

AMAGRAM

安利
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Amway 安利

10•2014

Helping People Live Better Lives

40
Amway 安利
璀璨人生



閃亮未來 璀璨人生

Leading a Sparkling Future

Helping People Live Better Lives

安利(香港)40週年

今年是安利(香港)踏入40週年的慶典，我們謹此由衷致賀。1974年，安利公司在香港開發遠東首個市場，不僅標誌著安利邁向全球發展的一個重要里程碑，更為安利(香港)隨後40年於直銷業的蓬勃發展奠下穩固的業務基礎，帶領同業創造斐然成績。

今天，安利的業務遍及全球逾100個國家和地區，成績有目共睹，在未來的日子，我們將繼續攜手開創更多機遇。誠然，自安利(香港)創立至今，公司經歷過40個年頭的變遷，日新月異的社會、創新的科技及產品研發技術，無不為我們帶來全新挑戰和機會，推動大家追求突破和成長。

40年來，安利(香港)秉持充滿朝氣和活力的創業精神，憑藉直銷商追求卓越、努力不懈的決心，我們才能創造出代代相傳的閃亮人生。年會的主題為「閃亮未來 璀璨人生」，正好引證了安利直銷商對未來擁有的宏大願景，肩負著與團隊共同達成目標的使命，為顧客推廣最適合他們的產品，實現更美好的生活。有你們的支持，我們深信定能與安利並肩創造更美好的未來。

感謝每一位直銷商不屈不撓的努力、始終如一的堅持和出眾的領袖風範，你們改寫了無數人的生命故事，更讓安利(香港)成為香港市場夙負盛名的直銷公司之一。安利(香港)的成功足以讓你們引以為傲，我們期待與你們一起，繼續開拓另一個更精彩絢麗的四十年！



Amway Hong Kong 40th Anniversary

Congratulations to Amway Hong Kong on 40 wonderful years of partnership and success. When this market first opened in 1974, it was part of an era of new global expansion for Amway. It was just the beginning of tremendous excitement and anticipation for the future, as Amway established itself as a direct selling leader in Hong Kong and across the globe.

Today, the Amway business opportunity is thriving in more than 100 countries and territories around the world and we share even greater excitement for our future as we reflect on the success of the last four decades.

Much has changed since Amway Hong Kong first opened its doors. Shifting political landscapes, groundbreaking new technologies and innovative product developments all have presented fascinating challenges and exciting opportunities for growth.

Some things, however, have remained steadfast over the last 40 years. The entrepreneurial spirit is alive and well around the world, sparkling brightly in hardworking individuals looking for a path to a better life. We see this spirit in you, "Leading a Sparkling Life" by helping your groups to reach their goals, connecting your customers with products that help them live better lives, and partnering with the company to make the best decisions for Amway's future.

Thanks to your hard work, unwavering dedication and "sparkling" energy, you have made a difference in so many lives and made Amway Hong Kong one of the most prestigious direct selling companies in your country. You have much to be proud of and we thank you for all you've done to make these 40 years one of Amway's greatest success stories. We look forward to all that we'll accomplish and celebrate – together – in the next 40 years!

美國安利公司總裁德·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).

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 content



10



雋語箴言
 ACHIEVE
 優秀事業
 ACHIEVE

- 2 安利(香港)40週年
- 4 傳揚關愛，為你生活添色彩
- 6 無私關愛 施比受更體現幸福
 同窗友情 延展事業真摯夥伴
- 10 掌握時機·開創未來 安利(香港)2014/2015年度獎勵計劃
- 16 恭賀新晉直銷商

24



健體室
 MYHEALTH

- 安(香港)40週年特刊
- 20 最新全球研究顯示
 成年人需要攝取雙倍蔬果量，以吸收每日營養所需
- 24 你認識植物營養素指紋圖譜嗎？
- 26 綠色有機健康跑

30



形象坊
 MYSELF
 安樂窩
 MYHOME

- 30 雅姿紅魚子緊緻系列 破天荒發明 效果無可比擬
- 32 365天 天天喝好水
- 34 潔淨空氣 優化環境 締造國際級酒店享受
- 36 金錢萬貫

32



安利活動間
 HAPPENINGS

- 37 安利電子數碼化年代 體驗AmwayHub升級服務
 搬遷啓示
- 38 安利「童心悅學 — 愛顯不同」社區教育計劃活動花絮

38



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100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。• 香港銅鑼灣恩平道28號利園二期嘉蘭中心801室。• 香港莊士敦道郵政局郵政信箱20701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。• 安利優質產品陳列室及購貨中心：港島、九龍、屯門、沙田、澳門

Founded in Ada, Michigan, USA in 1959, Amway Corporation is one of the largest direct-selling companies in the world, covering some 100 countries and territories. • AMAGRAM is published by Amway Hong Kong Limited. • Room 801, Caroline Centre, Lee Gardens Two, 28 Yun Ping Road, Causeway Bay, Hong Kong. • P.O. Box 20701 Johnston Road Post Office • Tel: 2969 6333 • Members of the Hong Kong Direct Selling Association and World Federation of Direct Selling Associations • Web site: www.amway.com.hk • E-mail: ahkinfo@amway.com • All copyrights reserved. • Amway Showrooms and Merchandising Centres: Hong Kong Island, Kowloon, Tuen Mun, Shatin, Macau.

多年來，安利(香港)贊助了各項多元化社會服務計劃，獲得安利直銷商及員工大力支持，並積極參與社區服務、公益慈善活動和綠色環保工作，秉持的就是一顆助人為樂的熱心和無私奉獻的精神；而推動我們在這路上堅定前行的，正是受惠者由心綻放的滿足笑容。一旦投入了安利義工行列，你會感受到，有能力回饋社會而不問回報，確實是一份福氣。

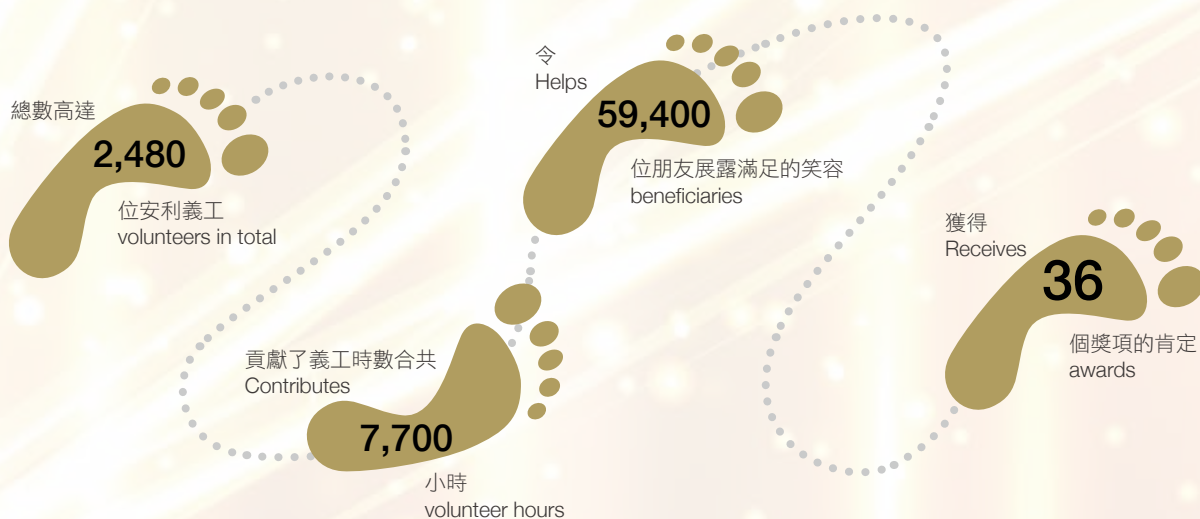
Over the years, Amway Hong Kong has sponsored a wide range of social service projects, all the while encouraging Distributors and employees to participate in community-driven charitable and environmental-protection programs. Devoted to giving assistance to those in need, our motivation comes from the smiles of satisfaction on the faces of the people we are able to help.

Once you get involved in Amway's community projects, you will quickly realize what enormous satisfaction and happiness can be derived from giving for the greater good.

傳揚關愛， 為你生活添色彩

Spreading *Love* and *Care*
to Help People Live Better Lives

安利(香港)社區公益服務小統計 Amway Hong Kong Community Service in Numbers



截至2014年9月
As of September, 2014

安利(香港)愛心傳遍18區

Spreading Our Love in 18 Districts

大型社區關愛項目 Major Community Care Projects

2007

連續8年贊助「綠色有機健康跑」，為全港規模最盛大的家庭健康跑活動之一。

Sponsored the Green & Organic Health Run, one of the largest-scale healthy sporting events in town, for eight consecutive years.



2008

連續7年贊助香港女童群益會舉辦「安利陽光兒童」、「安利快樂天使」及「安利童心悅學」等社區義工計劃，幫助受情緒壓力及讀寫障礙影響的兒童健康成長。

Sponsored The Boys' and Girls' Clubs Association of Hong Kong on projects designed to help children with specific difficulties for seven consecutive years.



2010

連續4年舉辦「安利關懷社區行動」，與安利健康大使及美容大使每月到全港不同地區提供義工服務。

Launched the District Community Service Program and enlisted Health and Beauty Ambassadors to offer voluntary community service to people in different districts each month for four consecutive years.



2011

連續3年贊助香港浸會大學香港有機資源中心舉辦「Amway 18區校園有機小農夫計劃」，在全港18區部分小學建設有機園圃，推廣有機耕種。

Teamed up with HKORC to organize the Amway Junior Organic Farming Program in 18 Districts, encouraging schools, parents and children to support organic farming and low-carbon lifestyles for three consecutive years.



重要獎項及榮譽 Major Awards and Recognition



2005

連續9年獲得香港社會服務聯會頒發「商界展關懷」標誌。

Awarded the Caring Company Logo by the Hong Kong Council of Social Service for nine consecutive years.



2008

連續6年獲社會福利署頒發「義務工作嘉許金狀」。

Honored with the Gold Award for Volunteer Service from the Social Welfare Department for six consecutive years.



2009

四次榮獲環境保護運動委員會的香港環保卓越計劃舉辦之「界別卓越獎」，並分別連續4年及3年獲頒「減廢標誌」及「節能標誌」。

Won the Sectoral Awards in the Hong Kong Awards for Environmental Excellence four times since 2009, and awarded the Wastewi\$e Label and Energywi\$e Label for four and three consecutive years respectively.



2010

連續4年獲得香港生產力促進局舉辦之「香港傑出企業公民獎」。

Honored at the Hong Kong Corporate Citizenship Awards, organized by the Hong Kong Productivity Council, for four consecutive years.



2012-2013

兩度榮獲環保促進會的「香港綠色企業大獎」優越環保管理獎(企業)。

Awarded the Green Management Award (Corporate) at the Hong Kong Green Awards in 2012 and 2013.

無私關愛 施比受更體現幸福

Feeling Blessed About Being Able to Give



社會是由不同階層的人組成，每個人的背景，家庭際遇和健康狀況皆不盡相同，但是每個人也有權利擁有快樂的心境。要讓社會注滿正面的力量，「關愛」是重要一環，透過身體力行幫助別人，你會發現「施比受更有福」的大道理。兩位已為人母的安利直銷商，以自己的親身經歷證明，付出也是一份福氣。

Everyone is striving to live a happy life, making the best they can of the economic situation, their family background and the state of their health. One of the most important factors in building a happy and harmonious society is to have a sense of social awareness, creating positive energy in the community by showing compassion for others. Two Amway Distributors - both of them are busy mothers - have demonstrated how it is possible to give something back to society by getting involved in voluntary activities and giving help to those who need it the most.

義工工作的開端

石楚芬(Canny)初次接觸義工服務時只有十歲，「當時教會舉辦了一些活動，我則負責照顧小孩及維持秩序，覺得活動很有趣，也令我變得更自信。」當了母親後的Canny仍然積極參與各義工服務，甚至帶同兒子一起參與。「我家附近有一所痲痺中心，我經常帶同兩名兒子協助推輪椅，讓一些痲痺患者可外出逛逛。」年幼的兒子還問Canny：「我們每天這樣推著，他們甚麼時候可以康復？」母親的細意解釋，令小小年紀的兒子明白到幸福非必然，學會珍惜我們擁有的。

身旁的黎鳳霞(Idy)是三位孩子的母親，義工服務的開始，要回數到二十多年前了。「當時我是一位全職媽媽，孩子上了幼稚園後，自己也樂得清閒，於是便往社區中心看看正舉辦什麼活動。

日子久了，我成為了社區中心的『常客』，大小活動我也參與協助。」透過不斷的增值，Idy成為了舞蹈及太極班的導師，甚至將自己所學的透過社區中心與別人分享。

母親當自強 力行成榜樣

母親的角色似乎絲毫沒有讓Canny及Idy兩位的義工服務停下來，反而更添參與的原動力，Canny說：「我參加了一個『好媽媽課程』，希望學會如何培養我的兩名兒子成為一個對社會有貢獻、有承擔的人。從課程中讓我明白到，以身作則非常重要，既然自己喜歡當義工，我希望兒子也會喜歡。透過親身的參與，兒子可以認識到社會上原來有許多不同的人，他們當中有幸有不幸，但依然樂觀面對人生。我相信這些經驗能對兒子帶來正面的影響。」



林石楚芬

Canny Lam

鑽石直系直銷商

Diamond Direct Distributor



Canny積極參與安利舉辦的義工活動。

Canny first began voluntary work at church when she was just 10 years old. She continues with her voluntary work even though she's now a busy mother of two.

