

AMAGRAM

安利月刊 Helping People Live Better Lives

12.2008



恭賀新晉行政鑽石直系
李日康、蔡玲波夫婦

- 安利聖誕送禮優惠2008
- 橄欖油標籤解構

Amway 安利

雋語箴言



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).

互惠互利 Helping each other

這門事業中你最喜歡甚麼？安利的產品？可以享受創業的自由？抑或是經營路上所認識的朋友？

大家加入安利的理由不盡相同，然而我們都擁有相近或相異之處，既可令我們聚首一堂，又可顯現我們是獨立個體，具備個人特色，繼而使安利真正別樹一幟。

基於此因，在提供培訓方面，我們不但致力配合你在這門事業任何階段的需要，也為你提供任何所需支援。

我們知道新加入的直銷商，跟加入了若干時間的直銷商，在需求上也許大相逕庭；亦知道各人都可能為本身的安利事業訂立了獨特的目標。

現時，各地市場都以本身獨特的方式提供培訓，印度安利每年舉辦約300項研討會，安利（中國）則聘請了70名全職導師。這些培訓皆以所在地的需要為依歸，務求提供最合適的訓練，而其中若干培訓，尤其是產品方面的，則是一致適用於世界各地的安利公司。

不論直銷商已踏進這門事業的任何階段，我們都悉心助你成功。而對一致性和靈活性的要求，有助我們為你提供切合需要的培訓和支援。

總括來說，建立平衡事業以助彼此成功，是安利的宗旨。

What do you like most about this business? Is it the products? The freedom that comes with being your own boss? The friends you've met along the way?

Everyone has different reasons for getting involved with Amway. Because with all the similarities that bring us together, our differences help define us as individuals and set us apart, making us a truly distinctive company.

That's why, when it comes to training, we want to be sure that we are meeting you where you are in this business and giving you what you need.

We know that a new person's needs are different from those of someone who has been involved with Amway for some time. We know that each person's goals for their Amway business may be unique.

Right now, each market approaches training in its own way. In Amway India there are around 300 training seminars each year. Amway China has 70 full-time trainers on staff. Amway markets approach training in the ways they find most appropriate for their local needs. And that makes sense. There is opportunity for some aspects of training – especially product training – to be consistent across the board.

We want people to be successful no matter where they are on their journey with our business. And having some consistency and flexibility helps us provide training and support for your business needs.

After all, helping each other be successful through building balanced businesses is what our company is all about.

AMAGRAM content

12.2008

安 利 月 刊

Helping People Live Better Lives



- 2 雋語箴言 ACHIEVE**
互惠互利
- 4 全城焦點 FEATURE**
聖誕送禮優惠2008
- 優秀事業 ACHIEVE**
6 溫柔・強人 新晉行政鑽石直系直銷商李日康、蔡玲波夫婦
10 恭賀李日康、蔡玲波夫婦 榮膺行政鑽石直系直銷商
11 恭賀新晉直銷商
21 零售推薦龍虎榜
22 安利業務介紹會 成功事業線
- 健體室 MYHEALTH**
24 安利紐崔萊 意大利甲組勁旅AC米蘭
優質營養與頂尖球隊的完美組合
25 網上傳球展關懷 愛心善款獻兒童
由朗拿甸奴帶領 全球同步起動
26 紐崔萊廣告矚目登場

- 27 健體室 MYHEALTH**
原粒粟米 味覺新驚喜 紐崔萊全新香營粟米湯健美實營養代餐
- 形象坊 MYSELF**
28 Creme L/X 肌膚瞬間重拾15年青春
- 安樂窩 MYHOME**
32 橄欖油標籤解構
34 意大利火腿白菌菠蘿薄餅
- 安利活動間 HAPPENINGS**
36 安利禮券 送禮的最佳選擇/
冬至、平安夜及元旦營業時間
37 安利陽光兒童成長計劃
- 安利中國心 HEART ON CHINA**
40 愛心綻放・北京之夜
安利(中國) 2008公益愛心評選活動頒獎典禮
42 安利(中國) 關懷社群



Amway 安利

美國安利機構於1959年在美國密西根州亞達城創立，是全球最大的直銷機構之一，辦事處遍佈全球80多個國家及地區。・香港安利「安利月刊」由美國安利(香港)日用品有限公司出版。・香港銅鑼灣希慎道33號利園38樓。・香港銅鑼灣郵政信箱30704號。・電話：2969 6333。・香港直銷協會及世界直銷協會會員。・香港安利互聯網址：www.amway.com.hk。・電子郵件信箱：ahkinfo@amway.com。・版權所有，翻印必究。

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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聖誕送禮優惠2008

現已
歡騰上市

Christmas Special Offer 2008

聖誕佳節將到，安利特別推出聖誕精選優惠，讓你於這個普世歡騰的日子裡，為摯愛親朋送上暖意。
推廣產品數量有限，售完即止。

DP\$800精選優惠

秋冬滋潤保護

凡購買雅姿細胞再生系列*滿DP\$800，即可以半價(DP\$294)購買3D緊緻精華一支(原價DP\$588)。

3D緊緻精華(3426)

- 含專利細胞再生複合物III(Derma III)，發揮提升肌膚作用。
- 含棕櫚酰水解麥蛋白、短鏈蛋白(三肽肽)及海藻萃取物，幫助膠原蛋白再生，緊緻肌膚。
- 含水球藻萃取物，避免彈性纖維受破壞。
- 臨床實驗證明，3星期後肌膚緊緻度上升52%。

*產品包括：修護潔面霜(2795)、修護柔膚水(2796)、日間防曬乳霜(1821)、日間防曬乳液(1822)、晚間更新乳霜(1823)、晚間更新乳液(1824)、3D緊緻精華(3426)、速效去紋精華(2050)、IRS14(0282)及極緻完美活膚精華(0240)。

原價：DP\$588
優惠價：DP\$294

DP\$400精選優惠

紐崔萊魚油軟糖(檸檬味/雜果賓治味)

凡購買任何口味紐崔萊魚油軟糖(1789/0428)兩盒，可享優惠價DP\$400。



原價：DP\$460
優惠價：DP\$400



原價：DP\$444
優惠價：DP\$400

LAKONIA特級冷壓橄欖油禮品裝 (附送橄欖油食譜)

凡購買LAKONIA特級冷壓橄欖油(8986)禮品裝三套，可享優惠價DP\$400。

DP\$200精選優惠



紐崔萊活力八寶營養果汁粉
(鮮橙橘子味 / 檸檬青檸味)
及兒童營養片

凡購買任何口味紐崔萊活力八寶營養果汁粉(9971/9972)一盒及兒童營養片(4217)一瓶，可享優惠價DP\$200。

原價：DP\$218
優惠價：DP\$200

DP\$100精選優惠



原價：DP\$126
優惠價：DP\$100

潤膚沐浴蜜露及潤膚蜜露

凡購買潤膚沐浴蜜露(0099)及潤膚蜜露(9761)，可享優惠價DP\$100。

Tolsom清爽粒子潔面膏

凡購買Tolsom清爽粒子潔面膏(0916)一支，可享優惠價DP\$100。



原價：DP\$115
優惠價：DP\$100

備註：

1. 推廣產品數量有限，售完即止。
2. 優惠只適用於中心付款購買。
3. 不可同時享有其他優惠。

Notes:

1. The above promotional products are available while stocks last.
2. Only applicable to paid orders at merchandising centres.
3. The offer cannot be used in conjunction with other promotional offers.

安利歷程

參加	1997年12月
銀章	2000年6月
金章	2000年8月
直系	2001年5月
紅寶石	2002年7月
創業者直系	2003年8月
明珠	2004年3月
藍寶石	2004年6月
翡翠	2005年5月
創業者翡翠	2006年8月
鑽石	2006年7月
創業者鑽石	2008年8月
行政鑽石	2008年6月

溫柔・強人 新晉行政鑽石直系直銷商 李日康、蔡玲波夫婦

Li Yat-hong and Ling-por
Executive Diamond Direct Distributors
The Art of Balance



李日康、蔡玲波夫婦於2006年晉身鑽石直系直銷商，當時對兩人都覺得非常鼓舞；憑藉他們的努力，兩年後的今日終於成為行政鑽石直系直銷商，並建立一個龐大的事業。回首過去，夫婦倆同聲表示：「遇上安利，是一種緣份。」看著二人相視而笑，實在非常合拍，在剛柔之間取得完美平衡。

Li Yat-hong and Ling-por became Diamond Direct Distributors in 2006, which encouraged them to reach a higher goal. Two years later, they reached Executive Diamond Direct Distributors, running their own business successfully. Both agree that it was their good fortune to encounter the Amway opportunity, and they have become perfect examples of how to obtain the balance of life through the business.

溫柔篇・家庭

「中國人傳統上以家庭為重，因此要在事業與家庭之間取得平衡並不容易。」蔡玲波說。生於潮州人家庭的她在六兄弟姊妹中排行第二。由於父母經營茶餐廳，因此她自小就要幫手，同時打理家中雜務。「小時候總覺得在店裡的時光很容易打發，但長大後就明白到，經營食肆生意一點也不易，風險高而且困身，當時我與家人的生活只有兩個地方——茶餐廳和家裡。心想：難道自己的一生都要在茶餐廳裡度過嗎？」

直至參加安利，她的願望終於成真。「過去只有在雜誌上看到世界各地的美麗風景，但現在只需透過每年安利舉辦的旅遊研討會，我都能夠親身體驗——阿拉斯加、紐約、墨爾本等旅遊勝地……安利事業讓我享有自主的生活方式，並可彈性處理時間，因此可以計劃更多旅行活動。今年2月，我與家人一起到泰國玩；而剛過去的8月更到過日本沖繩。回想加入安利前的日子，哪有如此閒情逸致？」

安利生意不單為兩夫婦的生活更添姿采，更令他們與孩子及親友之間的關係更緊密。「安利令我們學會互相尊重、關懷與照顧的重要性，感情更好。孩子們看到我倆的成就，無論在學業或事業上都表現得更有自信，更積極進取，而且懂得關愛別人。每次外遊，孩子們都對我們照顧周到，會預先泡好菊花茶及準備每日需要的東西。」原來不少親友都因為李日康、蔡玲波一家人的緣故而跟安利結緣，並成為兩人的下線。「我們一起舉辦小組會議，一起出席安利聚會學習，還計劃一同出席旅遊研討會……透過安利，我們的事業與感情同樣一日千里。」李日康笑道。

Strong Family Life

"Traditionally, the Chinese put family above all else, so sometimes it's not easy to get the balance between your family life and career," Ling-por says. As a Chaozhou native and the second of six siblings, Ling-por worked in her parents' café and also did housework since childhood. "When I was a child, I used to enjoy the time I spent in the café, but I always knew that running this business was not what I wanted to do – the risks were high and I would never be able to get away from the business. At that time, my family only spent time in two places: the café and home. I asked myself, 'Is this really what I want to do for the rest of my life?'"

After joining Amway, Ling-por knew she'd made the right choice. "In the past, I could enjoy the wonderful scenery in foreign countries through magazines, but now I can travel around the world, like Alaska, New York and Melbourne. Amway business offers a lifestyle of autonomy and flexibility where I am free to make my own travel plans. In February, I went to Thailand with my family and we visited Okinawa in August. This would be impossible before joining Amway."

The Amway business improved the lifestyles of Yat-hong and Ling-por in various ways, including a closer connection with their children, relatives and friends. "In Amway, we have learned the importance of mutual respect and caring, which brought us closer together," says Ling-por. "Our kids are inspired by our achievements – they have become more determined to achieve the goal and understand the art of caring. They take good care of us, such as preparing chrysanthemum tea whenever we go on trips."

Many relatives of Yat-hong and Ling-por joined Amway, even becoming their downlines after seeing the achievement of the couple. "We attend the group sessions together and we're also working out our plan to join the Overseas Leadership Seminar together. Our business and relationships have developed much quicker through Amway," says Yat-hong.



