

AMAGRAM

安利
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Amway 安利

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Helping People Live Better Lives

The Legend

恭賀新晉皇冠大使直系直銷商

張培光、趙麗儀夫婦

Helping People Live Better Lives

創業精神

我們最近發表的安利2015年《全球創業報告》顯示，一股強烈而活躍的創業精神正持續地推動著世界經濟發展，接近75%受訪者表示有興趣創業，43%受訪者懷抱創業夢想，整體反映創業的潛力頗高。

對安利而言，這無疑是個莫大喜訊，因為我們的直銷商正是精於銷售優質保健、美容和家居產品，並能吸引他人加入安利的能手！在如此商業氛圍下，立志創業的人人才濟濟，確能為安利直銷商帶來無限機遇。

全賴有你，安利事業朝氣勃勃，我倆必定竭盡所能，助你和如你一樣的企業家建基立業，活出理想人生。



Entrepreneurial Spirit

Recently, we released the 2015 Amway Global Entrepreneurship Report, our global research on the state of entrepreneurship. It shows a strong and vibrant entrepreneurial spirit that continues to drive the global economy. In fact, nearly 75 percent of people surveyed said they are interested in entrepreneurship. We also found entrepreneurial potential is high, as 43 percent said they could imagine starting a business of their own.

This is great news for the Amway business. Our Distributors are entrepreneurs who thrive on the ability to sell high quality health, beauty and home products as well as attract others into the business. A business environment full of people who like the idea of starting a business of their own translates into a lot of potential for Amway Distributors.

The Amway business is strong – you are proof of that. We continue to do all we can to become even stronger to help you – and other entrepreneurs like you – build businesses so you can earn what you need to live the life you want.

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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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。• 安利優質產品體驗館及購貨中心：港島、九龍、屯門、澳門

Founded in Ada, Michigan, USA in 1959, Amway Corporation is one of the largest direct-selling companies in the world, covering some 100 countries and territories. • AMAGRAM is published by Amway Hong Kong Limited. • Room 801, Lee Garden 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 Experience Centre and Merchandising Centres: Hong Kong Island, Kowloon, Tuen Mun, Macau.

安利歷程

| | | |
|------|-------------------|---------|
| 參加 | Joined | 1987.10 |
| 直系 | Direct | 1988.8 |
| 明珠 | Pearl | 1990.9 |
| 翡翠 | Emerald | 1991.2 |
| 鑽石 | Diamond | 1992.3 |
| 行政鑽石 | Executive Diamond | 2005.8 |
| 雙鑽石 | Double Diamond | 2011.8 |
| 三鑽石 | Triple Diamond | 2013.8 |
| 皇冠 | Crown | 2014.8 |
| 皇冠大使 | Crown Ambassador | 2015.8 |

成就傳奇 THE LEGEND

新晉皇冠大使直系直銷商 New Crown Ambassador Direct Distributors

張培光、趙麗儀夫婦 Cheong Pui Kuong & Joanna

澳門 — 一個與香港只有一海之隔的東方小城，從昔日的小漁村，發展成以博彩和旅遊業享譽國際的城市，更有「東方蒙地卡羅」的美譽。這個人口只有 64 萬的小城，博彩業的發展一枝獨秀，其他行業望塵莫及，因此在澳門創業可謂殊不容易。新晉皇冠大使張培光、趙麗儀夫婦，憑著敏銳的市場觸覺及力爭上游的決心，於發展安利的過程中不斷挑戰自己，創出一次又一次的突破，成就不朽的安利傳奇。在全球少數誕生皇冠大使的安利市場中，澳門也因著這顆閃耀的新星而亮起了耀眼的光環。

Macau, known as the “Monte Carlo of the Orient”, is now one of the world’s biggest gambling destinations. This small city, with a population of just 640,000, is heavily reliant on the gambling industry, making it harder for people to find ways to establish other businesses. New Crown Ambassadors Cheong Pui Kuong and Joanna have taken on various challenges as they established and developed their Amway business. The pair created a breakthrough in Macau by having a broad vision and showing true determination. Their achievements in Macau are legendary.

傳奇的誕生

張培光是土生土長的澳門人，早年任職消防員，太太則是護士。二人擁有穩定的收入，但是心底裡創業的夢想從沒熄滅，「我在家中排行第三，父母都把焦點落在姊姊和妹妹身上，我希望能為自己爭一口氣，得到別人的認同，所以不斷尋找機會。」張培光先後經營過三次生意，都因不同的原因而結束，股災更讓他損失慘重。面對失敗，張培光並沒有氣餒，經歷反而讓他更容易看清安利事業的優勢。「安利事業擁有強大的企業後盾，對直銷商沒有風險。相對傳統行業，一個人的力量太渺小，面對同業的競爭難以突破，即使賺到可觀的收入，也不知道金融海嘯何時席捲而來，欠缺保障。」接觸安利事業機會後，張培光夫婦的人生出現了翻天覆地的改變，昔日平凡的兩口子，今天已蛻變成受無數人敬佩和愛戴的領袖。

在許多人眼中，身處澳門這小城，即使發展安利也充滿限制。但在張培光眼中，每個地方也充滿機遇，「澳門市場也有自己的特色和需要，博彩業成為經濟的單一支柱，澳門人看到了危機，也因此更著力尋找保障。」安利事業的出現，正為許多人帶來希望。「安利的成功並不限於個人的條件，而是信念。當你擁有成功的信念，你的一言一行也會隨之改變。」張培光以事實證明了一個人的環境多有限，也可因信念而變得不平凡。

安利走進張培光夫婦的人生接近三十年，不但為二人帶來穩定的事業，二人還在家庭、健康和夢想各方面得到豐碩的成果。這個被他們形容為「四大價值」的元素，又是如何幫助他們達致全方位的成功人生呢？

(一) 穩健基礎 孕育強大事業

不論打工還是做生意，許多人一輩子都在尋尋覓覓。從售賣玩具、二手車買賣，到開設托兒所，這三次經營生意的經驗給張培光上了寶貴的一課，「人生最徬徨的，就是找不到事業的『根』，讓人全心全意、安枕無憂的拼搏下去。」遇上安利，張培光看到實力雄厚的企業、優質的產品和事業機會，但隨之而來的疑問卻是：我能成功嗎？張培光續說：「從前我說話口吃、不善辭令，多年消防員的生涯令我變得很被動，更不會主動結交朋友，當時同事們都認為我不可能成功。」面對重重挑戰，他沒打退堂鼓，反之更勤於學習，從領袖身上複製出成功的竅門。「安利的成功建基於團隊的成就，所以每個人也會毫不保留地協助他人。即使個人條件不足，團隊的支援也會令人不斷成長，逐步拉近與成功的距離。」





The Legend Begins

Both of them were brought up in Macau, with Cheong starting his working life as a fireman while Joanna worked as a nurse. The pair never gave up on their entrepreneurial dream even though they enjoyed a stable income from their traditional jobs.

“Compared to my elder and younger sisters, I’m the most regular one in our family and I wanted to live up to my parents’ expectations,” Cheong shared. He later attempted to set up three different kinds of business but, for a variety of reasons, none of them were a success. The pair lost all their savings as a result of the financial crisis and had to start all over again.

But failure didn’t defeat Cheong. In fact it made him stronger, and he was able to spot the competitiveness of the Amway business opportunity. “Amway doesn’t require any set-up capital and all we needed to do was share the quality products. The protection offered by Amway made us very enthusiastic about devoting ourselves to the business,” Cheong said.

Amway has changed the lives of Cheong and Joanna in a big way, and they have now become successful and widely admired leaders. To Cheong, opportunities are all around.

“Macau relies too heavily on gambling, and that can be a risk,” he said. “The uncertainty of the gambling industry means that people begin looking around for life protection - and they feel hopeful about the Amway business opportunity.” Cheong believes that faith has a big role to play in running a successful business. Having a strong belief in his own abilities has given him the opportunity to live an extraordinary life.

Having been engaged in Amway for nearly 30 years, Cheong and Joanna are now enjoying a stable business, a happy family life, good health and seeing their dreams come true. The following four important factors have helped to bring them a successful life.

1 Solid Foundation, Powerful Business

Cheong earned valuable experience in the businesses he was engaged in previously. “From selling toys and second-hand cars to setting up a nursery centre, I never succeeded, and I found that the reason behind my failure was that I couldn’t find a good reason to devote myself wholeheartedly to any of these businesses,” he said.



Cheong feels confident about Amway because of its quality products and the great business opportunity it provides. “I doubted myself at first because I was not familiar with interpersonal communication and presentation skills. My colleagues at that time didn’t feel confident about me either!” Cheong smiled. Things improved over time as he studied hard, faced up to challenges and learnt the successful formula from leaders. “Amway is a team business. Every partner in the team is willing to help you to improve and succeed,” he said.