Idy, a mother of three, embarked on her volunteering journey about 20 years ago. After her children had grown up she found herself with more free time, she then became a frequent visitor to the local community centre and later became a helper there. Idy is now a dancing and tai chi tutor who shares what she's learnt with others.

The role as a mother motivates both of them to get more deeply involved in volunteering activities. "Taking part in voluntary activities will inspire our children to get involved in giving back to others," Canny shared.

Idy said it has been of mutual benefit to participate together with her children in voluntary services. "It helps boost

children's confidence and build up their sense of sharing and cooperation. Volunteering will also help to develop your children's communication skills and enable them to learn from others."

Amway Hong Kong is committed to giving back to society. Canny and Idy say they are both actively involved in Amway's volunteer activities, "Amway is a helping business and it's taught us about the importance of helping others. We have also learned how to communicate with people from different backgrounds and fully understand their needs," Canny shared.

Canny explained that the Amway business offers her free time that enables her to devote more time to serving the community. While Idy shared that Amway not only enriches her life, but the business helps her children learn new things that cannot be found in textbooks.

Devoting oneself to voluntary services can help the less fortunate in society and at the same time help to improve relationships within a family. This is a clear demonstration of the maxim that says "it is better to give than to receive".



陳黎鳳霞

Idy Chan

明珠直系直銷商

Pearl Direct Distributor



Idy在活動後收到由學習障礙兒童送上的心意咭。

「和孩子一同參與活動的好處真的很多。」Idy也認同說：「當時我也透過社區中心參與了一些親子課程，大部分的活動我也會帶同孩子出席。後來，每當我協助一些社區活動的時候，孩子都會一起幫忙，例如場地佈置、嘉年華會的攤位遊戲、派送禮物等，孩子大多積極參與。看似是遊戲的工作，但對於小孩來說，卻是鍛鍊自信心和合作性的好機會。」Idy續說：「我育有三名孩子，長子現已三十多歲，與次子相距八年，而與幼女更相距十七年，因為年齡不相近，他們欠缺一些共同玩意，但是透過義工活動，他們可接觸到許多年齡相近的人，從別人身上學習到許多相處的技巧，也可以看到自己的不足或可取之處。」

安利義工篇 實踐見關懷

多年來，安利(香港)一直致力參與義工服務，當中更得到不少直銷商的支持，Canny和Idy也是當中的一份子。「經營安利讓我們更明白助人的重要性。在分享的同時，也必須顧及服務對象的想法，懂得易地而處去為別人設想，是當義工的先決條件。」Canny這樣說。「我們經常面對不同背景的人，他們各有不同的性格和需求，當義工也一樣，我們必須嘗試了解對方的性格，從而調整自己的說話和語氣。」

認識安利，讓Canny與Idy均擁有更多時間貢獻社會，Canny說：「我本是一個平凡不過的家庭主婦，反觀現在的我，時間相當自由，人變得更愉快，能幫助別人的力量也更大。」Idy同樣表示，安利事業不但充實了自己的生活，還讓子女學習到許多書本以外的人生道理。

當母親的以身作則，當孩子的一同親身實踐，義工服務不但可以幫助別人，讓人明白到「關愛」的重要，更成為了父母與子女間的溝通平台，甚至是成長的最佳教材；收穫比付出更多，幸福就是體現在你能付出多少。

同窗友情

延展事業真摯夥伴

A Business that Builds True Friendship

不同專業路 相同事業圈

何子亮(Diddy)和李慧妍(Sofia) — 兩位來自澳門的安利人，他們自小學已經認識，即使中學時期仍是同窗，二人亦只是點頭之交，其後他們更各自到不同國家升讀大學，Diddy選擇了金融業，而Sofia則成為營養師。你或會好奇，他們的「友情」是如何維繫的？他們有不同的想法，卻一同走進安利的事業環境，一致的目標和相近的價值觀，令二人成為了安利一起努力打拼的莫逆之交。

二人為何又會遇上安利？Diddy說：「我對安利其實早有認識，上了大學以後，看到一本關於財富管理的書籍，認識到直銷的概念，心裡被打動了，想起舅父正是安利的直銷商，於是便前往了解並發展起來。」其後，Diddy主動聯絡成為了營養師的舊同學Sofia，「當時我正在一家織體公司工作，有感未能發揮所長，加上營養師在澳門的發展空間有限，於是毅然轉換跑道，走進到安利的環境，希望以自己的專業打造屬於自己的事業。」Sofia說。

相識於微時 友情繫至今

說起友情，Diddy和Sofia也不禁一笑，因為他們最初認識的十數年，深刻的交談卻是寥寥可數。Sofia說：「Diddy是個說話不多的人，而且班上人數眾多，要和每位同學稔熟並不是一件容易的事。」Diddy馬上反駁說：「從前性格較內向，我只跟自己較熟悉的朋友才有較多話題。事實上，我和Sofia的友情可說是由安利開始的，因為我們都認同安利事業的價值，而經營安利我們必須互相支持和鼓勵，友誼便藉此建立而來。」

「相識於微時的朋友更見可貴，因為那種友情才是最真摯的。」Sofia這樣說：「在職場存在競爭，加上各有各忙，同事之間不一定可以推心置腹。同學間建立的情誼固然可貴，但隨著大家踏出社會工作後，因著工作性質、時間及生活方式的不同，

大多數人的一生都會被親情、愛情、友情圍繞著，當中「友情」最容易因為時間、際遇及環境轉變而漸趨黯淡，令人惋惜。然而，我們都相信「友情」的可貴；一輩子的漫長路，假如沒有朋友相伴，那是多麼失色的人生！而且細心一想，影響我們人生每個重要決定的、陪伴我們度過高低起伏的，往往就是「朋友」。

Many of us are lucky to be embraced by family, love and friendships throughout our lives. Friendships can be affected by many factors, including the passage of time, the experiences we share and the environment we find ourselves in. We should never underestimate the value of life-long friendships, which can enrich and colour our lives in so many ways.



Diddy和Sofia在安利事業中一同並肩的好友，當中亦包括昔日的同窗。

何子亮

Diddy Ho

翡翠直系直銷商

Emerald Direct Distributor

友情也變得難以維繫，即使是簡單的聚餐也不容易遷就。」Diddy也認同說：「友情很容易隨著歲月慢慢轉淡，像Sofia已有自己的家庭及孩子，大家的生活、角色不同，話題也會不同，假如沒有安利事業的共同環境，我們可能到今天仍然只是點頭之交。」

友情增而廣 閱人如閱書

走進安利這個大家庭，Diddy和Sofia也比從前認識到更多朋友，這和經營安利的模式不無關係。「安利事業並不是只著重生意和業績的事業，我們著重生活平衡、主張樂觀人生、重視健康營養，加上團隊的和諧氣氛，吸引了不少新朋友因這種正能量而加入安利的大家庭。」Sofia更補充說：「在澳門，要賺取可觀的收入並不是難事，但若想要過精彩而充實的生活，並擁有一群如家人般親密的朋友卻一點也不容易。」眼看一般人感嘆朋友因工作或生活日漸疏離，我們發現原來安利帶給他們的不仅是收入，還有無價的友情紐帶。

「每個人其實都是一本書，每認識一個朋友就像打開一個新的知識寶庫。」Diddy說。「在這事業的圈子裡，我們的夥伴都擁有不同的背景、專長和社會歷練，和他們共處，無論在事業及個人生活上，對我們都有不少得著。」個人的突破也是二人在安利的最大收穫，Sofia說：「如果我沒有選擇安利，相信我只會過著規律的生活；但是透過安利，我有機會作出許多不同的新嘗試，從多方面突破自己，認識更多朋友，擴闊眼界，人也真正成長起來。」Diddy也表示：「我的性格變得開朗、積極、進取、更具勇氣，這些也是建立個人事業必須具備的質素。」

安利人，除了是事業的夥伴，更成為走在人生路上的知心好友，同享人生路上的歡欣和成長。Diddy和Sofia所得著的，不只是事業和收入，還有友情的富足。

Diddy and Sofia, both born in Macau, first got to know each other at primary school. They were not particularly close friends when they were kids, even though they studied at the same secondary school. Later, both Diddy and Sofia went abroad to study. On his return, Diddy joined the finance industry while Sofia became a nutritionist. These two young people always had different goals in mind, but were connected by one common factor: the Amway business.

Sofia recalled that Diddy was a quiet person and there were not a lot of opportunities to communicate when they were classmates. Diddy agreed that he was not very outgoing and that he was only able to share things with close friends. "The friendship with Sofia started because of the Amway business," he explained. "We realized that we shared the same goals and appreciated the Amway values. We began to support and encourage each other and a true friendship began to develop."

"It's not easy to make good friends in a traditional business, and it's even more difficult to arrange gathering after become part of the working world," Sofia smiled.

Amway has enabled Diddy and Sofia not only to maintain their own friendship, but to also make more new friends. "The Amway business is not just focused on sales – we also talk about health, living a balanced life and generating positive energy, which attracts many newcomers to join us," Diddy beamed. Sofia added, "It's not difficult to earn a good income in Macau but it can be difficult to enjoy a fruitful life together with your friends. Amway offers us a good income and the chance to establish lasting friendships!"

People from various backgrounds, and with different strengths and experience, are all able to succeed in the Amway business. "We can learn from our partners and grow in the business together," Diddy shared. "We are able to explore our potential through the Amway platform. I've become more positive and enthusiastic, which are both important attributes for establishing a business," Sofia added.

Amway Distributors do not just work together as business partners: they forge lifelong friendships and share many precious moments as they grow together.



李慧妍

Sofia Lei

明珠直系直銷商

Pearl Direct Distributor

安利(香港)在來年設立了豐厚的年度獎勵，助你在優秀的業績基礎上邁進一步。2014/2015年度獎勵計劃的焦點為「掌握時機·開創未來」，期望能推動領導人繼續開拓商機，突破佳績，再創新高。獎勵計劃在獎賞新晉直銷商的同時，更特別為積極拓展事業的直系領導人設立極具激勵性的獎金，付出越多，收穫越豐富！

掌握時機 · 開創未來

安利(香港)2014/2015年度獎勵計劃

2014/2015年度積分額/售貨額比率為1:15.5

安利因應市場需要而調整積分額/售貨額比率，以確保領導人的報酬能緊貼市場水平及保持競爭力。由2014年9月1日起，積分額/售貨額比率將調整為1:15.5，故銀章資格的售貨額要求為港幣\$155,000，月結獎金比率表如下：

獎金比率(%)	積分額	售貨額
21	10,000	155,000
18	7,000	108,500
15	4,000	62,000
12	2,000	31,000
9	1,000	15,500

直系穩健獎金

領取資格：

2014 / 2015年度 合資格銀章月份	旅遊分	新親自/ 代推薦人數*	金額 (港幣)
Q6(新符合資格)	3,600	12	\$30,000
Q7 — Q11 ^(註1)	3,600	12	\$30,000
Q10 — Q11 ^(註2)	4,200	12	\$30,000
Q12(再次符合資格)	4,200	12	\$40,000
Q12(新符合資格)	3,600	12	\$50,000

* 親自或代推薦最少12位新直銷商/優惠顧客，其中3位必須為新直銷商。

註：

- 符合Q7至Q11資格者，若於2014/2015年度內取得不少於過往兩個年度(2012/2013及2013/2014年度)所取得合資格銀章月份(以較佳業績一年為基礎)及全年總旅遊分不少於3,600，可獲港幣\$30,000獎金。
- 適用於2013/2014年度取得Q12資格者，若於2014/2015年度內取得Q10或Q11及全年總旅遊分不少於4,200，可獲港幣\$30,000獎金。

優秀直系獎金

2014/2015年度繼續推出優秀直系獎金，獎勵直系在個人業績及培育新人兩方面同步發展。安利將撥出2014/2015年度香港及澳門總營業額的1%作為優秀直系獎金基金，按業績增長平均予合資格的直系直銷商。詳細計算方法請參閱2014年8月28日出版的《安利快訊》。

飛躍獎金

為鼓勵領導人訂定更高目標，積極發展事業，安利在2014/2015年度特別為新翡翠直系及新鑽石直系領導人增設飛躍獎金。新晉翡翠及新晉鑽石領導人只須於2014/2015年度達到下列業績，公司會增撥資源以保證其優秀直系獎金金額達港幣\$100,000。

業績	資格	優秀直系 總獎分	飛躍獎金 (港幣)
新晉翡翠直系	符合領取翡翠獎金業績	6分或以上	\$100,000
新晉鑽石直系	符合領取鑽石獎金業績	6分或以上	\$100,000

註：合資格新晉領導人將獲飛躍獎金或優秀直系獎金，獎金金額以較高者為準。

超級優秀直系獎金

如香港及澳門於2014/2015年度的業績相對2013/2014年度增長達6%或8%，安利將按增長幅度分別再增撥出2014/2015年度香港及澳門總營業額的0.125%或0.25%，按業績增長平均予合資格獲頒優秀直系獎金的直系直銷商。每總獎分的獎金最低保證金額分別為港幣\$625或港幣\$1,250，個人最高獎金金額分別可達港幣\$25,000或港幣\$50,000。



旅遊獎勵

個人戶籍可免費攜同一位直系家屬出席

於2014/2015年度起，符合海外旅遊研討會出席資格的個人戶籍，可免費攜同一位直系家屬出席領導海外研討會及鑽石精英旅遊研討會，讓家人親身體驗安利的文化與魅力。直系家屬僅限於父母、配偶或子女。

《2014 / 2015年度領導海外研討會 — 印尼·峇里島》

峇里島是印尼最著名的度假聖地，這個在地圖上雖佔一小點的島嶼，卻是無數人夢寐以求的旅遊熱點。藍天碧海、精緻的度假屋及多樣的文化藝術，都是這個「天堂之島」最引人入勝的地方。領導人在此享受愜意的時光，與夥伴共編未來事業大計，實在是一件賞心樂事！