強人篇・事業

潮州家庭出名家教甚嚴，然而蔡玲波明白當中的好處：「愛之深，責之切，我認為適當的管教對孩子百利而無一害。一如安利生意，上線總結自己的經驗再去培育下線，這個出發點非常正確。」而李日康則非常重視平衡的重要性：「每個人都有犯錯的時刻，若是嚴厲地苛責，反而會產生反效果。我們把下線看成自己的子女，以『付出、鼓勵、支持、明白』八字真言為宗旨，好好教育他們。只有將心比己，才能夠令他們的心窗打開，從而互相溝通。因此，要是團隊系列中有任何一個個體出現錯誤，身為領導人的我們責無旁貸。」

2006年李日康、蔡玲波晉身成為鑽石直系直銷商的行列，兩年後的今日再下一城，原來都是為了她的母親。「記得2004年阿拉斯加領導旅遊研討會上，我們能夠與母親一起暢遊，同時分享事業成果，真的十分感動。當時丈夫與我暗自決定，要讓她看到自己『出人頭地』的一天，於是我們訂立目標，計劃兩年後成為鑽石直系直銷商。過程中我們努力帶領下線向前邁進，不去想目標到底有多遠，只專注實行計劃並達到終點。今日我們能夠更上一層樓，不單證明了自己的力量，更代表團隊對我們的重要性。」李日康補充：「身為領導人，團隊以我倆為首，所以我倆的決策必須以整體利益為上；而領導人的成功，團隊的支持是功不可沒的。因此大家的關係是唇齒相依，互惠互利。」

問及他們的成功之道，二人均異口同聲表示，秘訣在於一個「誠」字：「只要待人以誠，自然無往不利。只要願意付出，不問收穫，一心把最好的東西與人分享，對方又怎會推卻？相反，若只著重一個『利』字，就會影響直銷商在人家心目中的印象，同時人家就會自然地產生抗拒，因為出發點在於錢財而非為對方著想。」蔡玲波表示：「我幼承庭訓，因此非常重視承諾，答應了朋友的事，一定盡力去做——透過安利事業，朋友都成為我的生意拍檔。雖然不一定天天見面，但有需要時一定會在對方身邊給予支持。現在我們每一天都在為自己打算，同時又替別人著想，一同計劃美好的將來。沒有比這樣更圓滿了。」

李日康補充：「傳統生意同行如敵國，但安利計劃卻提供了雙贏機會，直銷商之間的良性競爭，令大家的事業愈做愈成功，感情也愈來愈好。在出席海外旅行研討會時與其他直銷商碰面時，都有老朋友的感觉！」蔡玲波微笑道：「之前他雖然擁有自己的工程生意，可是為了幫助下屬發展安利事業，就安排大家每天早一點下班，讓他們出席安利的小組會議。現在，他們都成為了我們的下線，而且發展得不錯，生活也變得更積極和健康。」

時至今日，李日康已經全情投入安利事業，為太太提供充足的支援。他笑說：「兩夫妻也就是生意拍檔。我們一同研究計劃，由她負責執行。我更是她最忠實的支持者！我的生意跟安利生意相比，這麼多年來，賺的都不及安利那麼多——我所指的不單是收入，還有友情、時間、知識、滿足感和快樂。」蔡玲波更表示：「成為行政鑽石直系直銷商，滿足感並非來自個人成就，而是看到團隊跟自己一起進步，看到安利事業『以生命影響生命』的震撼力，以及每個人的潛能和才華。我最高興的是，他們不單可以在安利這個大舞台上一展所長，還帶來了更多有才幹的人，令我們與有榮焉。」

李日康及蔡玲波夫婦勉勵新加入的直銷商：「當你想改變，而又未敢踏出第一步，可能只是因為缺乏別人的鼓勵。這時候不妨給自己多一點信心，打開自己的心窗，接受別人的意見，同時自己進行資料搜集，再作出判斷，最後當然是要付諸行動。遇到任何問題，不妨向上線或公司提出，他們一定會提供充足的支援。一字記之曰：『心』，用心分享是我倆成功的不二法門。」

A Tough Career Path

The discipline within Chaozhou families is tough, but Ling-por understands the benefits. "The level of discipline relates to the depth of love and caring. I believe that appropriate discipline is good for children," she says. "Just like in the Amway business, where uplines consolidate their experience and share it with downlines- that's a great point to start."

"Everyone makes mistakes, if we blame people harshly we'll get the opposite effect," Yat-hong says. "We treat our downlines as our children, offering them encouragement, support and understanding. Only if we show real empathy will they open their hearts and enable proper communication

to take place. If the team makes any mistakes, as a leader, we must take the responsibility."

In 2006, Yat-hong and Ling-por became Diamond Direct Distributors. They reached their next goal in two years because of Ling-por's mother. "We traveled to Alaska with my mother for the 2004 Overseas Leadership Seminar and we were so glad to share our achievements with her," Ling-por explains. "At that moment we decided to achieve a higher goal, so we planned to become Executive Diamond Direct Distributors within two years. During that time we focused on giving our full support to our downlines, never thinking about how long it would take but instead just concentrating until we reached our goal. The fact that we have gone even further than we intended not only proves our own ability but also highlights the importance of the team."

Yat-hong echoes his wife's sentiments about leadership and teamwork. "As a leader, we have to guide our team and put the interests of the whole team in the first priority," he says. "Leaders cannot be a success without the support of their team. Our relationship is very close and mutually beneficial."

Ask the couple about the secret of their success and both mention one word: honesty. "Only if we treat other with real honesty we can be successful," says Ling-por. "We are willing to offer yet never ask for any return. If we just share the good stuffs of Amway, how can they reject us? Conversely, Distributors who only care about money will plant a negative impression in customers' minds."

In childhood, Ling-por was taught about the importance of keeping a promise. "Once we make a promise, we will stick to it wholeheartedly," she says. "My friends have become my business partners through Amway, and although we can't meet every day, we are always there to help each other. We care about ourselves and others as we work towards a brighter future – no other industry could provide the same kind of fulfillment!"

Yat-hong explains that in the traditional business environment, people who operate the same kind of businesses are regarded as enemies. "But Amway provides the opportunity for a win-win situation – the healthy rivalry between Distributors helps us towards greater success and improves our relationships at the same time. Every time I attend an Overseas Leadership Seminar and meet other Distributors, it feels like I'm meeting with the old friends!" he smiles.

When Yat-hong had his engineering business, he was happy to help his employees develop their Amway business by allowing them to leave the office early if they had an Amway meeting. "My ex-employees have actually become our downlines. My wife and I plan together, and she is responsible for the execution. I'm her most loyal supporter!"

Yat-hong says that, compared to his family business, he gains so much more through Amway. "Not just money, but also friendship, time, knowledge, fulfillment and happiness," he says. Ling-por adds, "As an Executive Diamond Direct Distributor, the fulfillment not only comes from the earning power of our business, but also from the improvement of our team and ourselves. The power of the Amway business is how it uses the various talents of different team members to such good effect. I'm glad our team members are able to express themselves fully through Amway, introducing more talented people to the fold as they develop. We are proud of it!"

Ling-por says they fully embrace newcomers, giving people the encouragement they need to dare to take the first step. "My advice is to have confidence in yourself, opening your heart and listening to others as you progress. Do your research, make your own decisions and then execute your plan. If you face any problems along the way, your uplines or the company will be there to offer you unconditional support. The key to success is in the heart."



恭賀李日康、蔡玲波夫婦 榮膺行政鑽石直系直銷商

Congratulations to New Executive Diamonds Li Yat-hong and Ling-por



把握安利事業機會，開創理想事業。李日康、蔡玲波夫婦同屬自僱人士，但兩人不甘平凡，決心透過安利成就真正屬於自己的事業。他們花了兩年時間，由鑽石直系直銷商晉身為行政鑽石直系直銷商，在擁有成功事業的同時，亦擁有美滿的家庭，經濟的保障及時間的自由，並成為卓越的領袖。

李日康、蔡玲波夫婦將在新晉行政鑽石直系之夜中，將與你分享他們的成功心得和喜悅。

Grasping the Amway opportunity can change your life by giving you the opportunity to run your own business. Li Yat-hong and Ling-por used to be self-employed, but both have seen their lives transformed since joining Amway. After they became Diamond Direct Distributors, it took just two years for them to climb to Executive Diamond Direct Distributor status. They are now successful leaders, enjoying the full range of Amway benefits such as fruitful returns, time autonomy and a secure future.

Share in the success of Li Yat-hong and Ling-por at the upcoming rally!

日期：
2009年1月19日（星期一）

時間：
晚上7:30

地點：
尖沙咀麼地道64號
九龍香格里拉大酒店

恭賀新晉直銷商

Congratulations to Our New Qualifiers



翡翠直系直銷商 Emerald Direct Distributors



勞思尹 (投資顧問)

過去我曾經試過在擁有正職時，為了增加收入而兼職，最後發現為別人工作會令生命欠缺自主權；同時由於父母早已是安利人，因此在他們的支持下決定發展安利事業。在安利，大家無分彼此，一同為業績而努力，令我十分感動。今日成為領導人，我深深地體會到團結的重要性，同時明白到「成功是人生必經的階段，能令人生更完整」。寄語新加入的直銷商，不要害怕面前的困難，因為在安利，你會得到來自不同朋友的支持。

Lo Sze-wan Francisca (Investment consultant)

I used to do a part-time job alongside my full-time job with the aim of increasing my monthly income, but I came to realise that working for others made me lose my autonomy in life. My parents were already part of the Amway family so, with their support, I decided to begin my own Amway business. Straightaway I was touched by the way everyone works together to achieve higher goals. I am a leader now and I realise the importance of team spirit, understanding that success can help make our lives complete. My advice for newcomers is not to be afraid of any difficulties that may lie ahead because you'll receive full support from your new friends in Amway.



謝恩 (大學生)

大學畢業後同學們都紛紛加入大公司，我則選擇全職發展安利。5年後，我的收入比他們更穩定，而時間亦更加自主。不少朋友被經濟環境影響仕途，我的安利事業卻是不斷發展。對我而言，能夠成為翡翠直系直銷商不是個人榮耀，而是關乎整個團隊的合作——我們向著同一個理想不斷邁進。我認為要成為成功領導，一方面是帶領組織的火車頭，亦是下線之間的潤滑劑，同時更要有遠見，跨過一個又一個高峰。

Tse Yan Enosh (University student)

After graduation most of my fellow classmates joined big corporations in Hong Kong, while I chose to develop the Amway business on a full-time basis. Five years on and I enjoy a steadier income than my alumni and time autonomy. Some of my friends have seen their career path affected by the economic downturn, while my Amway business just keeps on growing! To me, being an Emerald Direct Distributor is not just about prestige – it's about my team, and how we work together towards the same goals. As a successful leader, we need to run our business like an engine – and I see myself as the lubricant that keeps the engine running smoothly. It's important that I have the vision to lead the team in reaching for even higher goals.



翡翠直系直銷商 Emerald Direct Distributors



駱松坤 李綺君 (市場部/公關公司秘書)

參加安利令我們體會到保障的重要性 — 曾受僱於不同公司，亦擁有自己生意，最後發現到，當遇上危機時安利事業就是我們的安全網。只要了解安利的生意價值遠超過大家想像，自然會懂得選擇。我們非常感激安利機構創辦人狄維士及溫安洛創立如此優秀的事業，令每一位直銷商都能夠分享到安利產品與安利計劃的好處。僅在此引用以故毛主席的詩句勉勵大家：「下定決心，不怕犧牲，排除萬難去爭取勝利」。

Lok Chung Kwan & Yee-kwan (Marketing/PR secretary)

We have both worked for a number of different companies, and also ran our own business for a while. But it was only after joining Amway that we discovered how this business offers the kind of security we'd never experienced before – a safety net that is there during any difficulties you may encounter. Only when you understand the real value of the Amway business can you make the right choice. We are so thankful to co-founders Rich DeVos and Jay Van Andel for building such a wonderful business in which every Distributor can share the benefits of the Amway products and business plan. To paraphrase Chairman Mao: "Make your decision, never be scared of sacrifice, and overcome tens of thousands of difficulties as you strive for success".