(二) 甜蜜家庭 一同追夢

張培光、趙麗儀夫婦的家庭，彷彿早就與安利連結在一起，「參加安利時，女兒剛出生；成為翡翠時，幼子出生；而每次業績的晉升，家中也有喜慶的事情發生。」張培光分享道：「當子女長大各自成家後，見面和相處的時間自然減少，但是一家人經營安利，我們不但有清晰的目標，更可一同分享事業成果，家庭生活十分和諧！」張培光以『甜』來形容他的家庭生活，簡單直接地道出了箇中滋味。不僅是張培光夫婦，甚至與他們一同發展安利的兒子和女婿、兒子和媳婦，也一同為這幅甜蜜家庭共同追夢的圖畫添上色彩。

(三) 開啟夢想之門

「事業的成功，並不同夢想的達成。傳統生意的成功是孤獨的，因為你必須比競爭對手優秀，商場如戰場，難以交到知心好友。」透過安利事業，張培光成為了團隊的領袖，把自己所學授予他人，助人成功；事業成功的同時，更結交到越來越多朋友。「當年平凡的我，希望出人頭地，得到別人的認同，成為主角。安利實現了我一直以來的夢想，成功的同時還得到許多人的祝福和喝采，讓我們感受到無可媲美的重要感。」張培光每次於台上演說，總會獲得澎湃的掌聲和歡呼聲，有誰想到他曾是那位不善辭令和口吃的小伙子呢？成功非僥倖，每人都手握夢想之匙，只看你是否選對平台，把夢想之門打開。

(四) 健康 · 與時並進

張培光的營養知識相當豐富，是不少人信賴的健康專家。「做任何事情，健康是最先決的條件，沒有健康，談任何夢想也是徒然。」年過五十的張培光，身體狀態卻散發著二十餘歲的青春氣息，已升格為爺爺的他，不但外表活力十足，連生活話題、溝通技巧都與年青人的步伐完美接軌。「安利不但提升了個人的健康，就連心態也像年青人一樣。」成功，也許不是年青人的專利，但成功的人，似乎也擁有年青人般的幹勁，掌握著時代脈搏，佔盡先機。這點無疑是張培光夫婦成功的獨特因素之一。

成功 是一種責任

有人說，成功是一種榮耀，讓站在台上的人發光發亮。無可否認，成為這類發亮的星星當然羨煞旁人，但在張培光夫婦眼中，成功更是一種責任。「成功從來都不是屬於一個人的。我們一輩子有許多需要疼錫、需要回饋的人，我們有責任讓他們活得更好。」面對安利的團隊，張培光夫婦更是任重道遠，「領袖的目標就是團隊的希望，當你希望團隊成員更上一層樓，自己必須以身作則。個人的成功，是一種模範，更是一種鼓勵，推動著整個團隊前進。」不論是從前的創業荊棘，或是自身條件的限制，都打不倒張培光夫婦堅定的意志；一顆不服輸的心，最後不但能為自己爭一口氣，更為團隊以及澳門吐氣揚眉，更證明了無論本身條件如何，只要抓緊機遇，也能成就不朽的傳奇。



2 Shared Family Goal

Cheong and Joanna's family members became connected to Amway from the day the pair started their business. "Our daughter was born when we joined Amway and the youngest son was born when we became Emerald. Our family seems to have something happy to celebrate each time when we get promoted!"

Amway is a family business and Cheong and Joanna are great examples of how Amway connects people. "We have the same goals and we share our achievements and fruits of success together. The relationships within our family are sweet, like candy. All of us work hard in the business and create a beautiful Amway picture together!"

3 The Path to Success

"Having a successful business doesn't mean that you have finished pursuing your dreams," Cheong explained. He recalled that it can be a lonely journey in a traditional business: "Your competitors are everywhere and none of them will want to celebrate your success with you." However, in Amway there are plenty of others who want to share his success. Cheong has become a team leader and made a lot of good friends by sharing his knowledge and skills with others.

Amway has enabled Cheong to pursue his dream. "I want to get into the spotlight because the respect I get from others motivates me to work hard for the business," he said. Cheong has proved that with hard work and persistence, everyone is able to succeed in the Amway platform. "Making the right choice is important because it can help you reach your goal," he said.

4 Health Matters

"Health is a crucial factor because a healthy body leaves you more able to take on every challenge in life," Cheong said. Although he is now more than 50, Cheong is always vibrant and energetic. "Amway not only improves your health, but also your mindset," he said.

Quite often, the younger you are, the better your health - but success is not exclusive to young people in the Amway business. People of all ages can succeed, and those who do are generally open-minded and willing to accept change. This explains why Cheong and Joanna are able to thrive in the Amway business.

Success is a Responsibility

Cheong and Joanna say they see success as a kind of responsibility. "Success never belongs to a single person, it belongs to the whole team. We have to be the role models so that our partners will follow in our footsteps and work towards their own goals and dreams. For us, success is a motivating factor that pushes your team to move forward and go beyond their boundaries."

The determination of Cheong and Joanna has certainly helped them to succeed in the Amway business. "Grab the opportunity and create a legend for your own team and market!" is their wise advice.





幫助直銷商成功， 是安利永遠不變的承諾

安利大中華總裁顏志榮先生新年專訪

Amway's Eternal Commitment - Helping Distributors Succeed New Year Interview with Mr. Gan Chee Eng, President, Amway Greater China

安利大中華總裁顏志榮接受專訪時表示：聚焦人才、體驗制勝、迅速創新，會帶領安利在時代變局中不斷突破成長。面對移動互聯網的風潮，安利也將迎來企業的又一次新生與騰飛。

安利月刊：剛剛過去的一年，幾大旗艦體驗館於中國相繼落成，安利移動工作室正式上線，安利植物研發中心盛大開幕，您如何解讀它們的重要意義？

顏志榮：早在2014年，我們已確定了未來的方向——體驗制勝。體驗是一種文化，我們要把它融入整間公司，並為此打通線上線下。在線下，體驗館是「體驗制勝」的重要組成部分，可以幫助直銷商降低成本、提升效率和成功率。

在線上，移動工作室和微信等社交媒體的結合，讓直銷商不再只是做傳統的「一對一」推廣，而可以採取「一對多」策略。很多夥伴深諳體驗之道，對自己的移動工作室做了個性化改進，以保證顧客獲得良好體驗。

植物研發中心也是體驗戰略的重要組成部分。它的主要功能除了研發，還有教育和體驗。直銷商可以借助這個平台瞭解公司在有機農業、草本研發方面的投入和用心，對安利品牌更有信心。

安利月刊：去年公司在全球提出了「2025戰略」，這一戰略將成功創業者倍增作為首要目標。公司制定這個戰略的初衷是什麼？

顏志榮：很多企業制定未來目標的時候，會跟業績掛鉤。而安利卻將未來十年的戰略聚焦在人才。幫助直銷商成功，是安利永遠不變的承諾和核心價值觀。我們相信過去、現在和未來的競爭，重點都在人。如果能實現人才倍增，業績增長自然水到渠成，反之則不盡然。因為在錯誤的目標指導下，企業可能會推出一些短視的策略來提高業績，但這種做法不可持續。所以，安利將成功創業者倍增作為首要目標，是一個更長遠、可持續的發展目標。

安利月刊：安利近60年的企業文化，一直是企業的核心競爭力之一。您覺得它是否適合於現今社會生活的現實？

顏志榮：在安利，我們一直強調「不斷刷新，不忘初心」；初心就是你的價值觀，它始終不變。安利宣揚的自由、家庭、希望、獎賞四大價值觀，過去引領安利取得了耀眼成績，在現今社會仍然富有生命力。如「自由」，當下80、90後普遍更加重視人格、事業選擇的自由；又如「家庭」，人們對生活品質、事業和家庭的平衡都有了更深層次的理解。安利的價值觀與這些潮流十分契合，這就是我們獨特的競爭優勢。

安利月刊：目前商業競爭激烈，各種全新的商業模式都在顛覆傳統。那麼安利所在的直銷行業，如何發揮自己的競爭優勢？

顏志榮：一間公司的成功離不開三點：第一是眼界，要能夠看得遠。安利已經制定了十年規劃，這很重要。第二是速度，要動得快。在移動互聯網時代，我們一定要居安思危，快速應變，否則就會被淘汰。第三是秉持核心價值觀，知道我們為什麼而出發，並保持我們事業機會的吸引力。有了這三點，一個企業就可以基業長青。

安利月刊：安利作為大眾創業平台，也見證了非常多的創業者取得成功。對創業的年輕人，您有什麼建議？

顏志榮：安利全球創業報告發現，想創業的人非常多，但往往缺乏資本、資源和經驗。在安利，這三點都不是問題，資本和資源公司會給予支持；我們又有很好的培訓體系，資深直銷商會慷慨分享自己的成功經驗，因為安利的文化就是「助人自助」。創業沒有捷徑，但在安利這個平台上，只要努力，同時樂於分享你的經驗，幫助更多人成功，你也能成功。

安利月刊：站在新的起點，面向下一個十年，您對安利未來的發展有什麼展望？對直銷商有哪些期待？

顏志榮：對安利而言，最大的競爭對手就是成功的過去。未來，我們一定要紮實基礎，才能實現2025戰略設定的遠大目標。這個基礎就是我們始終如一的關注「人」——我們的產品是滿足人的需求，我們的企業精神是幫助人成功。

對直銷商而言，我們每個人既要看清未來的自己，又要審視今天的自己。只有不斷學習和彌補不足，才能贏取未來。安利是一個傳承的事業，只有用正確的方式做事，才能打造健康長久的市場環境，希望夥伴們能夠彼此攜手，為了我們共同的目標努力向前！



In an in-depth interview with Amagram, Mr. Gan Chee Eng, President of Amway Greater China, shared his insights on the company's growth, covering key areas such as people, experience and innovation. He also discussed the rapid development of the mobile market and its future potential.

