

# BE Insight

MAY / 2022

Change Your Mind,  
Change Your Destiny



# 6 mindsets that will radically improve your life



The human mind is a very powerful thing. Your mind can be your best friend or your worst enemy. A good mindset helps you to achieve and succeed, while a poor mindset may likely lead you to self-destruction. Simply put, your mindset determines your actions and the outcome.

Mindset is what separates the best from the rest, which is why 97% of all people are “average Joe” while successful people account for only 3%. Successful people have strong beliefs and positive mindsets to fuel their motivation and action plans.

So, do you want to change your life? Change your mindset to live life to the fullest!

## 1 Achievement Mindset

You need the achievement mindset if you want to have a successful career. First, dare to dream and take on challenges, and determine to take action to succeed. Like a car without fuel, a person with no desire to succeed will have no goals and thus, no drive to take any action.

## 2 Learning Mindset

Continuous learning is the only way to accumulate knowledge, and knowledge can give wings to your dream. We live in a fast-paced world. The moment we stop learning, we become obsolete. It doesn't matter what industry you are in, you can only make money by becoming the expert in your field. And to become an expert, you must learn – continuously.



## 3 Giving Mindset

Giving is receiving. Success is not an easy journey; it needs hard work, diligence and commitment. In this journey to success, giving opens the way for receiving.





## 4 *Positive Mindset*

The journey to success is not a bed of roses. A pessimist will easily give up in the face of adversity. In contrast, an optimist will take advantage of challenges and obstacles because they regard difficulties and setbacks as part of their journey. Their positive mindset that overcomes adversities will take them to the pinnacle of success.

## 5 *Self-Discipline Mindset*

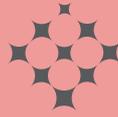
Successful people are highly disciplined and set high standards for themselves. They strive for continuous improvement and they know well that they must first be self-disciplined if they want to be their best. Through self-discipline, their capabilities will increase, resulting in increased confidence that will in turn fire their motivation to keep improving. It's a vicious cycle. Self-discipline is the key to keeping the momentum towards success.



## 6 *Appreciative Mindset*

No one is obliged to help us. Treat people fairly and respectfully. Appreciate everything that happens and be grateful for each and every person we meet. Remember: good or bad, these are the people and things that contribute to our happiness, experience, lessons and memories. We are what we are today because of them.





AULORA  
Arm Sleeves  
KODENSHI®

## AULORA ARM SLEEVES

# Small Gift, Big Heart

When it comes to expressing love, actions speak louder than words. It doesn't matter how big the gesture is, sometimes a small gift is what it takes to show someone you care and let him/her feel loved. As they say, small gift, big heart. Gift your loved ones the latest edition of Aulora Series and show them you have their best interest at heart.

### Wellness beyond comfort

Made with KODENSHI® fibre that helps to regulate body temperature for overall wellness.

### Providing stability and better endurance

Provides firmness to the arm muscles and hence, gives the muscle energy for every movement.

### UV protection

Protects the skin from overexposure to the sun.

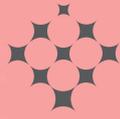


### Ergonomic spiral compression design

Provides overall compression on vital meridian points to encourage better blood flow.

### Innovation meets fashion

Inno-fashion where you can enjoy comfortable, stylish attire while boosting your daily energy level at the same time.



AULORA

Scarf

KODENSHI®

# AULORA SCARF



## **Double fabric and seamless knitting**

Inner part is sewn with 180° twist to allow hat to convert seamlessly to neck warmer.

## **Healthy and stylish**

Made with KODENSHI® fibre that helps to regulate body temperature to keep the head and neck warm.

## **Creatively stylish**

Versatile design provides the flexibility to change for daily needs, from inner scarf to beanie cap, headband, neck warmer or even sleep cap.



*Happy Father's Day!*

# OUR SUPERHEROES

deserve the best father's gift ever!

This Father's Day, surprise your super dad with these super gifts to express your love for him!

## Super gift: AULORA SET

If your dad is into sports and an active person, gift him the AULORA Set featuring Aulora Pants and Socks to boost his sport performance while keeping him warm.