創業者直系直銷商 Founders Direct Distributors



江偉雄 黃娘娣 (品質經理/售貨員)

安利生意低風險，而且市場大，任何時候都要與不同的人接觸，因此令我認識到更多來自不同階層的朋友和合作夥伴。我最欣賞安利計劃能夠為我們增加額外收入，並讓我與團隊得到在傳統生意中無法得到的讚賞、鼓勵和支持。而且安利不時舉行旅遊研討會及培訓班，令直銷商之間有更多機會交流和互相學習。每一次得到公司的嘉許，都會令我們更努力去奮鬥。

Kong Wai-hung & Neung Tai (Quality control manager/salesperson)

The Amway business is low in risk and high in potential, and it also helps us to make new friends from different backgrounds. I really admire the way the business helps to boost our income, and we get the kind of encouragement and support we simply wouldn't find in a traditional business. The Overseas Leadership Seminars and the training courses offer many opportunities for Distributors to interact and learn from each other. Every time I receive recognition from the company it gives me an even stronger motivation to achieve my goals.



創業者直系直銷商 Founders Direct Distributors



楊亞輝 趙麗珍 (製衣/製衣)

發展安利生意只需要小量資金，而且風險極低，在做生意的時候人與人之間的溝通能力同時得到提升；而做得愈成功，保障亦相應提高，因此可以培養更積極的人生觀。對於新參加的直銷商，不妨多向上線學習，遇有任何問題，一定要向團隊提出。而作為團隊領袖，日後我會努力去幫助下線建立夢想，同時發掘他們的潛能，並配合公司的培訓，一同向理想邁進。

Yang Ya-hui & Lai-chun (Garment industry/garment industry)

You need just a small amount of money to start the Amway business – a low-risk venture where you're able to boost your interpersonal communication skills. The higher your achievements, the more security you'll find, which helps you develop an optimistic mindset. I advise newcomers to the business to learn more from their uplines, and don't be afraid to ask them questions. As a team leader I do my utmost to help my downlines discover their talents and reach for their dreams. By collaborating in the company's training sessions we're striving together for success!



蔡岳忠 黃淑儀 (電腦零售商/家庭主婦)

我最欣賞安利這門分享的生意 — 大家有著共同的目標和夢想，並且一起努力。而在發展安利網絡之餘，又能夠得到公司的認同，並可帶來額外收入，這才是真正的雙贏。而最令我感到滿足的，是能夠運用在安利學到的營養知識，去幫助身邊的朋友改善健康。要令生意做得成功，堅持和信心更是不可或缺的元素！

Choi Ngok-chung & Suk-yee (Computer retailer/housewife)

I admire the Amway business because it's all about sharing – we share the same goals and dreams and work towards them together. I can gain recognition from the company while developing my Amway network and also receive an additional income – it's a win-win situation. However, my real fulfillment comes from being able to share nutrition knowledge with my friends, leading them to better health. Persistence and faith are the keys to making the Amway business a success!



謝麗珍 (找換店店員)

近來的經濟環境非常反覆，更令我明白到安利生意的穩定性 — 風險低，回報大，因此非常值得發展。在發展安利事業的初期，總擔心自己的知識不足夠，不過得到上線指導並參與更多的講座，令我信心大增，亦明白到無論遇到任何困難，都不可以輕言放棄。未來我會把自己的經驗教授給下線，同時多嘗試不同的產品，以第一身的體驗與大家分享。

Tse Lai-jin (Currency exchanger)

The fluctuating economy makes me understand how steady the Amway business is – with its low risk and potentially high profits it's certainly worth a try. When I first started the business I worried that I didn't have enough knowledge, but with the guidance of uplines, and by attending more meetings, I quickly gained in confidence. I also understand that no matter how many difficulties I'm facing, I cannot give up easily. In the future my intention is to try more products and share more experiences with my downlines.



創業者直系直銷商 Founders Direct Distributors



張芷華 (大學生)

安利是一個全方位的成功事業 — 既可獲得高收入，同時有更多空餘時間，在得到個人成長的同時能夠擁有長遠的保障，並且可結交更多的朋友和實現自己的理想……反觀傳統生意，一定不能夠同時得到上述所有的東西。作為領導人，在培育下線時最重要是有同理心，同時幫助他們發揮個人的優點，只要堅持自己的信念，一定能達成理想。

Cheong Chi-wa (University student)

The Amway business is a good all-round business that enables me to enjoy a higher income, more leisure time, personal growth and long-term security. I am also able to meet more friends and manifest my goals through Amway – something I certainly wouldn't be able to do in the same way in a traditional business. As a leader, I must have empathy with my downlines and also help them to develop their skills. I believe we need to have real faith and conviction if we are to succeed in this business.



吳銳江 (會計)

在安利，為甚麼人人都可以成功？那是因為安利生意以人為本，會站在顧客的立場設身處地為對方著想，以至誠的態度服務大家。因此在做生意的同時，我的朋友愈來愈多，收入也一併增加。身為領導，我相信言教不如身教，最好的培育組織方法，就是以身作則 — 自己就是第一個顧客，只要把自己服務好，其他的事情就能夠應付自如。

Ng Yui-kong (Accounting)

How is it that everyone can be a success in Amway? It's because the Amway business focuses on people, considering everything from the perspective of the customer and treating people with honesty and respect. That's why I now have more and more friends, and why my income has increased as I've developed my Amway business. As a leader I believe I need to be a role model and have a high moral stance – it's the best way to educate the team. I regard myself as the first customer - only if I feel satisfied myself can I properly deal with any situation.



周雅媛 (鋼琴老師)

我最欣賞安利生意的是時間自由，可以自己控制發展時間；當我達到一定業績時，更有免費旅遊作鼓勵，這是其他行業所沒有的。而能夠有機會到美國跟國際級化妝大師學化妝，更令我一生受用不盡。我相信只要有夢想，任何事情都可以成真，在安利，我既可以學習更多知識，同時又能夠提升自己的收入，實在令我喜出望外。

Chow Nga-wun (Piano teacher)

I admire the time autonomy Amway has given me – I can plan my own schedule and also enjoy free travel opportunities as a reward for reaching a certain level. I certainly couldn't find that in any other industry! I also had the chance to learn from an international makeup artist – opportunities like this can benefit my whole life. In Amway I have been given the chance to boost my knowledge and increase my income beyond my expectations. It seems that everything is possible if we dare to dream!



詹福雲 謝玉雲 (文員/美容院東主)

傳統生意須投放大筆資金，而且事無大小都要兼顧，反觀安利生意風險低，又有上線、團隊與及公司的支持，所以非常值得發展。多得安利計劃，令以往不會造飯的我，現在可以在聚會上示範不同菜式，而且還走遍中國多個城市，增廣見聞，是最感到驕傲的事。「用心對人、用心做事；堅持努力、堅持學習」就是我們的安利生意座右銘。

Chim Fuk-wan & Yuk-wan (Clerk/beauty salon owner)

It takes a lot more money to invest in a traditional business, and I'd need to take care of everything myself. The Amway business is very different because it's low in risk. With the support of my uplines, my team and the company, it's certainly a business worth developing. Amway can change us in many ways. For example, I'd never cooked since childhood, but now I can demonstrate many dishes during meetings. I've also had the opportunity to travel around China – I'm very proud of what I've achieved in Amway.



創業者直系直銷商 Founders Direct Distributors



高富增 蔡梅麗 (自僱人士/家庭主婦)

在發展安利事業的初期，曾多次遭到拒絕。但我們得到上線支持，以屢敗屢戰的心態向顧客講解安利產品及安利計劃的好處，一方面幫助他們改善健康，同時為他們的生活帶來新意，而我們在做生意的同時，人際關係亦從中得到改善，實在是獲益良多。未來我們會將自己的經驗與下線分享，幫助他們克服困難，以達到更好的業績。

Ko Fu-tsang & Mui-lai (Self-employed/housewife)

At the beginning, if someone rejected my invitation I would ask my uplines for advice. As I gained in experience I became more confident about my own abilities. I found myself able to clearly explain the advantages of Amway products and the business, helping customers to improve their health and bringing something new to their lives. Our interpersonal skills have also improved through Amway and we now plan to share our own experiences with our downlines, helping them overcome difficulties and reach for higher goals.



張麗君 (會計)

由一個人從零開始到擁有自己的團隊，我令每一位成員都能夠感染到我的樂觀性格，能夠幫助他們為自己的事業而努力，為此我感到非常光榮。安利事業是漫長而富挑戰性的事業，當中包含了很多智慧，包括經營策略、財務監控、領導才能培訓及個案分析等等。在過程中，我汲取到不同的知識，讓我為未來努力的同时，個人成長方面亦不斷進步。

Cheung Lai-kwan (Accounting)

From newcomers to more experienced Distributors, I try to extend my optimistic outlook to each of my team members. I feel genuinely proud about being able to help them strive for success in their business. This is an intellectually stimulating business that needs time and dedication in areas such as operational strategy, financial control and leadership training. I learned a lot through the process of building my business and was able to grow personally while working hard for the future.



何子亮 (金融業)

傳統生意無論賺多少錢，都要有虧蝕的準備；一時賺到大錢，可能明天就變成窮光蛋。可是安利生意卻完全相反——風險低但回報高。在這裡，上線和領導人會教你前路應該怎樣走，同時無私地分享個人心得，令我獲益良多。更重要的是，安利生意能夠做到三贏局面——直銷商、合作夥伴以及顧客，在做生意的時候助人自助，非常有意思。

Ho Chi-leung (Finance)

You must be prepared for a loss when operating a traditional business; one day you might earn lots of money while the next day you could lose everything. But the Amway business is different – it's low in risk and profitable. In Amway, uplines and leaders will tell you what your next step should be and share their experience with you along the way. I've certainly benefited a lot from their teaching. The most important thing is that Amway is a triple-win business – for Distributors, partners and customers alike. To me, it's very meaningful to be able to help others while doing business.



吳詠璇 (退休人士)

雖然我已達退休年齡，但藉著安利計劃，我仍然能夠發展自己過去專業以外的事業，而且多次得到公司在《安利月刊》中表揚及得到免費旅遊的機會，令我深感榮幸，而且對同齡的長者有著鼓舞的作用。未來我會繼續努力，把安利的產品和計劃介紹給更多的朋友，幫助他們改善生活；並與團隊同心協力，一起朝著理想邁進。

Ng Wenh-sen Rosaline (Retiree)

Although I have now retired, Amway has given me a remarkable opportunity to run my own business. One minute my achievements are being recognized in Amagram and the next I am invited to go on a totally free trip with Amway. This is certainly a great encouragement for other senior citizens! As I build my business my aim is to share Amway products and the business opportunity with more friends, helping them to improve their lives. I will join my team in doing our utmost to strive for higher goals.



創業者直系直銷商 Founders Direct Distributors

馮永強 程雪玲 (文員/文具店東主)



安利計劃是一個「複製成功」的生意。直銷商汲取前人的意見及經驗，將他們的成功之道複製，同時配合自己的條件，自然能夠開花結果。作為一個組織的領導，我最關心下線對安利事業的態度，因此一定要培養他們的正面心態；而要令組織成功發展，「誠信」兩字不可或缺——必須待人以誠，同時相信公司、上線及自己。

Fung Wing-keung & Suet-ling (Clerk/stationery shop owner)

The Amway business is a business where you clone success. With the comments and experiences of their uplines, Distributors can reach their goal by copying their formula for success. As a leader I am greatly concerned about my downlines' attitude towards the Amway business, which is why I have to educate them about the right way forward. Honesty and trust are the keys to success – we have to be honest when dealing with customers and at the same time trust the company, our uplines and ourselves.

梁錦培 郭寶珠 (公司經理/家庭主婦)



參加安利計劃後，發展人際網絡就成為我們生活中最大的目標。能夠令顧客成為親密戰友，令我感到非常高興，同時明白到很多時候困難都是想像出來的，只要願意勇敢面對，加上團隊及領導人的支援，都能夠一一解決。日後我們會全心全意地帶領團隊，令大家目標一致，同時知人善任，讓每一位成員都能夠發光發熱，一同為未來而奮鬥。

Leung Kam-pui & Po-chu (Company manager/housewife)

After joining Amway we put our focus on developing our interpersonal network, which tallies with our aim in life. We are glad that customers gradually become our partners, understanding that most difficulties are only in the mind. Only if we dare to face up to the situation can problems be resolved, though of course we always appreciate the great support by our team and leaders. Our future focus will be on guiding the team, allowing every member to express their own strengths to enable us to reach our goals.

