

AMAGRAM

安利月刊 Helping People Live Better Lives

6.2008



eSpring綠色優惠

- 紐崔萊能量補充組合
- 尖端科技開創美白「抑黑」技術

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).

消費者為尊 Consumer oriented

近50年前家父創辦安利，帶給人們投身自由企業的機會，讓他們實現創業理想。

我們多年來以此為基，努力邁進，亦由此創立了安利事業計劃。

計劃的重點，在於贊助與銷售之間的平衡，其中以銷售為先，贊助隨後。無容置疑，能夠成功開拓客源，便能夠開闢有效培訓和支援的無限前景。

我們過往需要擁有十名零售顧客，方可開展贊助，藉以保持平衡。

現在，我們加倍看重消費者，冀望助你重拾平衡。在市場上，我們以有趣的手法，吸引消費者購買安利產品。

要知道，消費者感覺賓至如歸，舒適自在，才會樂意選用安利產品。因此，我們著力通過精確的市場研究，開發他們的所需和所想。

作為安利的營銷人員，你全面代表這門事業，既提供便捷的購物機會，亦提供完善的事業機會。你需要分清顧客，只是想購買產品，還是有意創業。

請謹記，只要他們相信安利產品，便可以體會安利事業機會的價值。

我們全力助你經營事業，結合你我的力量，安利的根基必會更見雄厚。一股以消費者為尊的文化必將建立，得以為人人帶來機遇。

When our fathers started this business nearly fifty years ago, they offered people the opportunity to be part of the free enterprise system – the chance to have a business of their own.

That's the foundation from which this business has grown, and from which the Amway Business Plan was created.

But you should know that the Amway Business Plan was developed with an emphasis balanced between sponsoring and selling. And it's a balance that requires a focus on selling first, and sponsorship later. Because we knew then that without developing customers who want to buy product from you, there's a limit to how effectively you can train and support others.

In those days you needed ten retail customers before you could even start sponsoring ... to keep that balance.

Today, we are redoubling our efforts to being consumer oriented to help you regain that balance. We need to be talking to consumers in the marketplace in a way that is appealing to them, and makes them want to buy our products.

Consumers need to feel comfortable in how they access us, shopping with us in a way they are accustomed to. We need to give that control to them. We need to give them the chance to choose us. So we're developing products they will want to choose from you. Products that are developed from focused market research to align with their needs and desires.

And as our sales force, we need you to represent all the elements of the Amway business – a convenient purchasing opportunity as well as a business opportunity. You need to recognize when a customer just wants to buy product from you, and in turn ... when that customer just might be interested in starting their own business.

Remember that if they believe in our products, they are much more likely see the value in this business opportunity.

We'll be here to support you in doing the things that are right for your business. So together we can build an even stronger foundation, and a consumer oriented culture that creates opportunity for everyone.

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美國安利機構於1959年在美国密西根州亞達城創立，是全球最大的直銷機構之一，辦事處遍佈全球80多個國家及地區。• 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.

• P.O. Box 30704 Causeway Bay • Tel: 2969 6333 • Members of the Hong Kong Direct Selling Association and World Federation of Direct Selling Associations • Web site: www.amway.com.hk
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eSpring

綠色優惠 Green Discount

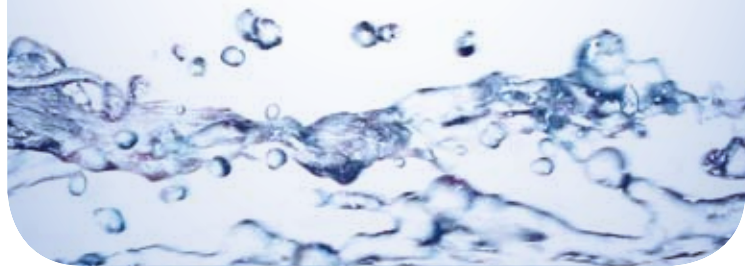
環保・淨水之選

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

為了回饋同樣注重環保的安利直銷商及優惠顧客，現推出綠色優惠。

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

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



綠色回饋折扣

\$500

Enjoy a Green
Rebate of \$500

優惠期內購買eSpring智能淨水器，
即時享有綠色回饋折扣\$500。

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



優惠細則：

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

8 <免息分期優惠>

- i. 享有此免息分期優惠，必須使用以下銀行之各種信用卡付款：
 - (1) 安利萬事達咭、渣打信用卡及渣打聯營咭；恒生銀行信用卡；
 - (2) 香港滙豐銀行信用卡 — (以信用卡首6位數字為準)
 - VISA CARD: 4201 84/4921 11/4966 04
 - MASTER CARD: 5185 42/5411 80/5431 22
 - ii. 售貨額/積分額將於確定購買eSpring時一次結算，並以當時之售貨額/積分額比率結算；
 - iii. 如供款期間退貨，安利公司將以eSpring之售貨額退回現金代用券（不設售貨額/積分額）。供款人必須繼續向有關銀行繳付供款餘額；
 - iv. 此優惠不適用於澳門；
 - v. 每月供款額將按銀行之計算為準，差額約為港幣\$1或以上。
- 9 安利公司保留最終決定權。

或

綠色回饋折扣

\$900

Enjoy a Green
Rebate of \$900



憑【eSpring介紹券】(見細則6)

購買eSpring智能淨水器，
可獲推介優惠折扣\$900。

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

或

免費

濾心匣

Enjoy a
free filter

優惠期內成功推薦兩位新用戶
選用eSpring智能淨水器，
可獲贈濾心匣乙個(見細則7)。

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

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

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

24或12個月

免息分期

24-month or 12-month
Interest-free
Installments

每月最低只需\$199。
(以\$900折扣及24個月分期計算)
Only HK\$199 each month.

Details:

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

8 Interest-free Installments

- i. The following credit cards are eligible for the installment plan: Amway Master Card; Standard Chartered credit cards and affiliate cards; Hang Seng credit cards; HSBC credit cards with the first six digits 4201 84 or 4921 11 or 4966 04 for Visa Cards and 5185 42 or 5411 80 or 5431 22 for Master Cards.
- ii. Full BV and PV apply for the first purchase of eSpring based on the BV/PV ratio when making the purchase.
- iii. If you wish to return the eSpring during the installment period, Amway will refund the BV of eSpring by credit voucher (no BV/PV applicable). The buyer is still obliged to pay the outstanding installments to the bank.
- iv. The installment plans are not applicable in Macau.
- v. The monthly installment amount may change and is subject to the bank's calculations. The monthly installment amount may be higher or lower than the stated amount with a value equal to around HK\$1 or above.

- 9 Amway reserves the right of verification and final decision.

不容忽視的食水質素

Why **NSF**? Why **eSpring**?



當大家愈來愈重視食水質素，在家裝置濾水器成為最方便可靠的方式。

然而我們從何可以得知產品的功能是否值得信賴？

今期安利月刊找來美國國家衛生基金會（NSF）的食水處理系統項目

總經理Tom Bruursema分享他的專業意見。

People today have a much keener interest in the quality of their drinking water, seeking out cost-effective solutions for installing water treatment systems at home.

Such systems are widely available on the market now – but how can consumers know if the products they're buying actually perform in accordance with the manufacturer's claims?

In this issue of Amagram, Tom Bruursema, General Manager, Drinking Water Treatment Unit Program at NSF International (NSF), offers his professional advice.

Tom表示：「只有經過如NSF這些具有保障公眾健康知識及專業的獨立的第三者團體來檢測及認證的產品，才是值得消費者選購的。除了具有已被認證外，其它因素包括產品是否滿足個別需要，如能夠排除污染物的種類、產品安裝條件、產品需要維修保養的頻率及費用等等。NSF為一非牟利、非政府機關組織，致力推動標準開發、產品認證、教育、公眾健康及安全的風險管理等範疇。也就是說，NSF認證給顧客在購物時作為依據，而政府在審批銷售權時亦能用作參考。」

NSF代表安全

由於NSF認證屬自願性質，因此不是所有生產商都為旗下產品申請NSF認證。Tom解釋：「NSF只會向有實質證據能減少水中污染物的產品發出證書。」未能符合NSF食水處理系統項目標準之產品特質或功能，如鹼性離子技術，將不獲NSF認證。

NSF如何確認淨水器的濾淨量？NSF制定標準時，是要確保消費者獲得最安全及優質的產品保障，例如安利eSpring智能淨水器獲NSF確定其最高的濾淨量為5,000公升。

認證的重要性

NSF不單重視過濾技術，對原材料亦有嚴格要求，以保障消費者健康。「所有產品都要經過三個檢測程序，首先我們會嚴格檢查其物料，特別是直接接觸食水的配件，然後會進行技術運作測試，最後找來毒物學家覆查有關報告，確定產品原材料能夠達至安全，保證不會影響食水質素，方可獲發認證。」

eSpring就是質素保證

事實上，產品獲發NSF認證後，NSF仍會對其作出定期檢查，確保淨水器維持高效水平。一如安利eSpring智能淨水器，生產商要接受定期測試及檢驗，方可重新獲得NSF認證。

最後，Tom Bruursema提醒消費者在選購的時候應選擇已獲NSF認證的產品；如有懷疑，可到NSF的網站瀏覽詳盡資料。

NSF International

成立於1944年，NSF International一直為不同的食物與食水發出認證，同時處理有關食水處理及安全性的產品，詳細資料可於世界衛生組織的網頁內查閱。消費者可以從其網站 (www.nsf.org) 查閱已獲認證的產品及詳細資料。

Founded in 1944, NSF International certifies a wide range of products that impact on food and water safety. NSF has been involved in a number of products concerning drinking water treatment and safety. Much of this information can be found on the World Health Organization's website. Complete systems certified by NSF state specifically the scope of the certification on the packaging and the product, including contaminant-reduction capabilities. Published listings to confirm NSF certification are available at www.nsf.org.



Profile

作為NSF旗下食水處理系統項目總經理，安利eSpring智能淨水器全面符合全球各地訂定之大部份標準，Tom表揚品牌對維護公眾健康的決心。

Tom Bruursema, General Manager of the Drinking Water Treatment Unit Program at NSF International, applauds the development of Amway's e-Spring® Water Purifier. eSpring has met the most comprehensive set anywhere in the world. Bruursema thanks the Amway Corporation for furthering the NSF mission to protect public health.

According to Tom, only products that have been properly tested and certified by a third party, independent organisation such as NSF, with demonstrated knowledge and expertise in providing public health protection should be selected.

"Beyond certification, consumers should consider such things as meeting their concerns over reduction of individual contaminants, product installation conditions, the frequency and cost of system maintenance and the flow rate," says Tom.

"NSF International is a non-profit, non-government organisation that is committed to standards development, product certification, education, and risk management for public health and safety. The NSF Mark gives consumers confidence in their purchase decisions, and enables government agencies to assess products for approval prior to sale."

NSF means safety

The NSF programme is voluntary, so not all companies choose to have their products tested and certified. Some may opt for certification, while others may not fit under the scope of current standards, either based on the technology use or specific performance claims.

"NSF only certifies products that carry a legitimate claim relating to the reduction of contaminants either known to be present in drinking water, or that have been established as having the potential to be in drinking water," says Tom. Features or product attributes outside the scope of the Drinking Water Treatment Unit Standards (such as alkaline ionizer) are not certified by NSF.

According to NSF, the standard requires a viable protection to consumer safety to be built into the product

for performance when the declared capacity is tested and accepted for declaration on label. That is why Amway eSpring Water Treatment System is tested and certified the maximum capacity of 5,000 liters, but not more.

Certification is essential

The NSF not only checks each water treatment system, but also examines the materials they use as part of a quest to ensure the health and safety of consumers. "NSF-certified products undergo a three-step process to demonstrate that the water path materials do not produce contaminants that may cause a public health risk," says Tom.

First, the NSF reviews all the materials of each component of the system that comes into contact with the water being treated. It then conducts a very thorough test of the materials throughout the complete treatment system. Finally, expert toxicologists review the test results to be sure the product is proven to be safe – "and to reject certification for those that are not," says Tom.

eSpring – quality guaranteed

Tom says that NSF certification requires regular surveillance to ensure the products continue to meet the requirements of certification, and therefore can continue to bear the NSF Mark. Manufacturers' are required to obtain NSF authorisation for any design changes.

