

海鸥 资讯

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HAI-Oinfo

August 2020

KDN PP18465/05/2014 (033872) HAI-O INFO AUGUST 2020 FREE FOR HAI-O DISTRIBUTORS ONLY

战胜逆境

在逆境中寻找竞争优势

PUSHING THROUGH ADVERSITY

Finding Competitive Advantage in Adversity

数字营销的秘诀

5个提升面子书帖文的写作技巧

DIGITAL MARKETING TIPS

5 Writing Tips to Upgrade your Facebook Posts

产品促销

大促销正等着您!

PRODUCT PROMOTIONS

Great promotions await you!



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存货中心、分行、销售点及区域办事处名册

STOCKISTS, BRANCHES, SALES POINTS AND REGIONAL OFFICES LIST

KEDAH • K13 – Yoon Pein Enterprise, Alor Setar (Yong Yoon Pein) 04-7718808, 019-4405921 • K15 – Biz For Life, Sungai Petani (Zulkifli Bin Aziz) 04-4480327, 013-4809369 **PULAU PINANG** • HQ27 – Sahajidat Hai-O Marketing Sdn Bhd, Butterworth (Tan Heng Chong) 04-3137386 • P13 – Impian Terbilang Enterprise, Kepala Batas (Rosmawati Binti Abdullah) 04-5770999, 013-3639696, 013-4339696 • VP04 – Tan Lean Bee, Bukit Jambul 04-6464633, 012-4251456 **PERAK** • A31 – Beautiful Aura Interactive Marketing, Kuala Kangsar (Id Azalan Shah Bin Banyamin) 05-7771700, 013-5308581, 019-5899700 • A32 – Alice Beauty And Slimming Centre, Ipoh (Choy Wai Lock) 05-2555033, 012-5155335 **SELANGOR** • HQ25 – Sahajidat Hai-O Marketing Sdn Bhd, Klang (Noorafiqah Bt Shafie) 03-33488588 • B31 – CDM Marketing Sdn Bhd, Klang (Chong Foong Foong) 03-33421718, 012-3345266 • B57 – Chan Weng Leong, Batu Caves 03-61863286, 016-3941348, 018-2988085 • B48 – Beautiful World Network Enterprise, Shah Alam (Jamsari Bin Moktar) 03-58808581, 016-2184658, 019-2618581 • B52 – Renulife Resources, Cheras (Nor Kiah Binti Ahmad) 03-90749064, 012-6945675 • B54 – Alist Solution, Selayang (Azlina Bt Mohd Baharuddin) 03-61206020, 019-6454566 • B55 – Make Three Network Sdn Bhd, Putra Heights (Michael/Emma) 03-51922796, 012-6399276 • B56 – SSN Biz Enterprise, Kota Damansara (Said Saiful Fazi) 03-61435342 **NEGERI SEMBILAN** • HQC7 – Sahajidat Hai-O Marketing Sdn Bhd, Seremban (Chew Hiew Shyen) 06-7678396 **MELAKA** • MEL – Sahajidat Hai-O Marketing Sdn Bhd, Melaka (Jimmy Goh) 06-2835902, 06-2829098 **JOHOR** • HQC4 – Sahajidat Hai-O Marketing Sdn Bhd, Johor Bahru (Eng Song Peng) 07-8611179 • HQ13 – Sahajidat Hai-O Marketing Sdn Bhd, Batu Pahat (Tan Tee Hong) 07-4535078 • J47 – Aura Masa Enterprise, Muar (Norlida Binti Misran) 06-9506158, 011-12380206 • J50 – Smart Rich Global Sdn Bhd, Skudai (Norazlin Binti Nordin) 07-5952543, 017-7778504, 018-2299189 • J51 – Life Bizmate Resources, Johor Bahru (Suhaili Bt Yosop) 011-55069700, 019-3556700, 019-7177700 **PAHANG** • HQC8 – Sahajidat Hai-O Marketing Sdn Bhd, Kuantan (Pore Kool Lan) 09-5178982 • C19 – Saaz Intiaz Enterprise, Temerloh (Abdul Aziz Bin Mansor) 09-2901650, 09-2901652, 019-9174747 **TERENGGANU** • T04 – Klinik Akupunktur & Herba-pati Trg, Kuala Terengganu (Zubaidah Binti Idris) 09-6224393, 019-9541882 • T05 – Hj Ismail Bin Hj Deraman, Besut 09-6953876, 019-9572166 • T07 – Mohd Azaillani Bin Ismail, Kuala Terengganu 09-6311858, 019-9134480 **KELANTAN** • D04 – Healthy Brand Sdn Bhd, Kota Bharu (Tan Eng Seng) 09-7434282, 017-9707828, 012-9286615 **SABAH** • SAB – Sahajidat Hai-O Marketing Sdn Bhd, Kota Kinabalu (Sylvia Chong) 088-433496 • SAB2 – Sahajidat Hai-O Marketing Sdn Bhd, Penampang (Charlie Fredrick) 088-733782 • SAB3 – Sahajidat Hai-O Marketing Sdn Bhd, Sandakan (Keith Chia) 089-223138 • SAB4 – Sahajidat Hai-O Marketing Sdn Bhd, Tawau (Dickson Lim) 089-750898 **SARAWAK** • SAR – Sahajidat Hai-O Marketing Sdn Bhd, Kuching (Ngui Kiew Kiong) 082-415226 • SAR1 – Sahajidat Hai-O Marketing Sdn Bhd, Miri (Lai Yean Ling) 085-415372 **SALES POINT** • Z154 – Chan Sow Yeng, Puchong 03-80622982, 012-2333577 • Z156 – Leong Yip Peng, Ipoh 05-3231397, 019-3816928, 016-5381955 **REGIONAL STOCKIST** • **SINGAPORE** – Hai-O International (S) Pte. Ltd. (+65) 62232302, (+65) 86662091 (WhatsApp) **REGIONAL OFFICE** • **BRUNEI** – Sahajidat Hai-O Marketing Sdn Bhd (Brunei Branch) 673-2238588 • **INDONESIA** – PT. Hai-O Indonesia (+62) 2162310300



大家好！

在之前的海鹰资讯，我非常高兴能够与大家分享期待已久的2020年宏愿，以及大家对于2020年的展望。这次我仍然想谈谈2020年，因为今年所发生的事件真的出乎我意料之外！2020年对马来西亚人民来说，是多么的特别，我也从未想过，它对全世界来说也是如此的特别！

我很庆幸可以看到这个世界不断地变化，并且能够将现在与过去做比较。当我还年轻，是个孩子的时候，总觉得世界运转缓慢，时间似乎很长。年复一年，世界迅速地发展，似乎没有什么可以减缓或阻止如此快速的发展。人们也为了跟上世界快速发展的节奏，导致自己筋疲力尽，疲惫不堪。但，没有人预料到如此“敏捷”的世界最终被肉眼看不见的微小病毒给“驯服”了！

忙碌的生活往往使我们忽略并低估了新型冠状病毒所带来的威胁，它最初还被认为是种微小且毫无威胁性的病毒。然而，病例不断地激增，也在世界各地迅速传播，引起全球恐慌。整个世界被这具有毁灭性的新型冠状病毒给震惊了，它不但夺走了上万人的生命，同时也造成全球经济萎缩，让原本“敏捷”的世界突然“静止不动”，随后更以新常态的生活规范改变了世界格局。

所有的考验和冲突都是暂时性的，它将磨练我们成为更优秀的人，这场疫情也是如此，大家一起乐观地面对、无私地奉献。因此，我借此机会对站在前线的抗疫战士和英雄们表示衷心的感谢及赞赏，感谢他们为了防止新型冠状病毒的蔓延，而为国家付出的努力。在此，我必须表扬所有马来西亚人民，大家承担责任，履行义务，并遵守政府发出的标准作业程序。身为马来西亚公民，我感到非常自豪，政府在应对疫情所采取的迅速、明智的行动，再加上大众的配合与支持，赢得了世界的赞誉。