Amagram: There were a number of major projects launched in 2015. What significance did they have to Amway?

Mr. Gan: We developed the Experience Strategy in 2014 and incorporated this into the company through both online and offline platforms. The Amway Experience Centre is a very important development because it enables Distributors to reduce their costs while improving efficiency and their rate of success.

Secondly, the development of WeChat and other digital services enabled Distributors to launch huge promotions with just a single click. Many Distributors have gotten to know more about the importance of experience in establishing the Amway business, and many are now personalizing their mobile platforms in order to provide the best possible experience to their customers.

Thirdly, the establishment of the Botanical Research Centre in Wuxi has become an integral part of the Experience Strategy. Apart from its importance in terms of research and development, the centre will also serve as a focus for education and experience. This can boost Distributors' confidence in Amway as well as giving them deeper insights into organic farming and herbal development.

Amagram: Amway rolled out the "2025 Strategy" globally last year with the primary objective of doubling the number of successful entrepreneurs. What was the main driver for developing this strategy?

Mr. Gan: People are going to be the company's focus over the next 10 years. Helping people succeed is our eternal commitment as well as a core Amway value. People are our competitive power at all times, and we believe our business can improve significantly if we can double the number of new talents recruited. This is a long-term and sustainable goal of our business development.

Amagram: Amway's unique corporate culture has been at the heart of the company's competitiveness for close to 60 years. Does this culture still have relevance in today's fast-paced environment?

Mr. Gan: Throughout Amway's history we have always put an emphasis on innovation. Freedom, family, hope and reward have been the four core values that have led Amway to such remarkable success over the years. People nowadays, especially the younger generation, put a high priority on freedom, while most of them will strive to get the right balance between family and business. This underscores the importance of our core values to Amway and it will remain a unique aspect of our competitiveness.

Amagram: A variety of new business models have been launched in this highly competitive market recently. As the leader in the direct selling industry, how does Amway bring its competitive advantage to full play?

Mr. Gan: Having a broad long-term vision, being quick to react and being true to our core values are the three main elements for success. We have already established a 10-year plan for our future development. In the internet era, we have to respond to changes quickly or we will be destroyed by our competitors. Last but not least, upholding our core values is very important because it helps to improve the overall attractiveness of the Amway business opportunity.

Amagram: Amway is a public business platform that has helped many entrepreneurs to successfully establish a business. Do you have any suggestions to give to young people who want to establish their own business?

Mr. Gan: According to the Amway Entrepreneurship Report, many people are willing to establish their own business, but most of them are lacking in set-up capital, resources and experience. Things in Amway are totally different – Amway is a helping business where Distributors are willing to share with you their own successful experiences. Moreover, you can also enjoy the capital, resources and training modules provided by the company.

There are no shortcuts for entrepreneurial success. You will succeed in the Amway business if you work hard and are willing to share your experience to help others succeed.

Amagram: Standing at this new starting point, what is your vision regarding the future development of Amway over the next 10 years? What do you expect from our Distributors?

Mr. Gan: Looking to the future, we need to build a solid foundation in pursuit of the 2025 Strategy. Our foundation has always been "people" – we design every product with people's needs in mind and aim to help others succeed.

As a Distributor, you need to set a clear goal for the future and evaluate how you plan to succeed. A bright future is at hand if you are willing to learn continuously and keep improving your capabilities. Amway is unique and it provides a business that you can pass on to the next generation. I hope that every Distributor can work hand in hand to create a healthy business environment so that we can pursue our goals together.



新晉翡翠直系直銷商

譚信偉、邱燕群夫婦

New Emerald Direct Distributors

Tam Son Wai & Eva

“ 經歷過風險，
才領略到什麼是真正的保障 ”

參加時職業：保險業 / 大學生

兩位年青人，談及安利事業充滿熱情，原來他們都曾經有過深刻的體會。外表硬朗的Eva，談及家庭卻相當感性；冷靜謹慎的阿偉，在職途上也曾經遇上沉痛的經歷。

陪我 等於放下生意不管

Eva家人經營傳統小生意，「我從不敢要求父母陪伴，這樣他們便無法打理店舖的生意了。」年紀小小的她已懂得權衡生意的得失。家人之間的相聚時間，成為了維持經濟收入的代價，令Eva對家庭的渴望尤其深切。不幸的是，Eva一家賴以糊口的生意後來出現了問題，除了收入受損，家庭的關係也變差了。「當唯一的收入來源出現危機，與家人的關係也會構成傷害，所以我必須尋找穩健的經濟保障。」Eva一邊唸大學一邊兼職，亦因此遇上了安利事業。

打工 不等於沒有風險

阿偉是一個頭腦清晰的人，「畢業後我從事銀行工作，後來轉職到收入較高的保險業，2008年遇上車禍後，即使我需要留院接受治療，但仍然要繼續工作，2012年因舊患再次入院，上司竟然告知我如業績再沒有改善，便要把我辭退。」阿偉當時才明白，無論於傳統工作付出多少努力，一旦停下來，以往的功勞也全部被抹掉。反觀當時正在發展安利的老友Eva，卻可以連日不斷照顧他而無損收入，阿偉才明白何謂真正的保障。

事業成果的共享平台

無論是打工還是做生意，二人體會到風險無處不在，越是希望家庭幸福，越要建立長久的保障。「安利事業沒有風險，夫妻更可以共同經營，共享成果。」短短數年，Eva和阿偉在安利得到不俗的成績，2014年更和父母踏上安利「地中海郵輪之旅」。面對未來，二人充滿自信，並立志不斷進步，一步一步為夢想鋪路。

Eva's family ran a traditional business when she was young, "my parents didn't have time to stay with me as they needed to take care of the business. I longed for family time a lot." However, Eva's family business has met some problems and this affected the relationship between the family. Eva learnt the importance of a stable financial protection and she met Amway when she studied at university.

Wai engaged in the banking industry after he graduated, and then switched to insurance industry for a higher income. Wai had a serious car accident in 2008 and he had to stay at hospital again in 2012, "my boss told me I would be terminated if I couldn't improve my sales performance." Wai was depressed and he understood the real protection by finding how Eva was able to take care of him without affecting her income through Amway business.

The pair has achieved a remarkable result in just few years. They feel blessed as they are able to invite their parents to join the company incentive trip together. Wai and Eva are both determined to receive a better result and pursue their dreams together.

恭賀新晉直銷商

Congratulations to OUR NEW QUALIFIERS



Pearl Direct
Distributors

明珠直系直銷商



余志恆 陳艷美

飲食業 / 會計文員

Yu Chi Hang & Yim Mei

Catering Industry / Accounts Clerk

相信自己 透過妹妹認識安利的優質產品，參加事業講座後發覺這是一門公平的生意，便決定發展。我最欣賞安利助人自助的理念，自己成功外，更可帶動團隊一同成功。安利增強了我的信心，讓我有勇氣接受不同的挑戰；相信自己的能力，定能成功。

I'd like to thank my younger sister for introducing me to Amway - a fair business where I really appreciate the helping spirit. Now I believe I can succeed personally and help my partners to succeed at the same time. My confidence has been boosted and I'm now much more willing to take on challenges. Believe in yourself and success is at hand!



Direct
Distributors

直系直銷商



馮志成 麥瑩瑩

維修員 / 家庭主婦

Fong Chi Seng & Yingying

Maintenance / Housewife

真誠分享 安利的優質產品加強了我發展事業的信心，只要真誠地與別人分享產品，就是踏出成功的第一步。現在，我有更多時間照顧家庭，每天都是家庭日，倍覺滿足。

The quality of Amway products have boosted my confidence as I've developed my Amway business. The first step to success is to be sincere about sharing the products. I feel content about being able to take care of my family now.



Direct Distributors

直系直銷商



梁駿逸 張佳儀

設計師 / 時裝店東主

Leung Chun Yat & Kai Yee

Designer / Boutique Owner

增進感情 我一直渴望自由自在的生活方式，傳統工作壓力大，相反安利事業讓我可享受自由時間。夫妻二人擁有共同的話題及目標，一同經歷及成長，關係更進一步。

I've been looking to enjoy a freer life for a long time, and that's what I love about Amway. Unlike a traditional business, Amway gives me the chance to enjoy more free time. The relationship between me and the family has improved greatly as we grow and share the same goals together.



陳啟榮 梁芷珊

採購 / 採購

Chan Kai Wing & Tsz Shan

Merchandiser / Merchandiser

提升自己 安利事業讓我可享受自由時間，同時為我提供長遠的保障。發展安利讓我認識不同背景的人，溝通技巧有顯著的提升；我最開心的是與家人的關係變得更融洽。

Amway has given me the opportunity to enjoy more free time and the benefits of lifelong protection. I've got to know people from very diverse backgrounds and my communication skills have improved a lot. I feel blessed because I have a closer relationship with my family since joining Amway.



