

BE Insight

JULY / 2022

Discover New Global
OPPORTUNITY



Half a Decade *of* BElieving

We celebrate as BE International turns 5 this year! It's been half a decade of perseverance, determination, and passion, and the results are plain to see. BE is now present in multiple countries around the world, bringing our quality healthcare products to those who need it most.

Let's take a trip down memory lane to see how all this began! As is the beginning of all great empires, it started with a dream.

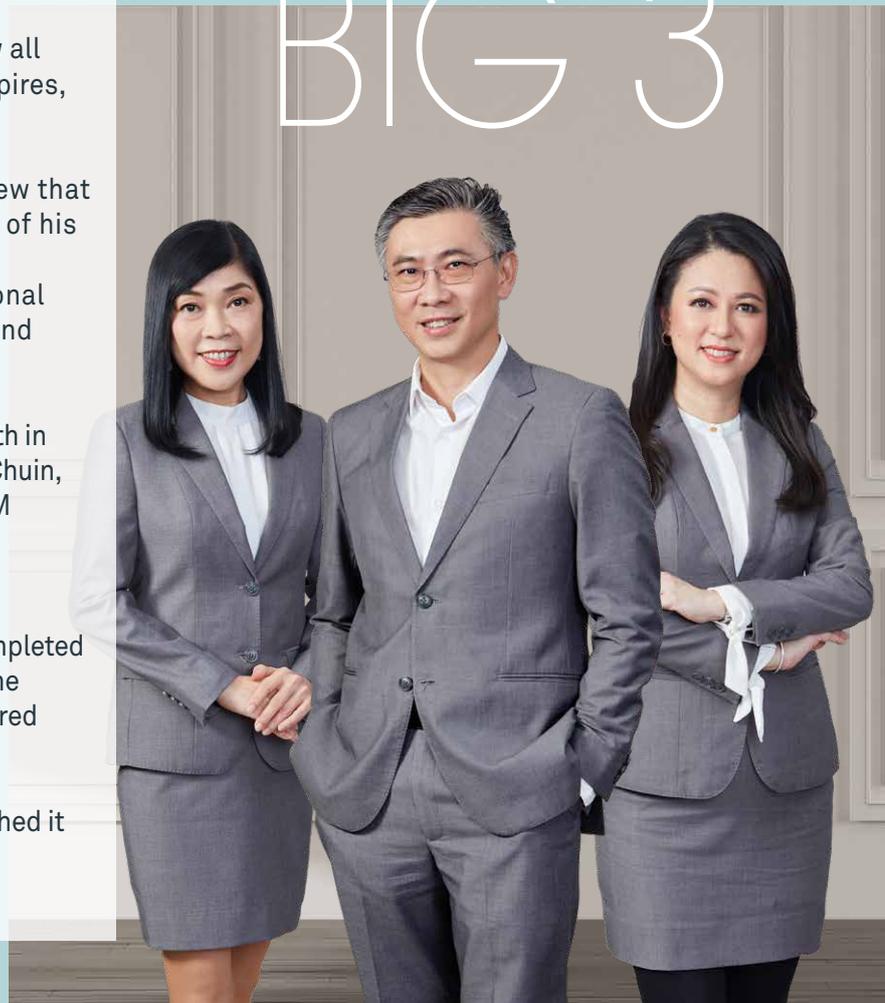
Ir. Lee Suet San, a certified civil engineer, knew that creating and building would always be a part of his life. He went from creating and building civil projects to creating and building a multinational business, inspiring people all over to chase and achieve their dreams too!

Alongside Ir. Lee, is a truly impressive partner, both in business and in life. This is co-founder Ho Huey Chuin, a self-made millionaire that is well versed in MLM businesses and an inspiration to many young entrepreneurs of today.

Just like the three musketeers, Karen Leong completed the trio of founders. Known as the "Iron Lady", she has the impressive achievement of having nurtured more than 21 millionaires to date.

Together they founded BE International and pushed it to achieve its current status.

The BIG 3



BEyond Eternity

Over the years, BE has grown and matured. Part of the reason for this has to do with its ability to hang on to its roots, its driving beliefs, all while adapting to the everchanging environment that makes BE unique among the many.

