

妳 Intelligent 知日型 Women



隨著不同的人生階段、每個角色的各種歷練，她們從生活經歷中累積智慧、擁有不同的價值取向及生活態度。

透過安利的事業平台，她們勇於嘗試更多角色，接觸不同範疇的新事物。縱然身兼多角，但是憑藉智慧與堅韌，依然能夠活出自我。「母親」一角從不平凡，她們所肩負的責任和面對的生活挑戰，使她們在瞬息萬變的時代，仍然保持敏銳的時代觸覺，展現更多可能性。

Women accumulate wisdom as they move through the different stages of life, taking on new values and attitudes with the experience they gain. Through the Amway business platform, countless extraordinary women have had the courage and conviction to take up new roles and acquire new knowledge that can help them in their journey.

Although these women have different roles to play in life, they are still able to show wisdom and tenacity in living up to their expectations. One key role that women play – that of mother – can never be routine.

The responsibilities women shoulder and the challenges they face in life enable them to demonstrate a keen sense of commitment and a willingness to explore new opportunities.

言談舉止優雅的Esther，於雙十年華選擇以家庭為首，全心全意為家人付出。直至孩子逐漸成長，她透過堂姐認識安利事業，遇上了她的啟蒙老師，從此改寫她的人生篇章。「他們當時的一句話對我影響深遠：『與其讓生命生鏽，不如讓生命發光發熱』，令我反思自己是否跟上時代步伐？作為全職媽媽，如何增加見聞、自我增值，讓自己擁有更多選擇的機會？」人生並不只由年齡定義，未來應該由自己創造。Esther藉此抓緊機會，編織夢想，開拓新的旅程。「開始時我只想學習健康和美容知識，成為善於交際的人。但是隨著在安利環境成長，幫助我建立不同的人生及價值觀。」

成長蛻變 成為理想中的自己

Esther樂於分享她的成長及蛻變，「從前我不善辭令，沒有自信，總害怕說錯話。」她透過在安利虛心學習，朝著理想中的自己逐步邁進，「我認為『三立』非常重要：思想獨立、能力獨立、經濟獨立，成為有涵養及智慧的時代女性，為身邊的朋友帶來正面的影響，與她們一同學習和成長。」除了個人修養，她亦改變了教育孩子的方法，「從前我總

是指責批評，卻換來子女的抗拒。現在，我會鼓勵及支持他們，更獲得他們全力支持，讓我專心發展安利事業。」自此，Esther與家人有更多共同話題及目標，相處融洽和諧。

自我增值 分享經驗

與時並進，是Esther對自己的要求。由原本不熟悉經營社交平台，到現在透過安利的培訓開始經營自己的Facebook社群，分享美食。「我當初對社交媒體一竅不通，卻又不捨難得的學習機會，每次參與培訓也猶如一次新的挑戰。我的平台吸引了不少志同道合的朋友，大家互相鼓勵，一同分享美食照片及食譜。我更逐步掌握現時網絡世界的流行趨勢呢。」Esther透過不斷實踐，將學習到的技能慢慢累積成寶貴的經驗，「我將知識分享予團隊，讓大家在疫情下亦能在線上建立自己的個人品牌，有助安利生意的發展。」Esther用行動貫徹對安利事業的熱誠，讓知識成為前進的養分。

Founders Platinum Distributor
創業者直系直銷商

羅文婷
Esther Lo

現時職業：全職直銷商

Current Occupation: Full-time Distributor



Esther is an elegant and eloquent woman who has always put her family first. She chose to take care of her family when she was young, but after her children had grown up, she was introduced to Amway by her cousin. Meeting her enlightened leaders in the business changed her life.

"They reminded me to 'always remember to let your light shine', and this had a profound impact on me. I reflected on my life, asking if I was keeping pace with the times. As a full-time mother, I wondered how I could widen my horizons and create more value for myself, at the same time as giving myself more choices in life," Esther shared.