尽管新型冠状病毒的大爆发带来负面的影响，但史无前例的行动管制令却为大家带来更美好的家庭生活，尤其是那些鲜少与家人共渡美好时光的人。此外，电子商务平台也因为行动管制令而蓬勃发展，食物与物品的运送服务需求也持续飙升。新型冠状病毒为世界带来的影响和伤害，将成为大家久远的记忆。

不管情况有多糟，它教会了我们保有韧性、坚持不懈和耐心的真正含义，也让我们能够快速适应当下的情况，以乐观的心态去面对，并采取适当的行动。在此，我想表扬海鹰直销以及传销伙伴，在世界正处于震惊和恐慌之时，你们采取了积极的行动和正面的态度来面对如此巨大的挑战。翻阅网页，看看海鹰直销企业家在行动管制令期间是如何面对此挑战。确实，海鹰直销企业家的能力毋庸置疑！

其实，不论好坏，每件事的背后都让人有所领悟。我们的思想、计划和行动将大大地影响我们所付出的努力之成败。试想，若世界是如此的舒适，我们哪会有创新的思维去迎接挑战呢？

最后，我想引用一句非洲谚语作为结尾：

“平静的大海造就不优秀的水手”

在此，我衷心祝福各位传销伙伴们，愿大家可以创造成功，活出精彩人生。在与他人分享快乐时，自己也快乐！

谢谢。

“人类大脑需要刺激以提升脑部的清晰度及保持脑部的活力。生活中所面对的挑战和艰辛，将激发人们更具批判性和创造性的思维。

The human brain needs stimulation to optimize the sharpness of the mind. The challenges and hardships of life stimulate the mind to think critically and creatively.”

Greetings from Sahajidah Hai-O Marketing!

In the previous issue, I had the pleasure of sharing with you about the largely anticipated year of 2020 and how anxious we were to see how Vision 2020 would turn out. This time I still want to relate about year 2020 because it really went beyond my expectations! No one has ever thought that year 2020 is not only special to the hearts of Malaysians, it is to the world!

I am very fortunate to see how the world has changed and to be able to make comparisons the past with the present. When I was a child and young, the world moved slowly and the time seemed so long. Year after year, the world was gradually rising and running that its agility became so great that as if nothing could slow or stop its advancement. I admit that the hustle and bustle of pursuing the world has caused many people to tire out. However, it's beyond one's comprehension that the "stand still" of the world was finally overcome by a tiny virus that is invisible to the naked eye!

Living a busy life has led us to overlook and underestimate the threat of Covid-19 disease as it was initially considered small, isolated and not at all alarming. However, a surge in cases and rapid spread of the disease worldwide have caused global panic. The whole world was shocked by the devastating Covid-19 outbreak as it claimed hundreds of thousands of lives while contracting the global economy, making the world "stand still" and subsequently transforming the landscape of the world with new norms.

Trials, crosses and conflicts are all temporary to make us a better person, so does the plague where we face it together with optimism, dedication and commitment. Therefore, I take this opportunity to express my heartfelt thanks and appreciation to the Front-Line fighters and heroes who have worked tirelessly to help the country address and prevent the spread of Covid-19. Congratulations to all Malaysians who share their roles and responsibilities and abide by the SOP guidelines. As a citizen of Malaysia, I am proud that Malaysia has gained world acclaim for the swift and wise actions taken by the Malaysian government which has gained the support and cooperation of the people.

Although the Covid-19 outbreak has negative effects, the unprecedented Movement Control Order (MCO) has meant better family times, especially for those who rarely spend time together. There are booming businesses such as e-commerce and soaring demand for food and goods delivery services. Regardless of the effects of the Covid-19 outbreak, the aftermath will remain a lasting memory.

Deep situations teach us the true meaning of resilience, persistence and patience as well as requiring us to adapt quickly and to take appropriate action with an optimistic mind. I applaud the positive attitude and proactive actions taken by entrepreneurs and SHOM while the world was still "shocked" and panicked. Follow the interesting story of how they handled challenges throughout the MCO. Indeed, SHOM entrepreneurs are capable and great!

There is wisdom behind every event, whether good or otherwise. Our thoughts, plans and actions greatly influence the success or failure of our efforts. Imagine, if the world was so comfortable, would our minds be challenged to be creative and innovative?

In conclusion, I would like to quote an African proverb that says,

"Smooth seas do not make skillful sailors."

Finally, I wish great success to all entrepreneurs. May you be happy while making others happy too!

Thank you.

陈凯希 TAN KAI HEE
海鹰集团执行主席
Executive Chairman of Hai-O Group

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光荣退休

Bidding you farewell, TAN SRI!
YOUR LEGACY WILL REMAIN HERE FOREVER

Tasamu Dikenang

Budi yang baik menjadi ingatan

Kenangan terindah tersemat di sanubari



丹斯里奥斯曼卡欣的模范领导，为公司提供了不少见解与观点，而他与陈凯希两位“重量级人物”之间的友谊非常独特，彼此的深厚友谊建立在互相欣赏、互相信任、互相尊重的基础上。

陈凯希更赞扬丹斯里奥斯曼的人际交往能力，以及他的中文表达能力。与此同时，丹斯里奥斯曼形容陈凯希是慷慨、谦虚和友善的象征。他也非常欣赏陈凯希“用人不疑，疑人不用”的领导方式，不以种族的眼光看待大家，这点使到他获得传销伙伴们的尊重，犹如父亲般的爱戴！

海鸥集团是如此的幸运，能够拥有一个经验丰富、具有独特光环的人物与我们在迈向成功的道路上一同写下美好篇章。

谢谢您，丹斯里奥斯曼卡欣！愿您身体健康，事事如意！

The credibility of YBhg. Tan Sri Osman needs no convincing as he has always demonstrated leadership by example. On the contrary, his unique friendship with Mr. Tan Kai Hee is worth mentioning as these two great leaders admire each other.

Mr. Tan Kai Hee praises YBhg Tan Sri Osman's interpersonal skills as well as his Mandarin speaking skills! YBhg Tan Sri Osman on the other hand is impressed with the extreme generosity and humility of Mr. Tan Kai Hee as well as being a supportive icon of goodwill. Mr. Tan Kai Hee's extraordinary personality and impartial leadership have won the hearts of SHOM entrepreneurs so much that they regard him as a father figure!

Indeed, Hai-O Group is fortunate to have received a magical touch of YBhg Tan Sri Osman S. Cassim, a leader of a noble character who has joined us in capturing the wonderful moments as we embark on a winding journey.

Thank you and farewell YBhg. Tan Sri Osman! May Allah bestow you with good health, contentment and blessing!

Semambu dan turi dibawa belayar

Selasih mewangi di hujung dahan

Tasamu Tan Sri tidak terbayar

Tunjungan kasih dan doa mengiringi perpisahan



丹斯里奥斯曼卡欣背景

A brief summary of YBhg Tan Sri Osman S. Cassim

- 在政府部门服务了30年，担任过多个重要职位，例如劳工部、新闻部和内政部秘书长。他最后一个担任的职位是公共服务局局长。

Has served in government service for three decades holding several key positions such as Chief Secretary of the Ministry of Labour, Ministry of Information and Ministry of Home Affairs. His last position was Director General of the Public Service Department.

- 荣获由瑞典政府授予的“极星皇家勋章司令”徽章，表扬他在日本赤军突袭吉隆坡美国友邦保险大厦时，冒险以己作为日本赤军飞往黎波里，利比亚班机的其中一名人质。

Awarded the "Royal Order of the Polar Star" by the Swedish government, commending him for taking the risk of being one of the Japanese Red Army hostages flying to Tripoli, Libya following a raid on the American International Assurance Building in Kuala Lumpur.

- 于2005年1月31日被任命为海鸥集团董事长，与海鸥集团共事至2020年4月30日。

Appointed as Chairman of Hai-O Group on January 31, 2005 and has been with the Hai-O Group until April 30, 2020.