## Super gift: ZENCOSO Chewable Ball

For busy and hardworking dads, make sure they get enough nutrients to support their busy schedules. Gift your dad ZENCOSO Chewable Ball. Made with the goodness of 98 plants, ZENCOSO Chewable Ball helps to improve metabolism and energy level, helping your dad to always stay on top of his game.



## Super gift: SLENDEZMEAL

Is your dad always on-the-go and has no time for a proper breakfast or lunch? Gift him the nutritiously balanced SlendezMeal. It's easy to prepare and nutrient-dense, keeping your dad full while giving him the energy boost for his active lifestyle.



Dinner with Founder



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**Believe and  
You Shall Receive!**

**RCCA Sylvia Ho  
& Danny Wong**

Homemaker / Businessman

RCCA Sylvia Ho from Hong Kong started her BE journey with one solid reason: BELIEVE.

### **BELIEVE IN THE PRODUCT AND PEOPLE**

In search for products to help her slim down after giving birth, a fateful encounter with BE created a different career path for her.

“My mother told me about a pair of tights that my sister-in-law living in New Zealand was wearing. It seemed to help her lose weight, so I searched for the product online and got connected to my upline in Malaysia and BE International.”

That was in 2018 and the product was Aulora Pants from BE International, which was still new in Malaysia. As Sylvia studied the information, she was amazed by the company’s transparency and the positive vibe generated by the people doing the business. She quickly saw the golden opportunity in Aulora Pants and the BE business and reckoned she could become the pioneer in the Hong Kong market.



BE The Legend Convention

### **THE CONFIDENCE BOOSTER**

A homemaker who was formerly a fashion designer and later, a home-based silver accessories designer, Sylvia used to work alone and behind the scene. Communication was thus not her strength. “But as I benefitted from wearing the Aulora Pants diligently, my sharing came naturally and effortlessly. Whenever I received positive feedback from my customers using the BE products, my confidence just grew and motivated me to continue sharing and helping people to enjoy health while building their business.”

Over time, Sylvia grew from an introvert to a cheerful, chatty extrovert who welcomes challenges and adventures, and enjoys making new friends from all walks of life around the world.

The pandemic and lockdowns in the last two years have caused many business activities to cease and stump economic growth, but Sylvia was never worried because BE was already online even before the pandemic.

“Thanks to the technology, we were able to attend virtual meetings and sharing events. When BE successfully landed in Hong Kong and opened its



Attending Seminar



Product sharing

branch office here in April 2020, it proved that BE is led by visionary founders and our confidence increased.”

### LIVING THE LIFESTYLE SHE WANTS

It was always Sylvia's goal to become a fulltime mother with a career. “The BE business has made it possible for me to build a global business without compromising my priority, which is family. Its products have also helped me to become more confident and healthier. It is a business of happiness.”



Photo with upline & network

“

Sylvia was one of the leaders who successfully became RCCA during the pandemic. “You don't have to envy people's success because successful people have poured their sweat and tears into their business. If you have a dream, just take the first step. Don't give excuses or doubt your ability because we human have massive potentials. Challenge yourself to do things that you have never done. Step out of your comfort zone and be amazed at what you can achieve.”





My uplines, mentors and friends



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Be a Warrior  
not a Worrier

RCCA Nurul Farehah &  
Eimir Azmi

Housewife & Regional Sales Director

RCCA Eimir and Farehah were once a typical couple, where Eimir was the breadwinner and Farehah was the homemaker. While Farehah led a routine, monotonous and boring life, Eimir had a hectic job, and was a weekend husband and half stranger to their children.

### A WORRIER'S MINDSET

Farehah would sometimes become depressed at the thought of what would happen to her and the children if they lost Eimir or if he stopped becoming the breadwinner. "I wanted to do something but going back to a 9-to-5 job was not an option. I was torn."

Meanwhile, Eimir's demanding job as a regional sales director left him little time for the family. "My priority was to put food on the table. When Farehah quit her job to take care of the family, it became my responsibility to take care of the rest."

In 2018, Farehah bought a pair of Aulora Pants for her mother, who had been suffering from a slipped disc for 20 years. "The result was so convincing that when I heard I could make an income by just sharing my



Bought my dream car

mother's testimony, I went ahead and the rest is history."

