

DOUBLE X[®]

多寶營養片



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Principal Research Scientist
首席研究科學家

NUTRILITE[™]
紐 崔 萊[™]

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The World Health Organization recommends a minimum of five servings per day of fruits and vegetables.

世界衛生組織建議
每天最少進食五份水果及蔬菜。

*WHO/FAO Workshop on Fruit and Vegetables for Health 2004

* 世界衛生組織/糧食及農業組織水果和蔬菜促進健康聯合工作坊2004



A GLOBAL QUEST FOR HEALTH 全球健康問題

“Someone can live a long time, yet not be well.”

「活得長壽，未必等於活得健康。」

—Dr. Keith Randolph, Fellow,
Amway Global Discovery

Keith Randolph 博士
安利全球科研部

HONG KONG: THE WORLD'S HIGHEST LIFE EXPECTANCY

香港：全球最長壽城市

	Male 男 (Average Life Expectancy 平均壽命)	Female 女 (Average Life Expectancy 平均壽命)
1971 Year / 年	67.8	75.3
2016 Year / 年	<u>81.3</u> ↑	<u>87.3</u> ↑
Global average 全球平均壽命 (2016) : 72		



*Census and Statistics Department
 WHO Global Health Observatory (GHO) data
 *政府統計處
 世界衛生組織全球衛生觀察站數據



Why Could Fruits and Vegetables lower the incidence of Non-Communicable Diseases (NCDs)?

為什麼蔬果有助減低慢性疾病(非傳染性疾病)的發病率？

This is an area of Active Research!

這是積極研究中的科研範疇!

We know that plants are a primary dietary source of:

我們知道，植物是以下營養的主要來源：

- **Vitamins and Minerals**
維他命及礦物質
supports metabolism, immune, bone, brain, vision, vascular, and many other health functions
維持新陳代謝、免疫系統、骨骼、大腦、視力、血管及多種健康功能等
- **Phytonutrients**
植物營養素
support for antioxidant, anti-inflammatory, vascular, immune, and other health functions
抗氧化、抗炎、維持血管、免疫系統及其他健康功能
- **Fiber and Bulk**
纖維
Supports microbiome, intestinal health, helps reduce caloric intake, and other health functions
維持人體正常菌群平衡、腸道健康，有助於減少熱量吸收及其他健康功能



Very few of us are actually getting 5 servings (400 g)
只有少數人士，每日攝取5份蔬果 (400克)



*The 75% average shortfall is based on an analysis of data from the World Health Organization and the Food and Agricultural Organization.
* 根據世界衛生組織和糧食及農業組織數據的分析，平均75%人口蔬果攝取量不足。



HONG KONG AS THE PLACE WHERE PEOPLE DINE OUT THE MOST! 港人外出用膳次數，冠絕全球！

It may cause over intake of calories, fat, and salt, if eating out frequently
It leads to not only obesity, but also malnutrition

經常外出用餐，容易吸收過多熱量、油分、鹽分
不單容易致肥，更容易導致營養不均

* Roper Reports Worldwide Research Report
* Roper Reports Worldwide 研究報告

CONVENIENT AND FAST

Rapid lifestyle of HK people

方便快捷

配合港人急速的生活節奏



EASY TO ACCESS RESTAURANTS

Its competitive price attract people dining out

食肆多

而且價錢相宜，
吸引市民經常消費



SMALL HOME

(average living space per pax: 4.6m²)

Have to gathering in restaurant,
rather than at home

居住環境細小

(人均居住面積：4.6平方米)

難以於家中宴客，
多在食肆聚會



IN HONG KONG:
在香港：

94.4% of Hong Kong people with
inadequate daily intake of fruit and vegetables

94.4% 港人每日水果及蔬菜進食量不足

Only consume 2.3 servings of fruit and vegetables daily in average,
even less than half of the recommend intake

平均每天蔬果攝取量僅為2.3份
不足建議量攝取的一半



* Hong Kong Department of Health 《2014-2015 Population Health Survey》
衛生署衛生防護中心《2014至2015年度人口健康調查報告書》



NUTRITIONAL GAP 營養不足

ACTUAL 實際情況



GAP 攝取不足

* Based on findings from: *The Global Phytonutrient Report: A Global Snapshot of Fruit and Vegetable Intake and Availability, and Implications for Phytonutrient Intakes*

* 根據《全球植物營養素報告：全球水果及蔬菜攝取量和可用性，以及對植物營養素攝取量的影響》



NUTRITIONAL GAP 營養不足



Not enough fruits and vegetables
水果及蔬菜分量不足



Not enough variety of
fruits and vegetables
水果及蔬菜種類單一



Nutriline's Heritage of Health 紐崔萊™的健康之路

Carl Rehnborg - Founder of Nutrilite
卡路·宏邦 - 紐崔萊™的創辦人

China -100 years ago:
observed that people were healthier
on diets rich in plants.
100年前於中國留意到，
攝取大量蔬果的人士較健康

Identified “associated plant factors” – phytonutrients.
因此發現了「植物營養素」

1934 - Developed first commercial multivitamin/multimineral food supplement in the USA
於1934年 - 成功研究出美國首創的多種維他命/礦物質營養補充劑



● Double X introduced in 1948...
多寶營養片於1948年誕生...



... and 70 years later, the Double X legacy continues...

... 70年後，多寶營養片的精神，仍在繼續傳承，得以延續...