梁紹昌 利玉蓮 (機械操作員/家庭主婦)



從沒有想過會發展自己的生意，但安利只需要少量資金即可開業，實在是一個不可多得的好機會。在發展事業初期，丈夫曾經表示反對，但慶幸自己的堅持，並讓他了解到安利生意的運作方式，就會明白到當中的好處。我的座右銘是：堅持、忍耐，同時相信自己的能力，最後一定會成功。作為團隊的領導，我能夠與下線以朋友相稱，並且一同努力，令我非常欣慰。

Leung Siu-cheong & Yuk-lin (Mechanic operator/housewife)

We never thought much about having our own business before, but the Amway business requires such a small amount of money that it seemed too good an opportunity to miss. At the beginning my husband wasn't too keen on being involved but I insisted that he learned more about the mechanism of the Amway business. Now he understands how it works and supports what I do. My motto is "persistence and patience", and also to believe in myself. As a team leader I'm glad I can be friends with my downlines and that we can strive for success together.

黃永昌 (大學生)



能夠讓家人和朋友都認識並發展安利，是最值得我感到驕傲的事情。有夢想才會有目標，有目標才會開始計劃如何行動。我認為要發展安利事業，最重要的是建立自己的夢想，因為「夢想是免費，不想就是浪費」。安利是個夢工場，只要努力及堅持，我們每個人都能夠透過安利計劃得到想要的東西，包括穩定的收入及足夠的財富。

Wong Wing-cheong (University student)

I'm glad that I can share the Amway business with my relatives and friends, and finally many of them chose to join. Only if we have dreams can we have goals, and only with goals can we start to plan. At the core of the Amway business is the opportunity to make our dream comes true. There's a saying that "dreams are free, but life without dreams is a waste", and I see Amway as a workshop of dreams. Everyone has the chance to get the things they want through this business, including a steady income and lifelong security.



直系直銷商 Direct Distributors



李晓嵐 (普通話老師)

與其他投資或生意相比，安利計劃主要投入的是時間和人脈，因此相對來說風險比較低。初參加的時候，親戚朋友都不太理解，但只要堅持不懈，加上幹出一番成績，他們自會看到我的改變，現在更對生意產生興趣。未來我會積極配合團隊，除了自我成長外，還帶動下線一起進步。我相信，只要堅持、相信及付出，就一定會有收穫。

Li Xiao-lan (Putonghua teacher)

Compared to other investments and businesses, the risk in Amway is relatively low – what you rely on are your own efforts and your personal network. When I first started in Amway my relatives and friends found it hard to understand the business, but then they saw the results I was getting – and also the changes Amway brought about in me – and wanted to know more about the business themselves. My goal now is to work closer with my team and help my downlines to improve. I believe that persistence and conviction will bring me rewards.



招德榮 (印刷技術員)

與傳統生意或受薪工作相比，安利計劃多了一份保障，而且有很大的發展空間。成功擁有自己的安利事業，令我的人生觀變得更積極和樂觀，無論任何時刻都對自己的未來充滿信心，因為我一方面可以改善生活，另一方面能夠幫助身邊的朋友。在發展的過程裡，我明白到直銷商與團隊互相緊扣，也就是在團隊裡成就個人事業，因此每位成員都是同等重要。

Chiu Tak-wing (Printing technician)

Compared to a traditional business or regular job, the Amway plan offers a great deal of protection and ample room for development. Since I started the Amway business I have become a more positive and more optimistic person, which makes me more confident about my future. Being able to improve my life and help my friends to improve their living standard at the same time is a wonderful thing! The Distributors and their teams are deeply connected, and the role of every member is equally important as you work to reach your goals.



張樹德 (商人)

作為一個生意人，我發現安利生意的風險低，但市場潛力大，所以決定發展。當然，困難是少不免的，不過我明白到直銷商與推銷員的分別是，我們多了一份對身邊人的細心與關懷，而不執著於收入的多少，加上得到團隊的支持、依照上線的指導及配合公司的措施，自然更容易成功。我相信選擇比努力更重要，而加入安利是我明智的決定。

Jitrawannachai Phichai (Merchant)

I was a merchant but I chose to join the Amway business because I found that the risk is low and the market potential is very high. Of course, I faced a number of difficulties as I built my business, but I quickly came to understand the difference between a Distributor and a salesman – Amway Distributors' main concern is the client, not the income. With the support of my team, and wise guidance from my uplines and the company, success has been easy. I believe I made a very smart decision when I joined Amway.



陳福生 李小冰 (補習老師/課程助理)

我會以「小產品，大生意」來形容安利計劃。發展安利生意就好比種植果樹，開始時努力灌溉施肥，待小樹苗變成大樹後開花結果，就是收成的時候。作為團隊領導，我們要有包容的心，同時用心、用時間好好教育下線，將所有心得傾囊相授，就能夠在傳授知識的時候做一個好榜樣。而我最高興的是，家人主動成為我的第一位下線，證明我的選擇非常正確。

Chan Fuk-sang & Sui-bing (Private tutor/programme assistant)

I describe the Amway business as "small products, big business". Just like growing a tree, we have to put a lot of effort into watering and feeding the seed at the beginning. Then, when the seed becomes a tree we can finally enjoy the fruit! As a team leader, we have to be inclusive, and also be guides and mentors, so we can be good role models for our downlines. I'm glad that my first downline is actually one of my family members – it confirms that I made the right decision.



直系直銷商 Direct Distributors

劉萬鳳 (家庭主婦)

安利就像一個溫暖的大家庭，每一個直銷商都可以得到朋友的鼓勵、支持、信任與關懷。雖然在過程中難免會遇到困難，但是在旁線及上線的支持下，令我堅信自己一定能夠克服難關，達到理想。在安利，我透過學習去改變自己，然後透過改變去影響其他人。安利公司裡每一位不同崗位的工作人員都為直銷商作出支援，讓我可更全情投入發展生意。

Lau Man-fung (Housewife)

Amway is like a big family where every Distributor can enjoy encouragement, support, trust and concern from their friends. With this great support behind me I have faith that I can overcome any difficulties I will face on the path to success. In Amway I have been able to enhance myself through continuous learning, and it's been interesting to see how others have reacted to the changes in me. With the great support of my colleagues in Amway Hong Kong I am now fully committed to developing this business.

廖穎 (編輯)

「由關心身邊的朋友開始」——這是我的安利生意之道。當其他生意仍以利益掛帥，安利生意卻注重人與人之間的關愛，讓業績得到穩建發展。最重要的是，過程中沒有壓力，加上得到團隊與公司的支援，令我能夠更輕鬆地經營生意，同時把更多時間投資在發掘及培育優秀人才方面。未來我要帶領團隊，達到更好的成績，並一同暢遊地中海！

Liu Wing (Editor)

My motto for developing my Amway business is "Starting from a concern about my friends". Other businesses are primarily concerned with profit, but the Amway business puts caring as the most important priority. The best thing about Amway for me is that I never feel any pressure. With help from the team and the company, operating the Amway business is a breeze, which means I have more time to spend on searching for and training talented new downlines. My goal is to achieve even more success, and I'm already targeting the Overseas Leadership Seminar in 2009!

簡金容 賴轉歡 (商人/商人)

最初發展安利生意時面對被拒絕的情況，就會求教於上線，借助他們的力量去解決問題。其實只要以分享為出發點，為他們帶來健康，以及不可多得的商機，對方就自然會感覺到對他們的關懷。成為直系直銷商，我們要以身作則，一方面用心學習專業知識，另一方面要不斷自我提升，同時與團隊上下一心，才能夠一同邁向更好業績。

Kan Kam-yung & Zhuan-huan (Merchant/merchant)

When we first started developing the Amway business we often faced rejection from our friends, so we would turn to our uplines for help. Soon afterwards our friends started to be more accepting – they saw that what we were offering them was an opportunity to become healthier, together with a wonderful business plan. They could really feel how much we cared about them. As a Direct Distributor it's important to gain professional knowledge and enhance ourselves, working together with our team to strive for ever-higher goals.

盧芷詠 (私人助理)

安利不單是一門以銷售為主的生意，其實除了產品之外，安利計劃更是非常容易成功的生意，亦是建立個人事業的好機會。其獨特之處是，在做生意的同時可享有時間及財務上的自由，而直銷商之間的良性競爭令生意與人際關係同樣愈做愈好。未來我會跟進下線的情緒及心理狀況，聆聽他們的意見，為他們排難解紛，一同邁向更美好的將來。

Loo Chi-wing, Wendy (Personal assistant)

The Amway business is about much more than direct selling – this is an impressive plan that gives us a great opportunity to build up our own business. The most unique thing about Amway is the way I can enjoy real autonomy in managing my time and finances, while the healthy rivalry between Distributors helps to improve both our business and interpersonal skills. Looking ahead, I intend to spend more time following up on the status of downlines, listening to their opinions and helping to solve their problems wherever I can.



直系直銷商 Direct Distributors

孫偉健 (物流主管)



由於父親經營傳統生意，因此當我接觸安利計劃時，即發現它的風險低，而且不會受潮流所影響；其間我曾因轉工而令收入減少，但安利生意令我得到保障。而我最欣賞的是安利能夠讓每個人所付出的努力更有價值，同時保證得到合理回報及長遠保障。我與團隊均相信，讓每一個下線成為知己，與每一個旁線成為好友，跟每一位顧客交心，就是成功之道。

Suen Wai-kin (Head of Logistic)

My father ran a traditional business, so I know a lot about that business model. The Amway model is very different and I was very impressed to discover how it is low in risk and unaffected by economic swings. My income was reduced when I was hunting for a job, and I was thankful for the protection provided by the Amway business. I like the way Amway ensures everyone's effort is appreciated, with the guarantee of a reasonable return and long-term protection. My team and I believe that we should treat downlines as friends and open our hearts to clients to help us achieve success.

陳國明 何淑貞 (退休人士/退休人士)



在發展安利生意期間，我發現到直銷商在顧客心目中的形象比以前更專業，相信是因為我們對產品及整個行業有更深的認識。由認識產品開始，然後訂立目標，再開始一步一步地循序漸進，成功自然在望。只要專心一意地發展安利事業，它將會與你相伴一生，並為你提供最佳的保障。

Chan Kwok-ming & Suk-ching (Retiree/retiree)

As we developed our Amway business, our impression of the Distributors was that they are more professional than in the past. The reason for that, I believe, is that everyone now has a much deeper knowledge of the products and the industry as a whole. From understanding the products to setting our goals, we have taken it step by step, and now we feel we are close to success. If you decide to wholeheartedly devote yourself to this business it will stay with you for life, offering support and protection along the way.

章建業 董霞 (商人/家庭主婦)



我們最欣賞安利生意的公平性。無論任何背景的人，都是同一條起跑線上，而且共享一個平台。只要願意去做，就能夠在助人的同時得到額外收入，而且得到表揚。只要有愛心，人際網絡就會一直發展下去，沒有盡頭。早前看到其中一位下線達到銀章業績，看到一個家庭主婦成為小組領導，更令我相信「成長看得見，學習是關鍵」的重要性。

Cheung Kin-yip & Tung ha (Merchant/housewife)

We really admire the fairness in the Amway business. People have to start at the same point, no matter what their education and background is, and they will share a platform together. Only if you are fully devoted to developing can you boost your income and find great satisfaction through helping others. Put your love into the business and your personal network will develop in leaps and bounds. One of my downlines, a housewife, recently became a Silver Producer, reinforcing my belief that "the key to success is learning".

彭俊輝 李倩儀 (商人/商人)



參加安利計劃後最大的得著是，在增加額外收入的同時，能夠令親友和自己活得更健康快樂，亦令人與人之間的關係更加密切。在發展安利事業過程中當然遇過不少困難，但由於得到上線與公司的鼓勵和幫助，令問題迎刃而解。我們在與朋友分享安利產品時，也許會遭到拒絕，但不會感到害怕，因為我們確信只有勤力、堅持與勇敢的人，才會成功。

Pang Chun-fai & Sin-yee (Merchant/merchant)

The greatest rewards from joining Amway are being able to improve our health and gain happiness through a higher income. Our interpersonal network has also grown a lot. There have been problems along the way but, thanks to the encouragement and support of my uplines and the company, these have all been solved pretty quickly. Sometime friends are reluctant when we introduce Amway products to them, but we are never afraid. We believe that those who are hardworking, persistent and brave are the ones who will eventually find success in Amway.