Tom recommends consumers to look for the NSF Mark when buying a drinking water treatment system to confirm that the performance claims have been properly evaluated. "Consumers can also go to the NSF website where all certifications are listed," he says.

安利eSpring 智能淨水器

eSpring Discovers the Best Source of Water

徹底淨水，全賴 紫外光燈及活性炭濾心

紫外光燈有效殺菌

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

去除氯氣及重金屬

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

提示更換濾心 用得放心

- 智能監察系統 — 配備智能晶片及顯示器，紀錄使用量及提示更換濾心

衛生品質 — 獲世衛水質顧問認證

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

UV lamp to eliminate bacteria

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

Removes chlorine and heavy metal

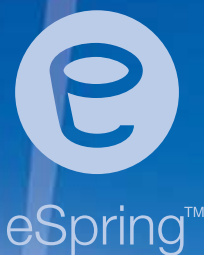
- Activated carbon filter captures over 140 different contaminants including chlorine, heavy metal and THMs.
- Retain beneficial minerals.

Filter replacement display

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

NSF certification

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



0188
DP\$5,680

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



自強不息

安利人 Striving for More

由歷代偉人至今時今日能獨當一面的CEO，都不會只因運氣而有成就，勤奮好學、艱苦奮鬥才是達成目標、豐富人生的得力助手。以下三位樂於在無涯學海中泅泳的好學一族，以親身體驗，力證了終身學習的重要性。正如國家主席胡錦濤較早前曾語重心長地表示：漫長的中華民族歷程告訴我們，唯有自強不息，才能把握命運，才能成就偉業。

Success is sometimes the result of good fortune – but usually it depends on how much effort you are prepared to put in. Three Amway Distributors – Boe Chan, Quantina Leung and Rosaline Ng – agree that making a sustained effort to acquire new knowledge has been important in improving their lives.

自強不息安利人 1 號： 學習造就終生美麗

經過了七十年代艱苦奮鬥的日子，八十年代的香港終於享受到經濟繁榮的果實，當時亦可說是本港開埠以來的經濟巔峰期。在那個年頭，才二十出頭的陳鎮平 (Boe)，一心要在社會一片昇平中尋求更好出路，開拓「錢」途，於是瞄準了安利的直銷生意。「當初成為安利的直銷商，純粹從收入利益出發，希望成家立室後，有穩定豐厚的入息，可以讓家人過著優質的生活。豈料這盤直銷生意為我帶來的最大得著，並非金錢那麼簡單，而是令我的個人成長與精神生活，有意想不到的豐收。」

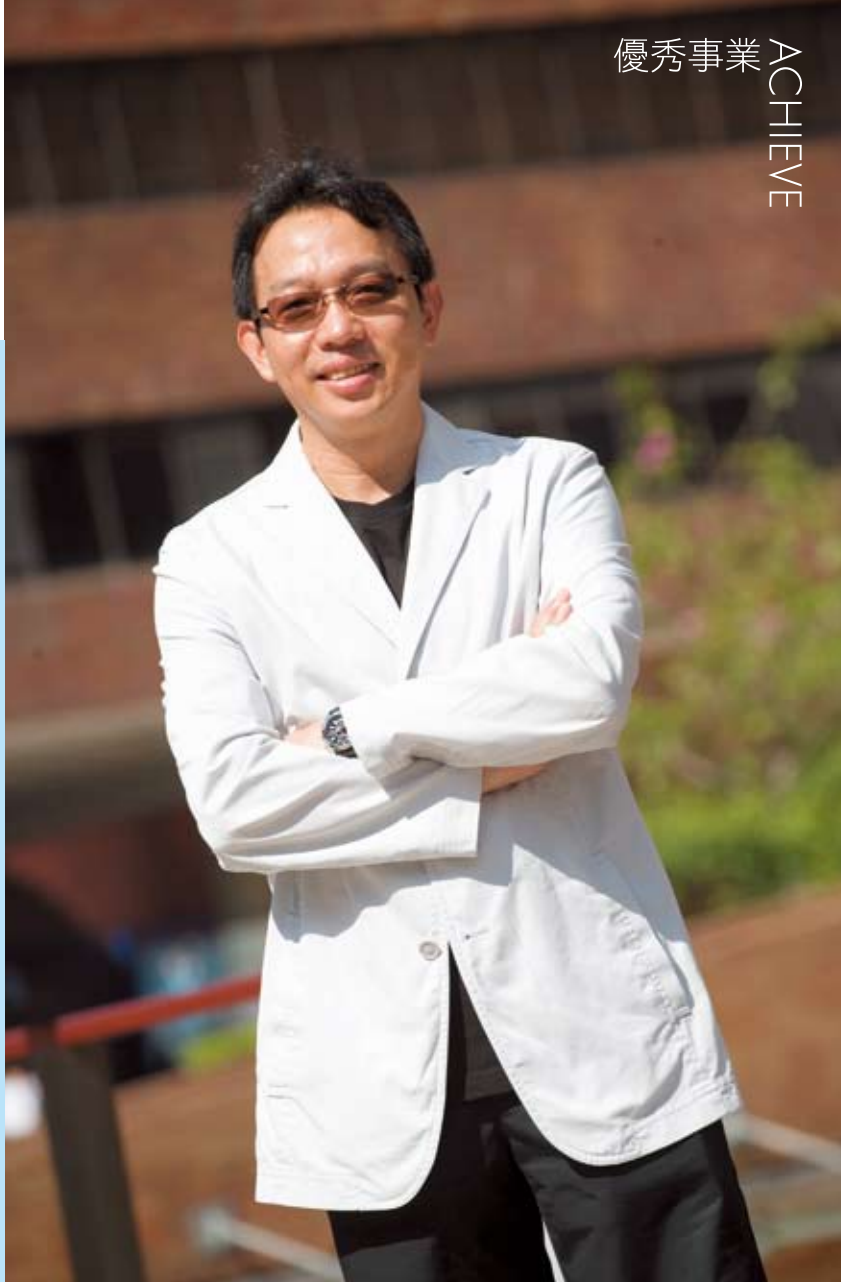
Boe表示，加入安利後，發現團隊中每一個人對人生都充滿目標與理想，領導人才的處事態度都是正面與積極的，所謂近朱者赤，Boe的思想也漸漸潛移默化，從暗淡的灰色轉為繽紛奪目。

「以往我絕不是一個充滿陽光氣息的人，縱然為人未算消極，但並不屬於樂觀派，也許我在家境一般的環境下成長，學歷又不高，以致很多時會從較負面的角度看待事情。但自從跟安利的團隊相處下來後，他們積極的一面令我變得開朗和充滿自信，我開始明白要人生有進步，首先應檢討自己有何不足之處，然後虛心學習，切忌固步自封，拒絕擴闊思維，否則這輩子也不會打開另一片天空，有所進步。」

Boe不諱言，人難免有惰性，會令那團求上進和好學之火降溫，但他認為，如果一個人有夢想，自然會為了奔向目標而努力學習。「以我自己為例，為求進步，平時除閱讀外，並會報讀不同課程，古代的智慧天書《易經》也教導我們：天行健，君子以自強不息。那麼，我們豈可錯失任何自我增值的機會？」

近年他利用兩年多時間，修讀身心語言程式學 (NLP)，如今他已是一名執業NLP導師。「最初報讀這個課程時，只抱著增加知識的心態而為，結果興趣愈來愈濃，其後我發現，這門學問令我在處理工作、家庭以至對待朋友等方面，有很大裨益。以家庭為例，解讀過NLP後，我跟女兒的溝通可謂更上一層樓，透過具鼓舞性的說話方式，她們的自信心明顯地鞏固了，這對於日後的人格發展，舉足輕重。至於工作方面，我更加懂得如何扮演好領袖的角色，發揮團隊精神。」

Boe強調，終身學習是豐盛人生的關鍵，那種自以為了不起的心態，只會將精采人生白白斷送。



陳鎮平 Boe Chan

行政鑽石直系直銷商 Executive Diamond Direct Distributor

加入年份：1983

參加時職業：貨車司機

At first I developed the business just with the aim of making money, but the gains in personal growth I experienced made me realise the range of benefits Amway offers. My fellow Distributors taught me that I had to open up my mind and face challenges head on if I wanted to make any progress in life. I have just completed the Neuro-linguistic Programming (NLP) and become a NLP instructor now – and it's played a big part in narrowing the gap between me and my daughter.



梁靜雯 Quantina Leung
創業者直系直銷商 **Founders Direct Distributor**

加入年份：2003
參加時職業：大學生

The most impressive thing I have learnt from Amway is not to be arrogant or self-centered when dealing with others. To be a leader in this business you need to show respect for others and learn from those in your team. No matter how well educated you are, and regardless of the number of masters degrees you may have, you still need to study continuously. Only when you enrich yourself with more knowledge can you be sure of success.

自強不息安利人2號： 初生之犢懂增值

「學無止境的道理是我經營安利直銷生意後，才得以融會貫通。從會考到高考，我都取得不俗的成績，後來我更在大學取得獎學金並以優異成績取得學士學位，畢業後旋即順利被大銀行集團招攬為員工，暗地裡不免有點沾沾自喜，覺得自己頗有本事。」初生之犢，自視高了一線，梁靜雯(Quantina)稱，反而阻礙了她的個人成長速度。

「甫踏足社會已能夠在大機構立足，之後轉戰安利生意，憑藉一點小聰明，在起步階段已見一定成績，的確以為自己挺有本領，結果為好學的心態與速度帶來屏障，直銷生意的進度亦因而停留在樽頸位置。」

起初Quantina仍不明所以，不斷問自己為何生意會停滯不前，之後經前輩指點，她才猛然醒覺，自己原來一直活在自以為是的象牙塔中。

「要在生意上創佳績，在團隊中擔當稱職的領袖，自我中心、不懂顧及別人感受是一個大忌，幸而我遇上了安利的前輩，令我開竅，使我明白到一位真正受人尊重的領導者，應該是Servant leader，意即在團隊中，大家要互相尊重、教學相長，才稱得上成功。」

經一事，長一智，Quantina領悟到人生的進境，不是你身懷多少張高等學歷證明書，或者擁有甚麼銜頭，而是打從心底裡有孜孜不倦的求學精神，所以，她從不放棄任何可以自我增值的良機，參加不同類型的進修課程，都成為她工餘的最佳活動。

「其實安利公司早已明瞭學海無涯、不進則退的道理，所以不斷安排各類課程，讓直銷商可以自我增值。這些課程較我以往在大學所吸收的知識，更大派用場，例如近期曾參加香港直銷協會與香港理工大學合辦的直銷培訓證書課程，第一堂已讓我獲益良多，大學教授除有系統地剖析目前直銷生意的制度與優勢外，還透過真實個案，向我們披露成功人士應有的特質，讓大家可以在日常生活中活學活用，而不是將大堆理論如填鴨般強行加諸於學生身上。」

「完成這個文憑課程後，不僅深化了我對直銷生意的認識，更重要的是擴闊了我的眼界，讓我明白學無止境，唯有努力不懈，方可充實人生。今次的學習機會，進一步推動了我經營安利生意的衝勁與熱誠，因為從教授在課堂上引述的實例得悉，每一位成功人士都是通過勤奮好學，才有今天的光芒；所謂台上三分鐘，台下三年功，就是這個道理。」



自強不息安利人3號： 求學無年齡邊界

已過花甲之年、正步向七十歲的吳詠璇 (Rosaline)，不單沒有恃老賣老的長者傲氣，反而認為做到老，學到老，她說：「不少已退休的長者認為，已活到這把年紀，食鹽多過你食米，還用上學求知識嗎？他們不明白，世界每日正在轉變，唯有透過終身學習，緊握最新資訊，才不致跟時代脫節。」

曾經在外国生活過一段時間，兼且熱愛旅遊的Rosaline表示，年齡絕不構成學習障礙。「在歐美國家，大家十分鼓勵長者上學，在不少院校，學生較老師年長的情況，比比皆是。」

