



The Healthy Gut Movement Has Begun



A simple launching ceremony for the healthy gut movement 簡單而隆重的健腸運動啟動儀式

The intestine is not only the primary digestive organ of the human body, but also an important part of the immune system. There is knowledge that diseases originate in the gut. Having a healthy gut results in better overall health. Intestinal health problems can lead to other diseases appearing, therefore gut health must be of the utmost importance.

In the face of disease, quickly addressing the symptoms is extremely important in leading to the "cure"! Therefore, the Health Risk Assessment Center and NU LIFE have jointly launched the "Disease Starts In The Gut, Healthy Gut Healthy Us" campaign to further educate the public about intestinal health.







腸道不僅是人體的消化器官,更是人體重要的免疫器官。所謂「百病從腸起,健康先健腸」腸道健康出現問題, 其他疾病亦會相繼出現,所以要健康先要保持健康的腸道。

面對疾病,治標與治本同樣重要!因此,HRA 健康風險評估中心與 NU LIFE 合作推出《百病從腸起,健康先健腸》的健腸運動,以響應大眾對腸道健康的關注。

健陽運動



健腸運動 正式啟動

Through data collection and research, we have created a new concept called the "intestinal movement - six elements". It states:

1. Ingestion of probiotics 2. Ingestion of high quality prebiotics 3. Quality hydration 4. Ingestion of high quality oils 5. Natural ingredients and adequate fiber 6. Good sleep, proper exercise

A clear path of communication towards the public, allowing them to be further educated on intestinal along with overall health.







At the same time, the HRA Centre has also invited individuals to participate in a detailed intestinal health survey . This survey has 4 purposes:

- 1. Give participants an in depth picture of their gut health.
- 2.Educate the public on the risk of intestinal disease along with prevention methods.
- 3.Advocate the implementation of the "intestinal movement six elements" protocol.
- 4.Collect data on public gut health and continuously monitor gut health-risks faced by the public, improving the PHRM personal health risk management services provided by the Center in the process.

We are convinced that having a healthy gut is the basis for health within the body and is also necessary in achieving a high level of overall health.



- 1. 攝取益生菌
- 2. 攝取優質益生元
 - 3. 攝取足夠好水
- 4. 攝取足夠優質油脂
- 5. 天然食材、足夠纖維
- 6. 良好睡眠、適當運動

我們通過資料搜集、研究等,創立了「健腸運動 - 六大要素」這個新的概念,內容為:

1. 攝取益生菌 2. 攝取優質益生元 3. 攝取足夠好水 4. 攝取足夠優質油脂 5. 天然食材、足夠纖維 6. 良好睡眠、適當運動

清晰表達讓公眾更容易了解,如何維持或建立一個健康的腸道系統,令個人健康更上一層樓。

同時,HRA 中心亦邀請受訪者進行深入的腸道健康問卷調查。此問卷調查 4 個目的:

- 1. 讓受訪者了解自己的腸道狀況
- 2. 唤醒大眾對腸道健康及預防相關疾病的關注
- 3. 提倡全民遵行「健腸運動 六大要素」
- 4. 收集與大眾腸道健康有關的數據,以持續監察大眾面對的健康風險,完善本中心提供的 PHRM 個人健康風險管理服務。

我們深信,擁有健康的腸道為促進身體整體健康之本,亦是達至第三層次健康水平的 先決條件。



攝取優質

NU LIFE ANNUAL HEALTHY- GUT CAMPAIGN 79



The Healthy Gut Movement Has Begun

On April 26, 2019, we published a report on the Healthy Gut Survey in the "am730" newspaper to inform the public on the healthy gut campaign.

On the same day, we held a simple launch ceremony for the healthy gut movement during our monthly StarNight event. We will fully promote the healthy gut campaign through our ambassadors, in order to encourage the public to take note of their intestinal health.

In the StarNight events thereafter, an "Healthy Gut Tee" will be awarded to the ambassadors who have hit the target. They will also be invited to share their experiences.

於 2019 年 4 月 26 日,我們在「am730」報紙上刊登了關於腸道健康問卷調查的報道:讓公眾知道我們正在進行健腸運動,也協助各個健腸大使更容易踏出第一步。

同日,我們在星星之夜上舉辦了簡單而隆重的健腸運動啟動儀式,代表我們將全力推廣健腸運動,將此健康新概 念透過健腸大使,宣揚給公眾去提高《百病從腸起,健康先健腸》的新知!