Life is not only solely defined by one's age, and we all need to help determine our own futures. Esther grasped this opportunity to realize her dream and start a new journey in life. "At the beginning I just wanted to learn more about health and beauty and to broaden my social network. However, I soon found that I had established a completely different life and new set of values thanks to Amway, and I have enjoyed considerable personal growth."

Become Your Ideal Self

Esther is happy to share more about her growth and transformation. "I was neither eloquent nor confident in the past and I was always afraid I would say the wrong thing," she recalled. In Amway, Esther learned to be humble and gradually began to live up to her ideal life. "I think it is important to have independent thinking and become more assertive. I wanted to be a financially independent modern woman who could show wisdom and good judgement. I hoped to have a positive influence on my friends and to learn and grow with them together."

In addition to self-development, Esther also took a different approach to

educating her children. "In the past I always criticized my kids, and they refused to spend time with me as a result. Now I'm always eager to show them my encouragement and support – and the support they've given me in return has enabled me to devote myself to developing the business wholeheartedly," she said. Esther now has a lot more in common to share with her family, working towards the same goal and enjoying a happy and harmonious life together.

Adding Value, Sharing Experience

One of Esther's key goals is to ensure she keeps pace with the times. From being unfamiliar with social platforms, she now runs her own Facebook community where she shares food stories, utilizing the knowledge she acquired through Amway training sessions.

"I knew nothing about social platforms at first, but I didn't want to give up this learning opportunity," she said. Every training session presented a new challenge, but she persevered and continued to learn. "My social platform now attracts many friends who share the same interest, and we encourage each other by sharing food photos and delicious recipes. I'm fully in touch with all the online trends now!"

Through continuous practice and persistence, Esther gradually gained new skills and built up her store of knowledge. "I will share this knowledge with the team so that everyone can build their own online brand even under the pandemic. A personal brand is very important as it helps our Amway businesses to grow," she smiled.

Esther has shown her enthusiasm for the Amway business through her actions, using the knowledge she's acquired to help her business blossom and grow.

擁有多年從商經驗的Susanna，具親和力，身邊總是不乏知己好友。她外表溫柔典雅，心思細膩；追求品質生活，活得寫意。「也許女性對美麗的事物也沒有抵抗力，所以我喜歡插花、手工藝、美容等，凸顯女性的知性美。」她的生活圈子及成長環境，令她對創業充滿熱忱，「由於爸爸從商，我畢業後便幫忙打理家庭電器生意，更涉足高級餐飲、影樓、花茶等業務範疇。」除此以外，Susanna亦致力回饋社會，為社區、教育發展出一分力。縱然分身不暇，她仍然十分享受每個角色帶來的挑戰及滿足感。

自由翱翔 作子女後盾

「當時我以開放、幫助別人的心態，發展安利事業。安利的創業平台的確可以改善別人的生活，而且成本及風險很低，我亦樂於與別人分享。」Susanna笑語道：「安利事業帶給我很多快樂的體驗。這是一個資源整合的平台，助我發掘多元化的興趣，更藉此發展為專業。我更因此鑽研營養學，教學相長，累積不少難忘的經歷。」作為母親，Susanna也

希望孩子的未來更具保障，「他們自小陪伴我參與會議或活動，受正向氛圍所影響，他們樂觀積極，樂於助人且有禮。我希望安利事業成為他們的後備隊，讓他們自由翱翔。」Susanna將子女放於首位，希望他們的未來少一份擔憂，多一份安心。