禁止削价

PROHIBITION ON PRICE CUTS

传销商必须遵守商业道德守则。因此，传销商绝对不可随意削价或提高产品价格。这将会直接影响传销商的业务及长期的潜在利润。此外，这行为也将降低产品的价值，导致传销商处于不良的竞争环境。

Distributors must adhere to the Code of Ethics. Therefore, distributors are prohibited from reducing or increasing the product price. A price cut can affect distributors business network and their long-term potential earnings. In addition, it will also undermine the value of the products and cause adverse effects on everyone, thus creating unhealthy competition among one another.



公共网上购物网站之风险

RISK OF PUBLIC ONLINE SHOPPING SITES

海鹰直销从未授权公共网上购物网站销售其产品。

海鹰直销产品只能由授权的分销商、公司指定的存货中心、分行以及海鹰电子商务平台销售。

因此，任何有关在公共网上购物网站购买的产品所面对的品质问题或其他事项，海鹰直销将不承担任何责任。

Sahajidah Hai-O Marketing gives no authorization to public online shopping sites to sell its products.

Products of Sahajidah Hai-O Marketing are only to be sold by authorized distributors, appointed stockists, branches and its home e-Commerce platform.

Therefore, Sahajidah Hai-O Marketing shall not be held responsible for any problems with respect to its product quality or any issues arising from purchases from public online shopping sites.

广告宣传与促销

ADVERTISING AND PROMOTION

传销商禁止声称公司产品可治疗某种特定的疾病。传销商也不可对产品的品质、效果或供应有不确实的描述，而必须依产品标签指示或说明书所述，同时必须声明产品的功效依个人体质而有所不同。

Distributors are prohibited from diagnosing or prescribing our products as a specific treatment or purported cure for any disease or condition. Distributors shall not in any way misrepresent the quality, source of origin or performance of the product other than those set out on the product label or in the company's official literature. Distributors should state that product efficacy may vary depending on individual body conditions.



Announcement

遵守反贿赂和反贪污条例

尊敬的传销商，

海鸥直销有限公司在进行业务时，致力遵守商业道德守则并遵守法律标准，同时秉承海鸥集团的企业价值。

反贿赂和反贪污政策是海鸥集团道德准则的一部分。因此，海鸥直销期望其董事、员工、供应商、传销商和合作伙伴在与公司展开业务的过程中，能在诚信、诚实、开放和透明化方面做出充分的承诺。

公司与旗下子公司对于所有形式的贿赂，都采取零容忍的政策，也不会出于任何目的而贿赂任何人。在执行公司业务时，所有传销商禁止征求、接受、提供或给予任何形式的贿赂。传销商必须参考、了解并遵守《集团反贿赂政策》，包括其中使用的具体政策。

当面对任何企图贿赂或贿赂行为时，被邀请行贿的传销商必须拒绝该提议或征求，并通过 COE@hai-o.com.my 向海鸥直销执法小组呈报。

任何涉及贿赂行为的传销商，无论是提供者或接受者，都将受到公司的严格处分，包括终止传销商籍，并向有关当局呈报。

想了解更多详细的信息，请浏览公司网站 <http://sahajidahhai-o.com.my> 或登录会员平台 <https://member.sahajidahhai-o.com.my>。

谢谢。

COMPLIANCE WITH ANTI-CORRUPTION & ANTI-BRIBERY ACT

Dear Valued Distributors,

SAHAJIDAH HAI-O MARKETING SDN. BHD. (SHOM) is committed to conducting business ethically and in accordance with the law while upholding the Group's corporate values.

The Group Anti-Bribery & Anti-Corruption Policy is part of the Group Code of Ethics. Therefore, SHOM expects the same level of integrity, honesty, openness and transparency being upheld by the Directors, Employees, Suppliers, Distributors and Business Associates when dealing business with SHOM.

The Company and its group of companies have adopted a zero-tolerance approach to bribery and will not pay any bribes to anyone for any purpose. All distributors are prohibited from soliciting, accepting, offering, or giving any form of bribes in the conduct of the Company's businesses. All distributors shall refer to, understand, and comply with the Group Anti-Bribery Policy, including the specific policies referred therein, where applicable.

When faced with any attempted bribery or bribery conduct, a distributor who is offered a bribe or being solicited for a bribe must refuse the offer or solicitation and report to SHOM Compliance at COE@hai-o.com.my.

Any distributor who is involved in a bribery conduct, whether as a giving or receiving party, will be dealt with seriously by the Company, including termination of distributorship and reporting to the relevant authorities.

For more details, please visit Sahajidah Hai-O Marketing's website at <http://sahajidahhai-o.com.my> or log in to member portal at <https://member.sahajidahhai-o.com.my>.

Thank you.

January - April 2020



双钻石经理 Double Diamond Managers



KHOO SU VOON

• CHUAH CHIN HUI • LEE JIA SHY



钻石营业经理 Diamond Sales Managers



CHAN KOOI FONG



WONG YOKE CHAN

• LO SUK FUN • OOI AH LEAN



高级营业经理 Senior Sales Managers



DR TAN JENQ YIH



FOO SIEW LAN



LIM SOI MOI



LIM TOOI CHUAN



SIAW KIN FEI

• CHEN CHAI YUEN • GAU WEE WAH • HII WEI JIUNG
• LOW MEI LAN • NEOW POO CHIEW • SAW BENG HUI



营业经理 Sales Managers



ING KAM FOONG

• CHEN LIN • CHEN PEI WEN • CHIEW LEE KIM • CHIN KAM CHUAN • CHONG BEE KHUAN • CHOO WENG ON • CHOW CHAI LING
• CHUA MOOI CHIM • GOH AH LAN • GOH AH SWEE • JONG NYIONG KEE • KONG SIEW LAN • KUEH LIONG CHEN • LEE WEI CHONG
• LEE YOKE LENG • LIM GIAN PIN • LIM ZHI XUAN • NG CHEE LAN • NG SEE LIM • ONG KHOON YENG • OO KWEI TING
• SEAH CHYE WAH • SIM SIEW KIM • SZE MOU LIN • TAN CHIOK SIM • TAN KAI QI • TANG SWEE FONG • WONG MEE INN

在逆境中寻找 竞争优势

Finding Competitive Advantage in Adversity



挑战是什么呢？它就如海浪不断地撞击岸边一样，是永无止境的。因此，在到达梦想目的地的旅程中，我们必须勇敢地面对波涛汹涌的“大海”。

肆虐全球的新型冠状病毒对社会和各行业而言，无非是巨大的挑战。我们可能无法避免如此严峻的挑战，但我们可以改变面对挑战与困难的方式。正如史蒂芬·科维所说的90/10原则，说的是您生活中的10%是由发生在您身上无法控制的事件所组成，而生活中的90%则由您自己控制与决定。

Just as the waves are constantly crashing on the shore, challenges will never cease to hit the world. So, it is up to us to brave the rough seas in our journey to reach the dream destination.

The devastating Covid-19 outbreak has had worldwide impact. We may not be able to forbid challenges from hitting us hard but we can change the way we face obstacles and difficulties as explained by the 90/10 Principle by Stephen Covey. This Principle explains that 10% of life is made up of what happens to us which we have no control over it. In contrast, the other 90% is different as we can determine and control. How? By our reaction.

让我们看看以下这6名皇冠钻石经理在新型冠状病毒爆发（10%）之后，在行动管制令期间是如何面对此挑战的（90%）。

So, let's see how the 6 CDMs share the story of how they faced the Movement Control Order (MCO) challenge (the 90%) in the wake of the Covid-19 outbreak (the 10%).