李善茹

學生

Li Sin Yu

Student

年青力量 於安利的環境中長大，起初並沒有發展；在爸媽邀請出席公司的旅遊獎勵後，發覺這是具保障的事業，加上年輕人的熱情及拼勁，定能在安利的舞台盡展潛能。

I didn't really think about getting involved in the Amway business until my parents invited me to join them for one of the company incentive trips. I've now discovered a business that offers protection but also allows me to unleash my potential with passion and enthusiasm.



戴建業

高級電腦技術員

Tai Kin Ip

Senior IT Technician

獲益良多 透過朋友介紹認識安利的營養補充品，身體健康有了明顯的改善，轉而投入發展。安利讓我體驗到多姿多采的生活，拓闊了人際圈子外，更學到多方面的知識。

I was introduced to Amway's nutritional supplements by my friends, and my health has seen a great improvement since. Amway has provided me with a fruitful life, a bigger social circle and a broader range of knowledge.



Gold Producer

金章直銷商



何奧生 陳瑞玲

物流總監 / 保險從業員

Ho O Shang & Sui Ling

Logistics Director / Insurance Practitioner

再創高峰 透過安利事業，讓我可改善朋友的健康，更可協助他們取得經濟保障，使我倍感滿足；期望能透過事業再創高峰。

I feel content about being able to help my friends improve their health through the Amway business, while enjoying financial protection at the same time. I aim to reach new heights in my business in the future.



Gold Producers
金章直銷商



周鵬升 陳玉娥

董事 / 家庭主婦

Zhou Peng Sheng & Yue

Director / Housewife

倍感滿足 在安利，我能享受最好的學習環境，同時得到最好的機會，能夠透過安利優質產品改善家人及朋友的健康，讓我更覺滿足。

Amway has provided me with the best learning environment as well as the opportunity to develop my own business. I feel grateful to have joined Amway because I'm now able to improve the health of my friends and family.



蘇賽娟

家庭主婦

So Choi Kuen

Housewife

改善健康 透過安利的營養補充品改善了身體健康，更可與朋友一同分享優質的產品，助己助人。

My health has seen a great improvement since I began to use Amway health supplements. Now I'm happy to share these quality products with my friends and help them achieve better health.



徐之杰 胡詠婷

地產代理 / 時裝店東主

Chui Chi Kit & Wing Ting

Property Agent / Boutique Owner

與夢同行 安利是助人助己的事業，帶給我經濟保障及自由時間，更讓我可以和家人一起努力打拼，達成夢想。

Amway is a helping business that enables me to enjoy financial protection and more free time. The beauty of Amway is that it's a business I can develop with my family, enabling us to pursue our dreams together.



曾應豐 陳鏘其

地產代理 / 私人助理

Tsang Ying Fung & Mei Kei

Property Agent / Personal Assistant

助人自助 有見身邊朋友的健康狀況每況愈下，令我更有動力分享在安利學習到的健康心得，充分體驗助人自助的企業理念。

Helping to improve the health of my friends is a great motivation, and it drives me to share the health knowledge that I've acquired through Amway. I really appreciate the company's helping spirit, too.



李晃慧

學生

Lee Fong Wai

Student

助己及人 我最欣賞安利助人自助的精神，自己成功外，同時幫助別人成功，別具意義。

What I appreciate most about the Amway business is the helping spirit. It's very meaningful to be able to improve yourself and offer help to others at the same time.



陳嘉慧

大學生

Chan Ka Wai

University Student

達成夢想 安利鼓勵我不斷改變及提升自己，讓我變得積極及正面。未來，我希望能幫助更多朋友達成夢想。

I've benefitted from improved personal capabilities since joining Amway. I've become more enthusiastic and positive, too, and now I wish to help more of my friends pursue their dreams in the future.



賀朝陽

文職

Ho Chiu Yeung

Clerical Work

成功人生 感謝安利為我提供公平的創業機會，個人成長外，同時更認識到一群良師益友；透過努力，定能達致全方位的成功人生。

Amway has provided me with a fair business platform through which I can enjoy personal growth and get to meet a lot of good friends. You can achieve all-round success in life if you're willing to work hard.



Lau Tat Yan & Wai Yan

婚禮統籌 / 商人

Lau Tat Yan & Wai Yan

Wedding Planner / Merchant

團隊事業 發展安利事業讓我接觸到不同的成功人士，並從他們身上學習到成功的竅門；我會與團隊一同努力，達成目標。

I've been able to meet many successful people from different backgrounds since joining Amway, and I've learnt a lot from them. I'll continue to work hard and pursue my goals together with the team.



Silver Producers

銀章直銷商



仇玲
執行董事
Chau Ling
Managing Director

達成夢想 透過安利學習營養知識並使用營養產品，改善了我的健康；挑戰自己，成就夢想。

I've acquired a wide range of nutrition knowledge and have started using Amway's health supplements myself. I will take on whatever challenges come my way to achieve my dream.



黃麗芬
家庭主婦
Wong Lai Fan
Housewife

豐富人生 安利讓我學習到營養及美容知識，豐富了生活，令自己的視野更廣闊，獲益良多。

Amway has benefited me by giving me a wide range of nutrition and beauty knowledge. My life has become more fruitful, thanks to this business, and I now have a broader outlook on life.



黃嘉敏
文員
Wong Ka Man
Clerk

更添意義 傳統工作不能助我實現夢想；感恩遇上安利的事業機會，讓我的人生更添意義。

I found that a traditional business wasn't able to help me to reach my dream. I feel blessed that the Amway opportunity has given me the chance to live a more meaningful life.



陳永添 梁繼芬
文員 / 文員
Chan Wing Tim & Kai Fu
Clerk / Clerk

增進知識 安利事業增進了我的營養知識，更可幫助朋友改善健康，是一門助人自助的事業。

I've been able to acquire a lot of useful health knowledge through the Amway business. It's a helping business, too, as I'm able to assist others in improving their health.



黃漢龍 陳巧玉
電訊識員 / 銀行職員
Wong Hon Lung & Hau Yuk
Telecommunications Industry / Banking Industry

雙重得著 加入安利後，健康有了顯著改善，更可賺取額外收入，希望能與朋友一同成功。

My health has seen a significant improvement since joining Amway, and I also have the benefit of getting an extra income. I wish to succeed together with my friends.



郭偉俊
項目助理
Kwok Wai Chon
Project Assistant

清晰未來 發展安利使我變得積極和具目標，讓我看到自己的未來，改變了我的人生態度。

I've become positive and goal-oriented since joining Amway. My future has become a lot brighter - and that has totally changed my attitude towards life.



黎玥彤
演藝者
Li Yuet Tung
Performer

全面提升 安利的創業平台讓我透過學習得到全方位的提升；未來，我會朝著更高的目標邁進。

The Amway platform has helped me to improve my personal capabilities through learning. I will work hard to reach even higher goals in the future.



岳柳余
酒店業
Ngok Lao U
Hospitality Industry

充滿信心 安利讓我重拾年輕人的活力，以及思考人生的能力，讓我對未來充滿信心。

Amway has enabled me to regain the vitality of a young person and the ability to think more clearly about my life. I feel confident about my future now!



郭珮雯
美容顧問
Kwok Pui Man
Beauty Consultant

全程投入 全程投入安利事業，就是我的成功之道；只要堅持並鎖定目標，定能成功。

My formula for success is to devote yourself wholeheartedly to the Amway business. You can succeed in Amway if you show true determination.



Silver
Producers

銀章直銷商



李先苟 戚秀銀

餐飲店主 / 博彩業

Li Xian Gou & Sao Ngan

Restaurant Owner / Gambling Industry

堅持致勝 選對發展事業的平台，再配合堅持及努力不懈的心態，所有事情定能取得成功。

Choosing the right platform will enable you to successfully develop a business. When it comes to success, showing persistence is very important.



袁均樂

學生

Yuen Kwan Lok

Student

分享產品 安利事業讓我把優質產品與別人分享，增加額外收入外，更擴闊了我的視野。

Amway is a business that's all about sharing and helping others. I feel grateful that I can share the quality products with other people and earn an extra income, too.



李應淑

家庭主婦

Li Ying Shu

Housewife

精彩人生 簡單相信、跟隨領導人成功的步伐，定能在安利的舞台發光發亮，活出精彩人生。

You can live a splendid life if you follow in the footsteps of your leaders. Believe in Amway and you can succeed too!



Silver
Producer (Photo not available)

銀章直銷商
(相片欠奉)

Ella Leung

會計

Ella Leung

Accountant

體會傳承 感謝安利領導人無私的教導，我希望能傳承領導人的理念，幫助更多人成功。

I'd like to thank Amway's leaders for their great guidance in helping me establish my business. I wish to inherit the true spirit of Amway and help more people in the future.