金章直銷商 Gold Producers



鄭賽香 (家庭主婦)

年紀漸大，就覺得身體健康比收入更重要，因此我選擇參加安利計劃。得到上線的協助，現在我的朋友圈子比以前更大，亦令我對生命多了一份熱誠。女兒更愛上了安利產品，成為品牌的忠實顧客。

Cheng Choi-heung (Housewife)

As I've grown older I have come to realise that good health is more important than simply chasing financial rewards, and that's why I chose to join Amway. With the help of my uplines I have made many more new friends, and the business has given me a more enthusiastic approach towards life. My daughter loves the Amway products so much that she quickly became one of my most loyal customers!



林素貞 (會計)

參加安利計劃後，發現自己每一天都在不斷增值，自信心亦一日比一日高，令我的工作時間更有彈性，而且更容易成功。朋友看到我比以前變得更好，都紛紛加入安利生意，與我並肩作戰。

Lam So-ching Sophia (Accounting)

Since joining Amway I have found that I am enhancing my knowledge every day, and my self-esteem has also grown. Now I enjoy very flexible working hours and find it easier to achieve success. A number of my friends have decided to join Amway after observing the changes this business has brought about in me.



李蘭心 (會計)

相比起過去的刻板工作，安利生意比較自主和自由，而且非常有保障，令我變得愈來愈積極、樂觀。加上我能夠透過安利而認識來自不同界別的朋友，極富挑戰性。

Lee Lan-sum (Accounting)

Office work is often highly inflexible, but Amway is different – here I can enjoy autonomy, freedom and security, all of which have helped me to become more positive and optimistic. Another benefit is that I am able to meet many new friends from different backgrounds through Amway. This is very exciting and challenging time for me!



直系直銷商 (相片欠奉)

Direct Distributor (Photo not available)

吳海燕 (護士)

我最欣賞安利生意能夠讓我們的人際網絡得以發展，可以認識來自各個界別的新朋友，並一同分享自己的夢想。最令我感到驕傲是無論是新加入的直銷商或是資歷較深者，無時無刻都擁抱同一個理想。身為團隊領導，我首先要做的是與下線緊密聯繫。我認為組織要成功發展，上線就要為下線提供協助，同時下線需要相信上線的建議，這樣才能把握每個成功的機會。

Ng Connie (Nurse)

I admire the way the Amway business can help us develop a personal network. I have been able to meet so many new friends who are all from different backgrounds, yet all share the same dream. As a team leader, I need to have a strong connection with my downlines. If a team is to be a success, uplines need to help downlines, and at the same time downlines must trust the guidance of their uplines so they don't miss any of the opportunities presented.

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2008年7月
July 2008

10大個人 Top 10 Personal

零售 Retailing

Lau Shing Fat & Shin Lin
Lee Lan Sum
Lam Chun Fung
Tsang Suk Ching
Li Chi Sing Justin & Li Yuan
Tse Kam Wah
Chan Kwok Ming & Suk Ching
Liang Lu Ping
Poon Chung Chee & Lin Nie
Yu Seng Kwong & Wai Ying

推薦 Sponsoring

Kong Wai Hung Wainam &
Wong Neung Tai
Wong Kwok Sun & Yuk Kiu
Wu Lai Kwan
Ho Po Ming & Sau Wan
Lau Cheuk Fun & Hung Lee
Chan Fuk Sang & Lee Sui Bing
Kuo Yiu Chin
Kwok Sek Ming & Kei Yee
Yu Seng Kwong & Wai Ying
Lai Ka Wai & Leung Miu Ling

10大直系小組 Top 10 Group

零售 Retailing

Leung Kwok Pui & Yu Wa
Ng Che Keung & Hor Chi
Chu John & Betty
Fu Clement & Anita
Ng Bill & Mabel
Ho Ping Chuen & Shuk Fung
Cheung Iai Yip Angel
Choy Chik Shing & Suk Haan
Lee Yau Ming & Siu Ying
Chu Lucia

推薦 Sponsoring

Leung Kwok Pui & Yu Wa
Hoi Ngai Loon & Ngai Ching
Ho Chi Leung
Yang Ya Hui & Lai Chun
Lam Kwok Leung & Sim Lin
Fu Clement & Anita
Kong Wai Hung Wainam &
Wong Neung Tai
Chuang Chien Hsin & Yuen Hing
Lo Ki Fai & Po Hing
Li Kwai Yuk & Yee Ling



安利業務介紹會 Amway Business Presentation 成功事業線 Successful Career



金融海嘯的衝擊，令人開始反思何謂真實而長久的成功事業。安利優秀事業正好為您帶來一個長遠保障的事業機會！這個機會不設門檻，不同年齡、不同職業、不同教育程度、不同階層、不同背景人士都能參加並獲得成功。一連串的安利業務介紹會，邀請了優秀的資深安利直銷商，以不同角度去剖析安利的事業機會，並分享他們親身發展安利的寶貴經驗，讓您了解安利，掌握成功事業線。





安利業務介紹會**第1篇** 長遠保障的成功事業線

主講嘉賓：三鑽石直系李家達 雙鑽石直系崔寶寶

日期：2008年12月6日（星期六）

時間：上午10:00

地點：銅鑼灣利園38樓安利會議廳

適合對象：中產、白領及中層管理階層

安利業務介紹會**第2篇** 精明智選的成功事業線

主講嘉賓：行政鑽石直系陳鎮平 鑽石直系鄧炳權

日期：2008年12月16日（星期二）

時間：晚上7:30

地點：銅鑼灣利園38樓安利會議廳

適合對象：會計、金融、投資及銀行業人士



安利業務介紹會**第3篇** 專業實幹的成功事業線

主講嘉賓：行政鑽石直系潘慧娟 鑽石直系黃淑秀

日期：2009年1月9日（星期五）

時間：晚上7:30

地點：銅鑼灣利園38樓安利會議廳

適合對象：有理想、有創業精神及尋找機會，實現夢想的人士

安利業務介紹會**第4篇** 卓越優秀的成功事業線

主講嘉賓：皇冠大使直系傅南生、吳彩雲

日期：2009年2月17日（星期二）

時間：晚上7:30

地點：灣仔香港會議展覽中心（博覽道入口）
新翼會議室201號

適合對象：曾經/現在擁有自己事業、有企業家思想
及有創業理想的人士



名額有限，如有查詢請致電：(852) 2969 6302

安利紐崔萊 意大利甲組勁旅AC米蘭 優質營養與頂尖球隊的完美組合

Nutriline – the official nutrition supplement of AC Milan and the Milanello Training Center

• 最強完美組合

紐崔萊正式成為意大利甲組聯賽班霸AC米蘭的營養補充品贊助商，為期長達兩年。意大利甲組球隊AC米蘭被喻為最成功的球會，曾3次贏得洲際盃、7次贏得歐洲冠軍球會盃、5屆歐洲超級杯及2屆歐洲盃賽冠軍盃冠軍，並於去年奪得國際足協世界冠軍球會盃。未來的日子裡，紐崔萊的名字將透過球賽直播及互聯網，傳遍世界每一個角落，當中包括場內的LED廣告板、AC Milan的24小時衛星電視頻道Milan Channel及支援7種語言的官方網站。

• 為球員度身訂造營養補充品處方

紐崔萊將全力支持球會旗下Milanello訓練中心的健康及體能研究工作，同時為球員度身訂造專屬的營養補充品處方，幫助球隊達到最優質健康。

• 關懷社會 幫助有需要人士

紐崔萊會與球隊旗下的非牟利慈善團體 Fondazione Milan合作籌辦多項活動，以幫助更多有需要的人。

• 積極推廣運動帶來的好處

紐崔萊將會參與AC Milan Junior足球訓練學校的活動，幫助推廣這項運動，同時發掘更多有足球天份的兒童及青少年。

- Nutriline, the world's leading brand of vitamins, minerals and dietary supplements, has forged a sponsorship agreement with AC Milan. AC Milan is known as the most successful club in the world, which boasts 3 Intercontinental Cups, 7 European Champions Clubs' Cups, 5 European Super Cups, 2 UEFA Cups Winners' Cups and the FIFA Club World Cup in 2007. In the future, the logo of Nutriline will be broadcast worldwide through sport programmes and internet, including LED spots in stadium, Milan Channel, the 24/7 Satellite TV Channel of AC Milan and the AC Milan official website which support seven languages.



- Nutriline will collaborate with Milanello Training Center to tailor-make the Nutriline diagnosis for every team player in order to help the team achieve optimal health.
- Nutriline will collaborate with Fondazione Milan, the non-profit organization hosted by AC Milan to help more people.
- Nutriline will intergrate into the programme of AC Milan Junior, the soccer school for kids and youngsters with an aim to promote soccer to the society and to seek talented people.



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.





網上傳球展關懷 愛心善款獻兒童 由朗拿甸奴帶領 全球同步起動 Nutrilite and Ronaldinho “Every Kick Counts” Generate 10 Million Virtual “Kicks” For Kids



由12月起，只要到www.EveryKickCounts.com網站，大家就可以把一段足球動畫透過電郵及網上交友網站與朋友分享，而每傳給一位朋友，紐崔萊就會透過「安利愛心手牽手計劃」將善款捐給全世界有需要的兒童慈善機構。愈多人參與網上傳遞足球活動，世界上愈多兒童受惠。這項活動由紐崔萊代言人朗拿甸奴帶領，目標是全球「傳球」次數達1千萬次，而累積善款達150,000美元。

Starting from December, you are encouraged to pass a virtual soccer ball at www.EveryKickCounts.com to friend via email or popular social networking sites such as Facebook. By simply forwarding the virtual message to friends, fans automatically trigger a donation to child focused NGOs around the world through the Amway One By One Campaign for Children. The more kicks generated, the more Nutrilite will donate to the Amway One By One Campaign for Children. The campaign is led by Nutrilite's spokesperson Ronaldinho, aims to generate 10 million “kicks” and US\$ 150,000 worldwide.

www.EveryKickCounts.com

紐崔萊廣告矚目登場

2008 Nutrilite Advertising Campaign

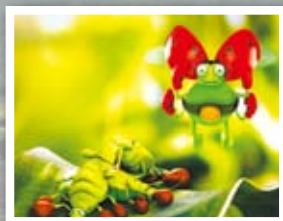
去年，紐崔萊「天然健康，人人有機」系列電視廣告甫一推出，即大受歡迎，更贏得2008 TVB最受歡迎電視廣告優異獎，讓更多人認識紐崔萊及有機耕種所帶來的好處。

紐崔萊相信有機耕種對健康非常重要，自設4個已獲認證有機農場，

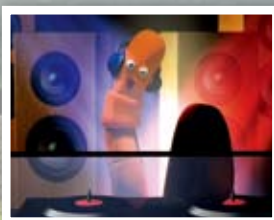
以天然方法栽種植物，並製成優質營養補充品。

Nutriline believes the practice of organic farming is the source of natural and health. It has four large organic farming operations where plants are grown, harvested and manufactured for use in Nutrilite's range of quality food supplements.

安利紐崔萊健康資訊電視廣告 有機小故事



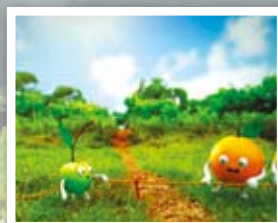
益蟲篇



土壤健康篇



生態健康篇



針葉櫻桃篇



輪種篇



堆肥篇



生物多樣化篇

**紐崔萊的健康資訊及廣告於10月至12月，
透過收視率最高的無線電視翡翠台發放。**

**Nutriline will be launching a series of advertising campaign
from October to December to further promote
the true essence of the Nutrilite brand.**

電視 — 無線電視翡翠台每日資訊 TVB Jade Daily Info-service

10月14日至12月19日 October 14 to December 19 (7:45a.m.)

10月13日至12月19日 October 13 to December 19 (9:00p.m.)



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.

DP\$220

原粒粟米 味覺新驚喜

紐崔萊全新 香營粟米湯

健美寶營養代餐

Nutriline Positrim Warm and Soft Corn Soup Flavour

冬日
熱暖登場

- 高營養而低卡路里，有助控制體重
Highly nutritious with low calories, it is effective in achieving weight control
- 提供多種維他命、蛋白質及碳水化合物，營養均衡
Contains many kinds of vitamins, protein and carbohydrates, provides a balanced meal
- 全新亞洲風味，含原粒粟米口感更豐富 Brand new Asian flavour with whole corn
- 冷熱皆宜，快捷方便 Can be served hot or cold

激發細胞能量，提升自我修護

肌膚瞬間重拾15年青春

Invigorate cellular energy. Activate innate repair system.