To believe in BE is to believe that sustainability and trust should be driven by unity and teamwork, fuelled by passion, and executed with the innovating and ever evolving capabilities of the human will for the betterment of yourself and others. Discover new global opportunities right here with us at BE International!



BE The Legend Convention

Date: 20th August 2022

Time: 6:30PM – 11:00PM

Venue: KLCC Convention Centre, Plenary Hall

Dress Code: Black Tie

BE Expo 2022

Date: 20th-21th August 2022

Time: 10:00AM – 1:30PM

2:00PM – 5:30PM

Venue: KLCC Convention Centre, Hall 4, Level G



SlendezMeal



Concept of Balance

In various cultures, the concept of balance is central to living a good life. Balance in thinking, in living, and now, as science has proven, in health as well. The human body has need of various nutrients, vitamins, and minerals, all in balanced amounts, to keep it at peak health.

Certified and With Interest

Due to its ingredients, SlendezMeal is suitable for Vegans, Halal Certified, and GMP Certified as well. It is rich in fatty acids, good for the digestive system, and great for maintaining a healthy body weight by keeping you full for a longer period of time.

Everything Under the Sun

SlendezMeal contains 25 types of wholegrains, 21 types of vitamins and minerals, 10g of plant-based proteins and 5g of fibre. This wealth of nutrients is made readily available for the body to easily absorb, making for both a nutritious and filling meal supplement.

Wholesome Benefits

The wholegrains contained aids in digestion and reduces the accumulation of fat. This is boosted by the various vitamins and minerals that promote better metabolism and support of bodily functions. As for the plant-based protein and fibre, it aids in muscle building and body cell development while helping in detoxification by promoting healthy gut function.

The Meal Replacement You've Been Looking For

Losing weight, staying fit, or just keeping your health up are all worthwhile endeavours, but they can be difficult. With SlendezMeal, you too can experience what it means to look good, feel better!



Helps to maintain your Ideal Body Weight



Increases your Energy & Stamina



Suitable for people ON-THE-GO



Helps to Achieve Better Health



MS 1500
1 037-01/2018



SlendGlow

Herbs have been used as remedies for as long as humans have walked the earth. It was never really understood how they worked until science came along and figured it out. SlendGlow aims to deliver the benefits of these herbs through an easy to take, all in one supplement.

11 TYPES

of Certified Herbal Goodness

The 11 ingredients contained within SlendGlow will be familiar to us as scientifically proven healthy herbs. Herbs such as Black Ginger, Oolong Tea, and Black Soybean to name a few. It being certified with the Japanese GMP seal of approval and the Natural Active Ingredients Certification, attests to the high levels of attention given to the manufacturing process.

Health Across the Board

SlendGlow is meant to deliver health to all in the hectic lifestyles we all lead today. By providing a healthy way to manage body weight and dietary needs in our busy lifestyles, this product is a boon to all who wish to live a healthier life.

To Supplement a Healthy Lifestyle

Being a supplement, this product isn't a magic bullet. When taken with a properly maintained diet and regular exercise, SlendGlow can help to better assist your body in maintaining better health and growth.





BE Lifestyle Travel to Dubai



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Do it
wholeheartedly
and don't get
swayed

RCCA Khor Seng Hock &
Loke Geok Hong

Former Chief Operating Officer & Homemaker

After working in the construction industry for 35 years, RCCA Khor Seng Hock (KK) resigned from his 5-figure Chief Operating Officer position with a KLSE-listed company in 2011, and began his semi-retirement with his wife RCCA Loke Geok Hong. They travelled to different countries, were actively involved in Buddhist activities and volunteer works, all while running their shop, Enzyme Home, to promote naturopathy and homeopathy, as they've been advocates of these health concepts for a long time.

In 2018, when KK and Geok Hong learned from their kids' tuition teacher that Aulora Pants helps to improve "blood circulation", they joined as IBO's and bought two sets just to support the teacher. But what happened next, KK calls it 'The Beginning of their Second Life'.