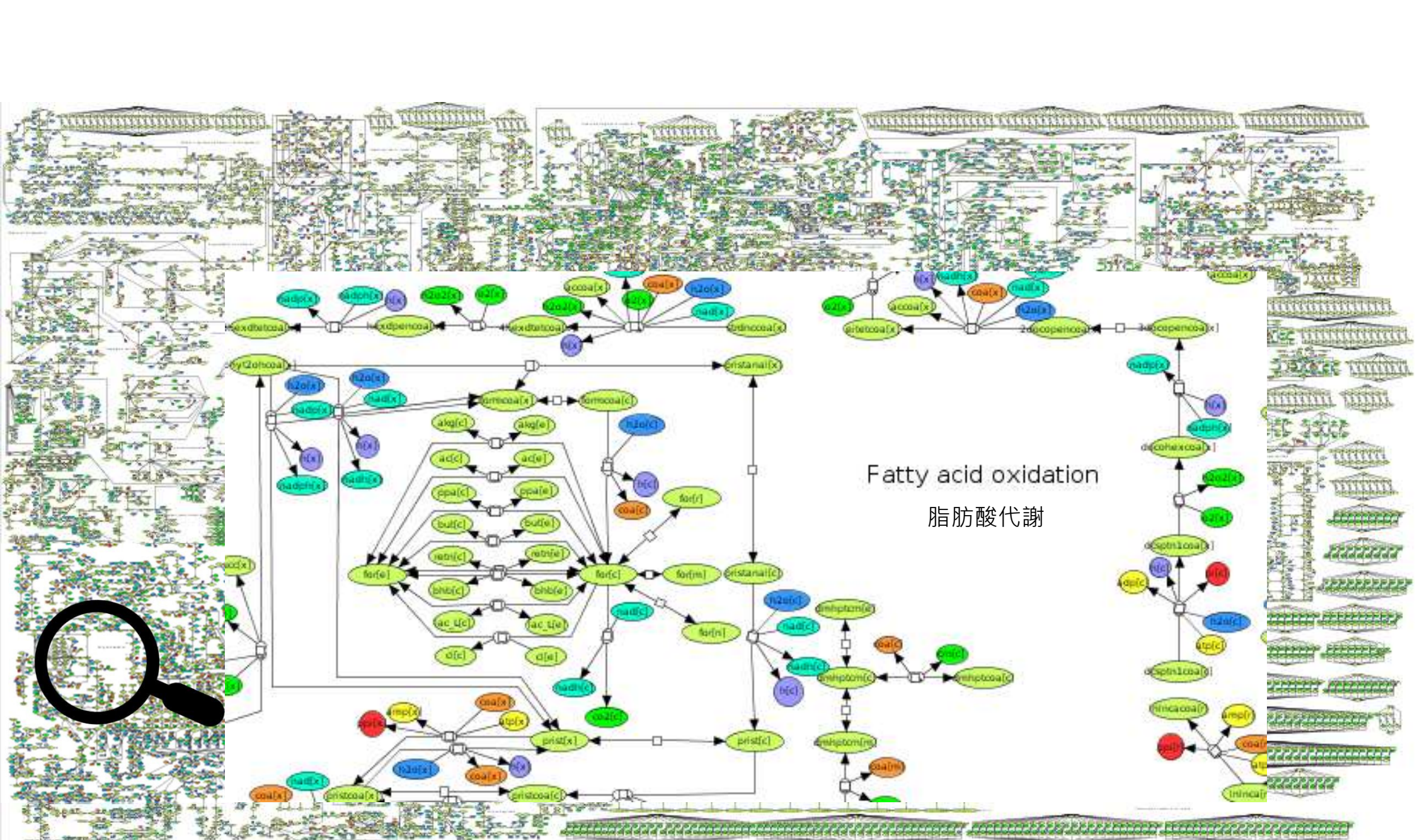


SCIENTIFIC INNOVATION – NEW THINKING

科學創新 – 全新概念



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Fatty acid oxidation
脂肪酸代謝

Human Metabolism Map circa 2018
人體新陳代謝機理2018

A Lot Has Changed Since Current DX Launched!

多寶營養片自推出以來，作出了很多改變！

🌿 FREE RADICAL BALANCE

游離基平衡

- **Too much** = Oxidative Stress (involved in ageing and disease)
過多 = 產生氧化壓力 (導致衰老、病變)
- **Too little** = Impaired Immune Response
太少 = 不良免疫反應

🌿 ANTIOXIDANT FUNCTION

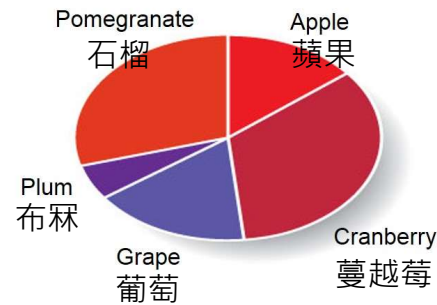
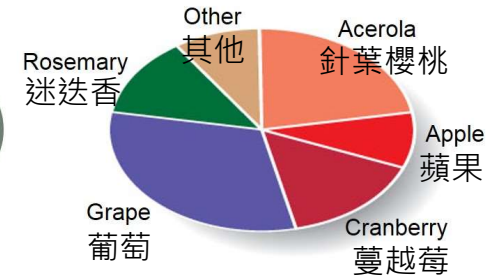
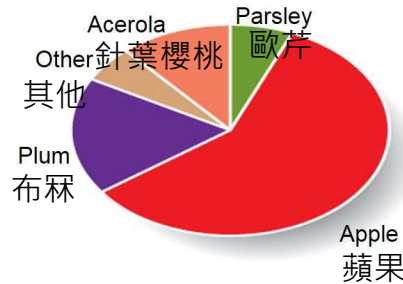
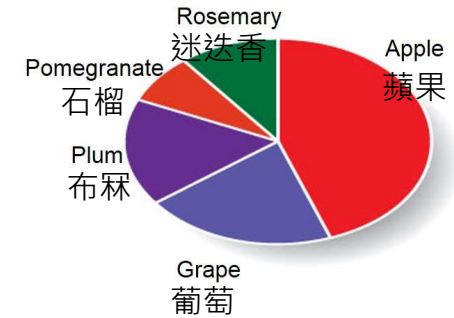
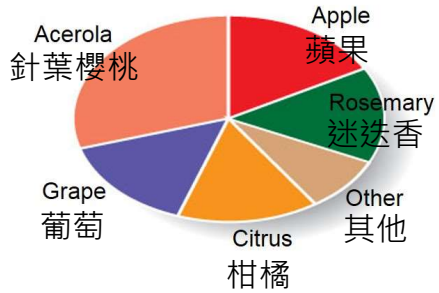
抗氧化功效