恭賀張培光、趙麗儀夫婦 榮膺新晉皇冠大使直系直銷商

Congratulations to New Crown Ambassador Direct Distributors
Cheong Pui Kuong & Joanna

安利直銷商大會 Amway Distributor Rally The Legend

日期：2016年4月7日(星期四)

時間：晚上7:30

地點：灣仔愛群道18號伊利沙伯體育館

門票：港幣\$30

Date : Thursday, April 7, 2016

Time : 7:30pm

Venue : Queen Elizabeth Stadium, 18 Oi Kwan Road, Wanchai

Ticket : HK\$30

澳門，一個只得64萬人口的小城，五光十色的博彩業支撐著經濟動脈，對一般創業者而言卻是限制重重，成功已經不易，何況成為傳奇的主角？

新晉皇冠大使直系直銷商張培光、趙麗儀夫婦，為了夢想，毅然放下穩定的工作，在傳統生意中開展創業之旅。一次又一次的打擊，並沒磨滅二人追求成功的意志，透過安利，他們敢於挑戰自己，在澳門市場不斷創造突破。在全球少數誕生皇冠大使的安利市場中，澳門也因著這顆閃耀的新星而亮起了耀眼的光環。

要目睹傳奇的誕生，當然不可錯過4月7日的安利直銷商大會 — The Legend!

Macau is a small city that is heavy reliant on one industry, gambling, which makes it hard for people to find ways to develop their own business. New Crown Ambassadors Cheong Pui Kuong and Joanna gave up their stable traditional jobs to establish their own Amway business. Their determination drove the pair to take on different challenges and create a major breakthrough in the Macau market.

Hear these two remarkable leaders speak at the upcoming rally - be inspired by their legend!

有否想過，你亦可以…

Leadership 成為一個領袖

Entrepreneurship 打造個人事業

Advancement 擴闊眼界視野

Development 發展人生價值

LEAD Talks by Amway

不一樣的嘉賓，不一樣的經歷，不一樣的事業機會分享，一樣的精彩！

日期 : 2016年3月20日(星期日)

Date : Sunday, March 20, 2016

時間 : 中午12:00至晚上6:00

Time : 12:00noon to 6:00pm

地點 : Amway體驗館

Venue : Amway Experience Centre

內容 : 特別嘉賓分享、安利事業分享、產品試飲、煮食示範、美容示範

Highlights : Guest and Business Sharing, Drinks Tasting, Cooking and Beauty Demonstrations



如欲查詢有關詳情，請致電安利諮詢熱線2969 6300。

For enquiries, please contact the Amway Service Hotline at 2969 6300.

TRUVIVITY

by  NUTRILITE™

True Beauty Starts from Within

即將推出
Coming Soon



水盈美肌營養片及
水盈潤澤飲
Beauty Supplement and
Beauty Powder Drink

紐崔萊™及雅姿共同研發出新一代以植物為基礎的水盈美肌營養片及水盈潤澤飲，有效加強及維持身體基本的水分建構，由內而外為你帶來如絲般柔滑的肌膚。

Nutriline™ and ARTISTRY™ reveal a new generation of premium, plant-based ingestibles designed to help strengthen, support, and protect the skin's foundational moisture structure. The key to skin with a silkier softness and a smoother surface from within.

專利成分

Patented Ingredients



PhytoInfuse™複合物 PhytoInfuse™ Complex

PhytoInfuse™複合物蘊含枸杞、金櫻子及葡萄籽萃取物，有助恢復肌膚活力，強化肌膚的水分建構，防止透明質酸及膠原蛋白分解。

The PhytoInfuse™ Complex, with Lycii Fructus, Rosehip, and Grape Seed Extracts, helps refresh and strengthen the skin's foundational moisture structure by inhibiting the breakdown of hyaluronic acid levels and collagen.

PhytoCeramide複合物 PhytoCeramide Complex

PhytoCeramide複合物蘊含無麩質的小麥神經醯胺、蔓越莓萃取物和針葉櫻桃萃取物，有效保護皮膚的水分屏障，鎖住水分，滋潤乾燥的皮膚細胞。

The PhytoCeramide Complex, with gluten-free Wheat Ceramides, Cranberry Extract, and Acerola Cherry Extracts, helps protect skin's moisture barrier to lock in moisture, nourish dry skin cells, and boost hydration from within.



請即掃描QR碼，
瀏覽更多產品資訊。

紐崔萊™薄荷香蒜片

Nutriline™ Garlic and Peppermint

- 增強抵抗力 • 促進心血管健康
- Strengthens Immune System • Promotes Cardiovascular Health

紐崔萊™薄荷香蒜片蘊含濃縮大蒜粉末，能提供豐富的蒜胺酸和蒜素，有助促進心血管健康及增強身體抗菌能力。

Nutriline™ Garlic and Peppermint contains concentrated garlic powder to provide clinically significant levels of alliin and allicin, beneficial in promoting cardiovascular health and strengthening body's immune system.



- 特別加入天然薄荷，可中和大蒜的味道。
- Natural peppermint is specially added to suppress the unpleasant odor of garlic.



至型有機健康跑

SMART ORGANIC HEALTH RUN



由香港浸會大學香港有機資源中心主辦，安利(香港)贊助的第十一屆「健康跑」於2015年12月6日假香港科學園圓滿舉行。健康跑活動不但是一个跑步活動，更是一個嘉年華；是次健康跑的主題為「至型有機 Smart Organic Living」，透過場內精彩的舞台表演及攤位遊戲，將環保習慣和有機理念融入日常生活，打造型格健康人生。

There was an overwhelming response for this year's Health Run, held on December 6, 2015 at the Hong Kong Science Park. The Health Run is more than a running competition, it's more like a carnival, where people can learn more about the importance of organic living through stage performances and a variety of game booths. Everyone left with a deeper understanding of a greener and more organic lifestyle, which in turn will help in the quest to build a better environment in Hong Kong.





攜手同心 實踐綠色健康生活

左起：環境局環境保護署署長王倩儀女士，JP、香港浸會大學副校長（研究及拓展）黃偉國教授、香港有機資源中心中心總監黃煥忠教授 MH, JP 及安利（香港）總經理陳呂淑琼女士於台上分別致辭，與一眾參賽者分享如何從日常生活中實踐低碳生活，分享綠色生活的心得，希望參賽者能把環保訊息帶給更多朋友。



最長綠色里程獎（直銷商組）得獎者：

冠軍：李蘭心女士

亞軍：陸文彪先生

季軍：陳永權先生



最長綠色里程獎（學校組）得獎學校：

冠軍：馬鞍山聖若瑟中學

亞軍：梁省德中學

季軍：黃棣珊中學





至型有機嘉年華

街頭舞表演，感受動感節拍，盡顯活力一面。



星級烹飪示範，以有機健康食材，並運用低碳及節能方法烹煮出四款既簡單又新穎的菜式，讓人垂涎欲滴。



把有機菜苗帶回家，體驗有機耕種的樂趣。



於各「至型家居」主題前拍照，一同推廣「至型有機生活」。



請即掃描 QR 碼，觀賞當日的精彩花絮。

紐崔萊 Nutrilite Hong Kong



安利(中國)植物研發中心隆重開幕

Amway Opens Amway Botanical Research Centre in Wuxi, China

耗資1,300萬美元，位於無錫的安利(中國)植物研發中心於2015年10月23日隆重開幕。

安利植物研發中心就植物及中草藥作研究，以用於健康及美容產品內。

The US\$13 million Amway Botanical Research Centre in Wuxi, China opened on October 23, 2015. The centre will conduct in-depth studies into plants associated with Traditional Chinese Medicine, looking at the potential for use in a range of health and beauty products.



從植物生長的土壤開始研究

三年前，經過嚴格篩選，紐崔萊™從中國40多個選址中選出最適合的土壤，以建成植物研發中心。土壤樣本曾被國際第三方權威農業檢測機構——「全球公認質量基準」SGS公司和美國農業國家標準典範A&L農業實驗室檢測，結果顯示重金屬和農殘含量遠低於標準值。

經過三年時間，紐崔萊™最終把土地改良成適合草本植物生長的沃土。為了能保持農場生態自成體系不被污染並能種植深根系草本，啟動了墊高場地工程，運入25萬立方淨土將場地墊高，相當於把一個足球場墊高20米！

紐崔萊™對於好土壤的堅持，全因相信充滿活力的土壤才可以孕育健康的植物，健康的植物富含更豐富的植物營養素，可以生產出更安全更有效的保健產品，讓消費者更安心使用。

安利(中國)植物研發中心還擁有一個專門的土壤實驗平台，透過各種尖端儀器，科學家就能全面了解土壤的營養情況，從而制定科學的土壤管理計劃、對土壤進行針對性的改良，以確保土壤種出更安全、更有效的植物原料。



From Soil to Supplements

Three years ago, Nutrilite™ selected the best possible soil from more than 40 sites in China before electing to establish the Amway Botanical Research Centre in Wuxi. Soil samples were certified by SGS, the world's leading inspection company, and A&L Laboratories in the United States. The test results showed conclusively that the soil was safe, with levels of heavy metal and pesticide residue well below recommended limits.

Over the past three years, the Nutrilite™ team has worked hard to further improve the soil to make it suitable for the growth of medicinal plants. In order to create a pollution-free ecological environment at the farm, and ensure it was suitable for growing deep rooted plants, some 250,000 cubic metres of pristine soil was laid down.