- 1) 行动管制令对您的业务有什么影响？
- 2) 在行动管制令期间，您如何应对此挑战呢？
- 3) 在行动管制令期间，您学到什么新技能？
- 4) 在行动管制令期间，您学习并领悟到什么？
- 5) 可否与传销商分享一些激励语录？

- 1) How has your business been affected by the MCO?
- 2) What have you done to address the challenges during the MCO?
- 3) What new skills did you acquire during the MCO?
- 4) What lessons have you learned from the MCO?
- 5) Words of encouragement you would like to give to other entrepreneurs.

叶柯延 KELVIN YAP KIT HO



1. 行动管制令刚开始时，业务有少许影响，因为无法出坡、出国到印尼给讲座，真的很不习惯。过后，我尝试通过上网给培训，帮助很多人可以在网上学习。在这期间，我和组织的业绩不断增长，新加入的传销商人数也增加，对我来说，行动管制令也许来得突然，但同时也是一个转折点。
2. 由于这期间没办法出门，我们唯有通过上网来找资讯，参考网上的课程。这对我来说是一个新尝试，让我了解到原来上网也是一大学问。由于之前较少通过线上学习，所以这对我来说真的不简单。
3. 在行动管制令期间，我们开始学习使用Zoom meeting，学习拍摄视频和示范，也学会了如何将视频上载至YouTube。此外，我们也在网上向老师学习视频剪辑、做直播、灯光及摆设等。
4. 每个人都有梦想及目标，在面对挑战时，试着让自己有动力，自我调整，不断地学习。其实，每个人都能够改变，不要给自己太多的借口，学习并分享。这期间让我领悟到，原来stay at home也可以把生意做得那么大，包括跨国生意。我的印尼组织不单只是在雅加达，而是覆盖整个印尼市场，这就是我在行动管制令期间最大的收获。
5. 每个人绝对不可以给自己太多的借口，没人能够永远地帮助自己，虽然说我们偶尔可以向上线、公司、家人寻求帮助，但这些都是暂时性的。其实，最大的关键是我们自己，我们要不断地学习，并愿意做出改变，自我突破，并勇敢地踏出第一步，方能取得成功。

“成功永远属于那些敢于尝试的人！”

1. When the Movement Control Order first started, there was some slight impact felt on the business because I was unable to travel out of the state and overseas to Indonesia to hold seminars and talks. It was really hard getting used to it. After that, I tried to provide training through the Internet to help others to learn online. During this period, the performance of my team and I continued to grow, and the number of new MLM merchants have also increased. The Movement Control Order might be a sudden occurrence, but it has also been a turning point for me.
2. Since we are unable to go outdoors during this period, we can only find information through the Internet, learning through online courses. This is a new experience for me, and it made me realize that the concept of "online" is also an expertise to be learned. This has been challenging for me because I was not accustomed to learning through online courses in the past.
3. During the Movement Control Order, we started to familiarize and learn to use Zoom meeting, shoot videos and demonstrations, and also on how to upload videos to YouTube. In addition to that, we've also learned more about video editing, live broadcast, lighting and decoration setup from mentors on the Internet.
4. Everyone has their own goals and dreams. When facing challenges, try to motivate yourself, self-adjust and continuously absorb knowledge. In fact, everyone has the capability for change; don't create excuses for yourself and try to learn and share with others. During this period, I realized that even staying at home can bring an increase to my business, and this includes international business! My Indonesian team is not only in Jakarta, but covers the entire Indonesian market. This is my biggest gain throughout the Movement Control Order.
5. We definitely should not create many excuses for ourselves, as no one can help us forever. Although we can occasionally ask for help from our upline, the company, or family members, these in fact are only temporary assistance. In fact, the biggest key factor is ourselves as an entity. We must continue to learn, be willing to change, self-breakthrough, and bravely take the first step towards achieving success.

"Success is reserved for those who dare to try!"

李嘉进 LEE JIA GINN



1. 在行动管制令下，各行各业都受到影响，被迫留在家中的我，并没有因此而停下脚步，逆境中不断的求变，使到我的业务不但没有受到影响反而业绩增加了。
2. 对我而言，最大的挑战就是互联网，一直以来都较善于线下。在行动管制令这段期间，我必须学习如何运用互联网来营运组织。感谢海鹰直销在这期间的配合，推出一系列的产品促销活动，让我们每一个伙伴都能够通过海鹰电子商务平台来操作我们的组织，再加上E-Smart Group精明团队的线上教育培训，让一切简化。
3. 我学习到运用科技的力量，自我突破，在互联网学习做网上直播，并分享教学，使用Zoom线上会议与伙伴开会，还有拍视频、剪辑视频等。
4. 必须要有危机意识，懂得随机应变。凡事都有好的一面，当我们面对问题时要用正面的思维和心态去应对，把危机当成是转机。
5. 0%方法，100%目标。方法可以不断地改变，但目标一定要坚定，方能成就一番大事业！
1. Under the Movement Control Order, nearly every business and industry were affected. Including myself, who was forced to stay at home, did not come to a standstill because of this. I was constantly seeking change and evolving myself in the face of adversity, and as a result, not only that my business was not affected, my performance has increased instead.
2. For me, the biggest challenge is the Internet, as my strengths lies in offline operations. During the Movement Control Order period, I had to learn how to use the Internet to manage my organization. Thanks to Sahajidah Hal-O Marketing's cooperation and assistance during this period, launching a series of product promotion activities, so that each of our partners can operate our organization through the e-commerce platform. In addition to that, we've also experienced the online education and training sessions of E-Smart Group. Everything was simplified due to these activities.
3. I've learned how to harness the power of technology to have a personal breakthrough for myself. I've learned how to perform live broadcasts, share teachings, use the Zoom platform to conduct meetings with partners, and even film and edit videos.
4. We need to have crisis awareness and know how to adapt to changes. Everything comes with a positive side, and when we are faced with a problem, we must respond with positive thinking and mentality, and treat the crisis as a turning point and opportunity.
5. 0% method, 100% goal. The method can be constantly changed, but the goal must be affirmed to achieve your great cause!

陈琦霖 TAN KI LIM



1. 行动管制令对我的业务没造成什么影响，反而还让我的顾客群懂得学习开始网上购物。
2. 在行动管制令这段期间，我们E-Smart Group精明团队召开核心组员会议，开始探讨应对方案。其中一个策略就是把之前所做的产品讲座会或是一些团队内训换成在线上进行，通过Zoom这个平台解决我们一直苦恼没办法在线下聚会的问题。
3. 我学会了如何制作PPT、设计图等，还有如何让一些年纪较大的顾客群也可以轻松掌握在线上平台订购货物。现在的我更懂得善用时间，因为在行动管制令这期间，我们根本没有松懈，反而实行了更多的运作模式，让业务持续进行。
4. 我觉得业务本身一定要线上线下并重，双方面互相配合，就非常完美。
5. 不管在什么情况下，若您想突破自我，改变现状，必定有方法。成功取决于99%心态和1%的技巧，也就是说态度决定您的一切。

1. The Movement Control Order did not have any impact on my business. Instead, it resulted in my customer base starting to learn how to start shopping online.
2. During the Movement Control Order period, our E-Smart Group held a core team member meeting and began to discuss countermeasures. One of the strategies is to replace the previous product seminars and team internal trainings with online ones. With the use of the Zoom platform, we are able to solve the problem that we have been worrying about, which is not being able to gather and meet up each other.
3. I learned how to create PowerPoint slides, design graphics, etc. I've also managed to guide some older customers on how to easily order goods on the online platform. The current version of me is better at utilizing my time, because during the Movement Control Order, we did not relax at all. Instead, we implemented more modes of operation in order to keep our business going.
4. I feel that the business itself must pay equal attention to both online and offline, as the two factors cooperate perfectly well with each other.
5. No matter what the situation is, if you want to breakthrough yourself and change the status quo, there is always a way. Success depends on 99% positive mentality and 1% skill, and that attitude determines everything about you.