- **Current:** Phytonutrients scavenge free radicals
現有配方：植物營養素能清除游離基
Plants selected that have high ORAC value
選擇氧化游離基吸收能力高的植物
- **New:** Phytonutrients support internal defences against oxidative stress
新配方：植物營養素能抵禦體內的氧化壓力
Plants selected that support cellular stress defence mechanism
選擇能保護細胞免受氧化傷害的植物



Current DX: Designed to scavenge reactive oxygen

現時的多寶營養片：旨在清除游離基



OUR ANTIOXIDANT ECOSYSTEMS CAN GET OFF BALANCE

平衡人體的抗氧化系統



EXCESS FREE
RADICALS IN CELLS
細胞內有過量游離基



EXCESS FREE
RADICALS IN THE BODY
體內積存過量游離基



OXIDATIVE
STRESS
氧化壓力



ACCELERATED
AGEING
加速衰老

EXTERNAL
外在因素



INTERNAL
內在因素

TAKE ADVANTAGE OF NUTRITIONAL SCIENCE

充分發揮營養科學的作用



EXCESS FREE
RADICALS IN CELLS
細胞內有過量游離基



EXCESS FREE
RADICALS IN THE BODY
體內積存過量游離基



OXIDATIVE
STRESS
氧化壓力



ACCELERATED
AGEING
加速衰老

REACTIVE DEFENCE
反應防禦



NUTRILITE™ CUTTING EDGE SCIENCE

紐崔萊™的尖端科學



EXCESS FREE
RADICALS IN CELLS
細胞內有過量游離基



EXCESS FREE
RADICALS IN THE BODY
體內積存過量游離基



OXIDATIVE
STRESS
氧化壓力



ACCELERATED
AGEING
加速衰老

PROACTIVE DEFENCE
主動防禦



REACTIVE DEFENCE
反應防禦



New Double X
新配方多寶營養片



THE SEARCH FOR HERO INGREDIENTS

皇牌專利成份

We studied 1,000 plant extracts for the perfect way to support your body's ability to fight free radicals.

我們研究了1,000種植物提取物，以找出最好的方式，來提升身體對抗游離基的能力。

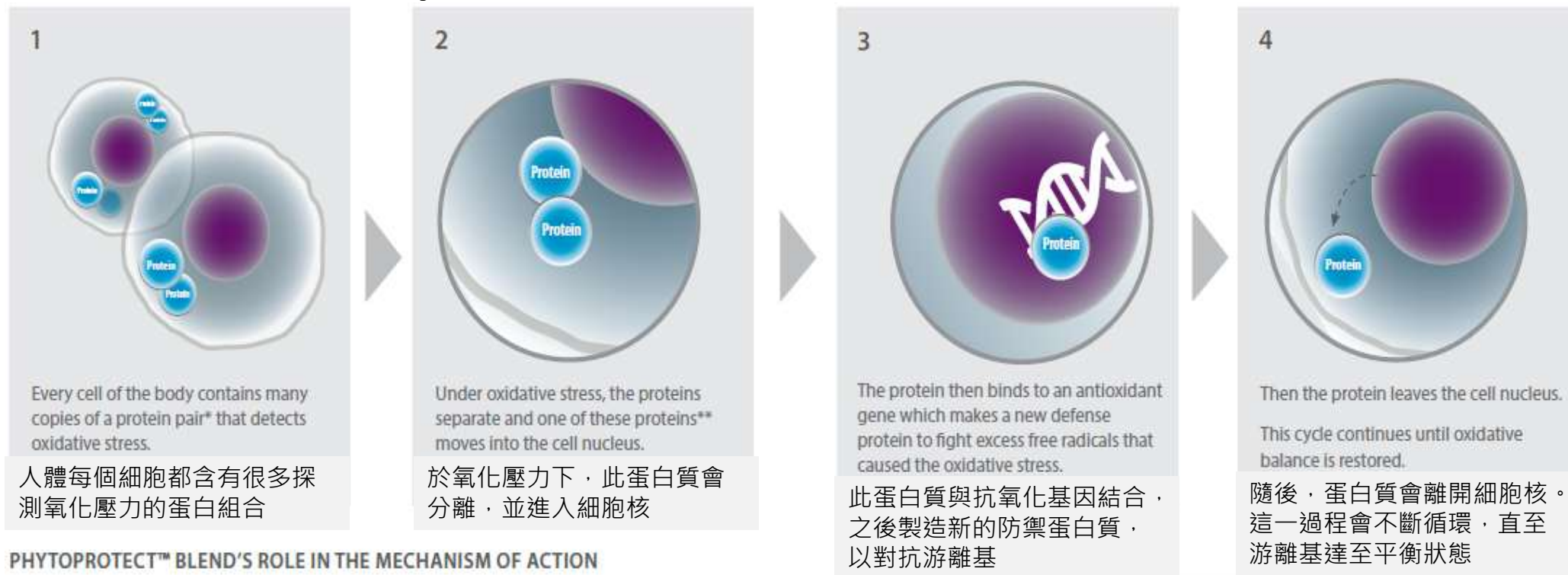
This led to our discovery that Quercetin (from Onion), Rosemary, and Turmeric work together to support your body's natural defences!