Nutrilite™ believes that good quality soil enables healthy plants to flourish. Healthy plants contain more nutritious phytonutrients which means that safer, more effective products can be produced. Customers in turn will have even greater confidence in the quality of Nutrilite™ products.

The Botanical Research Centre includes a fully equipped

專注有機種植

紐崔萊™將多年的有機種植經驗總結成「NutriCert」作安全標準。安利(中國)植物研發中心進駐無錫後，對肥料、蟲害以及草害進行防治，確保符合紐崔萊™自家有機種植標準，同時又尋求適用於中草藥植物生長的最佳方案。

最新消息

根據美國國立生物技術信息中心消息所得，安利(中國)植物研發中心在全球範圍內，首次發現並鑒定四種中草藥植物的DNA片段序列，已成功報備並全部獲得授權號，這一項成果將與全世界科技工作者共享，安利植物研發中心是該成果的唯一完成單位。

soil laboratory where scientists can learn more about the nutrition levels of the farm's soil. By learning more about the characteristics of the soil, scientists are able to formulate a comprehensive soil management plan that will help to improve the soil content and ensure that safer, more effective plant sources can be produced.

Focus on Organic Farming

Throughout its many years of experience in organic farming, Nutrilite™ has set the "NutriCert" as its organic farming standard. Having chosen Wuxi as the location for the Amway Botanical Research Centre, the company has adopted stringent measures relating to pests, weeds and the use of fertilizers, ensuring that the soil and farming methods meet every requirement laid down for certified organic farming. Work at the centre is strongly focused on finding the best solution for growing plants for use in Traditional Chinese Medicine.

Latest News

According to the National Center for Biotechnology Information in the United States, the Amway Botanical Research Centre was the first in the world to discover the DNA sequences of four Traditional Chinese Medicines. This discovery has been authenticated and will be shared with scientists around the globe. The Amway Botanical Research Centre is, to date, the only research institute to complete research and development in this area.



打造全方位 幸福窩居

Create a Cosy Home

你的幸福窩居，可以是……
Which of the following describes the
idea of "home sweet home" to you?

- 甜蜜的二人世界
A happy family of two
- 溫馨的三口之家
A family with a child
- 美滿的精緻生活
An exquisite family dwelling

想享受甜蜜的二人世界，卻欠缺營造溫馨舒適的家居環境元素？作為父母，如何為下一代提供最美滿理想的成長環境？屋企細細，既要邀請親朋好友共聚，又要細心經營家居環境，有何解決方法？

For couples starting out in married life it may seem difficult to create a sweet family home and a cosy living environment in the beginning. Parents may also be concerned that they are not taking good care of their children. Other people, meanwhile, may worry about how to make their home a comfortable environment for gatherings.

How do deal with these different problems? A solution is at hand in the form of Amway HomeTech products.



安利家居科技產品令生活更優質寫意 Amway HomeTech Products Help You Enjoy a Quality and Happy Life



eSpring™ 智能淨水器 eSpring™ Water Purifier

- 榮獲美國國家衛生基金會(NSF)4項專業水質認證，為家人提供值得信賴的清純淨水。
- 高密度活性碳濾心及紫外光燈有效去除150種以上污染物及殺滅水中99.99%細菌病毒。
- 可濾除食水中小至0.2微米的微粒雜質，更同時保留鈣、鎂等有益礦物質，健康有營，方便小朋友及老人家即開即飲。
- Achieves four major water quality standards as certified by NSF International.
- The carbon filter removes over 150 different contaminants while the UV lamp eliminates 99.99% of waterborne viruses and bacteria.
- Eliminates waterborne contaminants as small as 0.2 microns, but remains calcium, magnesium and beneficial minerals.

Atmosphere™ 空氣清新機 Atmosphere™ Air Purifier

- 可過濾小至0.009微米的空氣懸浮粒子，濾淨效能高達99.99%，家人每一口呼吸，都是潔淨的清新空氣。
- 有效濾除空氣中的細菌、病毒、過敏原等94種以上污染物，並榮獲英國過敏協會14項認證，能減輕過敏症狀，讓家人安心享受潔淨空氣。
- 貼心設計，可靠牆擺放，節省空間，更有ENERGY STAR®節能認證，高效能、低耗電，環保又省錢。
- Eliminates airborne contaminants as small as 0.009 microns with a removal efficiency of up to 99.99%.
- Effective in removing more than 94 harmful contaminants, including bacteria, viruses and allergens. Awarded 14 certifications of the Allergy UK Seal of Approval for its ability to eliminate allergens.
- Specially designed to save space in the home. Recognized by ENERGY STAR® for its energy-saving capabilities.



皇后牌 21 件套裝不銹鋼煲 Amway Queen™ 21-piece Cookware Set



- 獨特的VitaLok™鎖水設計，可有效保留食物的天然水分及味道，讓家人品嚐原汁原味的鮮味佳餚。
- 採用18:8優質不銹鋼製造，大大提升導熱速度及保溫時間，避免因高溫煮食而破壞食物營養，吃得更有營。
- 獨特的架疊式煮法，可將多件煲具疊起來烹調，一個爐頭同時做出多款美食，大大節省時間、空間和燃料，是雙職父母的首選。
- The unique VitaLok™ design prevents moisture from seeping out, locking in the flavours and colours of the food.
- Amway Queen™ Cookware is made of the finest stainless steel that promotes fast heat distribution and has good heat-retaining properties, helping you to retain more of the nutrients in food.
- The stack-cooking feature enables you to cook several dishes on one burner at the same time, saving time, space and fuel.

幸福窩居科技產品組合計劃 HomeTech Product Scheme

由即日起，凡於安利購貨中心購買安利家居科技產品(eSpring™智能淨水器、Atmosphere™空氣清新機或皇后牌21件套裝不銹鋼煲)，每戶直銷商/優惠顧客即可於優惠期*內享多重獎賞，總值高達港幣\$4,800。

Starting from now, each Distributorship or Privileged Customer can enjoy a fabulous bonus, up to a maximum of HK\$4,800, when purchasing Amway HomeTech products - including the eSpring™ Water Purifier, Atmosphere™ Air Purifier or Amway Queen™ 21-piece Cookware - at any Amway Merchandising Centre within the promotion period*.

*優惠期由購買首件安利家居科技產品起計算90天；贈品及換購產品數量有限，先到先得，送/換完即止。
*The promotion period starts from the date of purchasing the first Amway HomeTech product and will last for 90 days. Complimentary gifts and redemption products are on limited offer and provided on a first-come-first-served basis. The promotion continues while stocks last.

第1重獎賞 Reward Level One

購買第一件家居科技產品(任何一件)，即可任選下列其中一項優惠：

Enjoy one of the following special offers when purchasing the first HomeTech product.

優惠1
Offer 1

免費獲贈安利萬用廚剪及日本抗菌砧板各一件(總值港幣\$1,266)

A complimentary gift set of one pair of Amway Shears and one Japanese Rubber Cutting Board (worth HK\$1,266)

安利萬用廚剪
Amway Shears

日本抗菌砧板
Japanese Rubber Cutting Board



或

OR

優惠2
Offer 2

以特惠換購價港幣\$598換購安利8公升不銹鋼焗鍋套裝乙套(直銷價目港幣\$3,188)

Redeem one Amway Eight-Litre Dutch Oven Set at the special redemption price of HK\$598 (DP HK\$3,188).

或
OR

安利8公升不銹鋼焗鍋套裝(全套共6件)

直銷價目港幣\$3,188
特惠換購價港幣\$598
不設積分額及售貨額

Amway Eight-Litre Dutch Oven Set (6-piece Set)

DP HK\$3,188

Special Redemption Price HK\$598
PV/BV is not applicable



第2重獎賞 Reward Level Two

購買第二件家居科技產品(需與第一件不同)，即可享上述兩項優惠中的另一項優惠*。

*兩次所選優惠必須不同

Enjoy the other offer* listed above when purchasing a second HomeTech product (different from the first purchased item).

* The offer chosen the second time must be different from the first offer chosen.

第3重獎賞 Reward Level Three

購買第三件家居科技產品(需與第一及第二件不同)，更可獲得總值港幣\$1,000的安利電子產品券。

Enjoy Amway e-Product Coupons worth HK\$1,000 when purchasing a third HomeTech product (different from the first and second products purchased).

安利電子產品券
Amway e-Product Coupons

設積分額及售貨額
PV/BV is applicable





韓式 高麗參燉雞

Korean-Style Braised Chicken with Ginseng

1

糯米洗淨並浸水10分鐘。
Rinse the glutinous rice and soak in water for 10 minutes.

2

雞洗淨後填入薑片、栗子、大棗、高麗參和糯米。
Rinse the spring chicken and pat dry. Stuff the chicken with the ginger, chestnut, red dates, ginseng and glutinous rice.

3

把已預備好的嫩雞及清水加入6公升焗鍋內，以大火煮滾後，轉小火，慢火燉一小時。
Add the stuffed chicken and water to the 6L Dutch Oven, then bring to a boil. Turn to a low heat and cook for one hour.

4

下鹽調味，加入適量蔥絲，即成。
Season with salt. Sprinkle the scallion slices on top and serve.