不一定當最好 但要當更好

即使生活忙碌，Susanna亦喜愛透過社交平台分享她獨特的餐桌美學。她的一雙巧手，將美食化為賞心悅目的藝術品，傳達視覺美味。「從攝影角度、文字撰寫、短片製作等，每個細節都用心學習、用心經營。我想為自己定立鮮明的形象，讓大眾從我的生活美學認識我；這樣，我們便更輕易打開話題，連結彼此，連女兒也笑說我著重儀式感呢。」從心而發的分享，令生活增添色彩，讓我們活出自己的價值。Susanna孜孜以求，從不止步於每個里程碑，「人生不一定要當最好，但一定要讓自己變得更好。」豐富多彩的人生背後，印證了Susanna的努力，實現人生不同的目標。

Founders Platinum Distributor
創業者直系直銷商

郭淑貞 Susanna Kwok

現時職業：小型家庭電器製造業董事
Current Occupation: Director of a Small Home Appliance Manufacturer



Susanna, who has gained a great deal of experience establishing businesses over the years, has a strong affinity with others. As a gentle, elegant, attentive and meticulous woman, Susanna has many good friends and is keen to pursue a high quality of life along with a carefree living style.

"I believe every woman is attracted to beautiful things and I am one of them! I like flower arrangements, handicrafts and also have an interest in beauty care. I believe all these things can demonstrate a woman's charisma," Susanna smiled, explaining that her social circle and family environment helped to build an enthusiasm for entrepreneurship.

"After my father started the company, I helped to manage our family's home appliance business after I graduated, and I've also been involved in different businesses from high-end catering to photography studios and flower tea," she shared. At the same time, Susanna has also shown a strong commitment to giving back to society and contributing to the development of education in the community. She leads a busy life, but she still enjoys the challenges and satisfaction that each role brings.

Protection for Her Children

"Maintaining a sense of openness is crucial when I started the business. I wanted to help others improve their lives. This is a low-risk business that requires low set-up capital, and I am pleased to share the opportunity with others," Susanna beamed, adding that the Amway business has brought her many joyful experiences. "This is a platform where you have access to fully integrated resources and where you can also develop your own diverse interests. I have even been able to turn my interest into my profession. Studying nutrition and sharing my knowledge with others have brought me a lot of unforgettable moments."

As a mother, Susanna hopes to provide a future with better protection for

her children. "They have accompanied me to meetings and various Amway activities since they were young, and they were strongly influenced by the company's positive atmosphere. I feel blessed that they are optimistic, positive, helpful and polite. I hope the Amway business provides the backup that can allow them to fly free!" Susanna says she always puts her children first and hopes they can enjoy a worry-free future supported by the protection provided by the Amway business.

Getting Better Every Day

Amid her hectic schedule, Susanna found time to share unique aesthetic dining ideas on her social platform. Through her skillful hands, delicious food has become exquisite works of art that are a feast for the eyes, highlighting the visual delicacy of food.

"I learned about every aspect, from photo shooting to writing descriptions, video shooting and editing. I hope I can establish a strong online presence so that people can learn more about me through my aesthetic life. This helps me to open up topics and connect with other people more easily." Susanna certainly shares her passion with great enthusiasm, believing it will bring color to her life and help her live up to her own values.

Susanna always pushes herself hard to continuously achieve and to outperform her prior success. "You don't need to be the best at everything in your life, but you must try to get better every day," she said. Susanna has shown her willingness to work hard and keep improving and is enjoying a more splendid life as she realizes her different goals.

主修精算的嘉殷性格並不刻板，她既有求知精神，喜歡探索，亦喜歡聆聽，細聽別人的經驗之談。「能夠完成未嘗試過的事，我會非常有成就感，對自己更有信心。即使面對新挑戰，亦沒有不安，反而只有想克服的決心。」雖然敢於嘗試，但不毅然冒險；嘉殷會先作出理性分析，權衡利弊，「當時於英國就讀大學，透過家人認識安利平台，分析後覺得風險及成本很低，可以一試。隨後畢業回港，我便幫爸爸一起打理生意，切實看到他需要面對營運及資金等各種困難，加強了自己發展安利事業的決心。」