我們發現槲皮素（來自洋蔥）、迷迭香配合薑黃的營養組合，能增強身體的自然防禦力！



How Do the Plants in PhytoProtect™ Blend Work?

PhytoProtect™ 植物營養素如何發揮作用？



PHYTOPROTECT™ BLEND'S ROLE IN THE MECHANISM OF ACTION



IMPROVED 5 COLOUR STORY

五色植物營養素增強配方

THE GLOBAL PHYTONUTRIENT REPORT, SHOWED THAT THERE IS A GLOBAL SHORT FALL OF ALL COLOURS OF THE PHYTONUTRIENT SPECTRUM BUT ESPECIALLY THE PURPLE SPECTRUM.
全球植物營養素研究報告指出，所有顏色的植物營養素都有攝取不足的問題，其中紫色最為嚴重



GLOBAL PHYTONUTRIENT REPORT

A GLOBAL SNAPSHOT OF FRUIT AND VEGETABLE INTAKE AND AVAILABILITY,
AND IMPLICATIONS FOR PHYTONUTRIENT INTAKES

全球植物營養素研究報告
全球水果和蔬菜攝取量和可用性，及對植物營養素攝取量的影響



New! Berry Blend
新！莓果組合



New! AWPS Complex
新！紫花苜蓿、水田芥、歐芹及菠菜組合

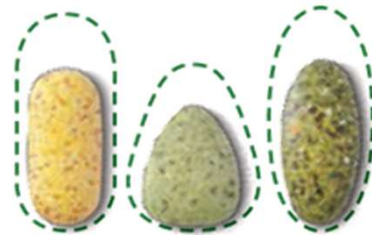
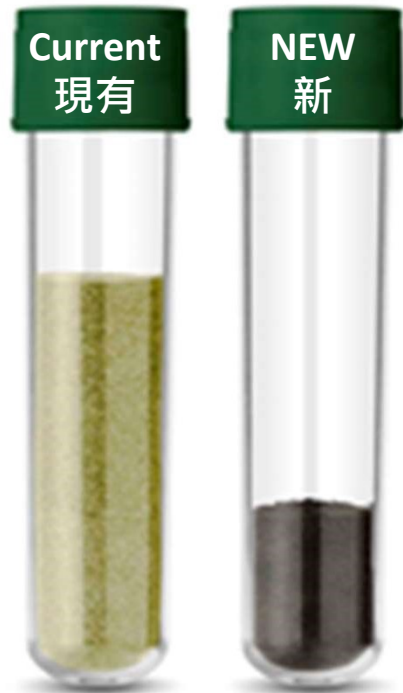