出席資格：

於2014 / 2015年度內符合資格領取翡翠獎金

或

於2014 / 2015年度內符合直系資格並取得下列旅遊積分

爭取出席次數	2014 / 2015年度所需旅遊積分
1	6,300
2	8,500
3	10,000
4或以上	12,000

《穩健18特別獎勵計劃 — 新加坡》

計算時段：2014年5月至2015年10月

享受一趟細意的閒情，再與多姿多彩的都市完美接軌，安利為領導人安排了既多元化又充實的延伸旅遊體驗，就在與印尼咫尺之距、繁華迷人的獅城新加坡，一個旅程，雙重精彩！

出席資格：

- 於2014/2015年度獲邀出席「2014/2015年度領導海外研討會 — 峇里島」；及
- 於2014年5月至2014年8月期間，取得最少兩個銀章月份；及
- 於2014年9月及2015年9月必須取得銀章業績資格；及
- 於2014/2015財政年度(即2014年9月至2015年8月)符合直系資格，並取得最少6個銀章月份；及
- 於2014年5月至2015年10月期間取得之總旅遊分必須：
 - 相對「2014/2015年度領導海外研討會」所需旅遊分(按18個月計算)[#]高出最少5%；或
 - 相對2013/2014年度實得總旅遊分(按18個月計算)[#]高出最少500分。

詳情可參閱下表：

- | | |
|---|--|
| a) 「2014/2015年度領導海外研討會」所需旅遊分(按18個月計算) [#] × 1.05 | b) 2013/2014年度實得總旅遊分(按18個月計算) [#] + 500 |
|---|--|

以(a)或(b)較高者為準

[#] 18個月旅遊分計算方式 = 財政年度旅遊分 ÷ 12 × 18



2014/2015年度 鑽石精英旅遊研討會

出席資格：

2014 / 2015年度符合鑽石直系資格

行政鑽石卓越獎金

領取資格：

- 於2014/2015年度內新符合或再度符合行政鑽石或以上資格；及
- 擁有至少6個親自或代推薦的合資格小組。每個小組於2014/2015年度內至少有6個合資格銀章月份。

獎金多少視乎親自或代推薦小組所達至合資格銀章月份的總數或親自或代推薦小組所產生的創業者獎分。

高獎銜一次過現金獎

為獎勵領導人的傑出表現，於直系領導人晉升成為雙鑽石直系及以上資格時頒發港幣\$337,500至\$1,575,000之獎金。

創業者獎金及40FAA分及以下的「一次性現金獎」

此獎金為表揚積極拓展安利市場的直銷領導人而設，自實施以來，已成為安利最具激勵性的獎勵項目之一。合資格領導人可獲頒發創業者獎金金額高達港幣\$36,000,000。

上述各項獎勵，為2014/2015年度特別獎勵計劃的內容，並不屬於安利直銷計劃的一部分，各項獎金須經核實資格後方會頒發。安利(香港)會於財政年度結束前檢討各項計劃的成效及市場環境，再行決定於下個財政年度內修訂、取消或延續各項內容。直銷商除要符合各項獎勵資格所需的業績外，同時亦須展現良好商德，並遵守安利營業守則中的各項規定。安利(香港)保留獎賞之最終決定權。上述獎勵資格，只計算在香港及澳門產生的港幣及澳門幣售貨額。如對上述獎勵有任何查詢，請隨時與業務部聯絡。

獎勵細則及詳情請以2014年8月28日出版之《安利快訊》為準。如有任何疑問請致電安利諮詢熱線2969 6300。

Last year, Amway Hong Kong has achieved remarkable business growth thanks to the hard work of Distributors. In PF2014/2015, the company will offer more attractive incentives to help Distributors expand their boundaries and move forward in their business.

The theme of Growth Incentive Programme PF2014/2015 is “Opportunity for a Bright Future”. We encourage new Distributors and leaders to explore potential business opportunities in their quest to reach new heights.

Plan ahead for the year and work with your Distributor Groups to achieve even more impressive results! We look forward to bringing the benefits of Amway Hong Kong Growth Incentive Programme 2014/2015 to you.

Growth Incentive Programme 2014/2015

Opportunity for a Bright Future

2014/2015 PV/BV Ratio 1:15.5

Effective September 1, 2014, the PV/BV ratio of Amway Hong Kong will be adjusted to 1:15.5 to ensure a competitive income level for Distributors. The required BV for qualifying Silver Producers will be HK\$155,000.

Monthly Performance Bonus Schedule

Bonus Ratio (%)	PV	BV
21	10,000	155,000
18	7,000	108,500
15	4,000	62,000
12	2,000	31,000
9	1,000	15,500

Consistency Bonus

Qualifications:

No. of Qualified Silver Producer Months in PF2014/2015	Travel Points	No. of New Recruits*	Bonus Amount (HK\$)
New Q6	3,600	12	\$30,000
Q7 – Q11 ^{NOTE 1}	3,600	12	\$30,000
Q10 – Q11 ^{NOTE 2}	4,200	12	\$30,000
Re Q12	4,200	12	\$40,000
New Q12	3,600	12	\$50,000

* The qualified Distributors must personally or foster sponsor at least 12 new Distributors/Privileged Customers, three of whom must be new Distributors.

Notes:

1 Q7 to Q11 Distributors are qualified for a Consistency Bonus of HK\$30,000 only if they have obtained qualified Silver Producer months in PF2014/2015 not less than that in the past two performance years (PF2012/2013 and PF2013/2014, whichever had a better performance achieved) and obtained an accumulated Travel Point of at least 3,600 for the year.

2 Applicable to Distributors who obtained 12 qualified Silver Producer months in PF2013/2014. They are qualified for a Consistency Bonus of HK\$30,000 if they have obtained 10 or 11 qualified Silver Producer months in PF2014/2015 and an accumulated Travel Point of at least 4,200 for the year.

Achievers' Bonus

To encourage qualified Direct Distributors and above to strive for stronger performance and to reward growth in both personal and group sales, the Achievers' Bonus will be offered again in the PF2014/2015. Amway Hong Kong and Macau will set aside 1% of sales revenue in PF2014/2015 as the Achiever's Bonus Fund. Please refer to the <<Newsgram>> published on August 28, 2014.

Growth Bonus

To encourage Distributors set up higher goals and further develop their business, Amway has specially allocated a budget to offer the Growth Bonus to new Emerald Direct and new Diamond Direct Distributors in PF2014/2015. New Emerald Direct and new Diamond Direct Distributors will receive a Bonus of HK\$100,000 upon successfully achieving the below qualifications:

Pin Level	Qualification	Total Achievers' Bonus points	Growth Bonus (HK\$)
New Emerald	Emerald Bonus Recipient	6 or above	\$100,000
New Diamond	Diamond Bonus Recipient	6 or above	\$100,000

* Qualified Distributors will be eligible to receive Growth Bonus or Achievers' Bonus, whichever is higher.

Super Achievers' Bonus

If Amway Hong Kong and Macau achieves a sales increases of 6% or 8% in PF2014/2015 compared to PF2013/2014, Amway will additionally set aside 0.125% or 0.25% of the total sales revenue of Hong Kong and Macau respectively in PF2014/2015 to Distributors who qualify for the Achievers' Bonus. The guaranteed bonus amount per bonus point is HK\$625 or HK\$1,250. The individual maximum bonus amount is HK\$25,000 or HK\$50,000.



Travel Awards

Free Attendance for One Accompanying Direct Dependent

Beginning PF2014/2015, Individual Distributorship qualified to attend Leadership Seminars and Diamond Invitational Travel Seminar is entitled to bring along a direct dependent (i.e. parents, spouse or children).

Leadership Seminar PF2014/2015 – Bali, Indonesia

Bali is the most popular tourist destination in Indonesia. Being famed “Island of the Gods”, Bali offers a varied landscape of natural scenery and a uniqueness of culture. You will enjoy the most joyful business-cum-leisure experience with your partners in this relaxing travel destination.

Qualification:

Be qualified for the Emerald Bonus in PF2014/2015;

or

Be a qualified Direct Distributor and attain the following Travel Points in PF2014/2015:

No. of Attendance	Travel Points required in PF2014/2015
1st	6,300
2nd	8,500
3rd	10,000
4th or above	12,000

Steady-Growth 18 Special Incentive Programme – Singapore

Qualification Period: May 2014 to October 2015

After the relaxing time in Bali, Amway will bring you to Singapore for a diversified travel extension experience. You will discover the modern and vibrant life that is uniquely Singapore!

Qualifications:

- 1 Be qualified and invited to “Leadership Seminar PF2014/2015 – Bali, Indonesia”; and
- 2 Obtain at least two qualified Silver Producer months between May 2014 and August 2014; and
- 3 Be qualified as Silver Producer in both September 2014 and September 2015; and
- 4 Be qualified as Direct Distributor in PF2014/2015 (between September 2014 and August 2015) and obtain at least six qualified Silver Producer months; and
- 5 The Travel Points obtained between May 2014 and October 2015 must fulfill the following criteria (whichever is higher):
 - a) It must be at least 5% higher than the required Travel Points (calculated on an 18-month basis)^{Note} of “Leadership Seminar PF2014/2015”; or
 - b) It must be at least 500 points higher than the Actual Travel Points obtained in PF2013/2014 (calculated on an 18-month basis)^{Note}.

Details are illustrated as follow:

(a) The required Travel Points of “Leadership Seminar PF2014/2015” (calculated on an 18-month basis) x 1.05

(b) The Actual Travel Points obtained in PF2013/2014 (calculated on an 18-month basis) + 500

(a)or(b), whichever is higher

Note: 18 months’ calculation formula = $\frac{\text{Travel Points obtained in the fiscal year}}{18} \times 18$

12



Diamond Invitational PF2014/2015

Qualification:

Be a qualified Diamond Direct Distributor in PF2014/2015

Executive Diamond Excellence Cash Award

Qualification:

- 1 Any newly qualified or re-qualified Executive Diamond Direct and above Distributors in PF2014/2015 are eligible; and
- 2 Must have at least six qualified personally or foster sponsored groups (each group with at least six qualified Silver Producer months in PF2014/2015).

Cash Bonus: The amount of cash bonus depends on the number of qualified Silver Producer months or total FAA credits generated from personally or foster sponsored groups.

One Time Cash Award

The One Time Cash Award aims to reward Distributors who have newly moved up to Double Diamond Direct qualification or above. The reward ranges in value from HK\$337,500 to HK\$1,575,000.

The Founders Achievement Award/40FAA and Up One Time Cash Award (OTCA)

The Founders Achievement Awards is one of Amway’s most exciting rewards, recognizing those leaders who make great strides in the progressive development of their business. The bonus amount in PF2014/2015 will reach HK\$36 million.

Notes:

- The above awards are for PF2014/2015 only and are not part of the Amway Sales & Marketing Plan.
- Amway Hong Kong will review the above programme according to its effectiveness and market condition and make amendments as necessary for the coming fiscal year.
- Distributors who are eligible for the above awards must also comply with the company’s Code of Ethics.
- Bonuses will be awarded upon verification. Only sales volume generated in Hong Kong and Macau will be counted.
- Amway Hong Kong reserves the right of final decision.
- If you have any questions about the Growth Incentive Programme, please contact Sales Department for more details.
- For terms and conditions, please refer to the <<Newsgram>> published on August 28, 2014 or call the Amway Service Hotline at 2969 6300.

2014/2015 年度
安利（香港）
領導海外研討會
Leadership Seminar
PF2014/2015

峇里島



「我們發現，安利的原則超越文化的界限，因為不論在世界上任何一個地方，都有一種共同的願望，就是報酬和付出的努力成正比。」

安利公司創辦人 — 傑·溫安洛

“We’ve learned that Amway principles translate into many languages and transcend many cultures. Being rewarded in proportion to how much you do is a universal language for people around the world.”

**Jay Van Andel,
Co-founder, Amway Corporation**



恭賀新晉直銷商 Congratulations to OUR NEW QUALIFIERS



Direct Distributors

直系直銷商



鄭安琪
財富管理
Angel Cheng
Wealth Management

個人成長 自由時間及保障是安利事業最吸引的地方，對我來說，自我成長更是無價的收穫；我學懂如何關心別人，了解他們的真正需要，更可透過安利事業改善他們的生活，讓我更感滿足。

Besides the free time and protection offered by Amway, I have also been inspired by the personal growth I have seen as I've built my business. I've learnt how to be sensitive to the feeling of others, helping more people to live better lives as I develop my business.



李健榮 張長香
營養師 / 烘焙師
Lee Kin Wing & Cheung Heung
Nutritionist / Baker

超越自我 自由的安利事業讓我可以按自己的方式發展，我最喜歡安利的環境，領導人及團隊的鼓勵讓我明白只要突破困難，就能有所得著及成長。未來，我決定朝著更高的目標邁進。

The freedom offered in Amway has enabled me to develop the business at my own pace. Amway provides me with a positive environment and, with the support of my leaders and the team, I am able to overcome any obstacles put in my way. I'm very positive about the Amway business and I'm determined to achieve even better things.



劉恩成
化妝師
Lau Yan Shing
Make-up Artist

豐碩回報 於傳統職場上，個人價值及保障會隨著年齡增長而下降；相反，安利事業助我提升個人能力，任何年紀及背景的人都能在安利平台盡展潛能，享受努力的成果，達成夢想。

Personal value and protection are things that we should strive for in any business, regardless of our age. One of the great things about Amway is that the business helps to improve the personal capabilities of people from any age group and from all kinds of backgrounds. I'm going to work hard towards achieving my dreams - and enjoy fabulous rewards along the way!