Skin acts up to 15 years younger

ARTISTRY[™]
Creme L/X



3564

DP\$ 2,250

解構肌膚老化原因

肌膚老化是自然定律，延緩肌膚老化是每個女士的夢想，大部份都只集中抗衡肌膚表面老化現象。但是，它們都無法改變肌膚老化的真正原因……

肌膚細胞已失去自我修復的天賦本能。

三大學派理論 解構肌膚老化成因

外在因素

1 游離基引發老化 Free-radical Damage

人體內的游離基(free radicals)具有強烈的氧化作用，破壞細胞結構，造成老化。

Free radical can elicit strong oxidative effect, impair cellular structures, thus causing the skin to age as a result.

2 DNA損耗引發老化 DNA Damage

空氣與陽光的游離基及紫外光會損壞細胞核內的DNA，形成老化。

Free radicals and UV radiation coming from the air and sunlight can disrupt and harm DNA in the cell nucleus. This is a causative factor in aging.

內在因素

3 細胞粒腺體老化 Mitochondria Damage

細胞粒腺體(mitochondria)亦會產生游離基，隨著生物自然衰老，粒腺體會出現退化，不再能為皮膚提供足夠能量。

Mitochondria are also producing free radicals. Degeneration will occur sooner or later due to natural biological aging process.

甚麼是粒腺體？

- 皮膚細胞內的粒腺體(mitochondria)是身體的「發電機」，製造三磷酸腺苷(Adenosine Triphosphate, ATP)——令肌膚細胞健康運作的重要能量，更可抵抗外來游離基及污染物的損害。
- 粒腺體會逐漸減慢新陳代謝，皮膚於是出現老化及乾紋現象。
- 粒腺體生產能量時，亦會釋放游離基，損害細胞天然修護能力。

What are Mitochondria?

- Mitochondria are tiny organelles inside every cell that generate and provide the energy needed by our skin. The primary job of the mitochondria is to create Adenosine Triphosphate (ATP) which provides the energy needed for each skin cell.
- As we age, mitochondria get old and their capacity to deliver cellular energy will decline too. ATP production declines and the cell will not have enough energy to perform properly. Skin will begin to show the visible sign of aging.
- When mitochondria create energy, it produces free radicals that damage the cell.



一般護膚品只顧表面，不足以全面抗衡老化

市面上一般護膚品，只會針對外在因素，例如抗氧化、保濕及防曬，其實並不足以有效防止肌膚衰老。

革命性「Creme L/X 細胞再青春技術」 Revolutionary "Cell Effect"

令細胞自我修復，從根本扭轉衰老定律

Awaken the cell's self-healing power. Turn back the clock from within.

4大完美成份

The Perfect Four Ingredients

心磷脂 Cardiolipin

極之罕有及名貴的成份，比黃金珍貴30倍。為細胞產生及輸送能量，同時保護粒腺體不受氧化帶來的壓力。

It is extremely rare and 30 times more precious than gold. It precious energy synthesis and the transfer into the cell, defending mitochondria from oxidative stress.

左旋肌肽 L-Carnosine

人體內的天然抗氧化物質，保護粒腺體抵抗氧化，清除游離基，令肌膚重獲青春活力。

It can protect the cells from oxidation and free radicals, keeping the skin revitalized.

菠菜萃取物 Spinach Extract

一種高純度的萃取物，具有強力保護細胞抗氧功能，更有修復受損壞粒腺體的DNA。

It can repair damaged mitochondria DNA effectively.

擬南芥精華 Roxisomes™

含有與DNA相同的酶質，能修復游離基對細胞粒腺體DNA的損傷，提升肌膚的能量。

Contains an enzyme that is also found in DNA, Roxisomes™ can amend mitochondria DNA and energize the skin.

STEP 1

養份補充 Replenish

心磷脂先修復受損、老化的粒腺體膜，讓其運作重回健康狀態，保持細胞提供足夠能量。

Creme L/X uses cardiolipin to repair the injured and aged mitochondria membrane, restoring its healthy function to render abundant cellular energy.

STEP 2

狀態回復 Restore

利用左旋肌肽及菠菜萃取物提升細胞內的高能量粒子，扭轉細胞的衰老定律，恢復年輕活躍。

L-Carnosine and spinach extract are used to increase the production of ATP in order to reverse the aging skin cells back to a young and active mode.



獨特肌膚再生4部曲
Unique 4-step Magic

STEP 3

能量活化 Rejuvenate

以擬南芥精華有效修復粒腺體的DNA，令細胞運作重返健康軌道。

Creme L/X found Roxisomes™ can repair and rectify accumulated mitochondria DNA damage.

STEP 4

修護修復 Repair

細胞每複製一次便會產生氧化作用，所以Creme L/X特別利用左旋肌肽及菠菜萃取物修復及保護粒腺體膜，減低氧化帶來的傷害。

To protect cells against oxidation that occurs naturally during each replication, Creme L/X utilized L-Carnosine and spinach extract to reduce oxidative impairment.



臨床科學實驗證明 肌膚年輕達15年 Clinical evidence based on true science Skin acts up to 15 years younger

臨床研究測試上，Creme L/X起用獨立實驗室，測試不同年齡組別的女性於12星期內使用Creme L/X的成效。結果顯示，她們的肌膚在亮透度、滋潤程度及柔軟度都得以改善；更明顯減退幼紋及皺紋、收緊毛孔，肌膚更緊緻、肌膚色澤更均勻，帶來令女性驚喜的青春效果。

Women of different age groups were invited to take part in the panel test. After using Creme L/X for a 12-week period, the results were remarkable. Participants experienced an improvement in skin clarity, moisture level and softness.

Other benefits included a significant reduction in the appearance of fine lines, deep wrinkles and pore size, along with an improvement in skin firmness and skin tone evenness, exhibiting suprising younger looking effect.

臨床測試		
99.6%	肌膚亮透度改善	Improvement in skin clarity
99.5%	肌膚滋潤程度提高	Improvement in moisture level
86.6%	肌膚更柔軟	Improvement in softness
親身體驗		
98%	更柔軟	Experienced softer skin
98%	更潤澤	Experienced improved moisture level
93%	更幼滑	Experienced smoother skin

荷里活最真女星珊迪娜布洛 為Creme L/X獻上最真的第一次 Hollywood's true perfectionist - Sandra Bullock Finally finds her match with Creme L/X

珊迪娜布洛(Sandra Bullock)不但是荷里活最具影響力的女星，更是全球各個護膚品牌羅致的對象，自她出道以來從未為任何護膚品牌作代言人，直至今次遇上Creme L/X。

Sandra Bullock, one of the most powerful and influential actresses in Hollywood, has always been the most sought-after actress hotly pursued by many worldwide skincare brands, but she had never nodded to putting her name behind any until she met Creme L/X.



「如果我沒有信心塗在自己的肌膚上，我絕不會鼓勵其他女性使用。」

"If I wouldn't put it on my own skin, I would never ask other women to put it on their skin."

最新消息 Breaking News

雅姿Creme L/X在剛過去的紐約國際美容展(HBA)上，擊敗眾多對手，贏得高級護膚品組別的國際包裝設計(IPDA)大獎，標誌著產品卓越的設計得到業內人士的認同。不少行內人均認為Creme L/X的設計十分破格，而且充滿未來感，同時非常符合實際需要。

Creme L/X and Amway were honored with the HBA International Packaging Design Award (IPDA) in the category of Prestige Skin Care. It recognizes packaging excellence and the year's most innovative design. Many insiders comment that the Creme L/X reflects the future of luxury, the unexpected design and streamlined shape are both unique and functional.



橄欖油標籤解構 Understanding Olive Oil

隨著我們對健康生活愈加重視，愈來愈多餐廳或食物標榜採用健康的橄欖油來烹調，因為用橄欖油煮食對身體有莫大益處。原來橄欖油也有不同的等級，並蘊含不同的營養成份。因此在選購時，必先了解橄欖油瓶上標籤的內容，方可真正吃得健康。

As people become increasingly health-conscious, more and more olive oil is being consumed both in restaurants and at home. Olive oil is undoubtedly beneficial to health, but you should always make sure you read the information on the bottle to ensure you're choosing the tastiest, highest-quality brand.



標籤內容解構

Extra Virgin Olive Oil (即特級初榨橄欖油)

- 最優質橄欖油級別
The highest quality olive oil
- 選取最佳橄欖果實
Only the best green olives are chosen
- 採摘後24小時內壓榨出的第一輪橄欖油
Olives are pressed within 24 hours of picking
- 保留豐富天然營養，不經加熱和任何化學處理
Rich in nutrients, no heating or artificial processes used in production
- 保留橄欖天然香氣、味道和色澤
Retains the natural aroma, flavour and colour of the olives
- 可直接食用（如涼拌及沙律），低溫煮食更健康
Can be used directly or employed for low-temperature cooking
- 市面一般售價約HK\$200（一公升）
Cheaper than other brands, which cost around HK\$200 per litre

ACIDITY 0.1-0.8% COLD PRESSED (橄欖油的酸度數值)

- 酸度數值越低，橄欖油品質越佳
The lower the acidity, the better the quality of olive oil
- 0.1-0.8%是最佳水平的指標，表示橄欖果實成熟度均勻、新鮮，加工次數最少
Acidity 0.1-0.8% olive oil uses fewer artificial processes in production and is judged to have a superior taste

COLD PRESSED (冷壓)

- 歐洲規定較高等級的橄欖油必須使用冷壓方式榨取
Cold-pressed processes are used to produce a higher quality of olive oil in Europe
- 能保留橄欖天然成份及優點
The best way to keep the natural goodness of the olives

最優質原產地

希臘 Greece

- 希臘國內環境大都不受污染，其生產的橄欖油品質精純
The best olives are found on the unpolluted farms of Greece
- 世界衛生組織以希臘出產的橄欖油作為研究橄欖油對人體健康的樣本
The WHO used olive oil from Greece when studying the relationship between olive oil and people's health
- 全球最多人使用橄欖油的國家
Greece has the highest local consumption of olive oil

斯巴達城・埃羅塔斯河谷 Sparta/Eurotas

- 生產最優質橄欖品種
The best olives are grown in this region
- 所有橄欖均以天然有機方法耕種
The best olives come from trees grown using natural organic farming practices
- 採用自然休耕方式種植橄欖，橄欖樹結果5年便會折枝，使橄欖樹在兩年內無法結果，以確保生產出最優質橄欖果實
Quality is guaranteed by the use of rotational cropping to extract only the freshest and purest olive oil

Special Offer

安樂窩 MYHOME

橄欖油送禮優惠

LAKONIA Extra Virgin Olive Oil Gift Set



8986
~~原價：DP\$444~~
優惠價：DP\$400

凡購買LAKONIA特級冷壓橄欖油禮品裝（附送橄欖油食譜）三套，
可享優惠價DP\$400。推廣產品數量有限，售完即止。

Enjoy a special offer of DP\$400 on every purchase of three packs of LAKONIA Extra Virgin Olive Oil (8986) Gift Set (with an olive oil cookbook). Available while stocks last.

備註：

1. 推廣產品數量有限，售完即止。
2. 優惠只適用於中心付款購貨單。
3. 不可同時享有其他優惠。

Notes:

1. The above promotional products are available while stocks last.
2. Only applicable to paid orders at merchandising centres.
3. The offer cannot be used in conjunction with other promotional offers.

* 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

意大利火腿白菌菠蘿薄餅

Pita Pizza with Ham, Button Mushrooms and Pineapple



食譜筆記

- 1 皇后牌煎鍋可用作迷你焗爐，做出烤焗效果。
- 2 焗薄餅時，先在煎鍋放上焗爐紙，即使材料掉到鍋上也不易燒焦及粘鍋。
- 3 以橄欖油代替牛油做的薄餅，更符合健康飲食原則。

Notes

- 1 The Queen Fryer can serve as a mini-oven, enabling you to cook without water to create roasting or baking cooking methods.
- 2 Using the parchment paper to make food less susceptible to sticking.
- 3 Replace butter with olive oil can match the philosophy of healthy diet.