Rosaline認為，年紀大了，體力不如人是十分正常的，但學習能力與求知慾卻不會受到影響，所以，平日為直銷生意努力之餘，她會經常參與安利安排的各種課程。「只要你想讓腦筋繼續保持在活躍狀態，安利的課程隨時歡迎你參加，入學時既無年齡限制，亦沒有性別之分，更加不用甚麼最低學歷資格。較早前，我剛完成香港直銷協會與香港理工大學合辦的直銷培訓證書課程，當中令我覺得最受用無窮的，是有關溝通技巧的環節；年輕時我曾選修醫療護理，很少觸及這個課題，今次有機會從深入淺出的角度，了解這方面的專業知識，不僅對我的直銷生意有正面影響，還有助我提升日常的人際關係。」

「又例如早前在安利的安排下，讓我有機會參與九型人格的培訓課程，教我眼界大開，經過專家的講解，發覺人出現某些行為，或對某些人的行徑總是看不過眼，原來與複雜的性格類型有關；通過對九型人格的認知，我不僅進一步認清了自己，更能看清他人，加強了解別人的行為反應、優點與缺點，對於提升個人發展空間，的確幫上一把。」

其實正式投入直銷生意六年以來，Rosaline一直是一名勤奮的好學生，經常積極進修已成為她的習慣。「不想變成井底之蛙，跟其他人聚會時，話題不會局限在家庭、子女的狹隘框架，就應身體力行，終身學習。所以，我一直鼓勵身邊的人，持續進修，努力尋求知識，這也是安利助人自助的宗旨之一。」

I am approaching 70 now, but I understand that there's no real correlation between knowledge and age. If you want to cope in this fast-changing world you need to acquire new knowledge and enhance yourself continuously – no matter how old you are! I recently completed the Direct Selling and Enneagram Personality courses offered by Amway, helping me to sharpen my communication skills and enabling me to better understand others' behaviour.



吳詠璇 Rosaline Ng
直系直銷商 Direct Distributor

加入年份：1999
參加時職業：退休人士

新雙鑽石之夜 Highlights from the Amway Distributor Rally

蛻變

A Real Transformation!

新雙鑽石 New Double Diamond Direct Distributors

容子明、伍艷玲夫婦 Tony & Elaine Yung



新晉雙鑽石 伍艷玲

過去，生活不容易……

我原籍台山，在廣州長大。自小已意識到在發展中城市有著危機感，加上父親在香港，因此一直就想到這裡來。當時我跟自己說：「要努力、要奮鬥、要實現夢想。」最後，成功到香港與父母團聚。選擇來港定居，不過是遷就孩子學業。當時一家三口住在一個不足百尺的地方，三人同睡一床；眼見丈夫為了家庭每日做三份兼職，精神與個人皆受極大折磨，我體會甚深。最後，我決定加入安利，而先生亦予我很大支持。

奮鬥，最後戰勝自己

萬事起頭難，要推動生意，必須靠自己。剛加入的時候我常自問：我做得到的嗎？值得高興的是，答案是正面而肯定的。這盤生意不單要投入地去做，還得有計劃、有自己的理想與目標。於是我開始聯絡上線，向他們請教實踐之道。他們說要多參加會議，多問多學經營經驗與及產品知識；經驗逐漸累積，更成為努力的原動力。

蛻變，就在今天發生

在增長知識的同時，我開始建立自己的團隊。當時最需要家人支持，所以跟丈夫商量，同時把安利的獎金制度、工作形式等資料與他分享。最後，他作了最好的決定——辭去報館的工作，與我並肩作戰。得到丈夫襄助，我再

次計劃未來的路——把自己看成由零開始，再與他一同努力，向行政鑽石直系直銷商邁進。當時我全心全意，只想到與團隊一起完成這個夢想；努力的結果是一定得到回饋。我們都認同這不單是盤生意，更是人生的功課：一路上學到的道理實在太難忘，最高興的是過程中所遇上的機會。我在不斷改變的同時更了解自己，猶如跑進了這個森林，聽過不同雀鳥的歌聲，最後我學會用心聆聽，也學會在碰到不同的人 and 事，仍可微笑面對。

安利擁有健全的制度，他們高質素的产品更有著極大的商機，只要願意衷心相信，同時能夠把握時機，那就是個人創業的好機會。九年前我們是一對平凡的夫婦，現在從無變有，從寡言變到懂得表達自己，從打工變成擁有另一種生活方式，從被忽略到被尊重……當中的蛻變，都不能用金錢衡量。



新晉雙鑽石 容子明

有人說過，好導師將令學生受用一生。在安利，有很多名師給我上課——在經營的同時，亦不忘個人成長。由於沒有特別突出的口才，我從沒想像自己能夠從事直銷行業。可喜的是，我有一位好太太，她發掘我的優點，而且互補長短，兩人之間亦不需要有任何隱瞞，我由衷地珍惜和感激她。



安利，就是你的舞台

我倆的學歷不是特別高，可是藉著安利給予的發展機會，我們都做到了。打工仔擔心付出與收穫能否成正比，但可以肯定的是在安利絕對成正比。我們因為想改變生活環境而加入安利，結果公司讓我們免費享受一個五星級的羅馬假期！安利帶給我們很多東西，同時還把歡樂帶給我們的朋友。

猶太人說：時間不可以儲蓄，但金錢可以。沒錢時可向朋友借，但時間又怎能借？向朋友借錢固然辛苦，但懂得將時間花在有價值的事情上，你就是一個富有時間的人。有時間才可以創造財富，時間比錢重要，亦要有合適的平台讓我們發揮，奇蹟才會出現。否則只像過去的我，拚命打工，面對做得到的事、可改變未來甚至人生的事，都不去爭取……八年來，我們在安利付出與收穫同樣多。當中沒有秘訣可言，我倆做得到，你也一定做得到。安利這個舞台，就在等著大家！只要把握機會，就有無限發展空間！



新晉雙鑽石容子明、伍艷玲夫婦進場時接受群眾祝賀。



安利（中國）全國業務副總裁姜張麗青特地抽空出席晚會，致辭勉勵新晉雙鑽石容子明、伍艷玲夫婦。



新晉雙鑽石容子明、伍艷玲夫婦獲安利（中國）全國業務副總裁姜張麗青（右）及香港安利總經理余偉業（左）頒贈獎狀及油畫。

New Double Diamond Direct Elaine

I was born in Guangzhou but wanted to move to Hong Kong from a young age because my father was living here. Finally I came here to give my own child a better education. We stayed in an apartment of less than 100 square feet, and my husband had to do three part-time jobs to earn enough for us to survive. I realised that it was time to change, which is why I joined Amway.

At the very beginning I always asked myself, "Can I do it?" – and the answer was positive. I learnt from my uplines and listened to people's suggestions to attend different Amway rallies to gain more experience and improve my product knowledge.

Family support has been essential for me, and my husband has always given tremendous encouragement. On the path to achieving higher goals we have learnt a lot – to listen, be humble and always take a positive approach.

With Amway's unique plan and the quality products, every day is a good day to start your own business – but only if you are willing to trust. We are just ordinary people, but you can see how this business has transformed us!

New Double Diamond Direct Tony

It is said that a good mentor can inspire you in life. Well, I have met so many good mentors in Amway – people who have empowered my personal growth and helped me develop a successful business. I'm not a very eloquent person, but my wife helped me to discover my talents – and Amway offered us the opportunity and support we needed to become a success.

There's a Jewish saying that, "Money can be accumulated, but not time", meaning that only if you spend your time on meaningful things will you be truly rich. Time can certainly bring you prosperity, but miracles only happen when you're in the right place.

In previous jobs I worked very hard but never got a proper return. Now we earn a lot in Amway but there is no real secret to achieving success here – just seize the opportunity and you will have a bright future!



新晉雙鑽石容子明、伍艷玲夫婦與團隊在晚會後來個大合照。



戰爭紀念館前來一張大合照

澳洲墨爾本 領導旅遊研討會

Leadership Seminar— Melbourne Australia

近距離觀賞澳洲特色動物，乘坐旅遊觀光電車暢遊散發著歐洲的古典韻味與文化氣息的墨爾本市，享受貴賓式待遇，一起分享目標，交流心得，五日的澳洲墨爾本領導旅遊研討會，一個充滿驚喜之旅！

Amway Distributors enjoyed a memorable time during their five-day visit to the “world’s most liveable city” - Melbourne, Australia - in April. The trip took in eye-opening visits to local parks, beaches and scenic spots, together with plenty of opportunities to enjoy Melbourne’s famous culinary delights. Participants were given a valuable opportunity to share their insights on developing the Amway business with their partners. The seminar proved to be an unforgettable experience for all!



參觀疏芬山淘金博物館試試運氣，看看會否有意外收穫。



旅遊篇

墨爾本市風景優美，難怪被聯合國評選為最適合人類居住的十大城市之一。



三五知己聚首一堂，一同交流心得。



到邱吉爾島參加農場活動
近距離接觸澳洲特色動物



品嚐澳洲皇帝蟹，
令人回味無窮。



主題晚宴

主題晚宴場面盛況空前，表演者落力演出，看得台下觀眾拍案叫絕。



健康跑

參加安利紐崔萊健康跑為當地慈善機構 Berry Street 籌款。

業務會議

分享安利的最新發展情況。

安利大中華區營運總裁侯偉德在安利業務會議上致詞。



香港安利總經理余偉業在會上簡述香港安利的最新發展情況。



香港安利皇冠大使吳彩雲擔任安利業務會議的主講嘉賓。



鑽石直系李日康、蔡玲波夫婦（左3、4）及家人分享一同出席旅遊研討會的興奮心情及心得。

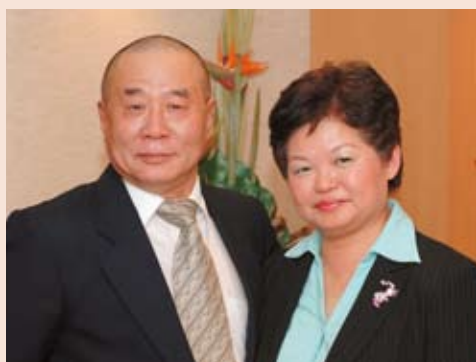


恭賀新晉直銷商

Congratulations to Our New Qualifiers



翡翠直系直銷商 Emerald Direct Distributor



廖新華 蔡淑英 (小巴司機/文員)

在成為直銷商之前，一直都是安利產品的用家。後來在妹妹的影響下，才真真正正的發展安利事業，至今已經六年。2003年沙士期間，經濟環境不佳，很多公司都被逼裁員，更讓我領悟到安利生意的長遠保障。只要我耐心地與人分享，給予別人真摯的建議，一定能享有相對的回報。我們認為，只要能切身以行動證明去做好安利生意，為朋友們提供個人化的服務，就可使他們對安利的印象改觀。

Liu Sun-wah & Suk Ying (Minibus driver/clerk)

I was a loyal user of Amway products even before my sister encouraged me to become a Distributor. I have been developing the Amway business for six years now and I have seen the real value it can offer. For example, in 2003, when the economy was in a big slump following SARS, I came to realise that Amway is the only business that can provide real long-term protection. In terms of helping my friends and relatives learn about the business, I take a patient approach that can help to change their impressions about the direct selling business.



藍寶石直系直銷商 Sapphire Direct Distributor



林盈 (大學生)

大學時期開始接觸安利，畢業後便全心投入安利事業。選擇全職發展安利的的原因，主要因為它讓我擁有自由的時間。就算是相同收入的工作，也未必如安利般能自己控制時間，升職也可能要靠上司的提攜。相反在安利，只要我能定下目標，就可以一步一步的達成。再者，安利讓我有機會融會貫通讀書時所學的溝通技巧，同時令我能更積極的面對人生。

Lam Ying (University student)

After graduating from university I took the important decision to devote myself fully to developing my Amway business. The flexible working hours provided by Amway was the main reason for me choosing this career path, and I am now in a position where I can reach my goals step by step. At the same time I can put what I learnt at college to good use.