赖明瑜 LAI GEAT EE

1. 行动管制令来得突然，让我有点不知所措，因为突然的封城导致业务的运作受影响，得不到线下顾客的生意。
2. 在行动管制令期间，我只好接受挑战，勇敢面对，努力适应新常态，并做出调整。
3. 在这期间，我学习到如何将线下活动改去线上活动，充分运用电子产品来进行业务。我现在活跃于社交媒体，我在面子书的《渝姐菜肴》直播主要是使用海鸭直销产品来烹饪，全力推广免疫菜肴，这样一来可以让更多的家庭拥有健康幸福的生活。
4. 我非常感恩海鸭直销的栽培，让我们能够学习新东西，也领悟到唯有不断地学习，知行合一，才能把自己变得更强大。
5. 其实我只不过是一个家庭主妇，我想与大家分享的是，当我们面对挑战时，只要勇于接受挑战，对自己的事业负责，对自己有信心，没有什么事是办不到的。



1. The Movement Control Order happened so suddenly, and I was at a bit of a loss, due to the restrictions and sudden closure of the city had affected the operations of my business as I was unable to receive business from offline customers.
2. During the Movement Control Order, I had no choice but to accept the challenges, face them bravely, try to adapt to the new normal, and make adjustments accordingly.
3. During this period, I've learned how to transform my offline activities into online activities as I make full use of digital products to conduct business. I am now more active on social media. My live broadcast of "Sister Yu's Dishes" on Facebook mainly uses Sahajidah Hai-O's products to cook and promote immunity strengthening focused dishes, so that more families can have a healthy and happy life.
4. I am very grateful for the guidance provided by Sahajidah Hai-O, which allowed us to learn new things, and realize that only by continuously learning, a unity of knowledge and action can be achieved and thus, allowing us to become stronger.
5. I am just a housewife. What I want to share with everyone is that, whenever we are faced with challenges, as long as we have the courage to accept the challenge, be responsible for our own business, and have confidence in ourselves, nothing is impossible and beyond our reach.

5个提升面子书帖文的写作技巧

Writing Tips to Upgrade your facebook posts

每个社交媒体平台经常调整其规则和演算法，您可能觉得越来越难去吸引目标观众的关注与参与。若您要在面子书获得成功的转化率，有效及具有吸引力的内容是至关重要的。它除了可以与目标观众建立更多的互动以外，也让面子书可以更好地向更多人推荐您的帖文。

参考以下秘诀，让您的面子书帖文或广告更具吸引力！

Social media platforms are always changing their algorithms, and you might feel that it gets harder to capture more attention and engagement from your target audience. Effective content writing is crucial to having a successful conversion rate on Facebook, as it generates more engagements and allows Facebook to better recommend your posts to more people.

Upgrade your Facebook posts or ads with these simple tips!



Sahajidah Hai-O Marketing Sdn Bhd

1 July at 9:00 AM •

...

3

使用数字
Use numbers

上班、做饭、照顾孩子和打理家务是超级妈妈们的日常生活。日常奔波于职场与家庭生活中，您一天可能只剩下3-4个小时的空闲时间。

1,3

4

即使您没时间到健身房，但身为一名超级妈妈，您值得拥有苗条的身材和健康的体魄！这是您的权利！
让我们告别脂肪和背部疼痛，与Premium Beautiful成为一名超级辣妈吧！想获得一套属于您的调整型内衣？点击“Send Message”以立即获取促销！

5

具吸引力的
第一个句子
Attractive first
sentence

2

3

使用数字
Use numbers

Going to work, cooking, taking care of the kids and the house is the daily life of the super mom. You might only have 3-4 hours of free time left in a day.

1,3

4

But a super mom deserves a slim figure AND a healthy body, even without the time to hit the gym regularly!

5

Say goodbye to fats and back aches and hello to being a Hot-Momma with Premium Beautiful! Want to get your PB set? Click the Send Message button below and grab the promotion right now!

#PremiumBeautiful #Corset #Health



PREMIUM BEAUTIFUL

slim
ATAU
sihat?

5



TAHUKAH ANDA?

Premium Beautiful sebenarnya memiliki:

70% FUNGSI KESIHATAN

30% FUNGSI KECANTIKAN

3

使用数字
Use numbers



668

100 comments 253 shares

Send Message

Like

Comment

Share

1

使用适当的语言 Speak their language

您在LinkedIn为高级管理人员撰写的帖文与在面子书为新手妈妈撰写的帖文的阅读方式将大为不同。

注意您编写内容的方式，并确保内容可以与目标观众达到共鸣。

这将有助于向他们表明您真正对他们的了解，也清楚知道他们所面对的挑战，并帮助建立之间的情感联系。

A post you write on LinkedIn for senior-level executives will read very different to a post you write on Facebook for new moms.

Take note of the way you write your content, ensure your content resonates with your audience.

This will help to show them that you truly understand them and their challenges, and helps build an emotional connection with them.

2

内容保持简短 Keep it short and simple

时间是宝贵的，因此人们最重视的就是时间。忙碌的人不喜欢阅读冗长的文章。若您希望可以引起观众们的关注，那您就必须证明自己非常珍惜他们的时间。

帖文的内容以简短为主，两三个句子即可。您可以使用相关的媒体如图像或视频，以提升您的内容，简短但足以激发观众们的好奇心。

People value their time. If you want your audience to give you their attention, you need to show that you value their time also.

Keep your posts short, with only two or three sentences. Use relevant media (images/videos) to further enhance your posts and give depth to your content without more sentences.

4

对我有什么好处？What's in it for me?

大家对广告比较注重的是“它对我有什么好处？”。

广告的重点该注重于产品对顾客的价值，而不是产品本身有什么好处。您的帖文内容应该要让观众们知道他们可以从中获得什么好处。所说的好处，可以包括极大的节省、健康益处，亦或是为他们的日常生活增值。

务必让他们知道若错过了这个帖文，他们将会错过什么！

Ads are all about WIFM (What's in it for me?) and it is even more relevant with media and content being more and more saturated.

Focus on the value to your audience instead of the product itself. Your post should be able to answer the question "What's in it for me?", where you should let your customer know, what and how will they benefit from your offers. It may be great savings, health benefits or even increased value to their daily lives.

Make sure to let your customers know what they are missing out on!

与观众群建立对话 Create a conversation

最后，尝试与观众建立对话。对话可建立彼此间的情感联系。通过能够与观众产生共鸣的话题或主题，引起他们的兴趣后，再进入您的内容。

Last but not least, try to create conversations with your audience.

Conversations form an emotional connection. With a topic that resonates with your audience, you can get them to start engaging with your content with the right questions.

3

吸引他们的注意力

Capture their attention

“人类平均的注意力跨度为8秒，竟比金鱼还要短”。随着社交媒体的兴起，我们的注意力范围也渐渐地缩小了。

您可尝试在3至8秒之内，以一个好标题吸引观众群的注意力。帖文的第一句话也非常重要，因为它将吸引观众们继续看下去。

此外，数字的使用可以抓人眼球，在众多的文字中出现数字，能够引起观众的好奇心。数字和图表也让他们一目了然，可以更容易、更迅速地掌握帖文内容。

"The average human attention span is 8 seconds which is shorter than a goldfish." Our attention spans are shrinking and it is evident with the rise of social media.

Focus on capturing your audience's attention with a good headline in 3-8 seconds. The first sentence will be important to get them to continue engaging with your post.

You can also use numbers to make your content look more "concrete". Numbers and figures also create tangible metrics that your audience can grasp faster.

5

5

大增强免疫力的贴士
tips to
boost immunity

免疫力是我们捍卫
健康的**最强武器**

Our **BEST** weapon –
A HEALTHY
immune
system

摄取益生元和益生菌

**INCREASE PREBIOTIC AND
PROBIOTIC INTAKE**

益生元和益生菌有效促进肠道菌群平衡，从而帮助
免疫细胞发挥作用。

A healthy level of prebiotic and probiotic helps
to **build a flourishing network of gut bacteria**,
which helps immune cells to work.