New! Citrus Complex
新！柑橘組合

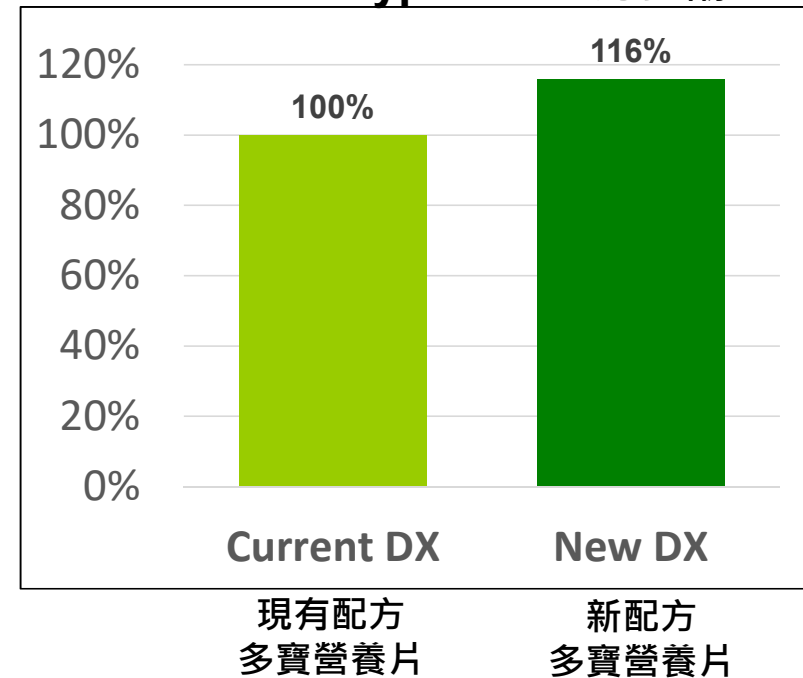


New! PhytoProtect Blend
新！PhytoProtect 營養組合

More Phytonutrient Power 更多植物營養素



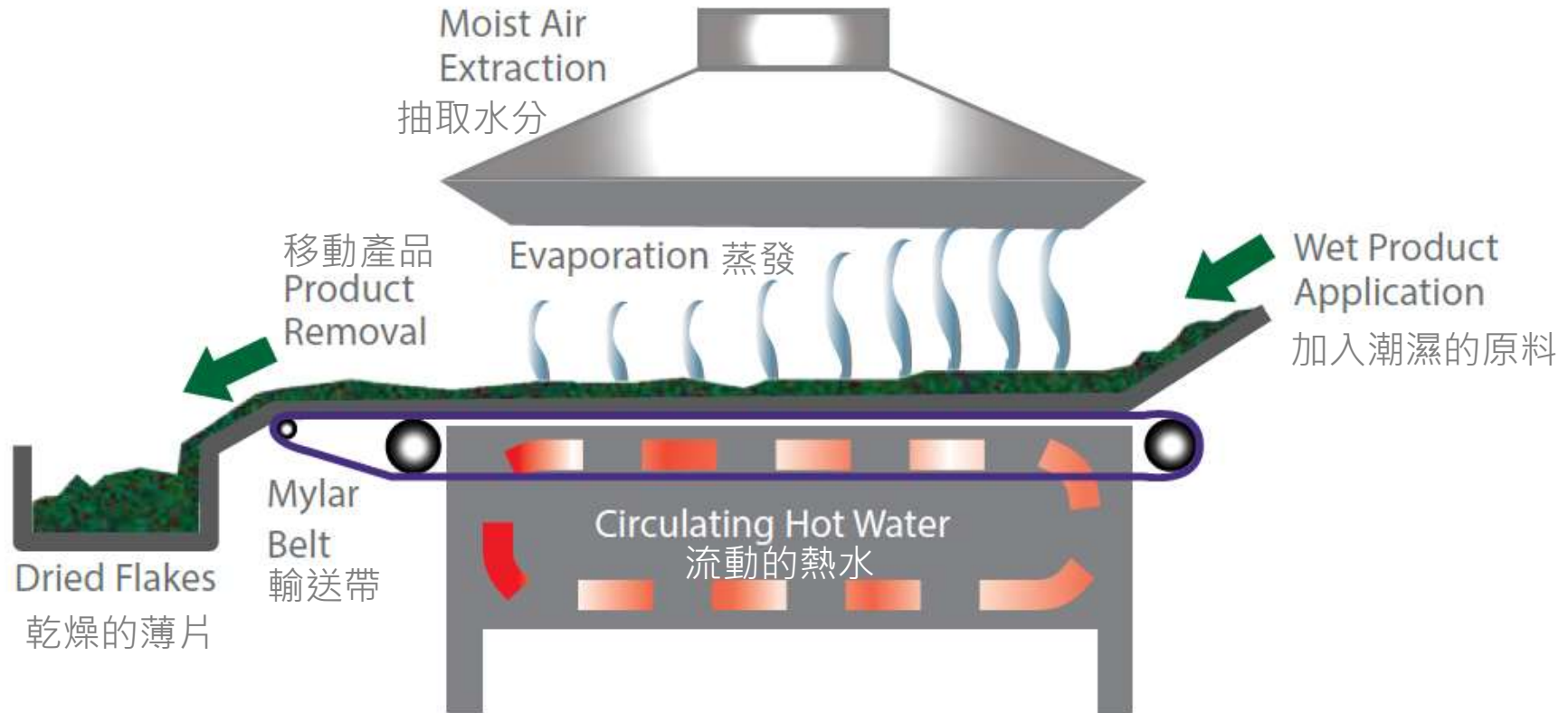
Total Polyphenols 總多酚



**Allows New DX to Have Smaller Tablets...
...but Deliver More Phytonutrient Power**
新配方多寶營養片，體積更細小
植物營養素含量更多

Improved Quality of Nutrilite™ Plant Concentrates

改善紐崔萊™植物濃縮素的品質



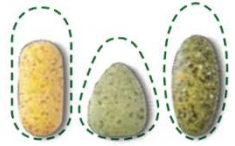
Refractance Window Dryer Technology

折射窗乾燥技術 (RWD)

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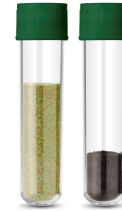
MORE PHYTONUTRIENT POWER

更多植物營養素力量



More Phytonutrient Rich Plant Extracts: smaller tablet size, **more phytonutrients**

豐富植物提取物，更多植物營養素：片劑更小，**更多植物營養素**



New Refractance Window Dryer Technology (RWD)
折射窗乾燥技術 (RWD)

Improved Berry Blend:

- Grape
- Black currant
- Elderberry
- Blueberry

More purple colour category ingredients with **New Enhanced Berry Blend**

更多紫色營養素，**新莓果組合**



NutriCert™

Demonstration of Colours in New DX 新配方多寶營養片的顏色示範



START
開始



Stirred攪動
(@10 min分鐘)

3 small glasses or jars

小杯3個

hot water

熱水

stir stick

攪拌棒

1 each DX V/M/P tabs

多寶營養片的維他命營養片/礦物質營養片/植物濃縮素片各1片

Phytonutrient Tablet 植物濃縮素片

Purple: this rich colour is derived from:

紫色：顏色來自：

- Grape, black currant, elderberry, blueberry
葡萄、黑加侖子、接骨木果、藍莓

Vitamin Tablet 維他命營養片

Yellow/Orange & Red: derived from:

黃色/橙色及紅色：顏色來自：

- Vitamins B and E, *beta*-carotene,
維他命B及E, β-胡蘿蔔素
- Tomato (a rich source of lycopene)
番茄 (茄紅素的豐富來源)

Mineral Tablet 礦物質營養片

Green: This colour is provided by:

綠色：顏色來自：

- Peppermint
薄荷
- Alfalfa, watercress, parsley and spinach complex
紫花苜蓿、水田芥、歐芹及菠菜組合

Vitamins and Minerals Adjusted Based on Research and Regulation 根據研究及國際標準 調整維他命和礦物質含量

It's about balance, NEW Science shows that sometimes

平衡是關鍵，最新科學研究指出

Less is Better!
更少、更佳！



Nutriline™ Scientists evaluated each Vitamin and Mineral level...
紐崔萊™科學家對每種維他命和礦物質含量作出了評估.....