直系直銷商 Direct Distributors



吳景穎 (退休人士)

以前的工作前景不如預期，並不能讓我得到理想的退休生活。相反，安利事業只需要努力，就可達到理想，帶來穩定的保障。而且，我十分欣賞安利的旅遊獎賞，無論在住宿或行程編排，都與參加一般的旅遊行程有所不同。安利的旅遊讓我更能深入認識公司的實力，加強了自己發展這門生意的信心。

Ng King-wing (Retiree)

There was no security in my previous job and I could not see any bright future at all if I continued working there. Amway, however, provides me with long-term economic protection as long as I put in the effort. There are other things to appreciate here such as the travel seminars, which have helped to boost my confidence about further developing this business.



鄭家強 蘇啓鑾 (電器維修/護老保健員)

以前都是替別人打工，每每受到老闆的壓力，甚至乎同事間相處的問題，都構成一種困擾。自己現在則能掌握生意，為自己而不是別人努力。而且，這門生意是多勞多得的，亦可以代代相傳，生活有長遠的保障。再者，安利的產品，有著優質的保證，絕對值得信賴，值得推薦予別人。

Cheng Ka-keung & Kai-luen (Electric appliance repairer/health worker)

I was always getting pressure from my boss – and my colleagues – in my previous job. Thanks to Amway I am now in a position to take full control of my business and work for my own benefit. Moreover, the quality of Amway products is guaranteed, making it a privilege to share them with my friends and relatives.



楊亞輝 趙麗珍 (製衣業/製衣業)

一直都是安利產品的用家，食用紐崔萊產品已經長達十年，親身感受到它的好處，帶給我健康的體魄，因此現在發展安利事業的信心大大增加。我們亦有向親友推薦安利事業，朋友要求我們與他的兒子分享安利事業，以協助他循正途發展直銷的生意，現在朋友的兒子已有不錯的成績。所以，只要堅持努力學習，就會有豐盛的成果。

Yang Ka-hui & Lai-chan (Manufacturing/manufacturing)

I have been a loyal Nutrilite user for more than 10 years and have a deep understanding of the benefits the products bring. They have certainly helped to bring me good health! We shared the Amway opportunity with my friends' son, who had taken a turn down the wrong path. Now he successfully runs his own business and is able to live a better life.



金章直銷商 Gold Producers



陳雅兒 (大學研究助理)

安利事業為我提供了快速提升的機會，更重要的是在這共創共享的環境下，我學會了融入團隊，堅守信念，持續學習的重要性。

Chan Nga-yi (University research assistant)

Amway provides a very impartial environment in which to run a business. This has helped me become a stronger person and I've learnt how to cooperate with other team members for the benefit of all.



黃裕財 陳飛燕 (商人/商人)

經營零售業時，大多數要接觸陌生面孔；相反，經營安利生意的對象都是自己熟悉的親友，自然份外親切。現在的夢想是安享晚年，因為已經辛苦奔波了一生，我相信加入安利後，我及太太的生活都會過得多姿多彩。

Wong Yu-choi & Fei Yin (Merchant/merchant)

Unlike a traditional retail business, Amway provides me with the opportunity to run a business together with friends and relatives. In Amway I can work towards my dream of living a colourful yet stable life, bringing happiness to my family in the process.



區和偉 曾小君 (助理工程師/理財顧問)

加入安利後，我的人生變得更有目標和更具動力，生活得更開心、更健康。親友看到我的健康狀況變得更好，以及這些年間的成長，都產生加入安利的興趣。

Au Wo-wai & Siu-kwan (Assistant engineer/financial consultant)

I became more energetic, happier and healthier after taking up the Amway business. A number of friends and relatives also decided to join Amway after seeing how using Amway products had dramatically improved my health.



銀章直銷商 Silver Producers



羅尉晉 (文員)

安利事業讓我認識了更多朋友，擴闊了生活圈子，學習到更多不同的東西。現在更能享有時間及工作上的自由，擁有更多自主的空間。

Law Wai-chun (Clerk)

My social circle has become much bigger since joining Amway, and I'm pleased to say my horizons have broadened too. Now I'm in the happy situation of being able to enjoy flexible working hours together with a great deal of autonomy.



劉恩成 (學生)

成為安利一份子後，擴闊了眼界，得到了很多成功人士的分享，自己亦有所成長。推薦產品時，會以親身經驗出發，向其他朋友分享自己認為優質的產品。

Lau Yan-shing (Student)

Inspired by the many able and successful leaders in Amway, I have gained a lot of valuable experience that will help me shape my future. After sharing my personal experiences, many of my friends have a more positive impression of the Amway business.



銀章直銷商 Silver Producers



黃國新 (樓宇維修工人)

使用安利的產品後，瘦弱的身體得到改善，讓我深深體會到健康的重要，從而產生助人助己的人生觀，今後必須要善待自己及他人。

Wong Kwok-sun (Building repairer)

My health problems have improved drastically since I began using Amway products. Developing this business has made me more willing to help others to achieve a meaningful life.



陳英傑 黎女 (物業管理/家庭主婦)

太太的眼睛之前經常發炎，後經安利直銷商介紹後，使用紐崔萊的營養補充品，情況得到改善，給予我很大的信心，因此決定加入發展安利事業。

Chan Ying-kit & Le Nu (Property management/housewife)

My wife had quite a serious eye inflammation problem, but the condition improved greatly after using Nutrilite supplements. Witnessing the power of the products really encouraged me to develop the business myself.



蔡英亮 譚雪芬 (商人/家庭主婦)

做安利生意最緊要不怕失敗，對客人講解時一定要有耐性，並應真心和客觀地介紹產品的好處。只要繼續努力，便可成功。

Tsoi Ying-leung & Suet-fan (Merchant/housewife)

There's no such thing as failure in the Amway business. Once you have wholeheartedly and patiently shared the benefits of the Amway products with others, you'll soon discover it's not hard to succeed!



李卓謙 (程式編寫員)

二十多年來，家人都是安利產品的用家，有了這二十多年的使用經驗，深明安利產品的好處，自然更能說服身邊的朋友加入安利。現在我希望能藉著安利，與我的生意夥伴一起出國旅遊。

Li Cheuk-him (Programmer)

My family and I have been faithful users of Amway products for more than 20 years. The personal experience I've gained has made it much easier to convince others about the benefits of Amway products.



李慧妍 (營養師)

本身是營養師，主要銷售紐崔萊營養產品，憑著專業的知識，銷售時更事半功倍。當身邊的朋友用後覺得滿意，便會主動了解安利生意。而且安利帶給我的，是別人努力好幾年的成果，對於投身社會工作才一年多的我來說，已可在報紙寫專欄，甚至成為國家一級營養師的講師，十分感激安利的幫助。

Lei Sofia Celina (Nutritionist)

My work as a nutritionist puts me in a good position to sell Nutrilite products. I have enjoyed results that others could only achieve after a decade of hard work, including writing a newspaper column and lecturing in nutrition. It's all down to Amway!



銀章直銷商 Silver Producers



阮詠詩 (文員)

從前我是個畏首畏尾的人，在安利這個環境薰陶下，自己變得不畏挑戰，同時人際關係亦得到改善。

Yuen Wing-size (Clerk)

I was a timid – even cowardly – person before joining Amway. But now my inter-personal skills are vastly improved and I'm ready to face up to any challenge.



張衛嫻 (美容顧問)

在朋友的推薦下參加安利，使我能以多角度思考人生，生活較以往豐富，更有價值。希望未來能與更多團隊合作，達到目標，分享旅遊獎賞的成果。

Cheung Wai-sim (Beauty consultant)

I joined Amway under a friend's recommendation and the business has made me look at things from different perspectives. My goal is to cooperate with my team to achieve our goals and enjoy a fruitful life.



直系直銷商 (相片欠奉)

Direct Distributor (Photo not available)

廖思恩 (企業保安主任)

對安利生意的第一印象，就感覺它是一門具發展空間的事業。加入安利，並不需要任何經驗，反而能受其他領導人啟發，為自己人生帶來新的看法。我自己很慶幸能與家人一起經營安利事業，一起朝目標進發。父母現負責後勤等事項，自己則負責對外，與其他人分享安利產品的優勢。我會以自己的親身經驗作示範，來推廣安利的產品，讓更多認識到安利產品的優秀之處。

Liu Sze-yan (Corporate security officer)

My first impression of Amway was that the business has a high level of potential. Anyone can join – and everyone can gain inspiration from the leaders. I am really glad to develop the business with my parents because we can strive for goals – and enjoy the rewards – together.



金章直銷商 (相片欠奉)

Gold Producer (Photo not available)

張學年 賴春蓮 (司機/美容師)

加入安利後，我找到了人生目標，幫助自己與下線取得更高的榮譽。

Cheng Hok-lin & Chun-lin (Driver/beautician)

I have been able to discover my life goal after taking up the Amway business – to help myself and my downlines achieve ever-greater heights.



銀章直銷商 (相片欠奉)

Silver Producer (Photo not available)

林兆銘 張瑞英 (物業管理/理貨員)

以前的工作總是「奉命行事」，每天應別人的要求做事；安利生意則是實行自由自主的方式，發展空間更大。而且安利令我與家人得到共同的話題，擁有更多相處的時間，享受洋溢親情的生活。

Lam Siu-ming & Shui-ying (Property management/stock keeper)

My previous job offered no benefits – it was tedious and inflexible. The Amway business, however, has given me an autonomous environment in which to work as well as more time in which to enjoy my family life.

零售推薦龍虎榜

Rolls of Honour – Retailing & Sponsoring

2008年1月
January 2008

10大個人 Top 10 Personal

零售 Retailing

Lee Chung Leung & Lee Yuen Kiu
Yu Seng Kwong & Wai Ying
Cheng Yuk Ching
Tong Siu Kau & Mun Yee
Ng Chun Shing & Sau Fong
Sun bun Yung & Sau har
Chan kwok Ming & Suk Ching
Tsui Kit
Chan Wing Him
Leung Wai

推薦 Sponsoring

Ho Chan Leung & Sau
So Chin Ho & Lan Fa
U Kuai Han
Cheng Yao Wei
Soh Eddie Chee Kong
Yeung Wai Man
Yuen Kam Lam & Chi Kuen
Leung Kwok Pui & Yu Wa
Kuo Yiu Chin
Chan Chi Wai

10大直系小組 Top 10 Group

零售 Retailing

Ng Bill & Mabel
Fu Clement & Anita
Leung Kwok Pui & Yu Wa
Ka Gary & Jase
Yeung Tak Fai Y Chui Yue
Choy Chik Shing & Suk Haan
Chu Lucia
Fu Chen Chien & So Hok
Lam Chun Shing & Chak Wai
Li Arthur & Juni

推薦 Sponsoring

Leung Kwok Pui & Yu Wa
Cheong Chi Wa
Cheong Pui Kuong & Lai Yee
Ho Chi Leung
Chan Hin Tong & Sao Kun
Leung Ching Man Quintina
Fu Clement & Anita
Chu Wing Fung & Shuk Bing
Chu Wai Ling
Choy Chik Shing & Suk Haan



安利（中國）榮獲 「中華慈善獎 一 最具愛心外資企業提名獎」 Amway China Named “Most Caring” Enterprise



2007年度「中華慈善獎」隆重揭曉，安利（中國）憑藉其公益項目的廣泛影響力，位列八名「最具愛心外（合）資企業提名獎」的第一名。

「中華慈善獎」由民政部主辦，每年評選一次，表揚在助學助醫、賑災濟國、扶助孤殘、保護環境以及支持文化藝術等領域做出突出貢獻的個人、機構及項目，是中國慈善領域最高級別的政府獎項，至今已成功舉辦三屆。得獎者是綜合評委員的意見及1,300萬名網民網上投票而選出。

Amway China was recently named a winner in the “China Charity Award – Most Caring Foreign Enterprise” for its outstanding efforts in community-service programmes. Amway China was proud to head the list of nominees among eight participating enterprises.

The China Charity Award, organised annually by the Ministry of Civil Affairs in China, aims to recognise the efforts of organisations to fight poverty, help the underprivileged, protect the environment and develop the arts in the Mainland.