Eimir was aware of Farehah's involvement in the MLM business, but he was skeptical about her seriousness in the BE business. It was only during the MCO lockdowns in 2020 that he saw the potential in BE.

"I was surprised to see Farehah having fun at the Zoom meetings and running her BE business happily during the MCO. In contrast, I was worried sick about my job, frantically waiting for contingency plans and decisions from my senior management. The pressure was intense, and I felt trapped and helpless because of the lockdown."

### A WARRIOR'S MINDSET

In September 2020, pressured by the demanding sales figures and many restrictions, Eimir told Farehah about his thought of quitting and starting a business.

“In the past, I would have told Eimir not to resign because his job was our safety net and starting a business was just too risky. But this time, I supported his decision with one condition: join me in the BE business, don't bother starting any other business,” Farehah shared.

For the first time, Farehah showed Eimir her BE income statements , and the company's marketing plan,



Product sharing



products, company background and founders. Eimir was stunned. Firstly, he had expected her to say 'no' to his decision to resign. Then, seeing her income statements and the company's information convinced him to join her.

Since the RCCA couple got married in 2004, they had always done things separately. Finally, with the BE business, they are working together and sharing their lives. “I no longer worry now because working with Eimir on our BE business has given me the assurance I need,” Farehah shared.



Bought my dream house



“Be fair to yourself. Give yourself the chance to find out about Aulora Pants and BE opportunity. Opportunities come in many forms, and the best form comes in the BE grey suit uniform,” the couple concluded.



Photo with Founder



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## Never Let Complacency Stagnate Growth

**RCCA Liza Jiwat**

Fashion boutique owner

RCCA Liza was an only child and became an orphan when she was 19 years. A hardworking, determined and driven person, she constantly challenges herself to take on new ventures and seek growth and success. Becoming RCCA is just the beginning of her next quest to fulfil her unfinished dreams.

### CONTINUOUS GROWTH WITH BE

Liza started working after completing STPM in administration. After 4 years, she switched to sales.

“I did sales in the banking, car and other industries but got tired of chasing sales targets after a while. So, in early 2015, I opened a boutique with my savings. A year later, I expanded my boutique business by becoming a stockist for a Hong Kong lingerie and corset brand, managing over 80 agents.”

Always game for new challenges, Liza immediately took on the BE business when she was introduced to it. “I believe direct selling is a good platform for continuous growth because we’ll always have the experience and skills that we acquire along the way.”



Bought my dream car

Like any business, there are of course challenges in BE. “But nothing big, actually. You just have to deal with them as they come. Whenever I feel like I’m overwhelmed, I just turn on the music to relax.”

Speaking from her many years of working experience in various fields, Farah says she has never seen any business opportunity like BE, where anyone can succeed. “An old friend of mine, who is an OKU (physically impaired), is able to make a decent income through the BE business. Her story is truly remarkable and unforgettable. There’s only one strategy to succeed in BE, which is follow the BE system. You don’t have to come up with your own

strategy. Just focus on the BE system and follow it wholeheartedly.”

Liza admits that she used to be impatient and didn't like following up on people. “When I decided to do the BE business seriously, I knew I had to overcome this weakness. I had to learn to become more patient. Slowly, over time, I became more patient. I'm actually quite impressed by my improvement!”

### UNFINISHED DREAMS

Liza dreams of having more time for her cross-stitch hobby, something she used to do with her late mother. “After SPM, I did 10 cross stitch projects featuring cats. To our surprise, a stranger bought one of them



Attending Seminar



Product sharing

and my mother was on cloud nine. I was never a bright student so my mother was so happy that I had discovered a small talent,” Liza smiled as she recalled her mother's joy.

“With the BE career, I know I will soon have the time to resume this hobby again.”



Gala Dinner

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Liza also hopes to do charitable work as frequently as she can, whether in monetary or other forms. “Previously, I couldn't do this but with BE, I can finally contribute more to society.”





