

Photo with the BE Founder, Ir. Lee Suet Sen



The greater the challenges we face, the stronger our reason to embark on the path with BE

RCCA Nurhasnah Mazalan & Mohd Rinaldi Hamdi

Former Researcher / Homemaker & Occupational Safety and Health Manager

The journey of RCCA Nurhasnah and Mohd Rinaldi at BE International reflects their unwavering perseverance through countless challenges. Despite facing trials that tested their resilience, their determination has only grown stronger, fueling their journey forward.

Their journey to success with BE International goes beyond personal milestones; it's a mission to bring greater meaning to the lives of others. To them, the RCCA title represents a profound responsibility—a calling to lead and inspire their network, fostering a new generation of individuals poised for exceptional achievements.

Every Trial Holds a Hidden Blessing

Despite her educational background in Allied Health Sciences (Medical Imaging), Nurhasnah felt a deeper calling to understand the causes of illness rather than just the symptoms. "I grew increasingly drawn to gentle therapies and natural healing, especially after a prolonged struggle with chronic illness," she shared. This awareness spurred her to delve into holistic health care, uncovering a profound approach to healing—a path that ultimately guided her to BE International.

"BE has truly transformed my life. The scoliosis I'd endured for 18 years was relieved simply by wearing AULORA Pants with KODENSHI in just two months. My two children, both with autism, are now almost fully recovered, a change their doctor has personally confirmed! They now speak clearly and sleep peacefully after taking BELixz SHIRUTO and using AULORA products. This remarkable journey has changed our family's life and sparked my deep desire to help others achieve better health naturally," she shared gratefully.



Buying a dream car with BE's Car Fund

The Hijra (Journey) Begins with You

Leaving the corporate world to pursue a mission of helping others lead more fulfilling lives with BE International was no small decision for Mohd Rinaldi. After nearly two decades of building a career with one of the nation's top petroleum companies, his boldness led him to a new path. Driven by a deep faith in BE International's potential and the steadfast support of his wife by his side, he embarked on this journey. For him, BE is more than just a business—it's a purposeful adventure built on integrity, strong bonds, and a commitment to holistic well-being.

"Every field comes with its challenges. I believe these challenges propel us forward—motivating us to grow, perform better, and push beyond our limits. At BE, however, challenges and pressures aren't seen as burdens; they ignite our passion. Every bit of encouragement from our uplines isn't just wishful thinking but is rooted in genuine sincerity and real actions—we can see and feel it from the heart," he expressed.

Mohd Rinaldi added, "The founders of BE are deeply committed to nurturing character and integrity, prioritising these values over the mere pursuit of targets (TGSV) or wealth. In his view, rank, money, and fame will come naturally, but the true aim is to cultivate individuals who embody the core values that BE stands for."

Trust and Integrity: Reflections of a Successful Individual

To them, BE is more than just a direct selling company – it represents a promise fulfilled. The 3H culture of honesty, humility, and hard work embedded in every IBO is far from mere rhetoric; it's the driving force behind their every step. This ethos reflects genuine integrity, seen not only in the products but in every aspect of their work.

"BE consistently honours every promise with absolute integrity. For instance - once we meet our targets, the rewards are undoubtedly ours. Similarly, the effectiveness of BE's products in enhancing health is well-proven, backed by hundreds of genuine testimonials from users who have experienced its benefits firsthand."



Together we can do so much more



BE The Legend Convention 2023

"The BE marketing plan and system are fully laid out in Time to BE Infinite, with complete transparency. So, when people ask, 'Why BE?', my answer is straightforward: BE's strength lies in the genuine intent of its Founders, who created this company with a single purpose—to inspire individuals to lift others. It's not just about success; it's about fostering strong character. That's the true spirit of BE," said Mohd Rinaldi.

Nurhasnah shared insights from BE's Founders, Ir. Lee Suet Sen and Ms. Ho Huey Chuin, who often emphasise the importance of choosing the path of fulfilment over the path of victory. Fulfilment carries a timeless value and creates a legacy or jariah that others can continue, even in our absence. In contrast, the path of victory is fleeting, ending without lasting impact.



Teamwork makes the dream work!

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"I truly live out the purpose of life, seeking meaning beyond the ordinary. It's the spirit of building a legacy—not just for myself, but as someone who strives for the extraordinary. I understand now that our hopes and dreams also carry the dreams of others. If our aspirations are too small, how can they lift the hopes of so many? Let's aim higher, so more people can share in the rewards. My deepest gratitude to the upline team at BE for all they've invested in us; now, it's time for us to give back," Nurhasnah concluded.