烹煮器皿 Utensil



材料

彼得包	2片	Pita bread	2 pcs
LAKONIA特級橄欖油	1湯匙	Lakonia Extra Virgin Olive Oil	1 tablespoon
意粉蕃茄醬	6湯匙	Tomato-based pasta sauce	6 tablespoons
水牛芝士 (磨碎)	1杯	Grinded Mozzarella cheese	1 cup
白菌 (切片)	4個	Sliced Button mushrooms	4 pcs
意大利火腿	8片	Italian ham	8 slices
菠蘿 (切粒)	2片	Cubed pineapple	2 slices

Ingredients

預備時間：10分鐘

烹調時間：20分鐘

Preparation time: 10 minutes

Cooking time: 20 minutes

做法 Method

1 用麵棒稍壓平彼得包。
Press the pita bread with a rolling pin to make it flat.

2 燒熱煎鍋，慢火焗香彼得包兩面至金黃，取出備用。
Heat the bread on a low heat until golden brown, then remove from the fryer.

3 煎鍋上鋪上焗爐紙再放入彼得包，塗些橄欖油，再塗蕃茄醬。
Place the parchment paper in the fryer, place the bread on top and brush with the olive oil and pasta sauce.

4 撒上適量芝士，排好薄餅配料，再撒些芝士。
Scatter the mozzarella over the bread, then distribute the mushrooms, ham and pineapple. Finish with more mozzarella on top.



5 蓋上蓋中火焗2分鐘，轉慢火再焗10-15分鐘至芝士溶化，取出享用。
Cover and cook for two minutes on a medium heat. Then turn to low heat and cook for a further 10 to 15 minutes until the cheese is melted – the dish is then ready to serve.

送禮首選

THE BEST GIFT FOR EVERYONE



讓你的摯愛親朋盡享安利多元化的優質產品



已於各大安利購貨中心公開發售
Available at Amway Merchandising Centres

備註：有關禮券條款，請參閱禮券背面細則。
For details please refer to the terms & conditions on the back of the voucher.

冬至、平安夜及元旦營業時間

Winter Solstice, Christmas Eve and New Year's Day Business Hours

安利購貨中心 Amway Merchandising Centres

日期 Date	銅鑼灣 Causeway Bay	九龍 Kowloon	屯門 Tuen Mun	澳門 Macau
冬至 2008年12月21日 (日) December 21, 2008	10:30am – 7:00pm		10:30am – 6:00pm	11:00am – 6:30pm
平安夜 2008年12月24日 (三) December 24, 2008	10:30am – 7:00pm		10:30am – 6:00pm	11:00am – 6:30pm
元旦 2009年1月1日 (四) January 1, 2009	全線安利購貨中心休息一天 All merchandising centres will be closed			



接過兒童手中的鮮花，嘉賓一同展現燦爛的笑容。後排左起：美國安利(香港)日用品有限公司總經理余偉業先生、大會主題曲《童行》創作及主唱者徐偉賢先生、香港社會服務聯會行政總裁方敏生太平紳士、立法會(社會福利界)議員張國柱先生、勞工及福利局常任秘書長鄧國威太平紳士、立法會(醫學界)議員梁家驊醫生、社會福利署大埔及北區福利專員梁秀薇女士及香港小童群益會總幹事羅淑君女士。

安利陽光兒童成長計劃

Amway Smiley Children— Mental Health Enhancement Project

現今新一代孩子面對越來越多衝擊和挑戰，令他們承受不少壓力。有見及此，美國安利（香港）日用品有限公司與香港小童群益會，攜手舉辦為期兩年的「安利陽光兒童成長計劃」，目的是協助面對情緒及心理困擾的大埔及北區9至14歲兒童及青少年處理情緒壓力，提升抗逆力，共同為締造健康和愉快的社會環境而努力。

Nowadays, children face more and more challenges, which imposes much pressure on them. To cope with this situation, Amway Hong Kong has collaborated with the Boys' and Girls' Clubs Association of Hong Kong and officially launched the "Amway Smiley Children - Mental Health Enhancement Project", aiming to tackle stress and pressure of youngsters in Tai Po and Northern District, thus to improve the well-being of the society.



美國安利(香港)日用品有限公司總經理余偉業先生

「『安利陽光兒童成長計劃』的標誌是一個微笑的太陽，它最能代表大會的精神：儘管雨一直下，總有放晴的一天。正好勉勵大家，無論面前有多少困難，都一定有希望；同時我相信無論兒童或青少年，都應該健康快樂地成長。在籌辦的過程中，我看到香港安利的同事、直銷商與香港小童群益會都非常有心，十分支持這個活動，令我體會到只要有心，自然能夠以不同的方法表達自己對計劃的支持。最重要的是能夠透過『安利陽光兒童成長計劃』，激發起大家的愛心，令更多人關注需要幫助的一群。」

「香港安利的生意模式非常穩健，同時我認為一個負責任的企業應當撥出一部份盈利回饋社會，因此香港安利與香港小童群益會合作，進行為期兩年『安利陽光兒童成長計劃』。只要各個單位踴躍參與，同時投入無比愛心，活動就愈成功，亦代表能夠幫助更多的人。」

勞工及福利局常任秘書長鄧國威太平紳士

「雖然近期的經濟氣氛不明朗，但我仍希望商業機構能夠繼續履行社會責任。不單提供金錢上的援助，更重要的是撥出更多資源去幫助弱勢社群。一如『安利陽光兒童成長計劃』，為兒童與青少年提供不少新知識，同時教育他們做人處世之道，豐富他們的生活，幫助他們策劃人生旅程。」



立法會（社會福利界）議員張國柱先生

「我認為『安利陽光兒童成長計劃』是個非常有意思的活動，絕對值得支持。活動以『大哥哥、大姐姐』的形式開展，讓小朋友在安利義工的潛移默化之下成長，讓他們學習如何得到身心平衡。香港安利能夠動員直銷商出任義工，並與香港小童群益會合作，令活動更加相得益彰。」

立法會（醫學界）議員梁家騮醫生

「在香港安利與小童群益會的共同努力下，『安利陽光兒童成長計劃』能夠為新界北區較為貧困的家庭提供支援，而這些家庭往往被認為是弱勢社群，非常需要金錢及精神上的支持，因此這個為期兩年的活動可說是非常全面。」



香港社會服務聯會行政總裁方敏生太平紳士

「香港安利義工們伸出友誼之手，從義務工作開始接觸兒童及青少年，能幫助他們提升自信心、社交能力、對自己及社會的盼望。我相信生命影響生命，『安利陽光兒童成長計劃』能為他們帶來新衝擊，包括增加不同方面的知識，認識更多朋友，同時活得更快樂。」

香港小童群益會總幹事羅淑君女士

「香港兒童精神問題有惡化的趨勢，因此『安利陽光兒童成長計劃』主要目的是從不同角度出發，包括個人、家庭及社區，為改善大埔及北區兒童及青少年的心理健康尋找解決方法。很高興是次計劃得到香港安利的支持，才令活動能夠順利舉行，從而幫助更多家庭。」



活動花絮



許願樹上掛滿大家對孩子的祝福。



正值成長期的兒童最需要支持，「安利陽光兒童成長計劃」正好能夠幫助他們面對逆境。



開幕禮上，一眾嘉賓為以大會標誌設計而成的微笑花朵灌漑，寓意孩子能透過這個計劃提升自信及抗逆力，活出更精彩人生。

兒童在義工的協助下，在許願樹上掛上自己的心願。



場內每個攤位遊戲均與兒童及青少年心理健康有關，由安利直銷商擔當義工，以互動方式讓兒童能夠在遊戲中學習。



活動當日天氣晴朗，正好代表「安利陽光兒童成長計劃」能為大埔及北區的兒童及青少年帶來驕陽。



開幕禮上，大會向每人派發竹蜻蜓，寓意孩子在計劃的幫助下飛得更高更遠。



孩童的微笑是世上的珍寶，請踴躍支持「安利陽光兒童成長計劃」，支持他們健康快樂地成長。

愛心綻放 · 北京之夜

安利（中國）2008公益愛心評選活動頒獎典禮
A Night In Beijing 2008 Amway China CSR Award Ceremony



美國安利機構總裁德·狄維士先生及執行副總裁鄭李錦芬女士與來自全國各地的志願者代表合影。



美國安利機構總裁德·狄維士先生在頒獎典禮上表示：「每個付出愛心的人都是獲獎者。」



美國安利機構執行副總裁鄭李錦芬女士指出：「安利（中國）將堅持不懈地履行企業社會責任。」

首開企業公益評選先河

「傾情公益，回饋社會」是安利（中國）一直以來的理念，並已根植於企業的價值觀之中。截至今年6月，安利（中國）在公益活動所投放的資源累計達2.5億元人民幣，並舉行超過4,000項公益活動，為社會帶來深遠而廣泛的影響。為進一步提升各地分公司公益活動的水平，進一步推動公司企業社會責任建設，安利（中國）首開企業內部公益評選的先河，在全國範圍內開展了公益愛心評選活動。經過甄選後，共有85個優秀公益活動入圍，其內容涵蓋了兒童、環保和志願服務等領域。

A CSR Pioneer

"Devote in both charity and the society" is the motto of Amway China, and the company has made it very much a part of its core values. Up to June 2008, Amway China had committed RMB 250 million to more than 4,000 charity activities, spread wide across society in the Mainland China.

In order to improve the quality of activities organised by different Amway branches in China, and to further boost the company's overall social responsibility, Amway China set up the CSR Award to honour the best volunteer activities. In total, 85 activities from different categories, including helping children, environmental protection and voluntary services, were nominated for the award.



評審委員會代表《光明日報》國際部副主任肖連兵先生在會上介紹評審情況。



共青團中央志願者工作部副部長侯寶森先生展望未來中國的志願服務事業將會如百花盛放。



民政部社會福利和慈善事業促進司司長王振耀先生表揚安利（中國）的公益成就。



安利環保公益基金的受惠機構中華環境保護基金會的秘書長李偉先生對安利（中國）的捐建表示感謝。

安利(中國)2008公益愛心評選活動頒獎典禮於十月在北京國際飯店會議中心舉行。來自民政部、團中央、相關公益機構等各界嘉賓，與安利公司管理層及千多名安利志願者一同見證了這場愛心盛況。

Representatives from the Ministry of Civil Affairs, the Chinese Communist Youth League and various charity organisations were present for the inaugural Amway China CSR Award Ceremony, held at the International Conference Center, Beijing International Hotel in October. Also present for this special occasion were Amway management and more than 1,000 Amway Volunteers.

評選權威公正

為了保證評選結果的公正與專業，安利(中國)特別邀請權威專家組成評審委員會，9名成員分別來自中國民政部、團中央志願者工作部、中國兒童少年基金會、中國紅十字會、《光明日報》國際部、搜狐網等，他們都擁有獨立評審權。評委們從項目創意、持續價值、媒體表現、政府評價、活動組織、推廣價值以及志願者參與等七個方面作出評審，最終評選出8個單項獎、6個綜合獎及1個特別貢獻獎。



邀得著名節目主持人吳大維先生任主持，令安利(中國)2008公益愛心評選活動頒獎典禮生色不少。

Independent Judging Panel

To make sure the result was fair and the winner selected in a professional way, Amway China invited nine specialists from different areas to join the judging panel, including representatives from the China Ministry of Civil Affairs, Volunteer Service Department, Central Committee of Communist Youth League of China, the China Children & Teenagers' Fund, the International Department of Guangming Daily and sohu.com.

The panel was totally independent and they judged the charity activities according to seven different criteria: creativity, continuous value, media exposure, government comments, activity organisation, promotional value and feedback from volunteers. There were eight awards for different categories, six awards for different branches, and one award for special contribution.

公益成就贏得高度評價

今次評選設立了「最佳項目創意獎」、「最佳政府評價獎」等多個獎項。頒獎嘉賓之一、中國民政部社會福利和慈善事業促進司司長王振耀先生在頒獎致詞中，充分肯定了安利(中國)的公益成就：「所有參與安利(中國)公益活動的人，都已經得到了政府評價獎。」事實上，一直以來，安利(中國)積極探索，逐步建立完備的公益管理體制。各地分公司推出的公益項目，很多都已經成為當地知名的公益事業品牌。而每個公益活動都如一面愛心旗幟，把安利(中國)的公益精神與慈善理念傳之彌遠。



「每一個孩子都是我們希望的天使」，觀眾在美妙的童聲中感受「愛心手牽手」。

High Recognition

The awards included the Most Innovative Award, the Government Choice Award and so on. According to Mr. Wang Zhenyao, the China Ministry of Civil Affairs Department of Welfare and Social Work Director-General, "everyone who joins in the charity activities organised by Amway China has already been honoured with favourable comments from the government".