及後的星星之夜,頒發桃紅色版本的健腸孖寶 Tee 給完成目標的健腸大使。並且邀請他們分享問卷調查的心路 歷程和以健腸孖寶改善健康的經驗。







We have also introduced a series of healthy gut souvenirs, such as: mobile phone straps, coasters, folders and so on. In addition, we have designed the "GUT" mascots - JunJun & LiangLiang, enhancing the visual impression of healthy gut campaign with cute shapes!

我們更推出了一系列關於健腸運動的精品,例如:手機吊飾、杯墊、文件夾等。此外更設計了「GUT」腸物-菌菌、 良糧,以可愛的造型加深大家對於健腸運動的印象!













健腸運動

NU LIFE

健腸運動 正式啟動







In addition, we have decorated Mr William Lau's Mini Cooper with the Healthy Gut theme 除此之外,我們更以健腸孖寶的主題,裝飾了劉福華先生的 mini cooper



At the StarNight event of October 25, 2019, we rewarded a group of ambassadors who have completed the 50 questionnaires or more and being promoted to "senior ambassadors".

於 2019 年 10 月 25 日的星星之夜, 我們獎勵了一眾完成問卷 50 份或以上的健腸大使們, 以開香檳的清脆聲音中, 恭賀一眾新晉「資深健腸大使」!

NU LIFE ANNUAL HEALTHY- GUT CAMPAIGN 81





Interview With The Founder Of Functional Nutrition - Dr. Jeffrey S. Bland

THE "SYNBIOTIC" COMBINATION A NEW FIELD IN FUNCTIONAL NUTRITION

In mid 2019, NU LIFE along with ELPA and the HRA Center developed a questionnaire titled "Healthy Gut Campaign". This was intended to arouse public interest and educate the public on issues relating to gut health. Fast forward half a year and we have received the initial results.

In order to improve the efficacy of the "Healthy Gut Campaign" questionnaire, we set up a "Healthy Gut Education and Promotion Centre". This was aimed at gathering more participants for our survey. In addition, the center also utilized social network platforms to compile the data and results collected by this survey into an easily understandable release for the public. This allowed for a great improvement in regards to public knowledge and awareness about gut health. Along with the "Green your Body" initiation, a comprehensive and thorough level of health was made available.

During the initial stages of the "Healthy Gut Education and Promotion Centre", we went to the United States to interview Dr. Bland, the founder of Functional Medicine and get to know his "Disease starts in the gut, healthy gut healthy us" concept.

During the interview, Dr. Bland pointed out that many seemingly unrelated health problems, such as brain fog, headaches, joint pain, muscle pain, fatigue, and the inability to generate mental energy are all closely related to gut health. This is exactly the revolutionary breakthrough that scientific researchers have discovered in the field of

HEALTHY OUT
EDUCATION AND PROMOTION CENTRE
健腸運動教育及推廣中心

"Functional Food Concentrates" in the last 20 years.

He also pointed out that harmful gut bacteria can cause various problems for our brain, muscles and joints. Probiotics can help us drive away bad bacteria in our intestines and digestive system, addressing the root cause of these problems.

However, probiotics alone are not enough to maximize the benefits. Because probiotics are living bacteria, they require a source of food to survive. This is where prebiotics come into the picture. When taken in unison the synergistic effect becomes very apparent. Many health problems that in the past were hard to eradicate have been greatly improved by supplementing with probiotics and prebiotics. This is really a "new era of Functional Food Concentrates" according to Dr. Bland.





健腸運動教育及推廣中心成立



專訪功能營養學之父 - 白蘭特博士

「益生菌」與「益生元」之協同效應[,] 帶領功能營養學邁向新領域

NU LIFE 聯同 HRA 中心及 ELPA 於 2019 年中發起「健腸運動」問卷調查,並製作相關工具,藉此喚醒市民對腸道健康的關注。經過半年努力,我們已經初見成效。

為進一步確立目標和加強「健腸運動」的影響力,我們成立「健腸運動教育及推廣中心」來延續問卷調查。此外,中心亦會透過社交網絡平台把「健腸大使」收集的數據和結論製作成深入淺出的資料發佈,從而接觸普羅大眾,讓大家了解自身腸道健康狀況、及早進行「個人健康風險管理」,並透過「環保身體」來達至「第三層次健康水平」。