Amazed by BE

Like many BE Leaders, KK and Geok Hong began their journey with BE after they personally benefited from the products. "At first, we just wanted to share the amazing products that helped to improve our health. I even dismissed the idea of pursuing the business by saying 'direct selling is just not meant for us'. But the more we learned about BE, the more we found that it shares our values. BE is about helping others, not selling products."



Dream car



KK's family and upline. All family members are doing the BE business.

Photo with Founder



KK was raised with the belief that no one can help you succeed but yourself. “But BE’s 6 Pillars, and seamless marketing plan make it possible for anyone to succeed. I used to be dictatorial when working with people but at BE, I learned to listen. Our founder is my biggest inspiration: if he can put aside his ego, why can’t I?”

Meanwhile Geok Hong, a dedicated housewife for over 20 years, is glad to find the BE platform that has helped her grow and do something great. “I’ve never felt that I was sacrificing my career for my family when I became a housewife. But I did know that there was more to life than that. So I actively involved myself in religious activities, volunteer work, and

running our shop Enzyme Home. But with BE, things are exciting. I get to challenge my public speaking and interpersonal skills.

Don’t Easily get Swayed

Geok Hong describes their BE journey like that of the story *The Journey to the West*. When the monk Tripitaka set off for the Dahlia Kingdom with his disciples, the Monkey King, Pigsy, and Sandy, to retrieve the Buddhist Scriptures, he had only one goal. Tripitaka was faced with temptations, challenges, and obstacles, but he was never swayed. “It is the same with us. Always remember your original goal, and do not be swayed easily.”



BE Camp



Photo with senior upline at BE Camp



Recognition Night



To close, the couple shared their maxim learned from BE: “Respect people’s world view, admire people’s effort and achievements, appreciate everyone you meet, and never forget why you started. Your mission can be accomplished.”

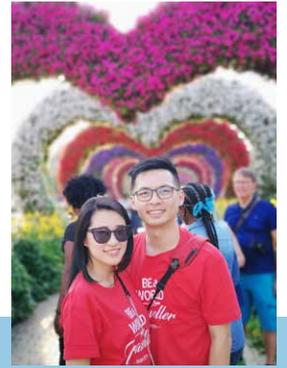
“It’s easier said than done. But just close your eyes, do it wholeheartedly, and don’t be swayed.” KK concluded.



Attending Seminar



BE Lifestyle Travel to Dubai



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It’s not just
another
business;
it’s BE

RCCA Diana Khiu Shi Er &
Tommy Loi Teck Chew

Business people

RCCA Diana and Tommy have tried many options when it comes to their career. Everything from 9-to-5 jobs, starting their own businesses, becoming property agents, and even other MLM’s. Then, they found BE. Now, Diana will confidently say “If you think BE is just another direct selling business, you’re wrong, because when you are in the BE business, you’ll see that direct selling is BE, and BE is it.”

Searching for the right career

Diana has a music degree but hasn’t worked in the field before. “I didn’t want to just sit in a room teaching piano, so I tried many other things.” She shared.

When Diana came across BE, she studied the products and marketing plan carefully. “I had some experience in MLM before so my priority will always be on product quality and marketing plan. My eyes lit up when I learned about BE’s marketing plan – it’s so feasible that I got back the money I paid for my first pair of Aulora Pants within a month. In fact, I earned more by just sharing the products effectiveness.”

Tommy admitted that he was skeptical about Diana’s involvement as he perceived direct selling as a “Woman’s Business”. “But my perceptions changed after attending a seminar by our upline RCCA Chua Tee Khoon. After I learned more about the BE system, I even encouraged Diana to pursue the BE business!



Dream car



Photo taken with upline and IBOs

Photo with Founder



Later when I finally got the chance to really study the company’s marketing plan, I decided to take up the business seriously myself.”

The joy of change

The biggest joy the couple received from the BE Business, is seeing their team members grow and improve. “We are blessed to find like-minded people to work with, and we’re always talking about how to improve. I’ve since gained confidence, learned to care for others, control my temper and speech, and am more positive now,” said Diana.

Tommy continued, “Now we do things with a different intention and perspective. We try our best to do things that can benefit

the most people. Our greatest joy is when we see our downlines change, not just in their health and quality of life, but in their mindsets and attitude as well. This motivates us to keep going.”