Gold Producers

金章直銷商

**劉玉芬**

金融業

Ivy Lau

Financial Industry

自主生活 透過安利的營養補充品改善了我的健康，我更可把優質的產品與別人分享，充分體驗安利助人自助的核心價值，擁有自由、自主的生活方式。

Amway's range of health supplements has really helped to improve my wellbeing - and now I'm happy to be able to share these great products with others. I feel grateful about enjoying a free and independent life.

**張澤鋒 位麗娟**

財務總監 / 退休人士

Cheung Chak Fung & Lai Kuen

Chief Financial Controller / Retiree

獲益良多 安利事業不但讓我得以成長，更為家人及朋友帶來健康的體；幫助他們改善生活外，同時亦加深了彼此的友誼。

The Amway business has enabled me to learn and grow. I'm happy that I can help my family and friends to be healthier and live better lives, and I've forged closer bonds with them, too.

**梁素琴**

護士

Leung Sou Kam

Nurse

提升潛能 在安利，我可以學習到與人相處的技巧，從而不斷提升自己的能力。我希望與志同道合的人一同追尋夢想。

I've been able to improve my interpersonal communication skills and personal capabilities through the Amway platform. Now my goal is to pursue my dreams, working together with friends who share the same goals.

**陳偉雄 岑葉平**

營養師 / 教師

Chan Wai Hong & Ip Peng

Nutritionist / Teacher

規劃未來 選對安利事業，讓我可與家人一同規劃一個更舒適的生活方式；只要選擇正確，抓緊機會，定能擁有自由、自主、自在的未來。

I made the right choice in developing the Amway business because now I'm in a position to plan for a better future for my family. A free and independent future is there for taking if you're willing to grasp this golden business opportunity.

**陳彬沛 蕭允梨**

公務員 / 家庭主婦

Chan Pan Pui & Wan Lei

Civil Servant / Housewife

積極進取 加入安利後，我變得積極且具目標，自我成長了不少。我希望能擴闊我的生活圈子。

I have become a more enthusiastic and target-oriented person since joining Amway. I have improved my capabilities in a number of different ways and my aim now is to broaden my social circle even further.

**梁繼祥 高麗華**

技術主任 / 實驗室技術員

Leung Kai Cheung & Lai Wa

Surveyor / Laboratory Technician

開闊眼界 安利事業開闊了我的眼界，使我不斷進步。在推廣健康、環保的同時，更可幫助別人成功，別具意義。

The Amway business has broadened my horizons and enabled me to improve my personal capabilities. This business is meaningful because I can help people to improve their health and beauty at the same time as helping others to succeed.

**黃玉蘭**

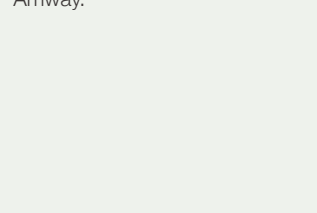
小販

Wong Lok Lan

Hawker

正面轉變 安利事業為我帶來美麗及健康的體魄，提升了我的自信心，我對自己正面的改變感到十分高興。

The Amway business has improved my life by giving me more beauty knowledge and offering me better all-round health. In turn this has really helped to boost my overall confidence. I feel happy about the positive changes I've experienced in my life through Amway.

**駱癸生 趙潔嫦**

電器技術員 / 會計經理

Tandy Lok & Kit Sheung

Electrical Appliance Technician / Accounting Manager

助人自助 透過安利產品改善健康，從而發掘安利助人自助的事業平台，我希望繼續幫助家人及朋友改善健康及生活。

My health has seen a great improvement since I began using Amway's products. This is a business platform that's all about helping others, and I wish to help people and friends live a better and healthier life through this great platform.

**梁繼祥 高麗華**

技術主任 / 實驗室技術員

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Silver Producers

銀章直銷商

安利(香港)40週年直銷 Amway Hong Kong 40th Distributor Conventio

嘉賓 Guests :



美國安利公司總裁
德·狄維士
Doug DeVos,
President of Amway Corporation

安利大中華總裁
顏志榮
Gan Chee Eng,
President of Amway Greater China

分享嘉賓 Sharing Guests :

跨代事業 A Family Business



三鑽石直系張培光
Cheong Pui Kuong,
Triple Diamond
Direct Distributor

鑽石直系張芷華
Angela Cheong,
Diamond Direct Distributor

閃亮未來  璀璨人生
Leading a Sparkling Life

日期：2014年10月25日(星期六) Date: Saturday, October 25, 2014

時間：晚上7時正 (晚上六時憑票入座) Time: 7:00pm (Admission at 6:00pm)

地點：灣仔伊利沙伯體育館 Venue: Queen Elizabeth Stadium

票價：港幣\$150 (堂座) / 港幣\$80 (樓座) Ticket: HK\$150 (Main Floor) / HK\$80

商年會 Anniversary n

40
Amway 安利
璀璨人生

非凡之選 A Smart Choice

年青創業 The Young Achievers



雙鑽石直系容子明
Yung Tsz Ming,
Double Diamond
Direct Distributor



創業者鑽石直系黃錦萍
Cora Wong,
Founders Diamond
Direct Distributor



鑽石直系王藝靜
Carrie Wang,
Diamond Direct Distributor



行政鑽石直系梁靜雯
Quintina Leung,
Executive Diamond
Direct Distributor



鑽石直系謝恩
Enosh Tse,
Diamond Direct Distributor



鑽石直系何怡欣
Janus Ho,
Diamond Direct Distributor



表演嘉賓 Performing Guest :

著名歌手古巨基
Leo Ku,
Top Canton-Pop Singer

門券
經已售罄
All Tickets
Sold Out

(Balcony)

Amway 40 手機應用程式



適用於Android用戶



適用於iOS用戶

即時下載手機應用程式，觀看年會資訊，及可收看年會網路現場轉播*！程式內嶄新的inEVENT功能，將帶領大家一同現場互動，共創驚喜一刻！

* 表演嘉賓環節除外。

40 Amway 安利 璀璨人生



2014年對安利公司別具意義，除了是紐崔萊™成立八十週年
的大日子，也標誌安利(香港)踏入四十周年。

過去四十載，安利(香港)的業績持續增長，直銷商
及優惠顧客的人數亦不斷增加。日益蓬勃的直銷事
業，正好是香港社會和經濟發展的最佳寫照。安利
(香港)由70年代開始透過不同階段努力發展，回顧
這四十載，安利由最初的「奠基開拓」、80年代
的「積極發展」、90年代的「凝聚力量」、千禧
年代的「騰飛躍進」、到現在的「璀璨未來」，
安利(香港)一直與時並進，不斷透過創意思維，
在業界內尋求突破，務求令直銷商及優惠顧客都
能得到最優質的服務及全新的品牌體驗，這也反
映了安利(香港)多元化的創意和社會日益殷切
的需求。今天，安利(香港)的產品精益求精，全面照顧
我們日常生活的每一細節。

展望未來，安利(香港)會繼續發揮
創意思維，繼往開來，把握機遇，百
尺竿頭，更進一步，與直銷商及優惠
顧客共同攜手，步向更多個四十年，
共創更璀璨的未來！

閃亮未來

Leading a Spe

安利(香港)與你攜手走過40載



1974

美國安利公司於香港開業，安利(香港)正式成立。
Amway Hong Kong began operations.



1977

發行第一期「安利月刊」，為安利東南亞區的月刊。

The first issue of Amagram was published as the Amway Southeast Asia issue.



1979

香港直銷協會成立；安利(香港)為三間創會會員公司之一。

The Direct Selling Association of Hong Kong was established. Amway Hong Kong was one of the three founding member companies.



奠基開拓

1970's

Pioneering Days



1977

安利在香港推出雅姿化妝品。
ARTISTRY™ cosmetics were launched in Hong Kong.



1979

- 健爾力營養食品首次在港推出。
Nutrilite™ products were launched in Hong Kong.



- 皇后煲正式於香港推出。
Amway Queen™ Cookware was launched in Hong Kong.

積極發展

1980's

Development



1981

於上海街設立第一間批發中心，其後在港島區設立第二間。

The first Pick-up Centre was opened on Shanghai Street, followed later by a second one on Hong Kong Island.

1982

九龍批發中心開幕。
The Kowloon Pick-up Centre was opened.

Amway Hong Kong - Hand in Hand for 40 Years



1991

首戶華人皇冠大使於香港誕生。

The first Chinese Crown Ambassador was named in Hong Kong.

1992

於澳門設立新批發中心，以配合當地的業務發展。

A new Merchandising Centre was set up in Macau.

1998

• 根據 ACNielsen 1998年6月的市場調查，健爾力維他命丸/維他命補充劑為全港銷量冠軍。

According to a survey by ACNielsen in June 1998, Nutrilite™ was the No.1 vitamin tablet/vitamin supplement seller in Hong Kong.

• 推出全球首個「安利優惠顧客」會籍。

The first "Amway Privileged Customer" membership in the world was launched.

1999

設立提供個人化健康及美容諮詢及測試服務的安利優質產品陳列室。

Amway showroom was opened where personalized health and beauty consultations and testing services were provided.



1983

為全球首個推出改良配方產品SA8全潔濃縮洗衣粉的市場。

The first market worldwide to launch the improved formula SA8.

1988

推出首個企業形象廣告，提升企業形象。

Introduced the first corporate image advertising campaign.

凝聚力量

1990's
Cohesion

1985

開設全球首個以自助購貨形式運作的批發中心。

Opened its first Amway self-service-style Merchandising Centre in the world.



1991

全力支持華東水災籌款，捐贈港幣100萬。

Donated one million Hong Kong Dollars to support the "Relief for South China Flood Victims" campaign.



1997

獨家贊助「國寶 — 中國歷史文物精華展」，為首個在中國內地以外舉辦的同類型展覽。

The sole sponsor of the "National Treasures Gems of China's Cultural Relics Exhibition", the first of its kind to be held outside mainland China.



2003

根據Euromonitor公佈的調查，安利(香港)於2001年穩佔全港直銷業的領導地位。

According to a Euromonitor Study published in 2003, Amway Hong Kong is proclaimed the Leading Direct Selling Operator in Hong Kong.

2003及2007

香港直銷協會與世界直銷協會聯盟在香港合辦首屆及第二屆「亞洲直銷論壇」，安利香港積極參與籌委會工作。

The Direct Selling Association of Hong Kong and the World Federation of Direct Selling Associations collaborated to hold the Asian Symposiums on Direct Selling with Amway playing an active role in the organizing committee.



2005

贊助健康跑活動，推動有機農業發展，提倡綠色生活。

Be a sponsor of the Organic Health Run with an aim to promote green living.



2008

自2008年起至今，與香港小童群益會合辦多項活動，令社會上更多兒童受惠。

Collaborated with the Boys' and Girls' Clubs Association of Hong Kong since 2008, through a broad spectrum of programmes to helping children in the local community.



2009

安利舉辦兩岸三通後首個郵輪直航——「心印寶島萬人行」，共有過萬位來自中國和香港的直銷精英獲邀出席。

Amway organized the first cruise to Taiwan from the Mainland. More than 10,000 Amway Distributors were invited to join.

騰飛躍進

200's

Breakthrough



2005

eSpring™智能淨水器在香港推出。

eSpring™ Water Purifier was launched in Hong Kong.

2008

• Atmosphere™空氣清新機在香港推出。
Atmosphere™ Air Purifier was launched in Hong Kong.

• 紐崔萊™「天然健康·人人有機」廣告系列於健康資訊電視廣告贏得2008 TVB最受歡迎電視廣告優異獎。
Nutrilite™ TV commercials won an "Award for Excellence" in the TVB Most Popular TV Commercial Awards.



2000

九龍購貨中心喬遷至彌敦道，正式名為「九龍陳列室及購貨中心」。

The Kowloon Merchandising Centre relocated to Nathan Road and was renamed as the Kowloon Showroom and Merchandising Centre.



2003

安利銅鑼灣旗艦店於軒尼詩道以嶄新形象開業。

The Causeway Bay Flagship Store located on Hennessy Road.

2006、2009-2011

榮獲香港零售管理協會舉辦之神秘顧客計劃「最佳服務零售商」。

Awarded the "Service Retailer of the Year" of Mystery Shoppers Programme organized by Hong Kong Retail Management Association.





2010

- 由2009年至2012年，榮獲香港環保卓越計劃之「界別卓越獎」。
Awarded The Hong Kong Awards for Environmental Excellence - Sectoral Awards from 2009 till 2012.
- 推出安利全球首個「企業優惠客戶」會籍。
The first "Corporate Privileged Customer" membership was launched in Amway.

2012

奧運冠軍劉翔及韓國人氣巨星尹恩惠分別成為紐崔萊™及雅姿大中華地區淨白透亮系列產品代言人。
Olympics winner Liu Xiang and Korean popular artist Yoon Eun-hye became the spokespeople of Nutrilite™ and ARTISTRY™ Pure White series (Greater China Region) respectively.

2013

連續11年獲得業務增長。
Recorded a growth in sales for the 11th consecutive year.

2014

- 舉行安利產品博覽會，提升品牌知名度。
Amway Product Expo was held, and in order to raise the brand awareness.
- 慶祝安利(香港)成立40週年，邀請業績出眾的直銷商乘坐遊輪暢遊地中海。
To celebrate the 40th anniversary, Amway Hong Kong was invited qualified Distributors to went on a luxury cruise to Mediterranean Sea.
- 推出「安利數碼港」網上商務平台，邁向數碼新世代。
The AmwayHub digital e-commerce platform was launched.



璀璨未來

2010's

Leading a Sparkling Future



2010

沙田購貨中心開幕。
Shatin Merchandising Centre was opened.