Adjusted Levels Provide a Better Experience

Smaller Tablet Sizes, Less Stomach Upset

Improved Absorption, Less Waste

Regulatory Compliance

配方調整後，營養更優質

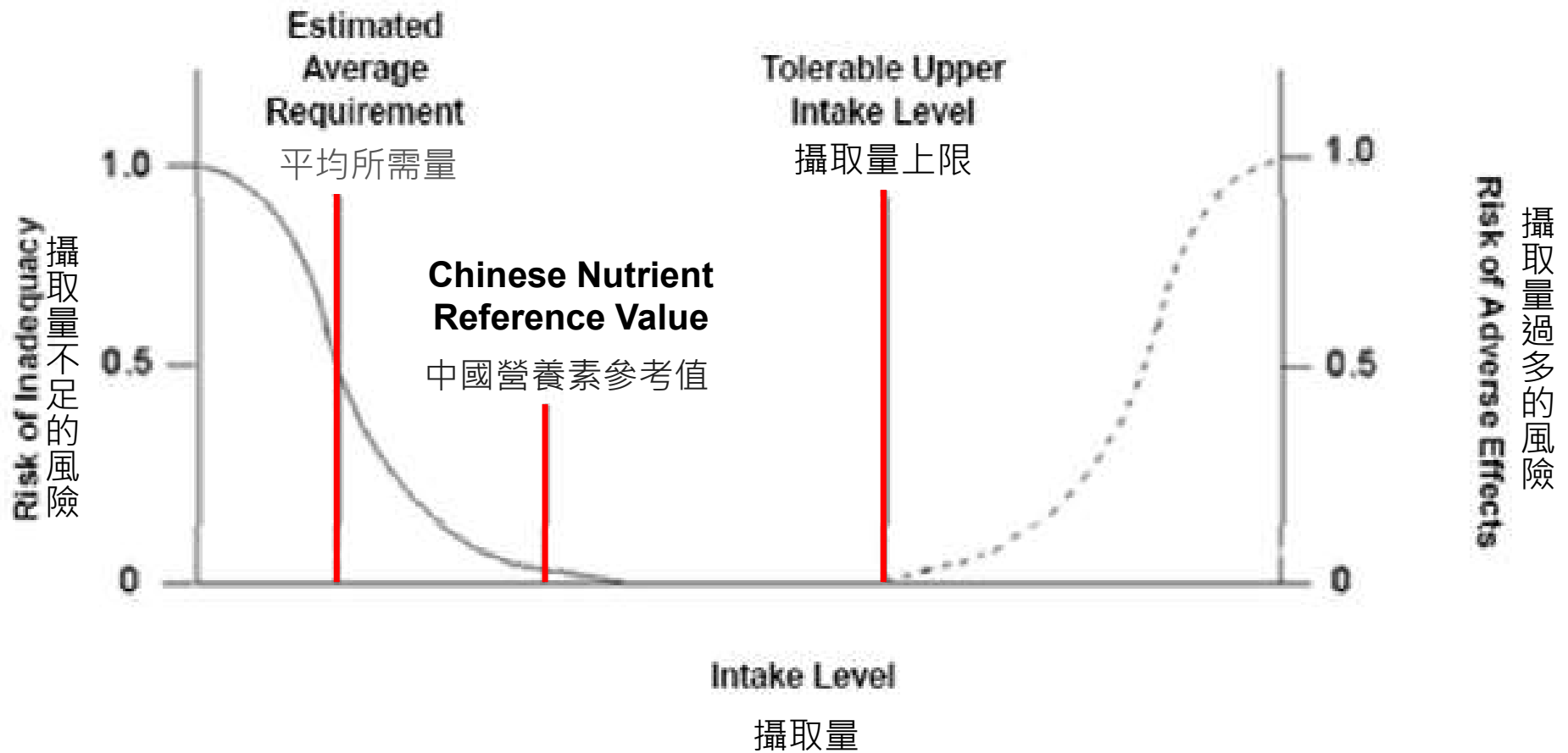
片劑體積更細小，減少引起的胃部不適

更易吸收，減少浪費

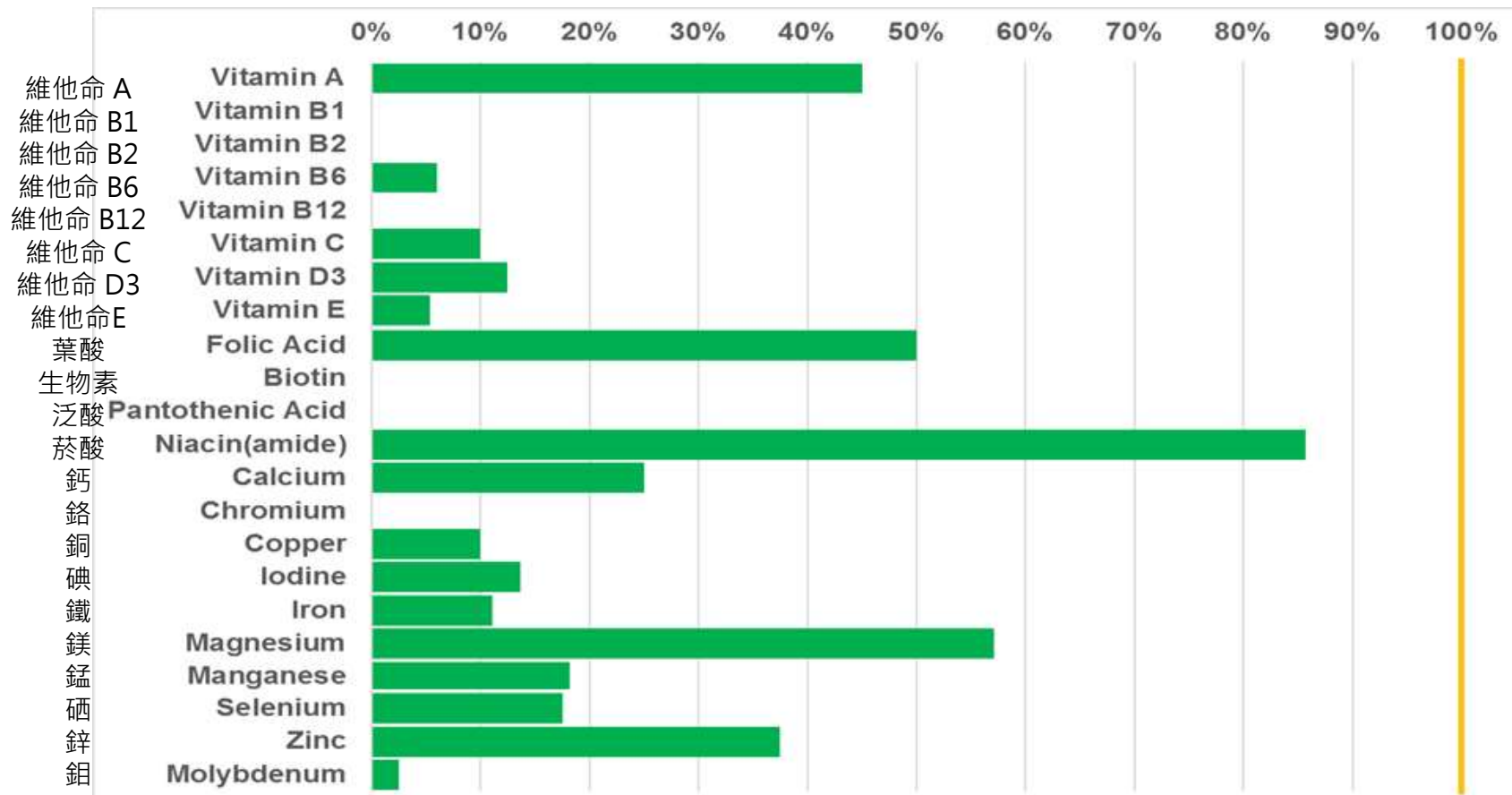
更符合國際標準

Safe Levels of Vitamins and Minerals: Nutrient Reference Values

維他命和礦物質的安全水平 營養素參考值



New Double X and Tolerable Upper Limits 新配方多寶營養片與攝取量上限



*National Academy of Medicine, DRI DIETARY REFERENCE INTAKES

*美國國家醫學院, 參考膳食攝取量

HOW DOES THE NEXT GENERATION OF DOUBLE X COMPARE?