材料 Ingredients

| | |
|-----------------------------------|--------------------|
| 嫩雞(約650克)..... | 1隻 |
| 高麗參..... | 2支 |
| 大棗..... | 10克 |
| 糯米..... | 10克 |
| 栗子..... | 15克 |
| 薑..... | 2片 |
| 清水..... | 500毫升 |
| 京蔥(切絲)..... | 適量 |
| Spring chicken (around 650g) | 1pc |
| Whole ginseng..... | 2pcs |
| Red dates..... | 10g |
| Glutinous rice..... | 10g |
| Chestnut..... | 15g |
| Ginger..... | 2 slices |
| Water..... | 500ml |
| Scallion (finely sliced)..... | Appropriate amount |

調味料 Seasoning

| | |
|-----------|----|
| 鹽..... | 5克 |
| Salt..... | 5g |



Amway皇后牌6公升焗鍋
Amway 6L Dutch Oven

皇后煲特設VitaLok™鎖水設計，有效保留食物的水分及營養，燉煮食物時能保留材料的原汁原味。
The unique VitaLok™ design prevents moisture from seeping out, locking in the flavours and colours of the food.

優質健康生活 培養美麗儀態

Creating the Right Environment for Proper Etiquette!



A：安利月刊 Amagram

L：曾雪麗芭蕾舞學院暨禮儀學院校長曾雪麗

Ms. Lili Tsang, Principal of Danse à Lili Ballet and Etiquette Académie

A：芭蕾舞與禮儀有甚麼關係？

L：芭蕾舞能提升外在美，而禮儀則能提升內在美。禮儀就像人與人之間相處的潤滑劑，能反映一個人的修養。在芭蕾舞學院成立初期，我曾經和學生用膳，發現他們不會基本的餐桌禮儀，便啟發了我於15年前開辦禮儀學校。當時學校只設有餐桌禮儀課程，現在學校提供基本社交禮儀、宴客禮儀、個人成長等課程。我們亦會教授營養學，因為每一種疾病都是因欠缺營養所引致，而認識營養如同預防醫學，能由內而外，改善皮膚質素及儀容，是重要的生活知識。不少家長都會向我詢問孩子飲食上的問題，所以作為國家二級公共營養師及國家食療養生師，我的知識便可以與家長分享。

於21年前成立了芭蕾舞學院的曾雪麗，有見不諳餐桌禮儀的學生，啟發了她開辦禮儀學院的念頭。她認為，儀態代表了一個人的處事態度，所以希望教導學生在日常生活中培養儀態。加上學校選用了安利eSpring™智能淨水器及Atmosphere™空氣清新機，讓學生能從飲用水及環境開始，感受健康生活。

Lili Tsang started her ballet school 21 years ago but soon realized that many of her students were lacking in good manners. This inspired her to start her Etiquette Academy, where students receive basic instruction in how to conduct themselves. To create a healthy learning environment, Lili has installed the Amway eSpring™ Water Purifier and Atmosphere™ Air Purifier in all of her educational facilities.

eSpring™智能淨水器

- 高密度活性碳濾心及紫外光燈有效去除150種以上污染物及殺滅水中99.99%細菌病毒，同時保留有益礦物質
- 榮獲NSF(美國國家衛生基金會)四項權威認證，安全可靠
- 智能監測系統提示更換濾心，操作簡易
- 榮獲環保管理獎，節能環保



eSpring™智能淨水器
可有效濾除的污染物



Atmosphere™空氣清新機

- 過濾效能高達99.99%
- 有效濾除超過94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™空氣清新機
可有效濾除的污染物





A: 教導小孩子學習禮儀有甚麼竅門？

L: 在禮儀學校成立初期，所有課程只設有兒童班。後來我發現因為家長在家中的習慣與課堂上所教導的不同，令學生很快便忘記所學的內容，於是便逐漸開辦親子班，讓家長與孩子在學校一同學習後，在家中也能以同一套理念教導孩子。我相信，讓孩子最快學會一樣東西的方法，就是由家長做個好榜樣。



A: 使用 eSpring™ 智能淨水器及 Atmosphere™ 空氣清新機為學校帶來甚麼效益？

L: 數年前我已在家中使用 eSpring™ 智能淨水器。在使用 eSpring™ 前，我的女兒都不太喜歡喝水；使用 eSpring™ 後，女兒喝水多了，其卓越的濾淨效能，令我更放心。學校亦設有 eSpring™ 讓學生在上課時能飲用潔淨的食水，補充足夠水分。至於 Atmosphere™ 空氣清新機已獲英國過敏協會認證，證明其降低空氣中細菌、病毒等污染物的能力，能為人流眾多的教室提供清新空氣，讓家長和孩子能在舒適潔淨的環境下專心上課。

A: What is the relationship between ballet and etiquette?

L: Ballet can enhance one's outer beauty, while etiquette can enhance one's inner beauty. When I launched the Ballet Academy I found that some of my students did not have proper table manners, so I started the Etiquette Academy 15 years ago. Initially we only offered courses on table manners, but now we run courses on social manners, invitation etiquette and personal development. We also offer nutrition classes because I believe that good nutrition can improve one's health from the inside out. As a qualified nutritionist, I am happy to share my knowledge with the parents.

A: What tips do you have for improving children's etiquette?

L: When the Etiquette Academy first started, we only offered courses for children, but I found that many kids quickly forgot what they had learned because their parents' daily practices at home were different. So we started to offer parent-child courses, where parents can learn about good etiquette together with their kids, making it easier for them to be a role model at home.

A: What are the benefits of using the eSpring™ Water Purifier and Atmosphere™ Air Purifier?

L: I started using the eSpring™ Water Purifier at home a few years ago and the power of its filtration system made me feel much more confident about asking my daughters to drink more water. I installed eSpring™ in the academy so that students can always enjoy clean drinking water. As for the Atmosphere™ Air Purifier, it has been awarded the Seal of Approval by Allergy UK for its effectiveness in reducing airborne contaminants. We use it to provide fresh air in our classrooms, creating a more comfortable learning environment for all.

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1,000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
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Kowloon Shangri-La
HONG KONG



曾雪麗芭蕾舞學院暨禮儀學院
Danse à Lili Ballet and
Etiquette Académie



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*



勝記海鮮酒家
Sing Kee Seafood Restaurant



好東西
Goodies Food



農圃飯店
Farm House Restaurant



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

安利發佈2015年全球創業報告 國際研究反映創業者特質及創業精神

2015 Amway Global Entrepreneurship Report Cites Traits, Drive of Entrepreneurs

2015年安利《全球創業報告》的研究重點是創業者的特質及創業精神，並首次引入了「安利創業指數」。
The 2015 Amway Global Entrepreneurship Report (AGER) delves into the key characteristics of entrepreneurs and what drives their entrepreneurial spirit. The report also introduces the Amway Entrepreneurial Spirit Index (AESI).

2015年主要調查結果 Key Findings in 2015

安利創業指數 Amway Entrepreneurial Spirit Index

安利創業指數包括三方面：渴望度、可行性、穩定度
根據安利創業指數顯示，具有較高創業精神的國家，對創業的態度、創業潛能及自僱形式較正面。

The AESI measures three factors - desirability, feasibility and stability - that influence a person's intention to start a business.

Correlated with AGER results, the AESI scores revealed that countries with a higher entrepreneurial spirit exhibited a more positive attitude towards entrepreneurship together with higher entrepreneurial potential and rates of self-employment.

全球平均指數
The average AESI for all countries **51**

55% 渴望創業
Expressed the desire to become an entrepreneur

47% 已經做好創業的準備
Felt prepared for entrepreneurship

49% 不會受社交網絡影響阻止其創業
Would not allow their social networks to dissuade them

創業者的特質：愛探索、樂觀、好掌控 Top Traits of Entrepreneurs: Curious, Upbeat, In Charge

受訪者認為創業者擁有以下特質：
Respondents believed entrepreneurs



84%
喜歡學習
Like to Learn Things



78%
希望享受生活
Want to enjoy life



75%
希望領導他人
Like to be in charge and tell others what to do



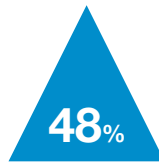
70%
尋找冒險並樂於冒險
Look for adventures and like to take risks

創業的重要理由

Reasons for Starting a Business

創業對多元文化包容性較低的國家欠缺吸引力；另外，對經濟輸出較高的國家而言，受訪者認為實現自我價值是推動創業的強大理由。

It's noteworthy that all factors relating to starting a business had less appeal in countries with a greater cultural intolerance for uncertainty. Furthermore, in countries with a higher economic output, respondents rate self-fulfillment as a much stronger driver for entrepreneurship.



不再受僱於人，做自己的老闆
Independence from an employer, being my own boss



實現自我價值，完成個人目標
Self-fulfillment, possibility to realize own ideas

害怕失敗仍然是創業的持續障礙

Fear of Failure is a Continuing Obstacle



害怕失敗
Fear of failure



財政負擔
Financial burdens



經濟危機
Economic threats

再次證明創業須持正面態度

Positivity Prevails, Again

根據2014年的調查結果，**75%**的受訪者對創業持積極態度。於2015年，35歲以下的受訪者有**81%**對創業最感樂觀，男性和女性的積極性相近；分別為**76%**和**74%**。

Affirming the 2014 results, 75% of respondents held positive attitudes toward entrepreneurship. In 2015, 81% of respondents under the age of 35 were the most optimistic. Men and women shared similar positivity, at 76% and 74% respectively.