2013

港島購貨中心開幕。
Island Merchandising Centre began operations.



2014

於九龍開設全新安利體驗館，邁向服務新紀元。
The brand new Amway Experience Centre was set up in Kowloon, leading the way for a sparkling future for Amway Hong Kong.

2014 is a remarkable year for Amway Hong Kong as the company approaches its 40th anniversary and also gets ready to celebrate the 80th anniversary of the Nutrilite™ brand.

Amway Hong Kong has been there with its home city every step of the way, experiencing every important moment together with the people of Hong Kong. Amway Hong Kong has started its business from "Pioneering Days" in 70's, "Development" in 80's, "Cohesion" in 90's, "Breakthrough" in 2000's to "Leading a Sparkling Future" in 2010's. Over the past four decades, Amway Hong Kong has enjoyed a continuous rise in business together with an ever-increasing number of Distributors and Privileged Customers helping to spread the word about the quality Amway products.

As the leading light in the local direct-selling industry, Amway Hong Kong employs innovative approaches in a quest to provide Distributors and Privileged Customers with the best possible services. Amway Hong Kong has demonstrated its creativity and care for the community through a tailor-made operating model and advanced technology. The wide range of Amway quality products now provides a growing number of people with comprehensive care in their daily lives.

Looking to the future, Amway Hong Kong will continue to strive to reach new heights. Let's remember this special moment and join together to celebrate 40 years of great achievements and continued success in the years to come.

璀璨

璨

人

生

Sparkling Future

卓越成就 跨越全球

安利能在香港市場獨佔鰲頭，並非偶然的事。安利的成就，有賴多方面的因素，而美國安利公司，以及其優質產品和全面的事業計劃，就是支援安利業務的強大後盾。

強大後盾 實力雄厚

美國安利公司於1959年由狄維士先生和溫安洛先生在美國密西根州亞達城攜手創立，以別樹一幟的直銷方式，讓消費者以最經濟的價格享用最優質的產品。美國安利公司由創立至今，經過55年的不斷努力，現已發展成為全球直銷市場的領導者。根據2013年福布斯(Forbes)雜誌報導，安利在美國最大的私營公司中，排名第28。自1971年在澳洲開始第一個海外市場後，安利現時的業務遍佈全球五大洲逾100個國家及地區，香港更為北美洲以外的重要市場之一。

優質產品 科研成果

安利產品分為五大系列，包括健康與健美產品、美容護膚品、個人護理用品、家居科技產品及家居護理用品。在超過450多種產品中，全部經過悉心研發，完全符合高質素要求，獲業界及用家一致讚賞。

在規模龐大的安利公司總部設有先進的研發中心、生產大樓、貨物倉庫及應有盡有的辦公室設備等。超過900位科研專家及技術人員分別於全球75所實驗室展開研究工作，並採用先進機器和優質原料進行多個發展項目。安利產品擁有超過1,000項專利，尚有約700項正在申請中。

創業良機 豐盛人生

安利設有一套完善的直銷計劃，透過提供高質素的產品，為有志創業的人士提供最優秀的事業機會，幫助他們實現理想，發展潛能，建立屬於自己的生意網絡。此外，安利不單為直銷商帶來經濟收益以改善生活，亦透過安利的旅遊獎勵計劃，讓直銷商有機會遍遊寰宇，足跡遍及世界各大城市，擴闊自己的世界觀及社交層面，令人生更精彩！

A Global Achievement

Amway has made many great achievements in Hong Kong, but its success needs to be seen in a global context. Amway Hong Kong relies on contributions from many parties, in particular the tremendous support given by Amway Corporation and the quality products and unique sales plan it provides.

Great Support for Success

Amway Corporation was founded in Ada, Michigan, in the U.S. in 1959. Its Co-founders, Richard M. DeVos and Jay Van Andel, came up with the innovation of direct selling for a range of quality consumer products.

From humble beginnings the Amway Corporation has grown rapidly to become an international enterprise that benefits millions of people worldwide. It has become one of the world's largest direct-selling businesses and was ranked 28th on the list of the largest privately owned businesses in the U.S. by Forbes Magazine in 2013.

Amway's first overseas market was established in Australia in 1971. Since then, successful affiliates have opened in more than 100 countries and territories. After 55 years Amway Hong Kong remains a key market in the Amway world.

Leader in Innovation

Amway offers more than 450 quality consumer items, including health and fitness, cosmetics and skincare, personal care, hometech and homecare products. Amway has established its own state-of-the-art manufacturing plants, together with a research centre, warehouses, offices and other facilities in Ada, Michigan.

The Amway headquarters, with 75 laboratories worldwide staffed by more than 900 research and development specialists. Amway owns around 1,000 patents with more than 700 patents pending, highlighting the extent of its groundbreaking research work.

The Best Business Opportunity

Amway has developed a unique sales plan which, combined with its quality products, offers the best business opportunity to people with a desire to achieve. As an Amway Distributor the rewards are unlimited, and the company's incentive travel scheme has taken Distributors to the major cities of the world.



最新全球研究顯示 成年人需要攝取雙倍蔬果量， 以吸收每日營養所需

New Global Research Reveals Most Adults Need to Double Fruit and Vegetable Intake to Get Key Health and Nutrition Benefits



你攝取的蔬果足夠身體所需嗎？

Do you get enough fruits and vegetables to support your health?

是次研究受紐崔萊™營養與健康研究中心委託，就全球13個地域居民的蔬果攝取量的數據進行分析，為科學界提供有關方面的重要資訊。研究顯示，蔬果攝取不足情況遍及世界各地；是次研究充分闡述了全球蔬果的攝取量及效益，以及其如何影響植物營養素的吸收，並於未來協助研究人員作更專注的研究及計劃，研究結果亦同時刊登於權威營養學期刊英國營養學期刊。

The research is commissioned by the Nutrilite™ Health Institute and provides the scientific community an assessment of phytonutrient intakes by level of fruit and vegetable consumption across 13 global geographic diet regions. It also published in the British Journal of Nutrition.

This study provides a better understanding of fruit and vegetable consumption and availability around the world, and how that might affect our phytonutrient intake. This study will also serve researchers in the design and focus of future research.

問題 PROBLEM

大部分成年人沒有攝取足夠的建議蔬果量。
Most adults are not eating enough of the recommended amount of fruits and vegetables.

全球四分之三的成年人

未能達到世界衛生組織建議的每天最低蔬果攝取量，即五份或400克蔬果。¹



3 in 4 adults worldwide do not meet the World Health Organization (WHO) recommended minimum of five servings (or 400 grams) per day.¹

大部分成年人需較現時攝取
雙倍的蔬果量，以符合
世界衛生組織的建議。

Most adults would need to at least double their current intake of fruits and vegetables to meet the WHO recommendation.



困難 OBSTACLE

對不同地方的人來說，每天攝取足夠及多樣化的蔬果是一件十分困難的事情。
Eating the recommended quantity of fruits and vegetables – as well as variety – is challenging for many regions of the world.



建議攝取量 Recommended



實際攝取量 Actual



營養差距 Nutritional Gap

導致全球蔬果攝取不足的原因：
Obstacles that could affect fruit and vegetable consumption globally:



生活忙碌
Busy Lives



可行性
Availability



價格
Cost



地域
Geography



餐膳文化
Culturally-specific Food

你知不知道... DID YOU KNOW...

蔬菜及水果蘊含豐富的植物營養素，能為身體提供不同的好處。

Fruits and vegetables contain powerful phytonutrients – providing a range of health benefits.

因此，每天應攝取足夠的蔬果，把餐碟填上繽紛的色彩，

That's why you should eat the daily recommended quantity of fruits and vegetables and fill your plate with a colorful assortment.

植物營養素是蘊含在植物中的有機成分，能增強眼睛、骨骼、關節及心臟健康，維持免疫系統及腦部功能。

Phytonutrients, the organic components found in plants, can help promote eye, bone, joint and heart health, as well as support immune and brain function.



解決辦法 SOLUTION

以下簡單的步驟，助你增加餐膳中攝取的植物營養素及種類：

Simple Steps to increase the quantity and variety of phytonutrients in your diet:

5 份蔬果 SERVINGS



1 每天攝取最少五份或400克不同顏色的蔬果。
Eat at least five servings (400g) of colorful fruits and vegetables per day.



2 攝取5色蔬果，以獲得全面健康。
Power up your plate with 5-color fruits and vegetables to get a range of health benefits.



以植物為本的
營養補充品
PLANT-BASED
SUPPLEMENTS

3 如未能在餐膳中攝取足夠的營養，可考慮進食以植物為本的營養補充品。
When diet is not enough, consider plant-based supplements.

80年來，

紐崔萊™以植物為根本的營養補充品，為身體補充攝取不足的維他命、礦物質及植物營養素。

For 80 years, Nutrilite™ Plant-based supplements have helped fill dietary gaps with vitamins, minerals, and phytonutrients.



紐崔萊™堅持從種子到成品均一絲不苟，以確保產品質素，使其品質、功效及安全性均達到最佳效果。

Nutrilite™ uses a proprietary seed to supplement practice to preserve quality and maximize consistency, efficacy and safety.



NUTRILITE™
紐崔萊™



紐崔萊™多寶營養片



指紋圖譜技術，評估植物原料所含化學成分的種類與數量，
只有符合紐崔萊™嚴格標準的植物原料，才能用於製造產品，從而確保產品具有穩定的品質。

紐崔萊™是世界銷售額第一的維他命和營養補充品品牌。*

* 根據歐睿國際有限公司; 維他命和營養補充品, 世界, 全球性品牌名稱, RSP零售價值, 百分比明細, 2013。

蘊含豐富植物營養素
 增強身體免疫力



紐崔萊™多寶營養片 薈萃大自然珍貴的精華，來自21種植物濃縮素，提供12種維他命和10種礦物質。紐崔萊™從天然植物原料萃取最純淨的精華，從而確保產品具有穩定的品質，讓每一顆多寶營養片都蘊含天然營養精華，助您增強免疫力。

紐崔萊™多寶營養片全新廣告系列

Nutriline™ Double X New Advertising Campaign

電視廣告 TV

翡翠台 TVB Jade	
高清翡翠台 HD TVB Jade	10月6日至11月9日
互動新聞台 iNews	Oct 6 to Nov 9
有線電視 Cable TV	

戶外宣傳 Outdoor Advertising

港鐵燈箱廣告 MTR Light Box	10月10日至11月7日 Oct 10 to Nov 7
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互聯網 Websites

Yahoo HK! (首頁 Homepage)	
網上版蘋果日報及 蘋果日報手機應用程式 Apple Daily Website and Apple Daily App	10月6日至11月3日 Oct 6 to Nov 3
mytv.tvb.com (網上版及手機應用程式 Website and Mobile App)	
www.youtube.com	

報章及雜誌 Newspapers & Magazines

報章 Newspaper

am730	10月7、15、20及27日
am730	Oct 7, 15, 20 and 27
頭條日報 Headline Daily	10月6、9、14、21及31日 Oct 6, 9, 14, 21 and 31
都市日報 Metro Daily	10月8、17、22及28日 Oct 8, 17, 22 and 28
蘋果日報 Apple Daily	10月6、16日及11月3日 Oct 6, 16 and Nov 3

雜誌 Magazines

壹週刊 Next Magazine	10月16、30日及11月6日及13日 Oct 16, 30 and Nov 6 and 13
東週刊 East Week	10月15及29日 Oct 15 and 29

* 上述日期以最終播放及刊登時間為準。

你認識 植物營養素指紋圖譜嗎？

What is Phytonutrient Fingerprinting?

從收割開始

Starting with the Harvest

在全球6,400畝的紐崔萊™農場內，種植了一些最具營養並以植物為基礎的營養成分，他們又稱植物營養素。紐崔萊™從篩選到收割皆一絲不苟，只挑選最優質的植物精華，以生產含植物營養素的營養補充品。

Nutrillite™'s 6,400 acres of farms around the world are home to some of the most nutritious plant-based nutrients, known as phytonutrients, nature has to offer.

We carefully choose and harvest plants based on which ones provide the best whole plant goodness for our phytonutrient-containing supplements.



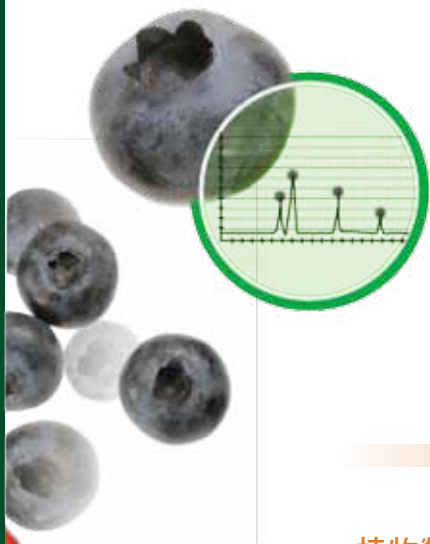
怎樣能確保植物精華是最優質？

How Do We Ensure Whole Plant Goodness?

紐崔萊™科學家為每棵植物及植物成分建立了色彩層析譜，又名「指紋圖譜」，以應用於含植物營養素的營養補充品中。

每種植物成分擁有獨一無二的指紋圖譜，科學家可透過色彩層析譜了解不同植物中含有的各種植物營養素。試舉以下例子說明：色彩層析譜顯示了花青素存在於藍莓中；而花青素是一種植物營養素，屬於藍紫色類別，能幫助維持心血管及大腦健康。

Our scientists create a chromatogram or what we call a "phytonutrient fingerprint" of each plant and plant component that we use in many of our phytonutrient-containing products. Each plant component has a unique phytonutrient fingerprint represented by spikes on the chromatogram where different phytonutrients are present. For example, our blueberries show a spike in anthocyanidins. This is a type of phytonutrient found in the purple-blue category which helps support cardiovascular and brain health.