充足优质的睡眠

**GET ADEQUATE AND
QUALITY SLEEP**

充足和良好的睡眠质量可以增强
并激活免疫细胞抵抗病毒。

Getting quality sleep with a
good night's rest **strengthens and
activates immune cells** to
fight viruses.



03 摄取辅助免疫力的食物以补充营养

INCREASE NUTRIENT INTAKE WITH IMMUNE-BOOSTING FOOD

大蒜中的**大蒜素**有效增强身体遇到病毒时的抗病能力；竹盐含有**亚硫酸氢**、**矿物质**和**微量元素**，有助于增强免疫反应。

Garlic contains **allicin** which boosts disease-fighting response in body when they encounter viruses. Bamboo salt contains **hydrogen sulphite, minerals and trace elements** that help enhance immune response.



04 摄取适量的糖分

MAINTAIN A HEALTHY LEVEL OF SUGAR INTAKE

摄入过量的糖分会导致**肥胖**和提高患上**糖尿病**和**心脏病**等慢性疾病的**风险**，从而抑制我们的免疫系统。

High sugar intake is linked to a higher risk for **obesity** and chronic diseases such as **diabetes and heart disease**, all of which can suppress our immune system.



05 定期运动

EXERCISE REGULARLY

运动有助于促进人体**免疫细胞**再生，并使我们的免疫系统保持在**健康**的状态。

Moderate exercise boosts our body to **regenerate immune cells** regularly and keeps our immune system in a healthy state.



Special Promotion
1/7 ~ 30/9/2020

*Marine
essence®*

FREE

MARINE ESSENCE
Toiletry Bag Set

9641



9682

With any
purchase of
MARINE ESSENCE
products worth
RM300 and
above



首个结合了创新技术与天然植物成份如竹盐、普洱及其它有机成份的个人护理系列，能帮助您与家人保持干净及健康。

独特配方呵护全家人的健康。

- * 由独特的天然植物成份配制而成
- * 富含有益矿物质
- * 强效的抗氧化剂

The first-ever personal care range that blends innovative technology with natural botanical ingredients such as Bamboo Salt, Pheno-SFE™ and other organic ingredients, leaving you and your family clean and healthy.

Exclusive blend of beneficial ingredients for you and your family.

- * Unique blend of natural & botanical ingredients
- * Abundance of nourishing minerals
- * Powerful antioxidants



47001
**Marine Essence Beauty Bar
(100g x 3 bars)**

PV: 93 BV: 54

West Malaysia
DP: 93.30

East Malaysia
DP: 95.30



47004
**Marine Essence Bamboo Salt
Toothpaste (100g)**

PV: 17 BV: 10

West Malaysia
DP: 16.90

East Malaysia
DP: 19.90



47003
**Marine Essence
Bamboo Salt Nourishing
Body Wash (250ml)**

PV: 29 BV: 17

West Malaysia
DP: 29.20

East Malaysia
DP: 32.20



47002
**Marine Essence
Bamboo Salt Nourishing
Hair Shampoo (250ml)**

PV: 29 BV: 17

West Malaysia
DP: 29.20

East Malaysia
DP: 32.20



47005
**Marine Essence
Bamboo Salt Nourishing
Hair Conditioner (200ml)**

PV: 31 BV: 18

West Malaysia
DP: 31.10

East Malaysia
DP: 34.10



47006
**Marine Essence Bamboo Salt
Nourishing Body Scrub (200ml)**

PV: 37 BV: 19

West Malaysia
DP: 36.70

East Malaysia
DP: 39.70

Special Promotion
1/7 ~ 30/9/2020



Mix & Match 3 Boxes

43006PH



03073



43012

Panty Liner
(6 packs / 180 pads)

PV: 142 BV: 75

West Malaysia East Malaysia
DP: 141.50 DP: 144.50



43011

Day Safe
(6 packs / 60 pads)

PV: 130 BV: 70

West Malaysia East Malaysia
DP: 130.10 DP: 133.10



43013

Night Safe
(6 packs / 48 pads)

PV: 130 BV: 70

West Malaysia East Malaysia
DP: 130.10 DP: 133.10



Bio Seleza® 卫生棉具有8项独特优势，为您提供全天最佳的健康保障。

- * 抗菌
- * 吸收能力特强
- * 优越的全面防漏保护设计
- * 柔软的棉质表面
- * 透气底层
- * 超薄
- * 采用无毒材质，对皮肤温和
- * 最佳的卫生防护

With added 8 unique benefits, Bio Seleza® promotes optimum health protection for you throughout the day.

- * Anti-bacterial core strip
- * Hyper absorption
- * Superior all-round leak guard design
- * Velvety soft cotton surface
- * Microporous and breathable back layer
- * Ultra slim
- * Non-toxic & skin-friendly
- * Maximum hygiene protection



43006

Mixed

(Day Safe x 2, Night Safe x 1,
Night Safe - Extra Long x 1,
Panty Liner x 2)

PV: 134 BV: 71

East Malaysia

DP: 133.90

East Malaysia

DP: 136.90

叶绿素7大效益

7 Proven Benefits of Chlorophyll



保持身体水分充足¹
Keeps body hydrated¹



“体内除臭剂”
有效去除口腔臭味²
Acts as deodorant to
eliminate bad breath²



排毒²
Detoxifying our blood²



刺激体内红血球生产³
Stimulates production of
red blood cells³



改善血液流动³
Improves blood flow³



增加体内氧气输送³
Aids in transport of
oxygen to cells³



去除体内自由基以防止肌肤衰老⁴
Enhances youthfulness
by fighting off free radicals⁴

参考文献 / Reference

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2. Mishra, V. K., et al. (2011). Medicinal uses of chlorophyll: A critical overview. Chlorophyll: Structure, Production and Medicinal Uses, (January), 177-196.
3. Chauhan, M. (2014). A pilot study on wheat grass juice for its phytochemical, nutritional and therapeutic potential on chronic diseases. International Journal of Chemical Studies, 2(4), 27-34.
4. Hsu, C.-Y., et al. (2013). The Antioxidant and Free Radical Scavenging Activities of Chlorophylls and Pheophytins. Food and Nutrition Sciences, 04(08), 1-8. <https://doi.org/10.4236/fns.2013.48a001>

Special Promotion
1/7 ~ 30/9/2020

产品促销 / Product Promotions 20

BB+GLO

Transform your skin from within

Save **RM123** with the
Double Beauty Combo

Buy 2 @ **RM287**
08053PD

BB+GLO

Mixed Collagen With Blackcurrant Drink
Campuran Minuman Kolagen Dengan Blackcurrant

Net Weight / Berat Bersih: 20 Sachets x 15g

**30%
OFF**

7天 吃出少女肌

GLOW in just 7 DAYS

7

天, 更均匀、灿烂和红润的肤色!
天, 皱纹消失了!
天, 再也没有黑斑!
天, 让您迎接清新、年轻、富有弹性的肌肤!

days, rosier, glowier, more even-toned!
days, no more wrinkles!
days, no more dark spots!
days, say hi to a refreshed, youthful & plump skin!

PV: 287
BV: 158
West Malaysia
DP: 287.00
East Malaysia
DP: 293.00

** 需符合条文 / Terms and conditions apply



Bio Velocity
Sleep Mate

BUY 2 @ RM1999

Normal Price: RM2,807.40 (2 units)

CASH BACK RM140



62001PD

POWER UP
your quality
sleep
提高睡眠质量



充足的睡眠有助于增强T-细胞
T-细胞是免疫系统中一个重要的免疫细胞。它能消除引起疾病的细菌、病毒和微生物，以保护人体。因此，激活此免疫细胞对于抵抗病毒至关重要。

Adequate sleep strengthens T-cells
T-cells are important immune cells which help eliminate disease-causing bacteria, viruses and microorganisms. Therefore, the activation of T-cells are essential for fighting viruses.