安利在2010年發佈了第一份《歐洲創業報告》，其後在2013年發佈了涵蓋全球24個國家的《全球創業報告》。

今年的報告由德國紐倫堡捷孚凱市場研究集團(GfK)進行為期4個月的研究及調查。報告覆蓋了全球44個國家，以面談和電話形式訪問了49,775名年齡介乎14至99歲的男性和女性；並由全球44位專家擔任學術顧問，就調查結果進行研究分析，是目前覆蓋國家最多，樣本量最大的針對公眾之創業調查報告。

美國安利公司主席史提夫·溫安洛：

「創業者正在建構全球經濟。安利誕生之初就是一個大眾創業平台，我們支持《全球創業報告》，就是為了找到大眾創業者在創業過程中的障礙和難處，尋找解決方法，為創業者建立一個更有利於創業、成功和維持事業發展的環境。」

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雅姿特刊

2016年3月

雅姿全球品牌
形象代言人

Teresa Palmer

青春之美 · 優雅綻放



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淨白 · 緊緻 · 提升 回復青春輪廓 雅姿紅魚子緊緻系列

ARTISTRY™ YOUTH XTEND™ Ultra Collection for
Whiter, Firmer and More Youthful-looking Skin

每天照鏡時，你是否發現隨著歲月流逝，小V臉逐漸變成小圓臉，皺紋加深、兩頰變得鬆弛，臉色暗啞無光……這正表示你的肌膚保養該升級了！雅姿科學家從潔淨的挪威峽灣冰河水中採集紅魚子，透過尖端萃取科技，帶來獨家專利紅魚子精華，融匯於雅姿紅魚子緊緻系列中，讓膚色淨白紅潤，重建肌膚緊緻度、提升面部輪廓，讓青春的完美角度重新煥現！

Getting older is never easy, and you may encounter problems such as your skin beginning to look dull and saggy, and wrinkles starting to appear. YOUTH XTEND™ Ultra collection is your ultimate solution to the aging problem. The Red Caviar Concentrate is formulated by the extraction of Red Caviar from the clear water in Norway, helping to reclaim your skin's healthy, rosy complexion, and give you a lifted and more youthful look.

1 微淨化 Micro-Cleanse

雅姿科學家團隊揭開紅魚子的秘密，以尖端萃取科技，釋放紅魚子的最佳功效，淨化隨年月在身體內因醱化過程積聚的廢物，讓肌膚重現透亮光澤，改善膚色不均及暗啞；配搭木天蓼果實萃取物及冬櫻人參，活化肌膚代謝能力和透明度，綻放紅潤氣色。

ARTISTRY™ scientists have unveiled the secret that lies behind Red Caviar, which helps to offset the impact of internal processes that add years of damage to your skin. In addition to Red Caviar, YOUTH XTEND™ Ultra collection also contains Silvertone Fruit Extract and Winter Cherry Ginseng, helping to rejuvenate the skin's translucency with improved brightness and radiance.

2 重建 Rebuilding

紅魚子緊緻系列能直達肌膚底層並發揮長效作用，配合獨家六胜肽成分，有效撫平臉部皺紋及鬆弛，重建並修補膠原蛋白，由內而外支撐肌膚彈力，讓肌膚重回年輕時的飽滿緊緻。

Formulated with exclusive Micro-X6 Peptide, YOUTH XTEND™ Ultra works on the skin's deepest surface layers, helping to rebuild skin structure and replenish collagen. Fine lines and wrinkles will begin to visibly fade and the tightness and elasticity will be restored to your skin.

3 提升 Lifting

紅魚子精華能有效提升面部輪廓，配合高效提升賦活配方，可提高肌膚脂質生成3倍，讓輪廓有絕佳的飽滿效果。只需12星期，臉部線條重拾年輕緊緻。

The Micro Lifting Ingredient Blend helps to triple the generation of lipids, resulting in more defined contours. After using the YOUTH XTEND™ Ultra collection for just 12 weeks you will see a more lifted look with the youthful contours of your skin restored.



雅姿限量版精華液 美肌升級

ARTISTRY™ Limited Edition Supersize Essence

雅姿推出 50 毫升限量版特大容量精華液，為你的肌膚提供源源不絕的滋養及潤澤，讓你重煥無瑕嫩肌、光彩照人！

The ARTISTRY™ supersize collection provides skin with extra pampering and luxurious nourishment, restoring your flawless, youthful-looking skin with natural radiance.

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控黑亮白 光感煥白精華液 IDEAL RADIANCE™ Illuminating Essence

質地絲滑的精華液蘊含複合花卉精華及珍珠蛋白等高效活性成分，能瞬間被肌膚吸收，抑制黑色素形成，透白凝亮效果即時可見，讓肌膚展現完美亮白光芒。

This silky, fast absorbing essence brings you the most potent formula with the active ingredients including MultiFlora Blend and Pearl Protein. It helps control melanin formation and delivers an unprecedented and instant brightening power, gives you clear, radiant and bright skin immediately.



修復淡紋 恆時凝顏精華 YOUTH XTEND™ Serum Concentrate

獨家專利六勝肽，幫助增加肌膚天然膠原蛋白達280%，有效修復受損肌膚，減淡細紋及皺紋，並幫助對抗環境對皮膚的傷害，令肌膚柔滑細緻，煥發年輕神采。

ARTISTRY™ exclusive Micro-X6 Peptide reprograms skin's future and helps repair damage by increasing skin's natural youth proteins by 280%, diminishing the look of fine lines and wrinkles and protecting skin from environmental aggressors. Skin is left feeling more smooth and supple with a youthful radiance.



緊緻提升 紅魚子緊緻亮采活膚精華液 YOUTH XTEND™ ULTRA Lifting Essence Concentrate

蘊含獨家紅魚子精華，質感柔滑舒適，保濕同時提升面部輪廓，使肌膚回復明亮光采，達至年輕狀態，讓你重拾緊緻炫亮、白裡透紅的健康肌膚。

With the exclusive Red Caviar Concentrate and a creamy, silky texture, this state-of-the-art serum provides an instant surge of moisture while firming skin's appearance, restoring skin for an all-over luminous glow and a lifted, youthful look.



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全方位抗衰老 肌膚護理

An All-round

6

步曲

-Step Anti-aging Regimen

Step 1

潔面 Cleanse



恒時凝顏泡沫潔面乳
YOUTH XTEND™
Rich Cleansing Foam



Step 2

爽膚 Tone



恒時凝顏柔膚水
YOUTH XTEND™
Softening Lotion



Step 3

眼部修護 Eye Care



紅魚子緊緻眼部炫亮精華液
YOUTH XTEND™ Ultra
Lifting Eye Serum Concentrate



恒時凝顏眼霜
YOUTH XTEND™
Enriching Eye Cream



Step 5

強效修護
Intensive Treat



抗皺緊緻精華▲*
Anti-Wrinkle
Firming Serum▲*



機因14活顏精華液#*
14 Night Restore
Program#*



Step 4

重點滋養
Nourish



光感煥白精華液[^]
IDEAL RADIANCE™
Illuminating Essence[^]



恒時凝顏精華[^]
YOUTH XTEND™
Serum Concentrate[^]



紅魚子緊緻亮采
活膚精華液[^]
YOUTH XTEND™ Ultra
Lifting Essence Concentrate[^]



Step 6

面部護理
Face Care



紅魚子緊緻高效緊緻活膚霜
YOUTH XTEND™ Ultra
Lifting Cream

- * 不建議同時使用強效修護系列。每次只可使用其中一款產品。
使用機因14活顏精華液前及後2星期，建議暫停使用強效修護系列產品，以給予肌膚適當的適應期。
Not suggested to use Intensive Skincare products together. Use one product each time.
To prevent skin irritation, users are advised to stop using Intensive Skincare products for two weeks before and after applying the 14 Night Restore Program.
- ^ 建議按肌膚需要選擇一款合適的精華液。
Suggested to choose one serum or essence depending on your skin needs.
- ▲ 晚間使用，建議每星期於臉部肌膚紋理上使用2-3次(不宜全面使用)。
For night use; suggested to use on fine lines or wrinkles two to three times per week. Not recommended to use over the entire face.
- # 晚間使用；建議每季使用一次，每次連續14天使用，療程期間不宜配合其他精華使用。
For night use; recommended to use once every three months and use for 14 consecutive days. Do not use together with Serum.

*Coastal Chic with
Vibrant Bursts
of Color*

2016春季海洋幻彩 限量彩妝系列
2016 Spring Pacific Lights Limited Collection

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雅姿 EXACT FIT™ 高清長效粉底液
ARTISTRY™ EXACT FIT™ Longwearing Foundation

打造 24 小時無瑕美肌

Lock in the 24-Hour Look
of Flawless Perfection

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