The China Charity Award, launched three years ago, is acknowledged as an esteemed recognition of charitable efforts by the Chinese government. This year’s winners were selected by a panel of judges and voted by 13 million Internet users.



天佑華夏

安利(中國)與全國人民攜手**抗震救災** Amway China **Helps Earthquake Relief Effort**



由中宣部、文化部、國家廣播總局、新聞出版總署、解放軍總政治部、中國文聯、中國作協共同發起，中央電視台承辦的《愛的奉獻——2008 抗震救災大型募捐活動晚會》於5月18日晚舉行。安利大中華區營運總裁侯偉德先生代表安利(中國)延續愛的接力，再次向災區捐款1,000萬元人民幣，並誠摯問候災區人民，祝願抗震救災工作早日取得勝利。

5月12日四川汶川發生8.0級大地震之後，嚴重災情牽動著全國人民的心，也牽動著安利人的心。5月14日，安利(中國)副總裁張明德先生第一時間專程飛赴成都，代表安利(中國)向四川省紅十字會捐款200萬元人民幣，幫助抗震救災和受災學校的重建工作，並代表公司向不幸罹難的同胞表示深切哀悼，向受災人民表示深切關心。

安利(中國)的行銷人員和員工也在災難發生後迅速行動，5月14日，安利(中國)向全體共5,000多名員工發出捐款倡議書。各地員工紛紛解囊、踴躍捐款，為抗震救災盡心出力。與此同時，遍布全國的行銷人員也在第一時間內紛紛捐款、捐物、獻血，用愛心給災區人民以支持，用愛心消滅災區人民的傷痛。至5月20日，安利(中國)及其員工、行銷人員已累計捐款超過1,960萬元人民幣。安利人的愛心行動仍在不斷持續中。

祈願天佑華夏，見證愛沃汶川。安利將繼續與全國人民一道，幫助災區人民戰勝災情、重建家園，共同迎向美好新生。

On behalf of Amway China, Mr. Patrick Hau, Chief Operating Officer, Amway Greater China, donated RMB\$10 million at the Earthquake Relief Fund-Raising Party held on May 18 to help earthquake victims in Sichuan. Mr. Hau expressed the sorrow felt by everyone in Amway China at the terrible loss of life.

Earlier, on May 14, Mr. Zhang Mingde, Amway (China) Vice-President, flew to Chengdu to donate RMB\$2 million to the Sichuan Red Cross on behalf of Amway China.

Donations collected from Amway, Distributors and staff have already exceeded RMB\$19 million. Amway will continue to devote time and effort to help victims in the worst-hit areas overcome the disaster and rebuild their lives.

震災敘川



◎ 中央電視台《愛的奉獻》晚會，安利大中華區營運總裁侯偉德先生（右）代表安利（中國）向災區捐款一千萬元人民幣。



◎ 安利（中國）副總裁張明德先生飛赴成都代表安利（中國）向四川省紅十字會捐款200萬元人民幣。



◎ 成都安利志願者前往當地其中一個空軍基地協助轉運救災物資。



◎ 安利（中國）志願者在福建寧德市文化廣場舉行燭火祈禱活動，為災區人民祈福、募捐。



◎ 安利（中國）在各地店鋪設立捐款箱，鼓勵員工和行銷人員踴躍捐款，幫助受災地區重建家園。

擊退疲倦 回復身心最佳狀態 — 紐崔萊能量補充組合

Fight Fatigue with Nutrilite Energy Combo



香港人生活忙碌，工作時間偏長。超時工作除了會消耗熱量和維他命外，更會使體內的輔酵素Q10流失。即使睡眠的質量好，仍會經常感到疲倦、體力不足及精神不滯，直接影響工作和學習表現。疲倦是身體發出一種警號，當身體缺乏能量時，或未能好好運用體內的能量時，會減慢新陳代謝，影響身體及腦部的運作。紐崔萊能量補充組合 — 輔酵素Q10、維他命B雜、蛋白質粉為你注入所需的能量，回復身心最佳狀況。

紐崔萊輔酵素Q10 為細胞製造能量

三磷酸腺苷 (Adenosine Triphosphate簡稱ATP)，是細胞的能量來源，它存在於生物細胞內，為細胞製造和儲存能量，因此ATP又稱為「細胞的能量貨幣」。

輔酵素Q10強化器官 提高新陳代謝

輔酵素Q10 (又名Ubiquinone簡稱CoQ10) 是一種能促使能量產生的微量營養素。人體為維持每天的新陳代謝，需要大量能量，輔酵素Q10是促進能量產生的重要催化劑，屬脂溶性物質，進入細胞線粒體後可促進ATP合成，把養分及氧氣轉化成能源。

研究顯示心臟、腎臟、肝臟等人體主要器官有大量輔酵素Q10，當內臟中輔酵素Q10數量減少，慢性疾病風險亦隨之增加，如冠心病、糖尿病等。年齡老化、運動消耗、肥胖、營養不均，是造成人體輔酵素Q10不足的原因。

促進細胞應系統運作

輔酵素Q10的主要功能是為線粒體提供酵素，輔助線粒體合成ATP，加快細胞能量供應系統的運作。人體的心臟、腎臟、肝臟和骨骼肌細胞的新陳代謝旺盛，需要大量輔酵素Q10以維持運作。輔酵素可提高新陳代謝率，強化主要器官的功能。

對抗游離基 延緩衰老

游離基是體內一種具有潛在損害性的份子，它會損毀細胞的成份，如細胞膜、蛋白質，以及細胞的遺傳物質DNA等。因此游離基會加速人體老化，並引致心臟病及癌症等疾病。種種的環境因素包括壓力、紫外線、輻射、吸煙或空氣污染等，均會增加游離基的數量。輔酵素Q10是一種抗氧化劑，是游離基的清道夫，能抵銷游離基對細胞的破壞，更可與維他命E的抗氧化作用相輔相成，發揮最高效力。

日常飲食難以攝取足夠的輔酵素Q10

肝臟是合成輔酵素Q10最主要的器官，但隨著年齡增長，人體製造輔酵素Q10的能力會明顯下降。

人體能從肉類、魚類等食物攝取少量輔酵素Q10，一般人的日常攝取量約為2-20毫克。內臟類食物（包括動物肺部、心臟和肝臟等）含豐富的輔酵素Q10，但該類食物的膽固醇和脂肪含量極高，不宜時常進食。

輔酵素Q10雖沒有明確的建議攝取量，但人體自我製造輔酵素Q10的份量往往不夠應付日常活動所需，更需進食營養補充品。

食物	份量	輔酵素Q10含量 (毫克)
牛肉	3安士	2.6
雞肉	3安士	1.4
大豆油	1茶匙	1.3
菜籽油	1茶匙	1.0
花生	1安士	0.8
芝麻	1安士	0.7
橙	中	0.3
士多啤梨	1½杯	0.1
蛋	中	0.1





都市減壓必然之選 天然維他命B雜

香港人生活節奏急速，壓力造成失眠、頭痛、腸胃不適等徵狀，長期受壓會影響身體器官和身體機能。維他命B雜是天然的抗壓力營養素，也是食物釋放能量的關鍵。由於它們是水溶性維他命，不能在體內大量貯存，因此必須每日補充。

紐崔萊天然維他命B雜的主要功能

- 提煉自天然酵素及鈣胺素，含7種維他命B、肌醇及對氨基安息香酸。
- 維他命B雜有如一副能量轉換器，參與碳水化合物、脂肪、及蛋白質的分解過程的重要輔酵素，使人體更容易吸受營養。
- 能從食物中釋放能量，令人精神充沛。
- 提供神經系統所需養份，紓緩生活壓力。
- 配方全面，比市面其他單一維他命B補充品更能切合人體需要，更易吸收。

紐崔萊蛋白質粉 100%徹底吸收

蛋白質是細胞、肌肉、皮膚等身體結構的主要成份，酵素、血紅蛋和抗體的主要材料。缺乏蛋白質會帶來以下的影響：身體酵素活性下降、食物轉化能量速度減慢，拖慢新陳代謝，導致容易疲勞，身體免疫力下降、消化不良等的情况。

紐崔萊蛋白質粉含人體9種必需氨基酸，包括組氨酸、苯丙氨酸、異白氨酸、蘇氨酸、白氨酸、色氨酸、離氨酸、纈氨酸、甲硫氨酸，並以最佳的比例配製，讓人體更吸收。每匙紐崔萊蛋白質粉提供8克優質的蛋白質，PDCAAS（蛋白質經消化修正的氨基酸評分值）為1，基本上能被人體完全消化和吸收。

Even when they manage to get sufficient sleep, many urbanites still end up feeling tired, lacking in physical strength and motivation.

This mental and physical fatigue can have a big impact on our ability to work or study. Indeed, when the body is lacking in energy and not getting the support it needs, it sends out a signal to reduce the speed of metabolism. This in turn affects the operation of our body and brain.

Coenzyme Q10

Coenzyme Q10 helps accelerate body metabolism, providing sufficient energy for the body and brain. This indispensable enzyme also enhances the immunity of the body, helps to resist free radical destruction and has an anti-ageing function. Q10 plays a vital role in the generation of energy in the body's organs such as the heart, liver and kidneys.

Protein

Protein is the main component for building body structures such as cells, muscle and skin. Nutrilite Protein contains soy protein isolate that is naturally derived from soybeans – a good source of low-fat and low-calorie protein. The protein contains nine essential amino acids in the best proportions, helping to facilitate absorption, and can be completely digested and absorbed by the body.

Natural B Complex

Vitamin B is an important enzyme that assists the breakdown of carbohydrate, fat and protein. It can also help release energy from food and provide nutrients for the nervous system. In addition, vitamin B helps to release energy from food and boost the body's vitality.

紐崔萊能量補充組合 DP\$978

輔酵素Q10 + 蛋白質粉 + 天然維他命B雜

輔酵素Q10 Coenzyme Q10

- 提高新陳代謝率，為身體及腦部提供充足能量。
- 增強人體免疫力，對抗日常生活中游離基的破壞，延緩衰老。
- 是心臟、肝臟、腎臟等主要器官不可或缺的能量酵素。

Coenzyme Q10 helps accelerate body metabolism to provide sufficient energy for the body and brain. It also works to enhance the fight against free radicals and build up the body's immunity. Coenzyme Q10 is indispensable in the generation of energy in body organs such as the heart, liver and kidneys.

- 結合三種營養素輔酵素Q10、左旋肉鹼及氨基乙磺酸，再配合柑橘生物類黃酮，比單一輔酵素Q10片更能切合人體需要，勁效更為卓越。
- 左旋肉鹼左協助脂肪轉化為能量，為主要器官提供生物能源，並減少脂肪積聚。
- 氨基乙磺酸是心臟的主要氨基酸，有助提升能量。

蛋白質粉 Protein

- 協助食物分解及被身體吸收。
- 促進人體新陳代謝，同時提供能量。
- 酵素、血紅蛋白和抗體的主要材料。
- 細胞、肌肉、皮膚等身體結構的主要成份。

Protein is an essential component for building the body's cells, muscle and skin. Nutrilite Protein is extracted from soybeans – a source of low fat and low calorie protein – and contains nine essential amino acids in the best proportions, making it easier for the body to absorb. Indeed, Nutrilite Protein can be completely digested and absorbed by the body.

紐崔萊蛋白質是提煉自純天然大豆，是低脂、低卡路里的蛋白質來源，含有人體9種必需氨基酸，以最佳的比例配製，PDCAAS（蛋白質經消化修正的氨基酸評分）為1，基本上能被人體完全消化和吸收。

天然維他命B雜 Natural B Complex

- 能從食物中釋放能量，令人精神充沛。
- 參與碳水化合物、脂肪及蛋白質的分解過程的重要輔酵素。
- 提供神經系統所需養份，舒緩生活壓力。
- 配方全面，比市面其他單一維他命B補充品更能切合人體需要，容易吸收。

This is an important enzyme that plays a part in the decomposition of carbohydrate, fat and protein. Vitamin B helps to release energy from food and provide nutrients for the nervous system, enhancing vitality in the process.