Leaders who walk the talk

“The best thing about BE is that the leaders here walk the talk.” Tommy said. “They really live up to their promise of ‘Beyond Inspiring Minds, Touching Lives for Eternity’. Just before the pandemic hit in 2020, BE was already transforming itself to go online. This reminds me of what the founder said ‘We will not let you down.’ At BE, the founders and leaders all walk the talk.”



Products Sharing



Speaker of BAS



BES Seminar



The couple concluded: “The best time to start your BE career is always now. Just believe, follow, and you shall receive.”



Outdoor Activities



BE Lifestyle Travel to Melbourne



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Perseverance is a Superpower

RCCA Joanne Liew

Former Baby Shop Owner

In 2016, RCCA Joanne Liew left her brother's company in the textile industry after working there for almost 20 years, and later started her baby supplies shop in 2018. Two years later, she closed the shop to pursue BE full time.

The power of multiplication

“Honestly, I was skeptical about how Aulora Pants could help improve my health. I've been in the textile industry for two decades and based on my understanding and experience, there's just no way a piece of fabric could improve someone's health! But it did! And I am living proof of it. That's why I began to share Aulora Pants with family and friends. Amazingly, their health improved too!”

Joanne started her BE business part time. She discovered the difference between BE and conventional business; the multiplication factor is just beyond comparison. After a lot of consideration, she took the leap and closed her baby supplies shop to go into BE full time.

“At the beginning, there were many ‘Dream Stealers’ filling my mind with negative thoughts, that I shouldn't



Dream car



Photo taken with upline and IBOs

Photo with Founder



have closed my shop to jump into an industry that I didn't know anything about, it was too risky and impractical. I knew that you couldn't have your cake and eat it too, so I made up my mind to power through it because I know my team needed me.

The power of perseverance

Joanne's biggest source of motivation came from her best friends, family, and team members. "When I started my BE journey, my intention was to succeed with them. Many of them counted on me to keep walking the journey with them, I couldn't let them down, so giving up was never an option. It's cliché but to me, nothing is more meaningful than helping others unleash their full potential and realise their dreams. Being able to help housewives become financially

independent, helping people to grow, all these are the achievements that motivates and inspires me to keep charging forward."

The Covid-19 Pandemic brought to light the many weaknesses of conventional business. "We are very grateful for the BE Founder's decisive strategies during the pandemic that allowed us to continue bringing hope to those around us. In fact, my BE business experienced exponential growth during the lockdowns, and I'm so thankful to our founders, my mentors, uplines, and comrades, as well as my beloved husband for all their unconditional support."



BE CAMP



BAS Seminar



Recognition Night



"Give yourself and your dream a chance! Growth requires you to say yes to new adventures, to step out of your comfort zone. I was an introvert and the BE business was a huge challenge to me as I had no experience with direct selling or healthcare. But I believe, as long as I persevere, then I'll be able to do it. Perseverance brings victory. It is the superpower that will bring us to our destinations." Joanne concluded with a smile.



BE Lifestyle Travel to Hokkaido

THE CHALLENGER 2.0

TOP CCA ASSEMBLE



CCA VIVIAN PANG LI HUEY /
CHNG KOK SIONG



CCA LEONG CHEAT MIN /
LEE MOK SIANG



CCA AZIZAH BINTI
ABDUL WAHID



CCA NORFADZELA BT
ABDUL LATIF



CCA LIM PEI SIM /
CHRISTOPHER JOHN HENEBREY



CCA JENNY /
SUHAIRY



CCA LOH AI LIN



CCA MARDIANA
BTE ZAINAL



CCA TAN YIK WEE



CCA HAN HOOI LENG



THE CHALLENGER 2.0

TOP 10 AMBASSADOR PRODUCER

1. DCA ALEXANDER LYE THIM LOONG / YAP WEI ING
2. DCA ARABI BINTI YUSOF / MOHD NORHUSAIRI ABDUL HALIL
3. DCA FAIZAH BTE ABD GHANI / ABD WAHID BIN BACHOK
4. DCA RUHAYA IBRAHIM
5. DCA LILIAWATI
6. DCA FUZIAH BINTI BUJANG / RIDZUAN MOHD SAGIR
7. DCA SEEVARETNAM A/L SABARATNAM /
AUGUSTINE S.M. PUSHPANATHAN
8. DCA CHAI WAN JIN / CEASAR NAIR
9. DCA LAI LOK SHIN / LIM HAN MING
10. DCA TOH WAN