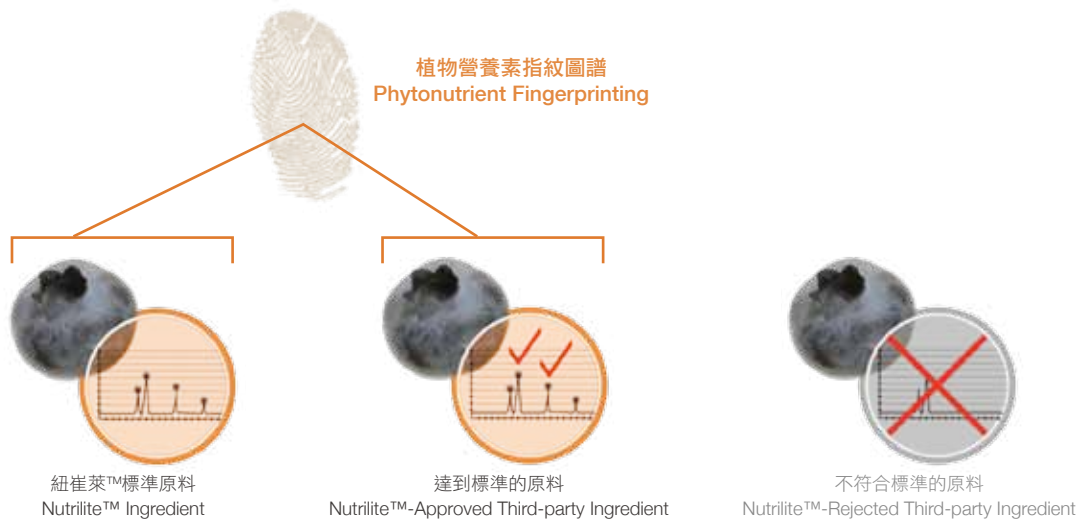
植物營養素指紋圖譜有什麼作用？

What Does a Phytonutrient Fingerprint Tell Us?

植物與人類一樣，都有自己的「指紋」。指紋圖譜可計算出存在於植物中的植物營養素的種類及數量，此舉能幫助我們更清楚了解對人體有益的植物成分是否存在，更可以幫助我們從不同品種的蔬果中挑選出蘊含最豐富植物營養素的種類。

Much like a human fingerprint, the chromatogram, or phytonutrient fingerprint, is a representation of the plant identity. It illustrates what type and amount of phytonutrients are contained inside the plant. This helps us figure out if the plant component that confers the health benefit is present, and even helps us compare different varieties of the same fruit or vegetable to select the ones with the best phytonutrient profile.





指紋圖譜更可協助紐崔萊™挑選最優質的植物營養素。

Phytonutrient fingerprinting also allows us to accept or reject third party sourced plants and plant components by helping us ensure what we want is there and what we don't want is not.

堅持挑選植物精華 The Tenets of Whole Plant Goodness

我們相信，優質的植物來源最值得信賴。

植物營養素的力量能從良好的收割方式及專業認證體現出來。透過紐崔萊™「從種子到成品」的嚴謹標準，能確保植物的功效及品質，以及其對維持身體健康的功效。

Superior quality of plant materials that is trusted and reliable.

Phytonutrient potency that reflects superior harvesting methods and expert phytonutrient science knowledge. Safety standards from seed to supplement that ensure botanical identity and non-adulteration. Nutritional efficacy in delivering health benefits and sustainable shelf life.

每款紐崔萊™營養補充品都擁有獨一無二的指紋圖譜。

Each of the Nutrilite™'s phytonutrient-containing supplements has a unique phytonutrient fingerprint.



紐崔萊™多寶營養片含有多種植物營養素，是紐崔萊™全球暢銷產品之一。從上圖的指紋圖譜顯示，產品中含有多種對身體有益的植物營養素，助你達致優質健康。

The representative chromatogram above for Nutrilite™ Double X, one of our globally popular supplements containing multiple phytonutrients, illustrates the variety of beneficial phytonutrients inside our products that deliver the total package of whole plant goodness for optimal health.

綠色有機 健康跑 2014

感受·農 | Green & Organic Health Run



11月23日 November 23

啟德郵輪碼頭

Kai Tak Cruise Terminal

第十屆「綠色有機健康跑」將於 2014 年 11 月 23 日於啟德郵輪碼頭舉行，是次活動由香港浸會大學香港有機資源中心主辦，並獲美國安利（香港）日用品有限公司贊助。活動以「感受·農」為主題，旨在與市民一起探討有機農耕如何保護及維持生態健康，宣揚回歸自然的和諧生活，並鼓勵一家大小一起參與健康跑，以行動體驗農夫下田勞動的苦與樂。活動收益將撥捐香港有機資源中心，促進本地有機農業與社區的連結，建立人類與自然生態共融的健康環境。

Organic farming uses natural cultivation techniques without employing artificial fertilizers, helping to contribute to a better environment and a healthier life for all of us. The latest Health Run, organized by the Hong Kong Organic Resource Centre (HKORC) of the Hong Kong Baptist University and sponsored by Amway Hong Kong Limited, has a twofold aim: to boost public participation in sports and encourage families to live healthier lifestyles and protect the ecosystem. The funds raised through the Health Run will be donated to the HKORC to help the organization's work in promoting an ecologically balanced and healthy living environment.

主辦機構



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

贊助商



香港有機資源中心
HONG KONG ORGANIC RESOURCE CENTRE



NUTRILITE™
紐崔萊™



美國安利（香港）日用品有限公司

支持機構



起跑新動 Kowloon East Office
九龍東辦事處



贊助商 Sponsor

美國安利(香港)日用品有限公司

Amway Hong Kong Limited

安利(香港)踏入 40 週年,過去多年來,公司秉承「為您生活添色彩」的企業理念,致力研發優質產品,履行社會企業責任,推廣環保生活,從內而外提升大眾的健康。安利紐崔萊™以科學研究為基礎,採用天然原料製成營養補充品,更藉著推廣健康跑,宣揚適量運動及均衡營養的訊息,達致身體健康。紐崔萊™是世界銷售額第一的維他命和營養補充品品牌*,也是全球唯一於自設已獲認證的有機農場內種植、收割及提煉植物原料的維他命及礦物質品牌**,堅守可持續發展的理念,實踐與生態共融的環保社區。

* 根據歐睿國際有限公司;維他命和營養補充品,世界,全球性品牌名稱,RSP 零售價值,百分比明細,2013。

** 根據歐睿國際有限公司就 2013 年全球維他命及營養補充品生產商,從農場到生產的整個生產過程和產品有機認證擁有權的報告。歐睿國際有限公司不對任何第三方承擔有關此聲明的任何責任。有關詳情請瀏覽 <http://www.euromonitor.com/amway-claims>。

Amway has shown a continued commitment to helping people live healthy lifestyle, helping to preserve our precious environment. The company's nutrition brand, Nutrilite™, believes that regular exercise and quality nutrition are important to our health, and is dedicated to promoting the Health Run on a worldwide basis. Nutrilite™ is the only world's No. 1 selling vitamins and dietary supplements brand*, and the global vitamin and mineral brand to grow and harvest plants on its own certified organic farms**.

* Source: Euromonitor International Limited; Vitamins and Dietary Supplements, World, GBN, Retail Value RSP, % breakdown, 2013.

** Source: Euromonitor International Limited: Based on a 2013 review of global Vitamin and Dietary supplement manufacturers; their ownership of the entire production process, from farm to manufacturing, in addition to organic certification of products. Euromonitor does not accept or assume responsibility to any third party in respect to this claim. For detailed definition, visit <http://www.euromonitor.com/amway-claims>.

主辦機構 Organizer

香港浸會大學香港有機資源中心

HKORC of Hong Kong Baptist University

香港浸會大學香港有機資源中心於 2002 年成立,負責建立本地有機產品認證系統,進一步推動本地有機農業發展。中心致力提高本地農民、消費者及市民大眾對有機作物及產品認證的認識,並努力推動可持續發展有機農業,藉此確保香港市民享受到安全和優質的食物,為下一代締造一個生態平衡的生活環境。中心亦會為業界提供技術支援及市場資訊,為消費者提供有機耕種知識及消費者訊息。

The Hong Kong Organic Resource Centre (HKORC) at the Hong Kong Baptist University is the first local certification body for organic products and was established under the Agricultural Development Fund to facilitate the development of organic farming in the city.

The HKORC is dedicated to increasing the awareness of farmers, consumers and the general public about the role of certification for the production and marketing of organic products, as well as promoting the sustainable development of organic farming in Hong Kong. The organization's aim is to ensure a safe and quality food supply and an ecologically balanced living environment to pass on to future generations.



「綠色有機健康跑」活動及報名資料 Green & Organic Health Run Participation Details

活動日期	2014年11月23日(星期日)	Date	Sunday, November 23, 2014
時間	「精英組」5公里賽跑 集合 上午 7:00 起步 上午 7:30 「公開組」健康跑 集合 上午 8:00 起步 上午 9:15	Time	“Elite Group” – 5km Race Assemble at 7:00am, start at 7:30am “Open Group” Assemble at 8:00am, start at 9:15am
報名費	「精英組」：港幣 \$80 / 澳門幣 82 請留意電郵或電話短訊以得知領取 T 恤、計時晶片及號碼布之日期和地點；以上物品將不會於比賽當日派發。 「公開組」：港幣 \$60 / 澳門幣 62 請留意電郵或電話短訊通知領取 T 恤的日期。	Fee	“Elite Group” - HK\$80 / MOP82 Please note email or phone SMS notification for the collection date and location of T-shirt, timing chip and number cloth. No on-site collection is allowed. “Open Group” - HK\$60 / MOP62 Please note email or phone SMS notification for the collection date of T-shirt.

健康跑精美禮品 Health Run Souvenirs

報名參加可獲取紐崔萊™健康跑 T 恤一件。跑畢全程更可獲發健康跑獎牌一面及精美紀念品乙份。
Everyone signing up for the event will get a free Nutrilite™ Health Run T-shirt. Those who complete the full run will get a Health Run medal and souvenir.

「精英組」獎項簡介 Awards of “Elite Group”

男 / 女子組分別設有以下四個年齡組別：
· 15 至 18 歲 · 19 至 29 歲 · 30 至 39 歲 · 40 歲或以上
各組分別設有冠、亞、季軍
冠軍：獎座、安利公司禮品包 (價值：港幣 \$1,000)
亞軍：獎牌、安利公司禮品包 (價值：港幣 \$500)
季軍：獎牌、安利公司禮品包 (價值：港幣 \$300)
所有跑畢全程之參加者可獲得紀念獎牌及禮品包乙份

Men and Women will be divided into the following age groups:
· Age 15-18 · Age 19-29 · Age 30-39 · Age 40 or above
In each group, prizes will be awarded to the Champion, 1st runner-up and 2nd runner-up.
Champion: Trophy and an Amway Gift Pack valued at HK\$1,000
1st runner-up: Medal and an Amway Gift Pack valued at HK\$500
2nd runner-up: Medal and an Amway Gift Pack valued at HK\$300
Each participant completing the full run will be awarded a Health Run medal and souvenir.

注意事項

- 所有參加者可同時報名參加「精英組」或「公開組」兩項賽事。
- 成功報名人士，會於報名後 7 個工作天內收到大會確認電郵，如未有收到通知，可發電郵至 ahk.nutrilite@amway.com 或致電 6388 8929 (鍾先生) / 2969 6314 (蔡小姐) 查詢。
- 不接受現場或逾期報名。
- 資料不全者，恕不接受報名。報名一經接納報名費恕不退還。
- 已寄出的報名或重覆報名，均不退還款、退件、轉名安排及取消服務。
- 活動當日必須穿著大會健康跑 T-恤參加健康跑。
- 大會設有行李寄存、水站、里數牌及救傷站。
- 建議自備儲存袋存放個人物品，請勿攜帶貴重物品，如有損毀或遺失，大會恕不負責。
- 參加者個人意外保險需自行負責。
- 大會不設任何上訴。
- 若活動當天懸掛三號或以上颱風、紅色或黑色暴雨訊號，活動將自動取消。安利(香港)直銷商 / 優惠顧客以外之參加者，請保留收據等候大會之進一步通知 (請於活動當日清晨 4:30 開始留意天氣廣播)。
- 本賽事委員會擁有修改及解釋以上規則的權利。任何有關賽事的臨時改動或消息，將以大會網站公佈為準。



每位參賽者必須填寫一份報名表

#為必須填寫之項目

#參加組別 (參加者只能選報其中一項)

「精英組」五公里賽跑

15至18歲 19至29歲 30至39歲 40歲或以上

「公開組」健康跑 (公開組目的為鼓勵參與運動, 故不設計分及名次)

參加者個人資料 (請以正楷填寫)

參加者

#英文姓名 _____

#中文姓名 _____

#性別 男 女 #年齡 [] []

#身份證號碼 _____ (頭5位數字包括英文字母)

#通訊地址 _____

#手提電話/日間聯絡電話 _____

#電郵地址 _____

#是否安利(香港)直銷商/優惠顧客 是 否

安利(香港)直銷商/優惠顧客編號 _____

監護人資料 (18歲或以下之人仕必須填寫)

英文姓名 _____

中文姓名 _____

性別 男 女 身份證號碼 _____

手提電話/日間聯絡電話 _____

緊急聯絡人資料

英文姓名 _____

中文姓名 _____

手提電話/日間聯絡電話 _____

與聯絡人關係 親屬 朋友

報名辦法

1 親身遞交: 請填妥報名表, 交回任何一間安利購貨中心 (沙田購貨中心除外)