紐崔萊天然維他命B雜提煉自天然酵母及鈣胺素，含7種維他命B、肌醇及對氨基安息香酸，配合蛋白質粉能更有效釋放食物中的能量，加速人體能量吸收及新陳代謝。

輔酵素Q10配合天然維他命B雜和蛋白質粉，擊退疲倦，讓你輕鬆迎接每日新挑戰！



紐崔萊能量套裝優惠 Special Promotion

由6月1日起，凡購買輔酵素Q10一瓶、天然維他命B雜一瓶及蛋白質粉一罐，即可免費獲贈**Team Nutrilite透氣輕巧背包**乙個（價值\$300）。數量有限，送完即止。

From June 1, 2008, every purchase of the Nutrilite Energy Combo entitles you to a **FREE Team Nutrilite Backpack** (retail value \$300). Available while stocks last.

* 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

巴西農場掌舵人 分享有機哲學 Nutralite Brazil Organic Farm



紐崔萊巴西有機農場經理Richard Charity (前排中) 與紐崔萊健康大使分享有機耕種理念。

紐崔萊巴西有機農場經理Richard Charity於四月訪港期間，與一班紐崔萊健康大使會面。作為建立紐崔萊巴西有機農場的其中一位關鍵人物，Richard分享了他對有機耕種的寶貴意見和有機未來發展的看法。

On a recent visit to Hong Kong, Richard Charity, Farm Manager at the Nutralite Brazil organic farm, found time to meet up with Amway Health Ambassadors. In a fruitful session Richard – who was one of driving forces behind setting up the farm in Brazil – shared his views on the benefits of organic cultivation.



巴西有機農場

令地球成為一個有機星體

Richard對有機農場的理念，是以全天然的方式營運，希望能夠種植出含營養豐富的有機植物給人們享用，而當其產量不斷增加的時候，他更希望能進一步的推廣至其他禽畜，因為他相信如果能以這些營養豐富的植物餵飼牠們，牠們必定能夠生長得更加健康，到最後亦會回饋給人類。

作為積極支持環保的一份子，Richard表示透過有機耕種為人類帶來豐富養分的食物只是一個開端，「我們希望能推而廣之，加深人類對自然的關注，令每個人也擁有正確的環保觀念，從而更加懂得保護自然環境，令地球成為一個有機星體，讓我們生存在一個生機處處的地球中。」

自然的生態環境

除了專注有機作業外，Richard對推廣及宣揚有機訊息的工作亦十分落力。「我們希望每個人都能進食營養豐富的食物和擁有健康的體魄，而且亦能生活在一個舒適自然的環境之中。」

然而，現時仍有許多人對有機耕種的經濟效益抱著懷疑的態度，認為完全不使用農藥的耕種方式，必會令到大量害蟲侵蝕農作物，令種植者損失慘重，從而對有機耕種卻步。「以我們的農場為例，是一個最好的驗證結果足以推翻存疑者的觀點。巴西有機農場完全不使用農藥，但仍能取得豐盛的農作物。」

「事實上，自然界對生態平衡有著自然的規律，有機農場即使堅持完全不使用農藥，害蟲亦只會維持在一定的數目，並不會無止境地增長，因此我們相信，假以時日，有機農場會變成一個平衡和自然的生態環境，達到穩定的收成。」

有機的更高涵義

Richard續指出，有機耕種除了指種植時不使用農藥外，還包含其他方面的保育工作。例如要保護自然棲息地，透過種植大量林木，吸收空氣中的二氧化碳，再釋出氧氣，以改善生態平衡。此外，亦要從教育著手，教導兒童有機的重要性，要他們學懂愛惜大自然。

原來改善居民生活亦為Richard推廣的有機工作之一，巴西農場會為當地居民提供農業技術指導，讓農民有一技傍身，獲得更好的晉升機會，從而提升生活質素。此外，農場亦會為員工提供合適的娛樂，如戲劇表演、足球賽，讓員工減輕工作的壓力，藉以達致身心平衡，打造和諧生活。

Working for an organic Earth

Richard explained that only natural practices are used in operations and cultivation at the Nutrilite Brazil organic farm. The farm also extends organic principles to poultry breeding, and he said the yield is continuously increasing as a result. Richard believes that poultry fed on high-nutrient food will grow more healthily which, ultimately, benefits consumers.

Being a keen supporter of environmental protection, Richard said the adoption of organic cultivation to provide more nutrients is only the starting point for leading an organic life.

"We are doing a great deal to promote organic ideas and arouse people's awareness so that the public can understand the importance of environmental protection and learn more about how to protect the world we live in," he said.

Richard explained he would love to see the Earth become an "organic planet" that would allow mankind to live with full vitality.

Natural living

In addition to focusing on promoting organic farming practices, Richard said that more effort should be put into promoting an organic life to the public. "We would like to see every human being get nourishing food and maintain a healthy body while being able to live comfortably in a natural environment," Richard said.

He did, however, note that some people still have reservations about the economic efficiency of organic cultivation. "People tend to have the misconception that farmers will suffer great losses if no insecticides are used. However, the success of our farm is a great example of how, even without artificial help, it's still possible to achieve a good harvest," said Richard.

"In fact, nature has its own way of reaching an ecological balance. If we persist in not using insecticides on our organic farmland, the harmful insects will not multiply without limit – rather, nature will find a way to keep things in balance. So eventually a natural ecological environment such as an organic farm will enjoy healthy soil and, in turn, a good harvest."



有機真義 The real meaning of organic

以往有機可能簡單定義為不使用化學品的耕種方法，時至今日，Richard認為有機涵蓋更廣闊的意義。

In the past, the term "organic" might just have referred to chemical-free farming practices, but nowadays, said Richard, it carries a broader level of meaning which encompasses:

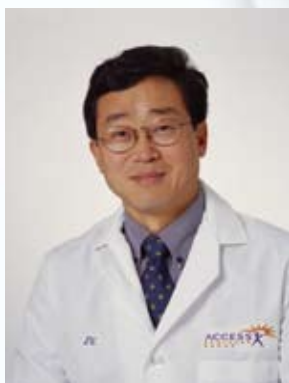
- 1 新鮮和美味的食物 Fresh and tasty food
- 2 自然的生活方式 Natural lifestyles
- 3 對人類生活有裨益的事情 Something that is good for human beings
- 4 可持續發展的耕種方式，以支持農民 A sustainable farming system to support farmers
- 5 不使用殺蟲劑 No pesticides
- 6 具質量的工作 Quality of work
- 7 促進人類關係及和諧 Promoting harmony between human beings

Pure White EX

尖端科研開創美白「抑黑」技術

Pure White EX

New Development on Skin Whitening



Dr. Di Qu

「美白後的肌膚少了黑色素保護，容易受外界環境侵害並變得敏感，因此美白產品須著重保護細胞的功能。雅姿研發出專利的全方位PPT技術，不但有效抑制黑色素形成，更能全面呵護皮膚細胞，是唯一能全面發揮美白及修護雙重功效的護膚產品。」

The technologies of multiple pigmentation inhibition mechanisms and cell protection are the key components of Artistry's patent-pending holistic approach to skin whitening.

While it is important to achieve high efficacy in skin whitening, it is equally important to provide adequate cell protection after the whitening process. This is because skin with reduced levels of melanin is more vulnerable to environmental assaults.

Artistry Pure White is the only brand that provides the right balance between whitening and protection.

最新科研成果

雅姿淨白透亮系列首席資深研發專家Dr. Di Qu指出，色斑形成的主要原因包括黑色素沉澱、膚色分布不平均和斑點、雀斑的形成，而其中黑色素沉澱的主要原因是紫外線入侵、荷爾蒙失調和皮膚敏感、發炎。

全新雅姿美白系列首次運用突破性美白理念，專門針對黑色素形成的主要源頭，抑制黑色素產生和積聚，控制發炎後的黑色素沉澱，有效減退色斑，在提供多方面美白修護的同時，幫助肌膚天然美白的防禦機能，提升呵護細胞功能，有效促進肌膚新陳代謝，並驅走肌膚暗啞，令肌膚呈現淨白剔透的健康光彩。

防敏和抑制黑色素沉澱

Dr. Di Qu表示，要擁有健康的肌膚，大家要避免肌膚因敏感或發炎而引致的黑色素沉澱，黑色素沉澱的主要成因包括：極乾燥的皮膚、過度清潔的皮膚、暗瘡、化學敏感和太陽曬傷等。

為了預防肌膚發炎後的黑色素沉澱，雅姿淨白亮透系列內含有不同的滋潤成分，以達致不同的保濕及美白效果：

- HLM+保濕份子 --- 蘊含氨基酸、尿素、乳酸和各種礦物質提供全面保濕效果；
- 控油成分 --- 牛油果油衍生物
- 控粉刺成分 --- 柳樹皮精華
- 維持角質pH值 --- 天然成分的燕麥精華
- 防敏感發炎和鎮靜功效 -- 包括甘菊精華、燕麥精華、甘草精華和維他命 C衍生物。

首創淨白平衡複合精華

淨白平衡複合精華能發揮多重美白修護功效

透亮—含白茶精華，能有效抗氧化，改善肌膚暗啞，使肌膚更白哲明亮。

淨白—含熊果萃取物精華、維他命C衍生物及專利燕麥精華與針葉櫻桃等，有效美白並修正膚色，有助去除暗啞死皮，提升肌膚透明度。

3大獨家PPT功效





Pure White EX – the hyper-pigmentation solution

Dr. Di Qu, Senior Research Scientist at the Artistry Center for Skin Health Research, says there are a number of pigment-related concerns for skin including an uneven skin tone, spots, freckles and hyper-pigmentation. Major causes of the latter include UV exposure, hormone imbalance, skin irritation and inflammation.

To control hyper-pigmentation, Pure White EX uses multiple pigmentation-inhibition mechanisms such as post inflammatory hyper-pigmentation control, enhanced cell protection and active delivery.

Dr. Di Qu says we need to prevent hyper-pigmentation induced by irritation and inflammation if we want to enjoy healthy skin. Possible causes of post-inflammatory hyper-pigmentation (PHI) include extremely dry skin, over-washed oily skin, acne, chemical irritations and sunburn.

Pure White EX helps to prevent PHI by using various moisturising ingredients:

- HLM Plus complex, NMF (natural moisturizing factors), amino acids, urea, lactic acid and minerals.
- Avocado oil derivative for oil control
- Willow bark extract for acne control
- Oat extracts that work as neutral pH exfoliators
- Anti-irritation ingredients such as chamomile, oat and licorice extracts, and vitamin C derivative.

Pure White Balancing Complex

- Features White Tea Extract and other patented ingredients such as Bitter Orange Peel Extract for a holistic approach to skin lightening and anti-oxidation.
- Improves the clarity of the skin using Bearberry Extract, patented Oat Extract, vitamin C derivative and Acerola Cherry, helping to leave the skin looking brighter and more luminous.