SV4, 2022 TO SV6, 2022

THE CHALLENGER 2.0

TOP 10 SPONSOR

1. ECA NABILAH BINTI AWANG @ ISMAIL / MOHD RAFIDI AB RAUF
2. ECA LEE SIEW LOENG / CECILIA TANG NGA HEE
3. ECA TAN KIM GUAN / TAN BIAN
4. ECA SITI NOR HAYATI BINTI ABD SAMAD / PONA JAN BIN WAGIMAN
5. ECA NORMAH BINTI ABD SAMAD / MUHAMMAD ASRI BIN MADI
6. ECA AMELIA EZREEN ABU BAKAR
7. ECA GOH CHEE ONG
8. DCA ANIDA SALWANI BINTI ABDUL HADI / MOHD AZIS NGAH
9. ECA TAN SOH CHEN / YEOW CHEE TAT
10. ECA AZEAN BINTI ABDUL MAJID / FADZIL ADLAN BIN JAMILUS



SV4, 2022 TO SV6, 2022



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



 YI HUI TAN



Crown Council Ambassador (CCA)
皇冠委员大使



LIM GUAN YUNG



NURUL DIYANA BINTI ZAINUL IHSAN/
NABIL NAZMI BIN HARITH GORDON



Diamond Council Ambassador (DCA)
钻石委员大使



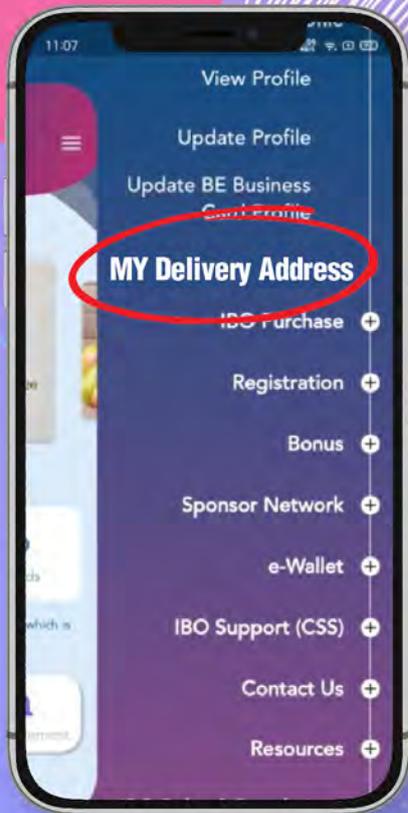
SIU LAI HA ANNA



ANIDA SALWANI BINTI
ABDUL HADI/MOHD AZIS NGAH

New Enhancement!

Now You Can Have Multiple Delivery Addresses In Your BE4U



- You can save up to 20 delivery addresses with the receiver's name and contact number in your BE4U. This will help speed up your purchases and with the correct delivery information.
- It helps to ensure that we deliver your goods to the correct destination.
- Simply go to your BE4U and look under [Profile], then select [My Delivery Address] to add or edit your delivery addresses.

Should you have any inquiries, please do not hesitate to log in to our Customer Service Support (CSS) or contact our Customer Service Team at (BE Time 9am - 6pm).



BE a
WORLD
Traveller

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

QUALIFYING PERIOD:
SV2'2022 - SV7'2022

Explore the **Bukchon Hanok Traditional Village**

For a taste of Korean traditional culture and architecture, a visit to the Bukchon Hanok Village is a fulfilling and educational way to complete your visit in Seoul. This preserved district of several ancient neighborhoods gives you a feel for what it was like to live in Korea 600 years ago. It's right in central Seoul, in the area between the Gyeongbokgung Palace and the Changdeokgung Palace.