2 網上報名: 可登入 www.healthrun.com.hk 登記

* 網上報名暫不適用於澳門直銷商及優惠顧客

報名費用

「精英組」港幣 \$80 / 澳門幣 82

「公開組」港幣 \$60 / 澳門幣 62

繳費方法: 親身前往右列安利購貨中心 (沙田購貨中心除外), 以現金繳付費用及提交報名表。

截止報名日期

「精英組」: 2014年10月31日

「公開組」: 2014年11月14日

詳細之路線圖請參閱宣傳單張或瀏覽 www.healthrun.com.hk。

相關資料

#運動衣尺碼

(只作參考用途, 大會保留所提供運動衣尺碼之最終決定權)

XS S M L XL

運動衣尺碼表 (吋)

	XS	S	M	L	XL
胸闊	32	35	38	42	45
身長	23	24	26	27	28

是否曾參加安利(香港)舉辦/贊助的健康跑? 是 否

#健康跑推薦人*: _____
(如不適用, 請略過此項)

#推薦人之直銷商編號*: _____
(如不適用, 請略過此項)

*如沒註明推薦人, 直銷商參加者的首位上線直銷商將自動成為其健康跑推薦人。

截止報名日期

「精英組」: 2014年10月31日

「公開組」: 2014年11月14日

名額有限,
額滿即止。

聲明

謹此聲明本人自願參加2014年「綠色有機健康跑」, 本人願意遵守由香港浸會大學香港有機資源中心、安利(香港)及各協助機構(總稱大會)所訂的規則, 包括:

- 1 我願意自行承擔所有責任, 本人一旦因在往返比賽中受到任何財物損失、受傷或死亡, 大會均毋須負上任何責任。
- 2 本人聲明身體健康及有能力參加此活動。
- 3 本人明白此活動的體能要求, 方報名參加活動。
- 4 本人同意大會在毋須經本人審查而可使用本人之肖像、姓名、聲線及個人資料, 作為大會活動籌辦及推廣用途。

參加者簽署 _____

監護人簽署 _____
(適用於18歲或以下之參加者)

日期 _____

由主辦機構填寫

收據編號 (如適用) _____

參考編號 _____

安利購貨中心地址

港島購貨中心 香港軒尼詩道 338 號北海中心地下 C 舖

九龍購貨中心 九龍彌敦道 484 號

全新 九龍購貨中心 (由 2014 年 11 月中開始分階段投入服務)

九龍旺角登打士街 56 號柏裕商業中心 15 樓

屯門購貨中心 新界屯門仁愛堂街麗日閣地下三、四及十一號

澳門購貨中心 澳門高地烏街 52 號地下

查詢

電話: 6388 8929 (鍾先生) / 2969 6314 (蔡小姐)

(辦公時間: 星期一至星期五上午 9:00 至中午 12:30 及下午 1:30 至 6:00, 公眾假期除外)

電郵: ahk.nutrilite@amway.com

網址: <http://www.healthrun.com.hk>

雅姿紅魚子緊緻系列 破天荒發明 效果無可比擬

ARTISTRY™ YOUTH XTEND™ Ultra Collection
Exceptionally Inventive, Intensely Effective



請即掃描QR碼，
探索紅魚子緊緻
系列的奧秘。

高效緊緻活膚霜 7016
Lifting Cream

亮采活膚精華液 7014
Lifting Essence Concentrate

眼部炫亮精華液 7018
Lifting Eye Serum Concentrate

雅姿紅魚子緊緻系列全線產品蘊含獨家紅魚子精華，具有緊緻提升功效，讓你重拾年輕光采。只須一星期，便讓你看得見驚喜；全系列產品配合使用，讓你由內而外煥發青春光芒。

Each product in the ARTISTRY™ YOUTH XTEND™ Ultra Collection contains exclusive Red Caviar Concentrate and works in dedicated ways to reclaim the lift and glow of skin. Used separately you'll see an impressive difference in just one week. And together, they only get better.

ARTISTRY™

肌膚緊緻的密碼 Skin Lifting Secret Code

1次
Use

臨床測試證實，94% 女士於首次試用後，
肌膚變得更柔滑。*

94% of women demonstrated a clinically
measured improvement in smoothness.*

2星期
Weeks

82% 女士發現肌膚重拾年輕光采。**

82% of women saw a more restored, youthful
color brought back to their skin.**

12星期
Weeks

80% 女士輪廓獲得提升。**

80% of women noticed a lifted look.**

Using Lifting Essence Concentrate and Lifting Cream together.

** 同時使用亮采活膚精華液、高效緊緻活膚霜及眼部炫亮精華液。

Using Lifting Essence Concentrate, Lifting Cream and Lifting Eye Serum Concentrate together.



ARTISTRY™ YOUTH XTEND™ Ultra Collection Product Promotion

贈品
Gift



凡購買雅姿紅魚子緊緻系列產品、恆時凝顏系列產品或緊緻柔滑粉底液滿直銷價目港幣 \$2,280 (當中必需包括任何兩件紅魚子緊緻系列產品)，即可免費獲贈雅姿專業護膚掃套裝連紅魚子緊緻系列旅行裝乙套。數量有限，萬勿錯過！

You'll receive an ARTISTRY™ Professional Treatment Brush Set plus a YOUTH XTEND™ Ultra Collection Travel Set for FREE upon purchasing any products of YOUTH XTEND™ Ultra Collection Series, YOUTH XTEND™ Series or Lifting Smoothing Foundation (must include any two products of YOUTH XTEND™ Ultra Collection Series) at DP HK\$2,280. Available while stock lasts.

推廣將於 11 月 3 日開始
Promotion Starts on Nov 3

Please refer to the promotional materials for terms and conditions.

365天

天天喝好水

Clean, Fresh Water

All Year Round



水有無可取代的地位，潔淨、無污染的食水對我們的身體健康尤其重要。以 eSpring™ 智能淨水器濾淨的食水，讓你每天 24 小時，隨時隨地安心喝好水，不用再受水質污染問題煩擾。踏入秋季，天氣變得乾燥，更要注意補水，就讓 eSpring™ 智能淨水器陪你過一個水潤秋天。

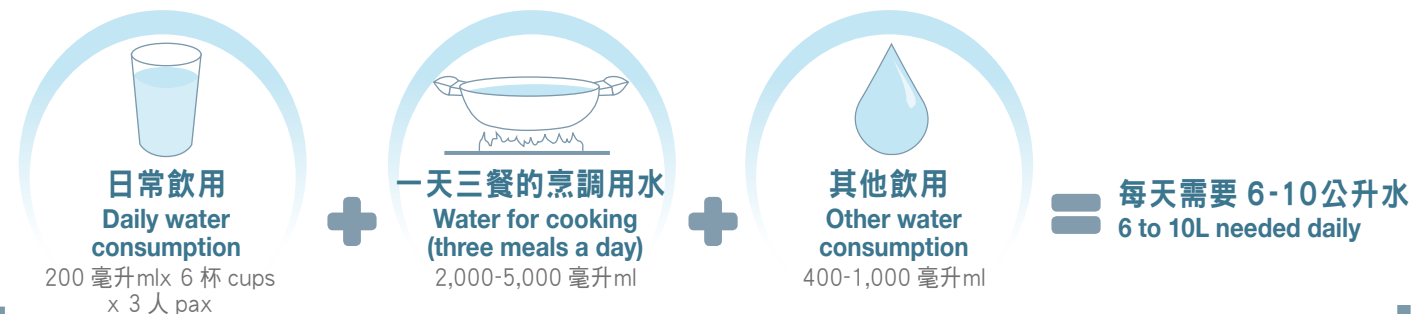
It's important to drink lots of water and, for the sake of our health, to make sure that the water we drink is safe and pure.

The eSpring™ Water Purifier can provide you and your family with consistently clean water, 24 hours a day. The eSpring™ Water Purifier will restore your confidence in drinking fresh water at home. Now, as autumn approaches, you should remember to drink plenty of water to help keep your body fully moisturized.

三口之家 每年喝掉多少水？ How Much Water Does a Family of Three Consume Each Year?

eSpring™ 智能淨水器濾淨量高達 5,000 公升，或每年更換濾心一次。假設成年人每天需要飲用最少 1,200 毫升的優質飲用水（約 6 杯），那麼一個三人家庭每年需要的淨水用量是多少呢？不妨看看以下資料作參考：

The carbon filter of eSpring™ Water Purifier treats water for 5,000L or one year. Assume an adult needs to consume at least 1,200ml of water (around six cups of water) each day. Let's take a look of the below case study of how much water a family of three will consume in a year.



5,000公升水可供全年家庭需要 5,000L of Water Treats a Family Each Year

* 烹飪用水及其他飲用水用量因每個家庭的烹飪及生活習慣而有所差異，以上數據僅作參考。

* The above figures are for reference only. The amount of water for cooking and other uses will vary according to the living habits of different families.

「心」中有數 全年健康喝好水 Smart Filter Ensures Drinking Water Quality

eSpring™ 智能淨水器，濾淨效能出色，具智能監察系統，清晰紀錄濾淨量，自動提示更換濾心功能，讓你一目了然。每個濾心可為全家人提供 5,000 公升或全年潔淨飲用水，滿足大部分家庭的日常飲用水需求。

The outstanding eSpring™ Water Purifier deploys a highly effective filtration system and provides a clear record of the volume of water that has been filtered. The filter-replacement display helps to ensure that you are always drinking only the freshest and purest water.

A filter meets the annual consumption needs of most families and can provide up to 5,000 litres of purified water each year.



eSpring™ 智能淨水器 專注為您和您的家人： eSpring™ Focuses on You and Your Family :

- 有效濾淨水中超過 140 種污染物
Effectively removes more than 140 waterborne contaminants
- 殺滅食水中 99.99% 以上可致病的病毒及細菌
Eliminates 99.99% of waterborne viruses and bacteria
- 保留水中鈣、鎂等對人體有益的礦物質
Retains calcium, magnesium and minerals found in water
- 大幅改善食水味道，口感甘甜清純
Provide a clean, fresh taste of water

善用淨水小貼士 Making Good Use of Purified Water

- ✓ 除了烹調用水外，處理食材或清洗蔬果都可使用淨水，確保衛生。
Purified water can be used for cooking and also to prepare ingredients, helping to ensure good food hygiene.
- ✓ 外出工作或上學，建議自備淨水，減少飲用瓶裝飲料，環保又健康。
Carry your own water bottle filled with eSpring™ water when working outdoors or going school. It's a more environmentally friendly approach to staying healthier.
- ✓ 珍惜食水，以淨水浸洗蔬果時，可先以容器盛載淨水進行清洗，避免不必要的浪費。
Washing fruits and vegetables in a container filled with purified water will help to save drinking water.
- ✓ 定期刷洗淨水出口，並按提示更換濾心，確保淨水質素。
Clean the screen and change the filter regularly to ensure clean and healthy water.

潔淨空氣 優化環境 締造國際級酒店享受

Air Quality Key to Hotel Guest Satisfaction



九龍香格里拉大酒店

九龍香格里拉大酒店位處優越地段，以維港景緻、環球餐饗及周到服務載譽全球。保持潔淨健康的環境更是對酒店顧客及員工的一份關懷和責任，所以，九龍香格里拉大酒店除了特別引進環保汽車支持減少碳排放，更特別在客房及辦公室選用安利Atmosphere™空氣清新機，為顧客和員工營造一個更潔淨和綠化的舒適環境。

Long regarded as one of the finest hotels in the world, Kowloon Shangri-La enjoys a worldwide reputation for its unrivalled hospitality and luxurious comfort.

The award-winning five-star hotel also prides itself on its commitment to being a responsible corporate citizen, dedicated to providing a cleaner and greener environment for guests and employees alike. Amway's Atmosphere™ Air Purifier plays a prominent role in Kowloon Shangri-La's quest to provide a healthier environment for all.

A：安利月刊 Amagram





U：九龍香格里拉大酒店總經理 Ulf Bremer, General Manager of Kowloon Shangri-La

A：作為香港知名酒店，九龍香格里拉大酒店具備甚麼獨特優勝的元素，能在酒店業中脫穎而出？





U：九龍香格里拉大酒店提供寬敞的客房，並擁有現代化的設施，為旅客提供舒適享受。酒店坐落維港海旁，讓顧客在核心地段飽覽香港舉世知名的維港日夜景色，加上無與倫比的禮賓服務，以及酒店內時尚的國際級食府供應環球美饌，自然成為愛享受的旅客來港住宿的最佳選擇。此外，酒店自1998年起獲得ISO 14001認證，致力為顧客、員工以及下一代建造一個更潔淨和綠化的環境，因而也積極採取了一些改善環境的措施。



Atmosphere™空氣清新機

-  過濾效能高達99.99%
-  有效濾除多達84種空氣中有害污染物
-  榮獲ENERGY STAR®節能認證
-  榮獲「美國家電製造商協會(AHAM)」國際效能認證

Atmosphere™ Air Purifier

-  99.99% effective filtration
-  Effective in removing more than 84 harmful contaminants
-  Recognized by ENERGY STAR® for its energy-saving capabilities
-  Accredited by the Association of Home Appliance Manufacturers (AHAM) for its efficient performance



敞大而雅緻的套房，令客人有賓至如歸的感覺。



房間舒適寬敞，讓客人可以暫時放下一切煩惱，好好休息。



酒店關心員工健康，所以在辦公室也安裝了安利Atmosphere™空氣清新機。

A：酒店採取了甚麼措施以實踐環保理念？

U：九龍香格里拉大酒店的管理層一直努力不懈地採取合適的方法以保護環境，例如今年年初，酒店設置了免費的電動車充電站，而我們的免費接送服務車隊除了現有的豪華房車外，亦引入了電動車。這些零排放的措施均有助於提高大眾的環保意識，並透過降低香港的碳足印，希望改善路面的空氣質素。

A：酒店如何提升室內空氣質素？

U：在辦公室及部分客房裝設安利 Atmosphere™ 空氣清新機後，室內的空氣質素有了顯著的改善，我們的住客以及酒店方面都感到非常滿意。安利是業界的領導者之一，以提供一貫高水準的產品見稱。毫無疑問，我們對 Atmosphere™ 空氣清新機一致推崇，更非常樂意向商業夥伴推薦。

A: What separates Kowloon Shangri-La from other deluxe hotels in Hong Kong?

