry to receive the certification, Amway China has been recognised for reaching international standards in complaints management. The company is proud to reach yet another international standard after being granted GMP ISO9001:2000 and HACCP certification.

The latest certification provides guidance on the processes used for complaint handling and raising the overall satisfaction levels of customers. The complaints-handling process used at Amway China is customeroriented, serving to enhance communications between consumers and staff. The certification highlights the fact that Amway China is working to international standards in the area of after-sales service management.





安利與你 共創精彩人生



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