在「健腸運動教育及推廣中心」籌備過程中,我們更遠赴美國專訪功能 營養學之父-白蘭特博士,並由他的專業角度來分析「百病從腸起,健 康先健腸」的趨勢。

專訪中,白蘭特博士指出,很多看似沒有直接關係的健康問題,例如: 思考不清晰、頭痛、關節痛、肌肉疼痛、精力低落、疲勞和頭腦無法保 持清醒等原來都和腸道健康息息相關。而這正是過去 20 年,科研人員 在「功能性食品濃縮食品」領域發現的革命性突破。



白蘭特博士 Dr. Jeffrey S. Bland

功能性營養學先驅 Functional Nutrition Pioneer



他又指出,腸道壞菌會為我們的頭部、肌肉以至關節帶來各種問題。而「益生菌」可以在我們的腸道及消化系統內幫助我們驅趕壞細菌,從根源性地處理健康問題。

然而單是「益生菌」本身並不足以發揮最大效益。因為,「益生菌」也有自己的食糧,這就是「益生元」。在兩者互相補足的情況下,便能充分發揮協同效應。而過去,一些未能對症下藥的健康問題都能夠透過補充「益生菌」及「益生元」來得到改善。而這亦是白蘭特博士口中的「功能性濃縮食品新時代」!





Healthy Gut MABO Testimonial



Name 姓名:Shangi Li (李桂英)

Gender 性別:女性

Occupation 職業:NU LIFE Distributor 全職 NU LIFE 直銷商



MY HEALTH PROBLEM:

Constipation.

MY EXPERIENCE SHARING:

Defecation is very poor, from two to three days, and seven to ten days. And every time you have a bowel movement, it is very hard. It takes a lot of effort and spends a lot of time, which leads to emotional distress, and the skin is yellowish and dull.

At the beginning of this year, I was introduced to the HRAC Health Risk Assessment Service at the HRAC Health Risk Assessment Center. After testing, I found that many health problems were not thought of before. Among them, my large and small intestines were inflamed, large intestine motility disorders, gastritis and the most serious were parasites in the stomach pylorus, intestines and pancrea. I also had and heavy metal accumulation in the kidneys, heart and bronchus.

At that time, the dietitian suggested eating a series of functional concentrated foods, improving eating habits, eating more vegetables and fruits, and drinking at least eight glasses of water a day. After three days of eating the product, I felt that my bowel movement was more comfortable. I continued to eat for three weeks, during which he had no poop for a day, but it was much smoother and harder. After three weeks, the bowel movements returned to normal, which has greatly improved the problems for many years. My original small belly is flat, my skin color is bright, my spirit is very good and I feel energetic and confident.

MY REFLECTIONS:

I am very grateful to James for his careful follow-up and encouragement. I would like to thank the nutrition experts of the HRAC Health Risk Assessment Center for their professional advice and detailed explanation. HRA101 testing is worth recommending to friends who care about health, FFC and other general brands of health care products are genuinely different.

我的健康問題:

便秘。

我的經驗分享:

自小大便排便情況很差,輕則兩至三天一次,嚴重則七至十天一次。而且每次排便時非常辛苦,要用很大氣力及花很長時間,導致情緒十分困擾,皮膚較差帶黄和無光澤。

今年初經朋友介紹下,來 HRAC 健康風險評估中心做 HRA101 健康風險評估服務,檢測後發現身體很多健康問題是我之前沒有想到的。其中大、小腸發炎,大腸蠕動障礙,胃炎,最嚴重的是胃幽門、腸道和胰臟有寄生蟲,腎臟、心臟和支氣管有重金屬積聚等等。

當時跟從營養師建議食用了一系列的功能性濃縮食品,改善了飲食習慣,吃多了蔬菜和水果,每日喝足夠八杯水。食用產品三天後感覺排便舒服了。持續食用三星期,期間只有間中一天沒有便便,但比以前順暢了很多而且不用費力。三星期過後至今每天排便正常,大大改善了多年來的問題,心情變得靚靚,原本有的小肚腩都平伏了,膚色光亮起來,精神面貌非常好,人都感覺有活力和充滿自信。

我的感想:

非常感謝 James 細心跟進及鼓勵,更多謝 HRAC 健康風險評估中心營養師的專業意見和詳細解釋。HRA101 檢測很值得推介給身邊關心健康的朋友,和 FFC 與其他一般牌子的保健產品比較~與別不同。

健陽運動



健腸孖寶實證分享



Name 姓名:Sylvia Tse 謝素霞

Gender 性別:女性

Occupation 職業: Civilian 文職

MY HEALTH PROBLEM:

Constipation and gastrointestinal sensitivity.