家人支持 引以自豪

在人生不同階段經營安利事業，對嘉殷來說，有不同的體會。當她組織家庭後，發現要平衡家庭及事業並不容易，「看到身邊不少朋友，要付出數倍的努力及精神，兼顧家庭及事業。我慶幸這些年來一直發展安利事業，讓我可以選擇陪著小朋友成長，同時賺取被動收入；分擔父母的憂慮，減少丈夫的經濟壓力。」嘉殷的丈夫亦為她的工作感自豪，見證

她所付出的努力及收穫。「於海外留學時，我喜歡周遊列國；當我聽到團隊分享說安利的旅遊是與別不同的時候，我亦不以為然。直到第一次我與丈夫參與公司舉辦的地中海郵輪之旅，我們才真正體會到『獎勵』的意思，實在遠超想像。」

家庭事業 拿捏得宜

擔當母親一角，令嘉殷的目光放得更遠，「我仍然不斷裝備自己，除了閱讀外，我更積極參與會議，全力以赴。」嘉殷並不希望只側重家庭，她嚮往靈活自主的人生，而安利平台讓她自我提升、自我鞭策；即使身兼多重身分，亦可以拿捏得宜，為小朋友建立良好的榜樣。「我近年亦開始運用社交平台，紀錄生活的點滴。透過分享日常生活，將安利生意與生活融合，在網絡社群展現自己的生活方式。」嘉殷不被生活所限，演繹出由自己掌控的人生，活出真我。

Founders Platinum Distributor
創業者直系直銷商

戴嘉殷
Priscilla Tai

現時職業：全職直銷商

Current Occupation: Full-time Distributor



Priscilla, who studied actuarial science at university, is not a rigid person. She has a sense of curiosity and loves to explore new things – and also enjoys learning from others' experiences. "Being able to accomplish things I haven't tried before will give me a great sense of success and make me feel more confident about myself. I try not to feel anxious when I need to face up to a new challenge – it has made me more determined to overcome it," she shared.

Although Priscilla is always eager to try new things, she will not take unnecessary risks and will first make an analysis of the pros and cons. "I was introduced to Amway by my relative when I was studying at university in the UK. I found it worth trying as it is a low-risk business that requires low set-up capital. I returned to Hong Kong after graduation and helped my father manage his business. I quickly realized that he faced so many difficulties in terms of operations and capital running a traditional business, and that strengthened my determination to develop Amway," she shared.

Strong Family Support

Priscilla enjoyed different experiences as she developed Amway at different stages in her life. She found that it was not easy to balance family with her career after having children. "Seeing my friends putting so much effort and energy into taking care of their families and career, I felt glad that I had chosen to develop Amway over the years. I was able to spend time with my children as they grew up and earn passive income at the same time. This relieved the worries of my parents and also reduced the financial pressure on my husband."

Witnessing her hard work and achievements in Amway, Priscilla's husband felt proud of her. Priscilla, meanwhile, appreciated some of

the great side benefits of running the Amway business. "I liked to travel around when I studied abroad. I didn't think that much when I heard my partners sharing about the extraordinary travel trips organized by Amway until I joined the Mediterranean cruise. Ever since then I have understood the 'real' meaning of travel – an incredible experience far beyond your imagination!"

Getting the Right Balance

As a mother, Priscilla puts her focus on what lies ahead. "I always strive to equip myself with the right tools and knowledge. Besides doing a lot of reading, I always try my best to actively participate in meetings," she said, sharing that as well as focusing on her family she also yearns for a flexible and independent life.

The Amway platform has provided Priscilla with the opportunity to enjoy personal enhancement and constant motivation. "Even if I have different roles in life, I can manage them well and act as a role model for my children," she said. In recent years, Priscilla has been using social platforms to record her life and "I want to integrate my Amway business into my daily life so that people can know more about my lifestyle through the online platform."

For Priscilla, the possibilities are endless. This determined young woman is eager to demonstrate her willingness to live an independent and splendid life.