PV: 1999

BV: 960

West Malaysia

DP: 1999.00

East Malaysia

DP: 2019.00

Special Promotion
1/7 ~ 30/9/2020

产品促销 / Product Promotions 22

BIO-EVOLVE™
WATER PURIFICATION SYSTEM

Purity you can trust



创新的四阶段过滤系统
Innovative 4-Stage Filtration
System



更优良的水质
Improved water quality



去除99.99%细菌和杂质
Remove 99.99%
bacteria and impurities



低维修费用
Low maintenance cost

Now at
RM1299
(NP : RM2441.50)

**46%
off**



PV: 1299
BV: 455

West Malaysia
DP: 1299.00

East Malaysia
DP: 1319.00

06015PB

* 需符合条规 / Terms and conditions apply



MIX & MATCH JTX MOTOR OIL (ANY VARIANT)



* API SN/CF,
SAE 10W-40

* API SL/CI-4,
SAE 15W-50

- 美国配方
USA formula
- 采用极压和抗磨损剂(EP/AW)
Fortified with EP/AW additives



01039PH

BUY 2
JTX 1000 (4L)

ANY VARIANT

FREE SPORT TOWEL



9680



01039PI

BUY 4
JTX 1000 (4L)

ANY VARIANT

FREE SPORT BAG



9681

* 需符合条规 / Terms and conditions apply

Special Promotion
1/7 ~ 30/9/2020

产品促销 / Product Promotions 24



Breast Care Special

Save RM **499.90**

Buy any
PB Long Brassiere @ **RM399**
(Original Price: ~~RM858.40~~)



PB Natural Wash
(worth RM40.50)



PB Elegance
Long Brassiere
14301PA

PV: 399
BV: 180

West Malaysia
DP: 399.00

East Malaysia
DP: 401.00



PB Classic
Long Brassiere
14201PA



瞬间抚平腹部和背部脂肪
Flattens tummy and back fat
Instantly



采用纳米远红外线技术,
促进血液循环
Enhanced with Far Infrared
(FIR) for blood circulation



瞬间托高、支撑及紧实胸部
Lifts, supports & firms breast
Instantly



宽后背设计告别副乳和
背部赘肉
Wide back panel prevents
bra bulge

• 促销产品不能更换或退还, 可要求更换尺码。所有尺码更换必须在单据发出后的三个月内进行。

• Promotion items are NOT exchangeable or returnable, except for size exchange. All size exchange must be done with THREE months (3 months) from the invoice date.

* 需符合条文 / Terms and conditions apply



**关注海鸥直销
以获取最新资讯
Stay updated
with SHOM**

订阅我们的Telegram频道以获取最新的产品、促销资讯！
Get the latest product updates, promotions & announcements on our Telegram channel!

SUBSCRIBE

<https://t.me/SahajidahHaiOMYofficial>

**切勿错过！
Don't miss it!**

关注我们的Instagram以获取最新资讯及促销、产品资讯、竞赛和教程！
Follow us on Instagram for the latest updates & promotions, product info, contests & tutorials!



sahajidah.hai.o



+FOLLOW

**关注海鸥直销
以获取最新资讯
Stay connected with SHOM**

关注我们的面子书官方专页以获取最新的促销、产品资讯、竞赛、活动与分享！
Stay updated with the latest promotions, product info, contests, events & sharings on our Facebook page!



Sahajidah Hai-O Marketing



**想知道更多有关海鸥直销的资讯？
Want to know more about SHOM?**

立即订阅我们的YouTube频道以获取最新的教程、食谱、竞赛与挑战和产品资讯！
Subscribe our Youtube Channel today for more info on tutorials, recipes, challenges & product info!



Subscribe



Sahajidah Hai-O Marketing

Special Promotion

需符合条规 / Terms and conditions apply:

- 促销有效期于2020年7月1日至2020年9月30日，
- 促销产品不能更换或退还。
- 促销产品必须开在同一张单据。
- 所有产品必须开在同一张单据。
- 公司具有更改、调整或停止促销的最后决定权。
- 促销产品不能更换或退还。
- Promotion is valid from 1 July to 30 September 2020, while stocks last.
- All products must be issued in the same invoice.
- The Company reserves the right to change, adjust or stop this promotion.
- Promotion items are NOT exchangeable or returnable.

Premium
Beautiful

360 THERA
TECHNOLOGY OF KOREA

收腹暖宫·提臀纤腿

FLATTENS BELLY & WARMS ABDOMEN
LIFTS BUTTOCKS & TONES LEGS

结合健康和塑身设计

全方位养生享瘦

*Uniquely designed to simultaneously
deliver functional benefits while
providing great shape and contour.*

四大必选理由

4 REASONS to choose

Premium Beautiful 360 Thera Pants

- 抚平腹部赘肉，塑身效果不反弹
Flattens belly and provides long-lasting
contouring effect
- 提拉臀部脂肪，塑造理想蜜桃臀
Instant transformation from saggy to curvy buttocks
- 远红外线促进血液循环
Enhanced with Far Infrared Ray (FIR) technology
to promote blood circulation
- 活磁能量石激活穴位
Beaded with magnetic crystals at specific acupoints
to promote healing and relieve muscle pain

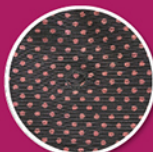
细节决定品质 SPECIALLY TAILORED WITH THE FINEST QUALITY



国际顶级材质
美国360°锁脂面料
World-class material
Superior 360° Fat-Locking
Fabric from USA



全天候冰凉干爽
日本超细纤维冰凉面料
Cool to skin
Layered with Ultra-Fiber
Cooling Fabric from Japan



科技锁温
韩国远红外线
Promotes blood circulation
Enhanced with FIR Nano-Dot
Technology from Korea



3D剪裁设计
一秒翘臀
Ergonomic 3D design
Lift your buttocks instantly



贴身不勒腹不卷边
腰带宽达5.5公分
Wide waist band
5.5cm wide waist band
prevents roll-down



秒脱设计，轻松如厕
前幅拉链
Easy wearing design
3 pairs of hook-and-eye and a zip
makes it much easier to wear



弹力十足
面料柔软
Highly elastic
Elastic yet soft, 3x softer



速干排汗
超强透气
Quick dry and breathable
6x better perspiration



90kg

75kg

Nurul Suahidah Hassan

“

短短5个月内就瘦了15公斤! Thera Pants让我轻松瘦身!

Lost 15kg in just 5 months! Thera Pants makes slimming so much easier!”



Murni Hayati

“

穿上Thera Pants后瞬间减磅! 如今,在镜头前我更自信了!

Slim & shape instantly with Thera Pants! I'm more confident to pose in front of the camera now!”

“

前往朝觐时没有膝盖疼痛的问题,我还可以舒适地完成遥远的旅程。就连带领信徒进行朝觐的宗教教师都向我借穿 Thera Pants,而回国后她马上购买一件给自己!

No knee pain at all during my trip to Umrah and I can walk a long journey without any leg pain! I even lend my Thera Pants to Mutawif who brought Muslims to Umrah and she bought it immediately once she is back to Malaysia.”

Hajjah Rahimah

“

刚刚生完第三个孩子就穿Thera Pants坐月子,在短短几个月内我就瘦了两个尺码!

After giving birth to my third baby, I wore Thera Pants during my confinement period. I slim down 2 sizes within months after delivery!”

Hedrawati Abu Bakar

“

非常舒适,适用于任何场合。超级适合我这种热爱运动,经常跑步和健身的人。

Super comfortable, can be worn for many activities. Very suitable for people like me, who is actively engaged in sports, jogging and gym activities.”