貝安琪亮膚之道

擁有一身古銅色肌膚的貝安琪 (Ankie)，最愛在炎夏享受陽光海灘。但對於面部皮膚，她卻是保護有加，每日做足防曬美白，讓肌膚白皙透亮。



清爽美白迎夏日

雖然酷愛曬太陽，但因為工作需要，Ankie還是十分注重面部肌膚的美白工程。

「每當到戶外日曬，都會先於面部塗上高防曬系數的防曬液，以及戴上帽子及太陽眼鏡，以免出現色斑及令皮膚乾燥。日曬後，也會多使用After-sun的產品，舒緩灼熱肌膚。」本身屬於混合性肌膚的Ankie，偏好質地較清爽的護膚品，美白產品也不例外。

Ankie最近就試用了ARTISTRY全新淨白透亮系列，感覺非常清新，「整個系列十分水凝，很保濕，但一點也不黏膩，最適合夏天使用。最喜歡淨白精華液，效果很明顯，使用了一星期，感覺面上的色斑已減淡了。晚上使用淨白細胞修護霜，美白同時深層滋潤肌膚，第二天醒來，肌膚更覺柔軟。日間則塗用淨白補濕乳液SPF20/PA+++，保護肌膚免受UVA和UVB傷害。」ARTISTRY全新淨白透亮系列質地輕盈，配方卻滿載高效的美白成分：白茶精華、酸橙皮精華等，發揮強效抗氧化保護，驅走肌膚暗啞，使膚色更白皙明亮，最適合夏日這色斑高危害季節。

內外兼顧的美肌心得

由內到外，Ankie都散發著年輕的活力與光芒，問及她的護膚心得，她說護膚程序一個都不能少：「因為經常到外地工作，機艙內及外國的乾燥空氣，也會令肌膚容易缺水、暗啞，因此我最少每星期敷用兩次眼部及面部保濕面膜，預防乾紋。每逢出Trip，除日常護膚品及防曬品外，我亦會帶備不同的面膜、眼膜、唇部磨砂、護唇產品等，朋友都笑我的Travel kit太齊全！」除了勤用護膚品，Ankie也十分注重生活及飲食健康，例如常做瑜伽，令身心達至平衡狀態；每天保持最少六小時睡眠，多喝水等。此外，也會定期進行排毒食療，清除體內毒素，皮膚也會受惠。

崇尚自然態度

Ankie崇尚自然，對生活如是，對護膚也如是。「選擇護膚品時，也會著眼於其成分是否天然，例如含有香料及酒精的護膚品就一定不會選用，以免令皮膚乾燥。」ARTISTRY全新淨白透亮系列，全線產品均蘊含十種天然植物包括白茶、甘菊、酸橙皮、燕麥和針葉櫻桃等，為肌膚帶來最天然溫和的美白修護，更散發淡淡大自然清香，令人心曠神怡。

Ankie's Summer Skincare Tips

Ankie loves sunbathing during the summer, but she always need to consider her job as a model. That's why skin whitening is an important part of her skincare regimen.

In order to avoid dark spots and dry skin, Ankie applies sunscreen on her face whenever she needs to work outdoors, putting on a hat and sunglasses if necessary. Later Ankie will apply after-sun products to protect and relieve her suntanned skin.

Ankie has recently been using the ARTISTRY Pure White EX series and deems it to be "very refreshing" for her skin. "The whole series help hydrate and moisturise my skin and I find it especially suitable for use in the summer," says the model.

"I particularly like the Pure White Essence because it helps to reduce the freckles on my face after just one week. At night I use the Pure White Crème which improves skin hydration and whitening at the same time, leaving my face feeling really soft."

In the daytime Ankie applies Pure White Moisture Lotion SPF20/PA+++ to help protect her skin against harmful UVA and UVB rays.





非凡魅力化妝美容展 國際級水準 盛況空前 Beauty Expo – A Viva Party

首次來港的國際級化妝大師Eddie Funkhouser，展現他的非凡魅力。

剛於5月17及18日舉行的「非凡魅力化妝美容展」圓滿結束，今年的規模比去年更盛大，增設多項別出心裁的互動遊戲和攤位，展現Artistry Pure White Ex及E. Funkhouser New York兩大品牌的威力。此外，由紐約遠道而來的國際級化妝大師兼EFNY品牌創作總監Eddie Funkhouser於化妝展亮相，作即席化妝示範及介紹最新仲夏系列的新色調，成日兩日化妝展的重頭焦點。

The two-day Beauty Expo was a fun – and informative event for Amway Distributors and Privileged Customers, with added excitement provided by a guest appearance from Eddie Funkhouser, Creative Director of leading cosmetics brand E. Funkhouser New York.

The Expo showcased the strengths of Artistry's Pure White series and highlighted the vibrant colours of the E. Funkhouser summer collection. Participants were able to learn more about two top brands - Artistry and E. Funkhouser New York – through various interactive games and personal consultations.

以Streamline為題的華麗花生騷，集結舞蹈、Catwalk、名人分享及產品示範等多個精采環節，令人目不暇給。



雅姿全球特約皮膚顧問Michelle A. D'Alaird講解全新淨白透亮系列的科研精髓及美白護膚心得。



充滿動感的舞蹈，表現EFNY的繽紛色彩及Pure White Ex全新系列的美白威力。



Eddie即席示範多個Streamline系列的色彩妝容，讓觀眾率先體驗EFNY的夏日魅力。



大會服飾由著名時裝設計師Noel Chu提供，配合EFNY仲夏色彩，充份展現夏日時尚美。



藝人陳霽平擔任Expo司儀，亦分享使用全新淨白透亮系列的用後感。

展區盛況

Artistry及EFNY兩大品牌的實力及最新產品，透過展區內的不同攤位一一展現。



Viva互動遊戲，了解雅姿美白“White”力，又可贏取精緻紀念品。



透過美白“White”力，挑選最合適的夏日美白產品。



以雅姿產品進行DIY美肌SPA，夏日的最佳享受。



以升級版的Simulation互動虛擬化妝，創造變化萬千妝容。



搖身一變成為Cover Girl封面女郎，大受觀眾歡迎。



速畫Q版人像，以EFNY色彩，與Eddie留下美麗畫像。

專業水準



個人化妝指導區，由專業化妝師即場指導08夏日化妝要訣。



有潮流妝容，又怎能欠缺最流行的花甲藝術。

創意無限

六星級的繽紛



吳彩雲
皇冠大使直系

(參加時職業：客戶服務主任)

今年Expo的規模比去年更龐大，新增設了不少展區攤位，特別是Beauty Viva Show，讓我們看到Eddie的化妝示範，體會到公司在製作上的專業及認真。而且，會場內的音響設備十分完善，播放的音樂正好配合大會Viva Party的主題。



潘慧娟
行政鑽石直系

(參加時職業：空中服務員)

今年Expo讓人參與的展區比去年更多，邀請了Michelle解釋美白系列的科研精髓以及Eddie首次到港示範，看得出公司投放了不少資源，給予直銷商最強勁的支援，自己作為當中一份子也感到十分自豪。

Fanny Chan
行政鑽石直系策

(參加時職業：製衣從業員)

安利這次的Expo十分成功，予人六星級的氣派！能夠親眼看到EFNY創作總監Eddie，更能感受EFNY品牌背後的時尚理念。



蔡玲波
鑽石直系

(參加時職業：收銀員)

這個Expo絕對是達國際級水準的製作！會場內的個人化妝指導、Cover girl攝影等專區，可以讓不同的朋友參與其中，令他們親身領悟公司追求完美的理念。



Josephine Pang
創業者直系

(參加時職業：社工)

親身接觸Eddie後，覺得他很樂意分享他的知識，增加了我的信心。今次的Expo讓我第一次取得Eddie的簽名，第一次拍攝Cover Girl封面，十分難忘！



陳嘉怡Lovey
直系直銷商

(參加時職業：秘書)

會場的設計、舞台的表演都十分精彩，尤其是能一睹Eddie的風采更是難得！新增的免費服務如手部按摩護理，讓更多朋友享用及認識產品的優點。

林盈
藍寶石直系

(參加時職業：大學生)

無論是舞台或是展區的設計，都達到星級的水準，令剛踏入會場的我不禁嘩然！真真正正的令普通人也做到Be the star that you are!



黃永昌
直系直銷商

(參加時職業：學生)

新設的男士專區讓男士認識公司的產品，照顧他們的需要。場內的各式展區，既提供免費測試的機會，又可讓顧客更清楚公司的實力！



花絮



身為EFNY品牌創作總監，Eddie對每個環節都一絲不苟，出場前在後台細心整理儀容，以最佳狀態示人。



Eddie 的個人花生騷

Eddie每次與香港直銷商見面，都會悉心打扮一番，以不同形象亮相。



Eddie今趟訪港之行，除了認識香港直銷商及顧客的熱情外，這幅與香港安利總經理余偉業的合繪人像是他最喜愛的手信之一。



Eddie親民和藹的態度，深受安利直銷商歡迎。順利完成兩天的Expo後，和工作人員來個大合照。

Eddie 親筆簽名的 EFNY Tee，令人愛不釋手。





Eddie即席示範多個化妝示範，盡顯星級化妝師的專業水準。

化妝大師Eddie Funkhouser蒞臨香港 EFNY Train the Trainer Programme

Eddie Funkhouser New York創辦人Eddie首度訪港期間，特別為安利舉辦一個為期二天的密集式的「EFNY Train the Trainer」課程，一方面為教授大家專業的化妝技巧、示範最新08仲夏妝容及美國紐約潮流資訊，同時藉此與香港直銷商來一個近距離接觸，讓大家一睹Eddie親切而散發著星級光芒的風采。

During Eddie's visit to Hong Kong, Amway held a two-day "Train the Trainer" programme for Amway distributors, enabling them to pick up advanced makeup skills from the makeup master himself.

專業化妝技巧深入淺出 塑造精緻自然輪廓

兩天的課程內容充實，包括Eddie即席化妝示範及講解、服裝潮流配搭及髮飾造型等。Eddie親切的語調，活潑生動的講解，一眾學員就可以輕易掌握利用E.Funkhouser 粉底系列塑造分明輪廓，Eddie更在模特兒的俏臉上示範如何不加任何妝色，利用粉底產品亦可帶出立體自然的輪廓，叫大家嘖嘖稱奇。

小組實習 與星級大師零距離

上課後是時候實習，Eddie首先安排學員在自己的俏臉上試練輪廓修飾的技巧，下午大家就帶模特兒來實習了。大家分成三個小組，讓每位學員都可以和Eddie交流學習，個別針對性的指導，讓大家獲益更多。當其中一組在和Eddie上課時，同時更安排了另外一組參加Tony & Guy的Creative Director — Edith Chan示範及指導如何創造時尚髮型，還有一組亦會有著名形象顧問Nelson Cheung講解如何塑造個性形象，潮流服飾配襯等。三組學員輪流上課，Eddie為了讓大家學習更全面，名副其實達至「Train the Trainer」的目的。

時尚封面女郎 見證學員成績

第二天課程，上午Eddie教授銷售技巧和08仲夏妝容示範，下午為學員設計了一個「封面女郎工作坊」，就可以運用這兩天所學的，為模特兒塑造出時尚尖端的Covergirl 形象，大會更安排專業時裝攝影師為模特兒拍下「封面照」，成為每位學員最有紀念價值的「成績表」。



Nelson Cheung讚各學員的踴躍好學的態度，令他十分欣喜。



Edith 為學員示範如何佩戴彩色假髮，塑造時尚封面女郎形象。



Eddie 為模特兒示範妝色之餘，同時更教授拍攝造型照使用道具的小貼士，為相片添趣。

畢業派對 星芒綻放

第三天，大會安排以「Steamline 30年代經典簡約」為題的畢業派對，最後，Eddie 向一眾學員頒發證書，整個課程就在精彩興奮的派對之下結束了。



Eddie 逐一向學員頒贈獎狀，學員連同自己的作品合照。



向大師學藝，成功取得畢業證書，學員都笑逐顏開。

親授星級化妝技術

學員心聲



每位直銷商都在留心聽課，Eddie 深入淺出的講解令她們獲益良多。



Jess Lam：「Eddie 真的很有型，他令我明白粉底很重要，完美的底妝就如一張平滑的畫紙，再加上妝色就可以達至事半功倍的效果。」



Wingi：「我上年亦有到紐約上課，今次覺得Eddie 的潮流觸覺更強，他設計的每件產品都很多用途，只要有創意，妝容就可以千變萬化。」



眾學員來過大合照。



Mabel：「Eddie 很著重線條美，有Covergirl 工作坊為我們帶來挑戰性，給我們更大的創作空間。」



Fiona：「Nelson好Funny，他啟發了我們的形象創意，同時亦令我們更了解形象是很個人化的，追求潮流之餘亦要表現自己。」



煎香草檸檬三文魚

Pan-fried Salmon Steak with Dill and Lemon



食譜筆記

- 1 皇后牌煎鍋有鎖水設計，在烹調時上蓋焗一會，可讓魚身吸入更多香草氣味。
- 2 皇后牌煎鍋傳熱平均，可以低溫煎魚，不易黏底。
- 3 熱情果汁料味道清新，可伴沙律或其他海鮮享用。

Notes

- 1 The special Queen Cookware Vitalok system prevents moisture from seeping out. Covering and cooking gently for a while helps bring out the fragrance of the salmon.
- 2 The Queen Fryer helps to maintain a constant temperature, even when cooking on a low heat. Low-temperature cooking makes food less susceptible to sticking.
- 3 The passion fruit sauce has a refreshing taste and can also be served with salad or seafood.