Royal Crown Council Ambassador (RCCA)  
皇家皇冠委员大使



SITI HAJJAR BTE MOHAMAD IGHBAL & HERMI RIZAL BIN SUMATOH



HANISAH BINTI SARIDI & ADRIAN FREDDIE FERNANDEZ



Crown Council Ambassador (CCA)  
皇冠委员大使



ANGELA HAN HOOI LENG



Diamond Council Ambassador (DCA)  
钻石委员大使



ARABI BINTI YUSOF & MOHD NORHUSAIRI ABDUL HALIL



FUZIAH BINTI BUJANG & RIDZUAN MOHD SAGIR



JOHAN KARL WANSELIUS



NOOR SHEILA AZREEN BINTI RAMLI



PAN OI TZE & CHING CHAIN KEONG



TAN MAY CHING



TEE AH LIAN



YVONNE YEE SZE MUN

# THE CHALLENGER 2.0

# TOP CCA ASSEMBLE



CCA HASLINDA BINTI IDRIS /  
MOHD FAIZAL BIN NASHAHAR



CCA NORFADZELA BT  
ABDUL LATIF



CCA LEONG CHEAT MIN /  
LEE MOK SIANG



CCA VIVIAN PANG LI HUEY /  
CHNG KOK SIONG



CCA HAN HOOI LENG



CCA LOW NOOK CHIN /  
HEW MUN HON



CCA LOIS LIEW TEAN RUEY /  
BRYAN TAN CHOON HO



CCA CHANG BOON CHUI /  
SONG HUA HUI



CCA AFROHAH ABD HAMID /  
MOHD NASIR CHE EMBREE



CCA KONG YOKE YEN /  
CHOON TEIK KOK



# THE CHALLENGER 2.0

# TOP 10 SPONSOR

1. ECA ANIDA SALWANI BINTI ABDUL HADI / MOHD AZIS NGAH
2. ECA WAN AIFAA BINTI WAN AZMAN / MOHD NIZAM BIN A.HAMID
3. DCA ARABI BINTI YUSOF / MOHD NORHUSAIRI ABDUL HALIL
4. ECA NORMAH BINTI ABD SAMAD / MUHAMMAD ASRI BIN MADI
5. ECA AMELIA EZREEN ABU BAKAR
6. ECA SITI NOR HAYATI BINTI ABD SAMAD / PONA JAN BIN WAGIMAN
7. ECA MUSA BUANG / ERNI MARLINA BINTI MADZLAN
8. ECA IDA HARTINA AHMED THARBE / AHMAD NIZAM MD REDZUAN
9. ECA NORKIAH BT SHAARI / NOR JAMARI BIN MAT NOORDIN
10. ECA AHLAM BINTI OTHMAN



SV1, 2022 TO SV3, 2022

THE CHALLENGER 2.0

# TOP 10 AMBASSADOR PRODUCER

1. DCA ALEXANDER LYE THIM LOONG / YAP WEI ING
2. DCA RUHAYA IBRAHIM
3. DCA FAIZAH BTE ABD GHANI / ABD WAHID BIN BACHOK
4. DCA ARABI BINTI YUSOF / MOHD NORHUSAIRI ABDUL HALIL
5. DCA SEEVARETNAM A/L SABARATNAM / AUGUSTINE S.M. PUSHPANATHAN
6. DCA PAN OITZE / CHING CHAIN KEONG
7. DCA NURUL DIYANA BINTI ZAINUL IHSAN / NABIL NAZMI BIN HARITH GORDON
8. DCA HAJAH IDAHWATI @'IRDINA NUR' AIDAH HJ IDRIS / HASNAN BIN HAJI JALIL
9. DCA TOH WAN
10. DCA NUR AKMALINA ISKANDAR / MOHD AZLAN BIN ADZANAN



SV1, 2022 TO SV3, 2022

# Seoul, South Korea GYEONGBOKGUNG PALACE



**BE a  
WORLD**  
*Traveller*

**BE LIFESTYLE TRAVEL -  
SEOUL, SOUTH KOREA 2022  
(6-DAYS 4-NIGHTS)**

QUALIFYING PERIOD:  
SV2'2022 - SV7'2022

Gyeongbokgung Palace was the first and arguably the most beautiful and largest of all Five Grand Palaces during the Joseon Dynasty. Showcasing the art designs of its era, it is now open for a designated period for visitors to see its majestic glory during the night. Don't miss this unforgettable and special experience at Gyeongbokgung Palace!

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Terms & conditions apply.*