Wanie Zaaba



延长促销期 Extension of Promotion Period

7月 July - 9月 September 2020

只需购买1件 Buy 1 piece

(最低 From **RM599** x 1) *

+ 任何价值超过RM400的海鸥直销产品

+ Any SHOM products worth more than RM400

将获得 Get

1. RM70现金回扣 / RM70 rebate

2. 价值RM100的产品优惠券 / Product voucher RM100

* B-Xtra优惠价 / B-Xtra promotion price



Promotion code : 12401BXP



研究显示, 长期暴露于电磁辐射的

男人可能会面临:

Men exposed to cell phone radiation
all day may experience:

- 42%

精子数量减少
Sperm count reduction
(Argawal et al., 2008)

- 34%

精子活力降低
Sperm viability reduction
(Argawal et al., 2008)

+ 28%

腺肿瘤风险提升
Increase in risk of developing gland tumor
(Prasad et al., 2017)



Infinence男士防辐射平角裤可随时随地保护您的私密区域—无论是工作、运动还是休闲。
Protect your intimate area with Infinence Men's Radiation Protection Boxers at anytime and anywhere - for work, sports and leisure.



透气—全日清爽体验
Breathable
- refreshing through the day

由莫代尔纤维、银纤维
和冰凉面料制成
Made from **Modal Fibre,**
Silver Fibre and
Cooling Fabric



3D无缝立体设计
— 贴合身体曲线及提臀
Seamless 3D design
- fit and hip-hugging



除臭
Anti-odour



减少电磁辐射高达99%
Anti-EMF radiation
up to 99%



抗菌
Anti-bacterial



柔软及快干
Soft,
dries quickly



延长促销期

Extension of Promotion Period

7月 July - 9月 September 2020

Infinence Men's Radiation Protection Boxers

**买 3
BUY 3**
(RM199 x 3 = RM597)*

+

任何价值超过RM400的
海鸥直销产品

Any SHOM products worth
more than RM400

将获得 GET

- RM70现金回扣 / RM70 rebate
- 价值RM100的产品优惠券 /
Product voucher RM100

节省高达
saving
up to
RM228

* B-Xtra
优惠价
Promotion Price
(WM) RM597
(EM) RM606
原价 **RM825**
Normal price
36001BXP

TESTIMONIALS

“非凡的平角裤
Infinence 男士防辐射平角裤是最佳的选择。
面料柔软和舒适。
提升精力，人也不累了。
自信心提升。

Infinence Men's Radiation Protection Boxers is the best!
The material is soft and comfy when worn.
I feel more energized, active and confident!”

Sakin.A



“布料轻柔、舒适、防臭。
The material is soft and cool to the touch.
It's so comfy and it does not smell as well!”

Suami Cikgu Su



infinence

修护精华液，给您完美的肌肤

Treatment Serum

- the "Life-Saving" Hack for Perfect Skin

Infinence 修护精华液系列采用特殊配方特制而成，含有来自法国的活性植物细胞和多种天然植物提取物，可帮助改善各种皮肤问题。

Infinence Treatment Serum - a specially formulated treatment serum containing active plant cells from France and a variety of natural plant extracts to address various skin problems.



INFINENCE 水亮保湿精华 INFINENCE AQUA RADIANCE HYDRATING SERUM

- 临床证明 / Clinically proven:
 - 滋润肌肤长达24小时 / Hydrate skin up to **24 hours**
 - 皮肤水分+72% / Skin moisture **+72%**
 - 改善肤色+30% / Skin tone **+30%**
 - 皮肤瑕疵-31% / Skin imperfections **-31%**
- 保湿、治愈、舒缓和保护您的肌肤 / Hydrates, heals, soothes and protects your skin



INFINENCE V型紧致精华 INFINENCE V-PERFECT SHAPING & LIFTING SERUM



- 即时V型效果 / Instant V-shape effect
- 使您的下巴更紧致 / Instant lifting and firming of jawlines
- 临床证明 / Clinically proven:
 - 皱纹面积-27% / Wrinkle areas **-27%**
 - 色斑-27% / Brown marks **-27%**
 - 肤色均匀度+30% / Skin uniformity **+30%**

INFINENCE 抗痘护理精华 INFINENCE BLEMISH CONTROL TREATMENT SERUM

- 控制皮脂分泌、紧缩毛孔、重组和滋润您的肌肤 / Controls sebum production, minimizes pores, restructures and moisturizes your skin
- 临床证明 / Clinically proven:
 - 皮脂分泌-19% / Sebum secretion **-19%**
 - 亚光效果长达6个小时 / Matte effect up to **6 hours**
 - 毛孔-50% / Pore size **-50%**
 - 皮肤水分在24小时内增加达40%；28天内则增加67% / Increase skin hydration by **40%** in **24 hours** and by **67%** in **28 days**





延长促销期 *Extension of Promotion Period* 7月 July - 9月 September 2020



02829BXP

- Infence 水亮保湿精华 Infence Aqua Radiance Hydrating Serum
- Infence 祛痘护理精华 Infence Blemish Control Treatment Serum
- Infence V型紧致精华 Infence V-Perfect Shaping & Lifting Serum

Infence Treatment Serum

凡购买3瓶

BUY ANY 3 BOTTLES

(RM199 x 3 = RM597)*


任何价值超过RM400的海鸥直销产品
Any SHOM products worth more than

RM400

将获得GET

① RM70 现金回扣 / RM70 rebate

② 价值RM100的产品优惠券 / Product voucher RM100

*B-Xtra 优惠价 / B-Xtra promotion price

TESTIMONIALS



之前 / BEFORE

之后 / AFTER

Norfahzariha Binti Darus

31 years old, Gombak

“在这之前，我的肤色暗淡无光。试用了这两种精华液后，我的朋友告诉我，这就像“新皮肤”。皮肤毛孔缩小了，塑形和提拉效果也很棒。Before this, my skin tone is kind of dull. After I have tried out these two serums, my friend told me it is like “new skin”. Even the skin pores are tightened and its shaping and lifting effect are great.”



Infence Blemish Control Treatment Serum + V-Perfect Shaping & Lifting Serum

使用期限 / Duration of use:
少过3个月 / Less than 3 months

Nurul Huda Bt Mohd Safri

24 years old, Batu Caves

“皮肤更柔软，痘疤消失了。它也帮助消除青春痘。”

My skin is softer and the acne scars are all gone. It also helps my skin to recover from acne.”



Infence Blemish Control Treatment Serum

使用期限 / Duration of use:
少过3个月 / Less than 3 months


之前 / BEFORE

之后 / AFTER



之前 / BEFORE

之后 / AFTER

Aiman Syakirin Bin Zamzury

19 years old, Malacca

“尽管尝试各种产品，我的青春痘问题仍然很严重。使用Infence精华液后，效果十分满意，一直使用至今并与其他Infence护肤品一起使用。”

My acne problem is severe and there is no sign of recovery despite trying various products. Infence Treatment Serum is very effective, I continue the product with other Infence skincare.”



Infence Blemish Control Treatment Serum

使用期限 / Duration of use:
6个月 / 6 months

免费加入
Join for **FREE**

购买海鸥直销产品价值
Upon purchase of
SHOM products worth

200PV

(于同一张单据 / in a single invoice)

或
OR

付
Pay **RM47**

以成为会员，并获得*
to JOIN & GET*

1盒价值RM61.75
的BB+Glo 5's

1 unit BB+GLO 5's
worth RM61.75



08053SMSKF

新会员促销 New Member Promotion

为什么要加入我们呢？

Why join us?

• 会员优惠价格！Member only discounted prices!

• 独家的会员促销和活动！

Exclusive member promotions and campaigns!

• 每次购买均可获得 BV & PV！Get BV & PV for every purchase!



e

会员更新优惠
Membership Renewal Promotion

网上更新会员籍
e-Renewal
1年 / 1 YEAR



免费
FREE

+

仅限会员的E-特刊
E-Futuristik
Distributor Issue

RM33

网上更新会员籍
e-Renewal
2年 / 2 YEAR



免费
FREE

+

仅限会员的E-特刊
E-Futuristik
Distributor Issue

RM66

网上更新会员籍
e-Renewal
3年 / 3 YEAR



免费
FREE

+

仅限会员的E-特刊
E-Futuristik
Distributor Issue

RM99

* 产品可在下次购买时兑换。
* Redemption can be made at the next purchase.