材料

三文魚扒	1塊	Salmon Steak	1 piece
鹽	1茶匙	Salt	1 teaspoon
蒔蘿草	1棵	Dill	1 sprig
檸檬片	1個	Sliced lemon	1
LAKONIA特級冷壓橄欖油	2湯匙	LAKONIA Extra Virgin Olive Oil	2 tablespoons
牛油	1湯匙	Butter	1 tablespoon

熱情果汁料

LAKONIA特級冷壓橄欖油	2湯匙	LAKONIA Extra Virgin Olive Oil	2 tablespoons
鮮熱情果汁	1湯匙	Fresh passion fruit juice	1 tablespoon
青檸汁	2茶匙	Lime juice	2 teaspoons
蜜糖	1茶匙	Honey	1 teaspoon
鹽、胡椒	少許	Salt and pepper	to taste

Ingredients

Passion Fruit Sauce

烹煮器皿 Utensil



皇后牌3公升平底煎鍋
Queen Three Litre Fryer

預備時間：10分鐘

烹調時間：15分鐘

Preparation time: 10 minutes

Cooking time: 15 minutes

做法 Step

- 1 魚洗淨吸乾水份，下鹽、檸檬汁醃一會，再吸乾水份。

Wash and pat dry the salmon steak. Marinate with salt for a while. Pat dry again.

- 2 熱情果汁料拌勻備用。

Stir the fresh passion fruit juice well. Set aside.

- 3 中火燒熱橄欖油，轉慢火，下魚煎香一面，反轉再煎一會。

Heat the olive oil over a medium heat. Turn the heat to low and pan-fry the salmon steak until golden brown.



- 4 魚扒放上檸檬片、香草，蓋上蓋焗至剛熟，魚身掃上牛油，伴汁料享用。

Place the sliced lemon and dill on top of the salmon steak. Cover and cook for a while. Brush butter on the salmon. Serve with the passion fruit sauce.



LAKONIA特級冷壓橄欖油
LAKONIA Extra Virgin Olive Oil

改善空氣質素

Battling for a



空氣污染的來源及影響

全球空氣污染的問題日趨嚴重，而香港的空氣污染主要是來自汽車廢氣及電廠的排放。路邊空氣污染主要來自柴油車輛的廢氣，而區域性的煙霧問題則是由車輛、工廠、發電廠排放的污染物，以及中國內陸工廠排放的污染物所引起。

由於大部分汽車都是以化石燃料（例如：汽油、柴油或石油氣）開動，而這些燃料都是不可再生的資源，會有耗盡的一天，而它們燃燒時所排放的碳氧化物及氮氧化物，亦會污染我們的空氣，增加人類患上肺部疾病的危機，尤其是老人家和長期病患者，更可能增加咳嗽、哮喘、支氣管炎、呼吸困難等毛病。

另一方面，人類工業化後大量燃燒煤和石油化石燃料，排放大量二氧化碳，大氣中溫室氣體的濃度增加，導致太陽熱能囤積在大氣層中，加劇溫室效應，令地球溫度持續上升，形成地球暖化現象。

Air pollution is considered one of the most hazardous forms of pollution, and sadly it's become an everyday menace in modern Hong Kong. Most vehicles run on fossil fuels such as petrol, diesel or gas, which are non-renewable and will be exhausted eventually. Fuel combustion also leads to the emission of carbon oxide and nitrogen oxide, which is one of the main causes of air pollution.

The pollution problem has become more serious in recent years, particularly in many parts of fast-developing Asia. Hong Kong's air pollution is mainly caused by motor vehicles and emissions from power plants, and the two greatest challenges are local street-level pollution and regional smog. Diesel vehicles, particularly trucks, buses and light buses, are the main source of street-level pollution.

Pollution is now having a big impact on our planet. For example, the ozone layer, which absorbs a portion of harmful radiation from the sun, is thinning slowly due to air pollution. Human activities have altered the chemical composition of the atmosphere through the build up of greenhouse gases including carbon dioxide, methane and nitrous oxide, which further accelerate the problem of global warming.

Our health is at risk too. The elderly and people suffering from heart and lung disorders are most at risk of having their lives shortened by air pollution.

刻不容緩

Breath of Fresh Air

怎樣減少環境污染？ How can I improve air quality?

我們日常可透過多種簡易實際的方法，改善室內外的空氣質素，

以下有一些簡單而實用的建議，大家不妨參考一下。

There are a number of practical and easy ways that we can help to improve air quality both indoors and outdoors.

日常生活篇

- 1 減少使用私家車並選乘公共交通工具。
- 2 選購汽車時，購買合適載客量的車輛，例如一個人並不需要引擎容積大的大型汽車；相反，若你以汽車接載家人，可能需要較大載容量及引擎容積的汽車。
- 3 多選購未經漂染物料製造的衣物，可避免漂染過程產生的污水影響海洋生態。
- 4 保持通風系統運作正常，定時維修及清洗隔塵網，亦可改善室內空氣質素。
- 5 裝修時，可以選用水劑油漆，避免使用以有機溶劑為主的油漆，減少散發揮發性有機化合物。
- 6 購物時自備購物袋，減用膠袋。避免製造不必要的廢物及減少焚燒垃圾所引致的空氣污染。
- 7 在室內關掉無需使用的電器和電燈。

工作篇

- 1 辦公室則可以透過實行一些環保措施，協助改善空氣，例如提供足夠通風系統，切勿阻塞通風口及排氣管。
- 2 把產生臭氧的影印機設置在遠離一般工作的地點。
- 3 影印前要考慮清楚需要覆印本的數量，避免多印。
- 4 減少使用膠水，可用萬字夾、小釘等替代，因為膠水含有毒化學劑。
- 5 避免使用塗改液，因為其中含有可以破壞地球臭氧層的「三氯乙烷」。

Work for cleaner air in our daily lives

- 1 Choose public transport instead of using private vehicles.
- 2 If you do need a car, buy one that's the right size for your needs. A single person doesn't need a big car with a large engine!
- 3 Choose clothes from non-bleaching materials – waste water generated by the bleaching process affects our marine ecology.
- 4 Maintain ventilation systems in good working order and clean the filters regularly.
- 5 Try to use water-based paints rather than their organic solvent-based equivalents. This will help to reduce the emission of volatile organic compounds.
- 6 Use fewer plastic bags. This will cut down on the particulates emitted when plastic garbage is burnt.
- 7 Switch off domestic appliances and electric lights when they are not in use.

Cleaner office air

- 1 Provide adequate ventilation in the office and make sure air vents or ducts are clear.
- 2 Relocate ozone-producing photocopiers away from working areas.
- 3 Think carefully about how many copies you need in order to reduce waste.
- 4 Use paperclips and pins instead of glue, which contains benzene and ethyl acetate.
- 5 Correction fluid contains the ozone depleting ingredient trichloroethane, so use it sparingly.



怎樣利用空氣污染指數？

在香港，環境保護署會每小時公布空氣污染指數資料，讓市民知道最新的空氣污染水平。空氣污染指數是從各個監測站錄得的空氣質素數據計算出來的一個由0至500的數值，指數越高，即表示空氣污染水平越高。這個指數對患有心臟病或呼吸系統疾病等易受空氣污染影響的人士尤其有用，方便他們在空氣污染水平偏高的日子採取所需要的預防措施。當空氣污染指數到達100的話，即指空氣污染指標高出標準，而超過200，則指嚴重超出標準。

Learn more about the air pollution index (API)

The Environmental Protection Department releases hourly information to inform the public about air pollution levels. The API (air pollution index) transforms air quality data taken at monitoring stations into a single number ranging from 0 to 500, with a higher value indicating higher levels of pollution.

The API is particularly useful for the elderly and those with heart or respiratory illnesses who need to take precautions when air pollution levels are high. Very high (over 100) and severe (over 200) pollution levels can mildly or significantly aggravate the symptoms of those most at risk.

安利蟬聯 「讀者文摘信譽品牌」 亞洲區金獎

Amway Wins Two Reader's Digest
Trusted Brands Asia Gold Awards



繼去年成功獲選後，安利及安利紐崔萊®分別於「讀者文摘信譽品牌」調查中的「濾水器」及「維他命/健康補充品」組別中，再次榮獲亞洲區金獎，證明安利淨水器及紐崔萊營養補充品得到消費者的認同和肯定，深受信賴。

「讀者文摘信譽品牌」由讀者文摘與尼爾森媒介研究攜手合作，以問卷及電話訪問形式訪問了亞洲八大市場（中國、香港、新加坡、馬來西亞、印度、台灣、泰國和菲律賓）的消費者，請消費者從43個品牌類別，以6項品牌特質（可靠

程度、形象可信、品質、價值、對了解消費者需求的掌握及品牌的創新能力），選出心目中最可信賴的品牌。金獎得主必須明顯較其他品牌優勝，實在是消費者的信心之選。

Amway and Amway Nutrilite® took regional Gold Awards in this year's Reader's Digest "Trusted Brands" survey, conducted across different Asian countries and territories. Amway was honoured in the "Water Purifier" and "Vitamin/Health Supplement" categories, highlighting the company's reputation for producing high-quality products.

Reader's Digest worked with Nielsen Media Research to interview consumers in eight major markets across Asia – China, Hong Kong, Singapore, Malaysia, India, Taiwan, Thailand and the Philippines – for the survey. Respondents voted for their single most trusted brands in 43 product categories, rating the brand on six factors: trustworthiness, credible image, quality, value, understanding of customer needs and innovation.



2004年雅典奧運會，劉翔以12秒91的成績獲得男子110米欄冠軍，成為歷史上首位在直道項目中奪取世界冠軍的亞洲人。

2006年7月瑞士洛桑田徑大獎賽，劉翔以12秒88打破了保持13年之久的男子110米欄世界紀錄。

2007年2月在德國舉行的國際田聯室內田徑賽中，他以優異成績兩度打破男子室內60米欄的亞洲紀錄，最新的世界排名中，劉翔穩居男子110米欄第一的寶座。

中國欄王劉翔的光芒劃過全球，閃耀世界田徑界。作為紐崔萊全球品牌代言人，劉翔說：「我必定會將紐崔萊的健康理念傳遍世界每一角落。」

Liu Xiang is a bona fide star of the athletics world. He became the first Asian to win an Olympic gold medal when he won the men's 110-metre hurdles in the Athens 2004 Games. Two years later he broke the men's 110-metre hurdles world record in Lausanne, Switzerland with a time of 12.88 seconds.

In February 2007, he broke the men's 60m hurdles Asian record twice at the IAAF Indoor Grand Prix in Germany and he still retains his 110m hurdles world record.

The latest Nutrilite Global Spokesperson says he is convinced by the benefits of Nutrilite and will "definitely deliver the Nutrilite philosophy to every corner of the world."



世界第一欄 Bona Fide Sta



關於劉翔 About Liu Xiang

十九歲那年，劉翔已創下了世界青年及亞洲110米欄賽事的紀錄。一年後，他在2004年雅典奧運中取得金牌。2006年7月11日，劉翔於瑞士以12.88秒創下了男子110米欄世界紀錄，穩坐世界第一欄王的寶座。

At the age of 19, Liu Xiang set the World Junior and Asian records for the 110m hurdles. Just a year later he took gold in the event at the 2004 Athens Olympics. On July 11, 2006 Liu Xiang raced to victory in the 110m hurdles in Lausanne, Switzerland, setting a new world record of 12.88 seconds.

王 一 劉翔

r - Liu Xiang



TEAM
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BEST OF NATURE. BEST OF SCIENCE.



我覺得紐崔萊是
非常貼切大眾的一個品牌，
非常純天然，非常健康，
非常營養的品牌，特別是對
我們運動員來說，對各方面
都有幫助、都有提高。

**Nutrilite is a good brand for
the public because of
its focus on natural,
healthy and nutritional
products.**



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.



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

Amway 安利