U: At Kowloon Shangri-La we offer everything that the modern traveller needs, from spacious guestrooms to modern conveniences and our legendary hospitality. We also have the benefit of being located right on the waterfront, with breathtaking harbour views. At the same time, the hotel believes in creating a cleaner and greener environment for its guests, employees and the next generation. As an ISO 14001 certification holder since 1998 we have shown a strong commitment to protect the environment through eco-friendly practices.

A: What kind of eco-friendly practices does the hotel employ?

U: Our management team is always looking out for new ways to protect the environment. For instance, the hotel has installed complimentary electric vehicle charging station and introduced a complimentary shuttle service using electric cars. All these zero-emission initiatives help increase environmental awareness and ultimately will help to improve roadside air quality by lowering Hong Kong's carbon footprint.

A: How does the hotel improve indoor air quality?

U: We place Amway Atmosphere™ Air Purifiers in certain office spaces as well as some of our guest rooms. There has been a great improvement in indoor air quality, much to our guests and employees satisfaction. Amway is one of the leaders in the industry and is renowned for providing products of consistently high standards. We would have no reservations in recommending the Amway Atmosphere™ Air Purifier to our business partners.



酒店響應環保，特別引入電動車和電動車充電站。

關愛企業 支持健康綠色工作間

健康，為關懷員工的現在；綠色，為守護地球的未來。

現時已有逾800間企業成為〈安利企業優惠客戶〉，選用安利eSpring™智能淨水器及Atmosphere™空氣清新機，為員工提升飲用水質及室內空氣質素，創造健康工作環境之餘，更為全球環境送上一份關懷。



周大福
Chow Tai Fook



亞洲國際博覽館
AsiaWorld - Expo



港島香格里拉大酒店
Island Shangri-La
HONG KONG



九龍香格里拉大酒店
Kowloon Shangri-La
HONG KONG



世紀21萬聯地產代理有限公司
Century 21 Alliances Realty Limited



香港小童群益會
The Boys' and Girls' Clubs
Association of Hong Kong*



香港哮喘會
Hong Kong Asthma Society*



香港有機資源中心
Hong Kong
Organic Resource Centre*



九龍禮賢學校
Kowloon Rhenish School



香港珠寶製造業廠商會
Hong Kong Jewelry
Manufacturers' Association



請即掃描QR碼，參閱〈安利企業優惠客戶〉名單。
Scan the QR Code for the full list of Amway Corporate Privileged Customers.

* 安利企業優惠客戶受惠機構 The Recipients of Amway donation



AMWAY QUEEN™ 廚藝達人 得獎菜式巡禮

AMWAY QUEEN™ Cook Master Winning Dishes

金錢萬貫

Crispy Lotus Root

薄薄的蓮藕片，配上爽滑彈牙的蝦膠，口感豐富而不膩。蓮藕片炸香後外表鬆脆可口，是適合一家大小一起品嚐的菜式。

This easy-to-prepare dish combines minced shrimp with lotus root to offer an enticingly rich taste. The crunchy texture gives added appeal and the dish is something that people of all ages can enjoy.



材料：蓮藕1公斤·海蝦1公斤(或蝦膠半公斤)·雞蛋2隻·粗粒麵包糠1盒·芫茜適量

Ingredients: Lotus root 1kg, shrimp 1kg (or 1/2 kg of minced shrimp), 2 eggs, a box of coarse breadcrumbs, and an appropriate amount of parsley.

調味料：鹽1/3茶匙·胡椒粉1/2茶匙·麻油1/2茶匙·芥末粉1/3茶匙

Seasoning: Salt 1/3 tsp, pepper 1/2 tsp, sesame oil 1/2 tsp, wasabi powder 1/3 tsp

- 1 洗淨蓮藕並去皮，隨後切成薄片；雞蛋打成蛋液備用。
Wash, peel and thinly slice the lotus root; whisk the eggs.
- 2 取兩片蓮藕片夾入蝦膠，做成蓮藕餅。
Stuff the minced shrimp in between two lotus root pieces.
- 3 蓮藕餅先沾上蛋液，再沾上麵包糠。
Dip the stuffed lotus pieces in the whisked egg and then into the breadcrumbs.
- 4 加入240毫升食油於1公升不銹鋼煲，以中火煮滾食油；每次放入3-4件蓮藕餅，炸至金黃酥脆即可。
Add 240ml of oil in the 1L Saucepan and heat on a moderate heat until it reaches the right temperature for deep frying. Add three to four pieces of stuffed lotus root at a time into the oil, frying until it turns a golden color all over.
- 5 最後撒上芫茜，即成。
Sprinkle the parsley on top and serve.

如何製作蝦膠？ How to make minced shrimp?

海蝦去殼去腸，先以鹽洗一次蝦肉，再以清水洗淨；以刀拍平蝦肉，再以刀背剁碎，把蝦肉搥至起膠；最後加入調味料，拌勻備用。

Shell the shrimps and remove the intestine. Wash the shrimp thoroughly in salt and water respectively. Dice and then mash the shrimp until it becomes sticky. Add the seasoning ingredients and stir everything together thoroughly. Set aside.



劉倩兒
Margaret Lau

創業者直系直銷商
Founders Direct
Distributor

皇后煲傳熱速度快，同時提倡少油的烹調方法，不會讓你沾上油煙味；烹調新手只要掌握火候控制，就能輕易煮出鬆脆可口的蓮藕餅。與大家分享一些小點士，蓮藕片切成約兩毫米薄，口感更佳；沾上蛋液及麵包糠後應立即烹調，以確保鬆脆可口。

Amway Queen™ Cookware promotes fast heat distribution and allows you to cook without using too much oil, which helps to avoid any unpleasant odors in the kitchen. Some useful tips for beginners – you will get a more crispy texture if you slice the lotus root thinly and control the flame well. Also, frying the food immediately after preparation helps to retain the crispy texture and flavor of the food.





安利電子數碼化年代 體驗AmwayHub升級服務

AmwayHub – a Brand New Digital Experience

安利電子商務平台AmwayHub現已在iPad登場，讓你更有系統地管理每日日程。密切留意，更多服務將陸續推出！

AmwayHub, Amway's new e-commerce platform, is now available on the iPad, enabling you to better manage your daily schedule. Watch out for more services to be launched soon!



PV/BV計算器
PV/BV Calculator

只需將產品條碼在iPad鏡頭前掃描，積分額及售貨額立即一目了然。

PV/BV pops out immediately when you scan the product barcode using your iPad.



積分查詢
Integral Query

登入AmwayHub，即可詳細查閱你的積分狀態。

Logon to AmwayHub and you can check your PV right away.



網上購物
Online Shopping

除了使用Am@net及AmMobile外，現在更可以登入AmwayHub購買安利優質產品。

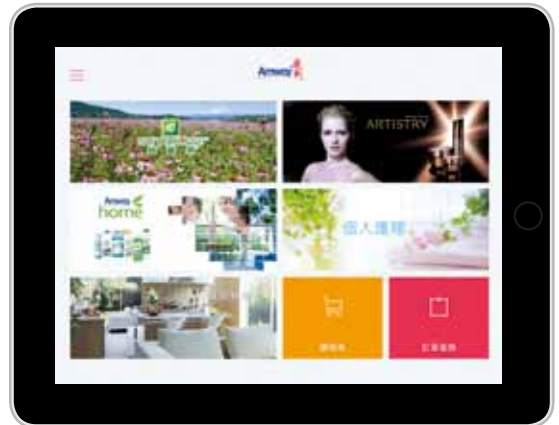
You can purchase products through AmwayHub as well as Am@net and AmMobile.



顧客管理
Customer Management

更準確地記錄顧客喜好、消費模式等，讓你進一步提升顧客服務。

A clear record of your customers' preference and buying habits helps you to provide them with a personalized service.



立即以iPad掃描QR Code，親身體驗AmwayHub第一階段的數碼服務。

Scan the QR code with your iPad to begin your AmwayHub digital journey!

搬遷啓示 Relocation Notice

安利九龍購貨中心及沙田購貨中心即將遷往全新九龍購貨中心，地址為九龍旺角登打士街56號栢裕商業中心15樓；請細閱以下的特別安排：

The Kowloon Merchandising Centre and Shatin Merchandising Centre will soon be relocated to the new Kowloon Merchandising Centre, located at 15/F, Park-in Commercial Centre, 56 Dundas Street, Mongkok, Kowloon. Please refer to the details below.

九龍購貨中心 Kowloon Merchandising Centre	服務至 Service Ends
健康及美容測試 Health and Beauty Test Service	2014年10月27日 October 27, 2014
會議室 Meeting Room	2014年10月31日 October 31, 2014
地下購貨區、1樓服務台及各直系信箱 Shopping Area on G/F, Service Counter on 1/F, and all DD Boxes	2014年11月15日下午四時正 4pm on November 15, 2014
沙田購貨中心 Shatin Merchandising Centre	2014年10月27日下午四時正 4pm on October 27, 2014

全新九龍購貨中心即將分階段投入服務，詳情將於稍後公佈，敬請留意。

The brand new Kowloon Merchandising Centre will begin service soon. Stay tuned for more information.



參與活動的學童和安利愛心大使來個大合照。

安利「童心悅學 — 愛顯不同」 社區教育計劃活動花絮

Highlights from the Latest “Love Difference” Project Event

由安利(香港)與香港小童群益會合辦的「童心悅學 — 愛顯不同」社區教育計劃，旨在為讀寫障礙兒童及其家庭提供支援，同時加深社會對讀寫障礙的了解和關注。本計劃於2014年8月9日在石硤尾賽馬會創意藝術中心舉辦了「小小藝行者」工作坊，透過輕鬆愉快的園藝和美術創作活動，鼓勵讀寫障礙兒童作多元智能發展。

當日有來自港九新界各區合共三十多位參與計劃的學童出席是次工作坊。學童在安利愛心大使協助下，用顏料給小花盆添上個人色彩，盡情發揮創意。之後，經香港園藝治療中心的註冊園藝治療師給學童作啟發性的指導後，他們即著手在自己的小花盆上製作「桌上小庭園」，並寫上表達心意的字句，準備將作品帶回家送給自己的摯親；其後他們又為自己設計了一個造型各異的「草頭娃娃」，盡顯他們天馬行空的想像力。

在「小小藝行者」工作坊的分享環節中，學童都踴躍分享自己的創作心得。而樂在其中的又豈止是他們？經過一天的相處和互相學習，安利愛心大使與學童已打成一片，各人均認同這個活動讓他們擴闊眼界，更有機會接觸社會各階層，並對讀寫障礙有更多認識，十分有意義。

Jointly organized by Amway Hong Kong and The Boys' and Girls' Clubs Association of Hong Kong, the “Love Difference” Project aims to provide support to dyslexic children and their families at the same time as raising public awareness of this specific learning difficulty.

On August 9, 2014, a workshop was held at the Jockey Club Creative Arts Centre for children with dyslexia. Amway Caring Ambassadors and dyslexic children took part in games and activities ranging from art to horticulture, encouraging the children to express their emotions and enhance their creativity.



小朋友在作品寫上心意字句，準備送給自己最愛的家人。

“ 學童心聲

這個活動十分好玩，我更第一次親手栽種盆栽，我會將這份禮物送給媽媽。



“ 義工心聲

相處了一整天，發覺學童在畫畫、設計等方面十分有天分，而且做事也很細心，相信只要多加鼓勵，他們每人也可發揮自己的長處。

“ 義工心聲

以前從未接觸過讀寫障礙小朋友，認為他們可能會比較內向，不擅於跟別人溝通，參加活動後才知道他們和其他小朋友一樣開朗活潑、天真可愛。



“ 學童心聲

今天很開心，除了可以畫畫外，還有哥哥、姐姐和我一同參加活動。



「小小藝行者」工作坊的學童和安利愛心大使投入參加是次活動，大家都樂在其中。



完成了自己的作品，當然要分享一下創作心得啦。



小朋友為自己的「草頭娃娃」悉心設計有趣造型。



安利「童心悦學·愛顯不同」社區教育計劃

為期兩年的安利「童心悦學 — 愛顯不同」社區教育計劃，為讀寫障礙兒童及其家人提供支援，並透過不同的活動讓兒童發掘他們的長處。

小統計：

累積義工人次：**385**

累積義工時數：**1,100小時**

累積受惠人次：**3,590**

截至2014年9月



為繼續關注讀寫障礙學童的情況，及協助他們面對讀障的挑戰，2013年安利(香港)與香港小童群益會開展為期兩年的安利「童心悅學 — 愛顯不同」社區教育計劃，並將計劃延伸至全港10個不同地區進行，透過多元智能體驗及專業輔導，給予讀寫障礙兒童及其家人適當的支援，助學童展現才能。



Amway™ ONE by ONE
campaign for children



安利「童心悅學 - 愛顯不同」社區教育計劃