MY EXPERIENCE SHARING:

I have always had problems with constipation and gastrointestinal sensitivity, and gastrointestinal sensitivity has been very troublesome for me, and there are many embarrassing situations. Even if you may not have eaten any special food, you may not be able to digest some food or have pressure on your stomach. You will suddenly have to go to the toilet during your journey without warning. I would try to take the subway and have to get off at the subway station and find the staff. The most embarrassing thing is that you can't get off the bus in the middle of the tunnel, you would need to endure the white lips and cold sweat! This situation has been going on for two years. It seems that Western medicine does not have any effect at all and cannot solve the fundamental problem. Therefore, I felt troubled. I was always worried that the same situation would occur. There would be several such emergencies in a year. So every time you want to take a long-distance car ride, you are very worried!

Later, my friend introduced me to the eutrophic bacteria of NU LIFE. Surprisingly, this situation has not appeared anymore. I have not had such an urgent and embarrassing situation in the past two years! It completely relieved my worry and this troublesome problem. I am relieved, and I can describe as happy! Later, I used NU LIFE's beneficial bacteria, and even the constipation problem was solved.

MY REFLECTIONS:

Solving the root cause problem is the cure method. No matter how careful you can be with your diet, and seeing the doctor cannot solve the problem, the increase of beneficial bacteria and raising bacteria can solve intestinal problems, the effectiveness of Healthy Gut MaBo is beyond my imagination!

我的健康問題:

便秘及腸胃敏感。

我的經驗分享:

我一直有便秘及腸胃敏感(輕瀉)同時出現的問題,而腸胃敏感一直非常困擾我,而且出現不少尷尬情況。就算沒有吃了什麼特別食物,可能只是腸胃消化不了某些食物或有壓力,乘車途中便會忽然急便要立即去厠所,事前沒有任何跡象,曾試過乘搭地鐵要中途下車找地鐵職員去借洗手間,最尷尬的是乘搭隧道巴士中途無法下車,忍到面青唇白冷汗直流!這種情況維持了兩年,看西醫根本起不到什麼作用,不能解決根本問題,所以感到非常困擾,時時擔心不知道何時又出現同樣情況,一年中都會有好幾次這種緊急情況發生,所以每次若要乘搭長途車就非常擔心!

後來朋友介紹我食了 NU LIFE 的益億菌,不知不覺這種情況就再沒有出現了,至今兩年來一次都沒有發生過這種緊急又尷尬的情況了!完全解決了這個令人擔心又困擾的問題,我簡直如釋重負,非筆墨可以形容的開心!後來再食用 NU LIFE 的益菌優營素,連便秘問題也解決了。

我的感想:

針對根源問題去解決才是治本方法,之前無論如何小心飲食,及 看醫生都解決不了問題,原來增加益菌及養好菌就能解決腸道問 題,健腸幵實的有效性超乎了我的想像!

NU LIFE ANNUAL HEALTHY- GUT CAMPAIGN 85



Survey Recognition

HEALTHY GUT AMBASSADOR

After the HEALTHY GUT CAMPAIGN LAUNCH, we have collected a total of 1546 healthy gut questionnaires, thanks to the efforts of all ambassadors. The following are the ambassadors who have completed 25 or more questionnaires. We thank them for their selfless dedication, enabling the entire Healthy Gut Campaign to go smoothly. We will recruit more Healthy Gut Ambassadors in the future, and we will promote the innovative concept of "Disease starts in the gut, healthy gut healthy us" and knowledge of maintaining gut health!

健腸大使

由健腸運動啟動儀式開始後,到本年9月30日星星之夜為止,我們總共收集到了1546份腸道健康問卷,有賴各個健腸大使的努力。以下為完成問卷調查25份或以上的健腸大使,感謝他們無私的奉獻讓整個健腸運動問卷調查得以順利收集數據。我們將會再未來的日子,納入更多健腸大使,將《百病從腸起,健康先健腸》的創新概念,以及維持腸道健康知識傳承下去!



完成問卷數量: 25-49份(排名不分先後