For a long time, Amway China has actively explored ways to develop the perfect charity management mechanism. Various branches in China have organised many different activities, many of which have become very popular. Each of these is like flag that proudly displays the love, compassion and caring nature of the people who work in Amway China.

獲獎公益活動

單項獎 Category Awards

最佳項目創意獎 Most Innovative Award

西藏分公司「安利西藏青年愛心超市專案」
Amway Youth Love Supermarket by Amway Tibet Branch

最佳可持續價值獎 Sustainable Development Award

江蘇分公司「安利南通江海志願者活動」
Amway Volunteers' Service in Jianghai, Nantong City organized by Amway Jiangsu Branch

最佳政府評價獎 Government Choice Award

上海分公司「安利上海牽手特奧融合活動」
Amway Shanghai Branch Volunteers Participate in Integration Programs for Special Olympics

最佳媒體呈現獎 Media Choice Award

河南分公司「安利河南新春慈善音樂會」
Amway Spring Festival Charity Concert in Henan Province

最佳志願者參與獎 Best Volunteer Award

湖北分公司「安利湖北六城會志願者服務活動」
Amway Volunteers' Service at the 6th National City Games in Hubei Province

最佳組織獎 Best Organization Award

遼寧分公司「安利杯」全國少兒書畫大賽」
"Amway Cup" National Children Calligraphy and Painting Competition organized by Amway Liaoning Branch

最佳熱點關注獎 Most Attractive Award

四川分公司「安利四川抗震救災系列活動」
Amway Volunteers in Action for Quake-relief in Sichuan Province

最佳推廣價值獎 High Potential Award

天津分公司「安利天津SOS兒童村系列活動」
Serial Heart-warming Programs in Tianjin SOS Children's Village

綜合獎 Annual Awards

一等獎 First Prize

• 北京分公司「安利北京奧運志願公益之旅」
Public Service Trip of Amway Beijing Volunteers' Association

二等獎 Second Prize

• 上海分公司「安利上海西部醫療項目」
Medical Program of Children in the Western China organized by Amway Shanghai Branch
• 廣西分公司「安利廣西魚苗放生環保活動」
Environment Protection Program to Release in Fish Fries organized by Amway Guangxi Branch

三等獎 Third Prize

• 江蘇分公司「安利江蘇杭彬捐獻造血幹細胞活動」
Hang Bin, an Amway Sales Representative in Suzhou Successfully Donated Hematopoietic Stem Cells to a Leukemia Patient in Taiwan
• 四川分公司「安利四川抗震救災系列活動」
Amway Volunteers in Action for Quake-relief in Sichuan Province
• 廣東分公司「安利廣東安利實驗班專案」
Amway Guangdong Experimental Class

愛心手牽手特別獎

"One by One" Special Contribution Award

山東分公司「安利山東靈丘支教專案」
Shandong University & Amway Postgraduate Teaching Group Taught in Lingqiu

安利 (中國) 關懷社群

Corporate Social Responsibility in Amway China

一直以來，安利 (中國) 對社會克盡企業責任，並竭盡所能積極回饋社會。
 以下是安利 (中國) 部份企業責任項目，大家從中可了解到安利 (中國) 如何從多角度向社會作出貢獻。

Amway China has a deep commitment to the community it serves and has worked hard on its corporate social responsibility commitment. Over the following pages you can read about the different ways in which the company is working to give back to the Mainland society.

安利 (中國) 榮獲 中華健康快車基金會「光明貢獻獎」 “Guangming Contribution Award”

在較早前舉行的「2008中華健康快車光明盛典」上，安利 (中國) 獲中華健康快車基金會頒發「光明貢獻獎」，以感謝十一年來對健康快車的支持。

「健康快車」是一座建在火車上的流動眼科醫院，配備了完善的醫療設施和技術精湛的眼科醫生，常年為貧困的白內障患者送上免費的手術治療，幫助他們恢復視力，重獲勞動能力，迄今已復明的白內障患者達8萬餘人。安利 (中國) 多年來一直積極支持健康快車項目，通過各種方式為健康快車捐款、募款、宣傳，並多次參加「健康快車光明行活動」。



Amway China was honoured at the “Lifeline Express Ceremony Night 2008”, receiving a “Contribution Award” in recognition of the company’s ongoing support for the past 11 years.

Lifeline Express is the first charity eye train hospital in China, carrying sophisticated equipment and top ophthalmologists and nurses around the country by rail. One of the main aims of Lifeline Express is to help cataract sufferers in isolated areas, offering free treatment to help them

recover their vision and see the beauty of the world once more.

More than 80,000 people have been benefited from Lifeline Express since the train started rolling 11 years ago. Amway China supports Lifeline Express programmes through donations, fundraising and promotions.

電影《志願者》七城 「心心相影1+1」滿載愛心 “Volunteer” film shows in 7 cities alongside “Heart to Heart 1+1”

繼北京首映、上海點映之後，由安利 (中國) 贊助的電影《志願者》先後走進天津、瀋陽、大連、武漢、青島、福州、廈門七個城市，同時舉行「心心相影1+1」活動。

在中國不同地方，均有既精彩又富特色的點映儀式。在天津，安利 (中國) 向天津師範大學研究生支教團捐贈善款；在瀋陽，安利 (中國) 志願者共同唱出電影主題曲；在大連，安利志願者自編、自導、自演的情景短劇《愛的傳遞》，打動了全場觀眾；在武漢，武漢大學第五屆安利研究生支教團誓師出征；在青島，往屆支教團員與觀眾分享難忘的支教日子；在福州，省十佳優秀志願服務集體受到團省委的表彰；在廈門，廈門大學支教團員深情朗誦根據寧夏支教生活點滴寫成的詩歌。同時，七個城市「心心相影1+1」活動中所匯集到近5,000份愛心和祝福，也將會送到中國西部兒童的手中。

Following the premiere of “The Volunteer” in Beijing and a showing of the film in Shanghai, Amway China sponsored further showings in Tianjin, Shenyang, Dalian, Wuhan, Qingdao, Fuzhou and Xiamen. The “Heart to Heart 1+1” activities that go with the film were filled with real emotion.

There were many special, touching moments at all the film screenings. In Tianjin, Amway made a donation to the Postgraduate Teaching Group of Tianjin Normal University, while Amway volunteers led a rousing rendition of the film’s theme song in Shenyang.

In Dalian, Amway volunteers wrote, directed and acted in their own play, “Sending of Love”, which really moved the audience. In Wuhan, postgraduates from Wuhan University formed the 5th Postgraduate Teaching Group of the China Young Volunteer Poverty Alleviation Relay Programme (PARP), while in Qingdao former PARP volunteers shared their most memorable experiences. In Fuzhou, the Top 10 Excellent Units in Volunteer Service in China received recognition from Provincial Committee of Chinese Communist Youth League and in Xiamen, PARP volunteers from Xiamen University recited a poem that was specially written to describe the PARP life in Ningxia.

Genuine love and care was shown during all the “Heart to Heart 1+1” activities around China, and that wave of love will now be delivered to children in the western region.



捐建四川春蕾教師培訓中心 Amway Helps Build Sichuan Spring Bud Teachers' Training Centre

512汶川大地震中，學校是受災最嚴重的地方之一，教師作為受災者和災後重建的重要力量，必須具備心理輔導等諸多方面的基本專業知識，所以針對教師的相關培訓可說是非常迫切和必要。為此，安利（中國）向中國兒童少年基金會捐款106萬人民幣，在四川設立安利春蕾教師培訓中心，對災區小學教師進行培訓。第一期有200位重災區小學教師參與，內容包括班主任/教師培訓、語數外專業培訓、心理培訓等。今後，春蕾教師培訓將作為長期項目，為災區基礎教育重建工作提供持續支持，預計將有萬名師生從中受益。

In the terrible earthquake that struck Sichuan in May, schools were affected particularly badly. The teachers from the schools that suffered in the devastation will play an important role in helping life get back to normal, and as such they need to be equipped with the right professional skills to help the children get back on their feet.

To help in the effort, Amway China donated RMB 1.06 million to the China Children and Teenagers' Fund on September 23. It is to set up the Amway Spring Bud training centre for teachers

in Sichuan, providing training to primary school teachers in the affected areas. In the first phase the centre will train up to 200 teachers. Spring Bud is actually a long-term project that will give continuous support to the disaster area through the establishment of an education foundation. It is expected that more than 10,000 teachers and students will eventually be benefited.



「陽光計劃」全面啟動 讓孩子共享都市陽光 Launch of Sunshine Project

今年九月，由安利（中國）與中國兒童少年基金會共同發起的全國性大型公益項目「陽光計劃」繼北京、廣州、武漢之後，在東莞、深圳、大連、上海、杭州、鄭州、蘇州、重慶、成都、天津、西安、合肥12個城市全面啟動，為12所學校的學童送上一份開學禮物。

參與「陽光計劃」15個城市中作為試點的15所學校全部建成了「陽光圖書館」，並配備了10,000冊圖書及電腦、投影儀等設備，而「專家顧問團」講座、「安利志願者愛心教師團」特長班、「社會融合」等一系列活動也將在各地陸續開展。陽光計劃將持續關注都市學童，為他們創造更完善的教育環境，讓他們在陽光下健康、快樂地成長。

September saw a new school semester begin, filled with the usual hopes and dreams for millions of students across the country.

As part of a move to provide less privileged inner-city youngsters with a better education environment, Amway China joined together with the China Children and Teenagers' Fund



to set up the Sunshine Project. Following a successful launch in Beijing, Guangzhou and Wuhan, the scheme recently went nationwide with launches in schools in Dongguan, Shenzhen, Dalian, Shanghai, Hangzhou, Zhengzhou,

Suzhou, Chongqing, Chengdu, Tianjin, Xian and Hefei.

Fifteen schools in 15 Mainland cities participating in the Sunshine Project now have a Sunshine Library, equipped with thousands of books as well as essential equipment such as computers and projectors. A range of groups and activities will soon be launched to ensure the Sunshine Project can continue to provide a better educational environment for the children, helping them to grow happily and healthily and ensuring there's always sunshine in their lives.

安利（中國）企業社會責任系列廣告盛大發布 Amway CSR Ad Launched in October

安利（中國）企業社會責任系列廣告在北京、上海、廣州、深圳、重慶、天津、青島、鄭州、武漢、烏魯木齊、福州、瀋陽、昆明、南京、杭州15個城市已經盛大發布。一系列的平面廣告以「全心為你」為主題，內容涵蓋保護環境、關愛兒童及志願服務三大公益領域。透過《人民日報》、《參考消息》、《三聯生活周刊》等多家全國性和地方平面報刊以及機場、地鐵、候車亭等戶外媒體，讓公眾一睹安利（中國）的公益足跡。同時，這次廣告發布，旨在表達安利（中國）繼續積極履行企業社會責任的決心，以及倡導社會各界共同參與公益事業、共創和諧社會的美好願望。

Amway China launched a new Corporate Social Responsibility ad series in October, featured in 15 cities in the Mainland including Beijing and Shanghai.

Under the "Wholeheartedly For You" banner, the advertisements feature three main themes: environmental protection, caring for children and voluntary services. The ads have been featured in national and regional print media including «People's Daily», «Reference News» and «Life Weekly» in addition to outdoor locations such as airports and railway stations.

The launch of the ad series helps the public to understand more about Amway China's welfare footprint and the determination of the company to fulfill its corporate social responsibility duties. The overall aim is to encourage people from all sectors to take a keener interest in welfare activities in the hope of creating a more harmonious society.





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紐崔萊一直相信天然的環境與種植方法，才會長出健康植物，並於加州、墨西哥、巴西及華盛頓自設有機農場。不使用農藥及化學肥料，充分利用大自然資源；同時採取天然的耕種方式，如以瓢蟲消滅害蟲，放羊去除雜草等，令植物生長更健康。

Amway 安利