新配方多寶營養片 – 與市面同類產品比較

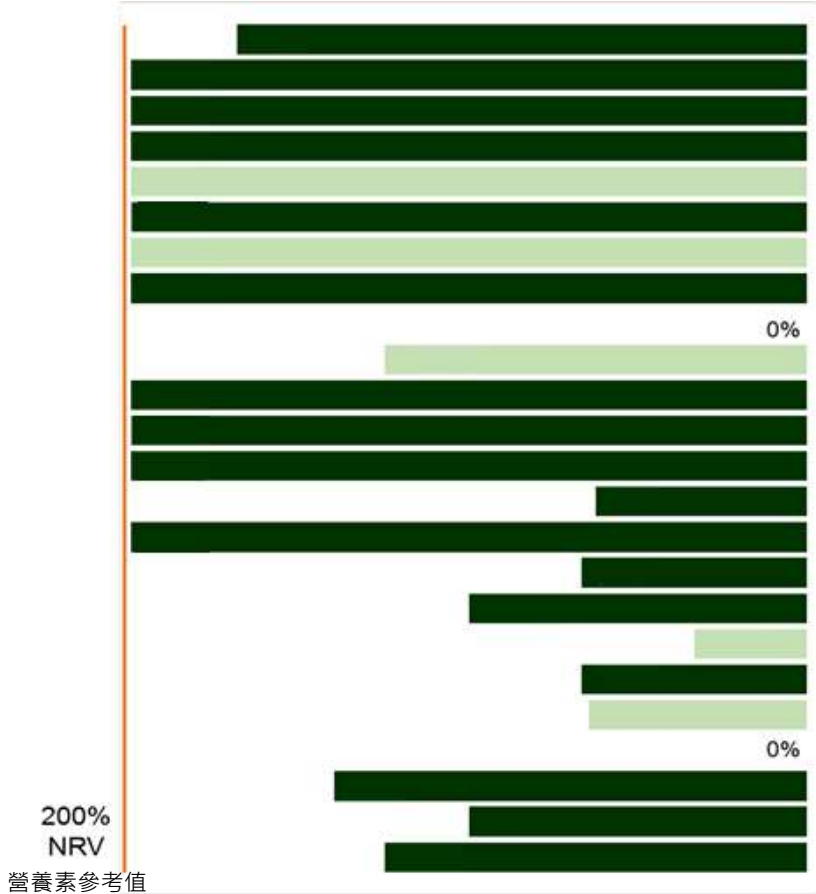


VS



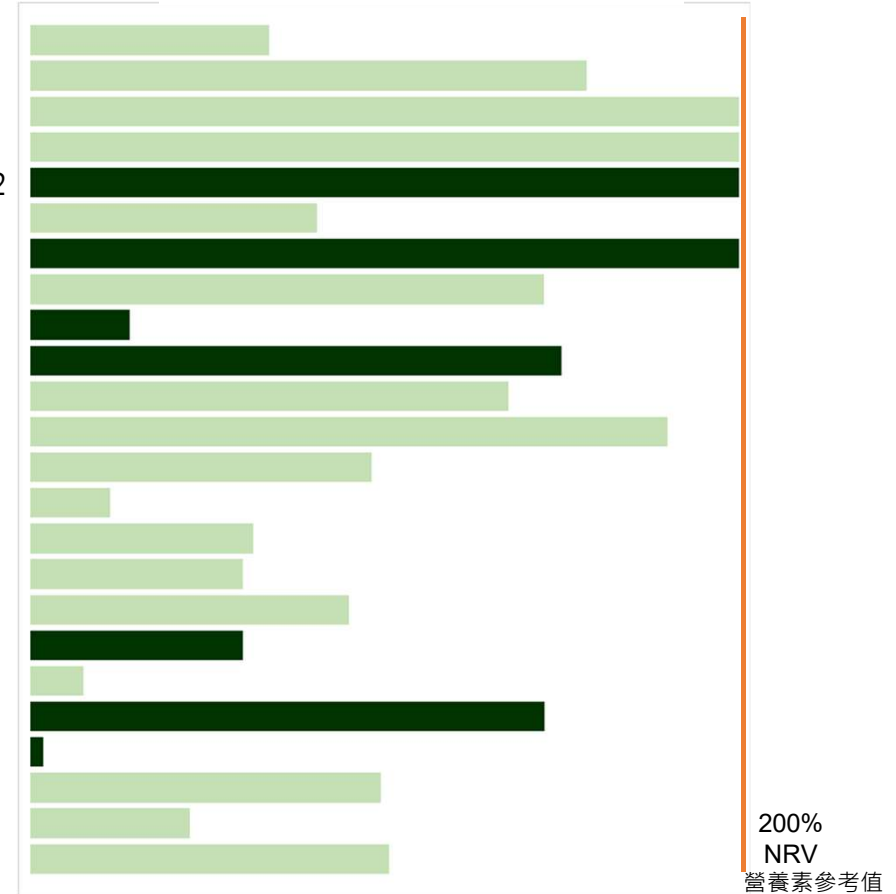
Comparison of Vitamin and Mineral Content 維他命及礦物質含量的比較

New Double X 新配方多寶營養片



17/24 Nutrients Higher 較高營養值

Brand C C品牌



7/24 Nutrients Higher 較高營養值

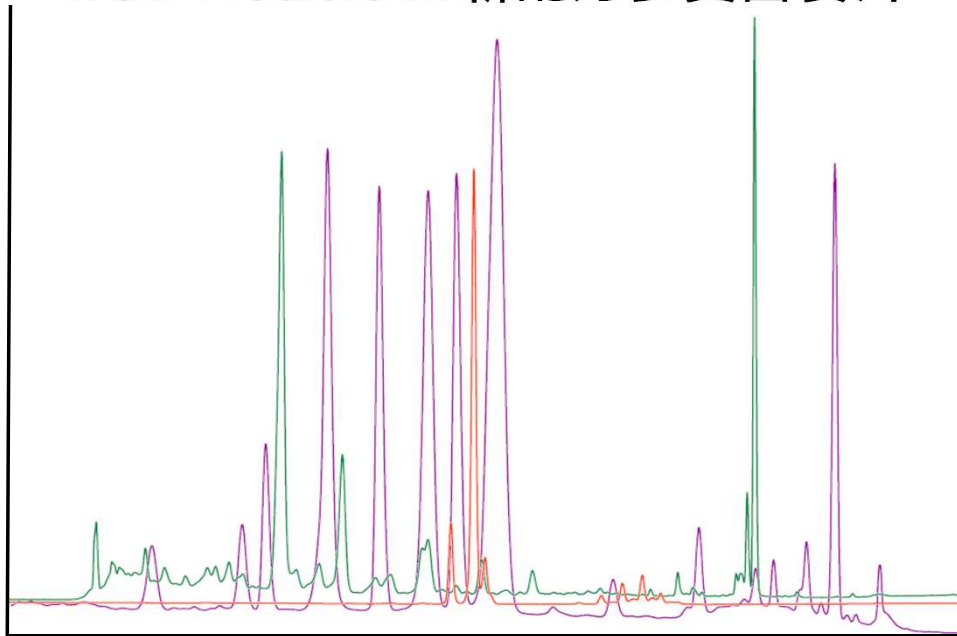
Comparisons shows approximate % Chinese Nutrition Reference Value (NRV)* Nutrients without Chinese NRV values are excluded.

根據中國營養素參考值(NRV)的百分比 *非根據中國營養素參考值(NRV)。

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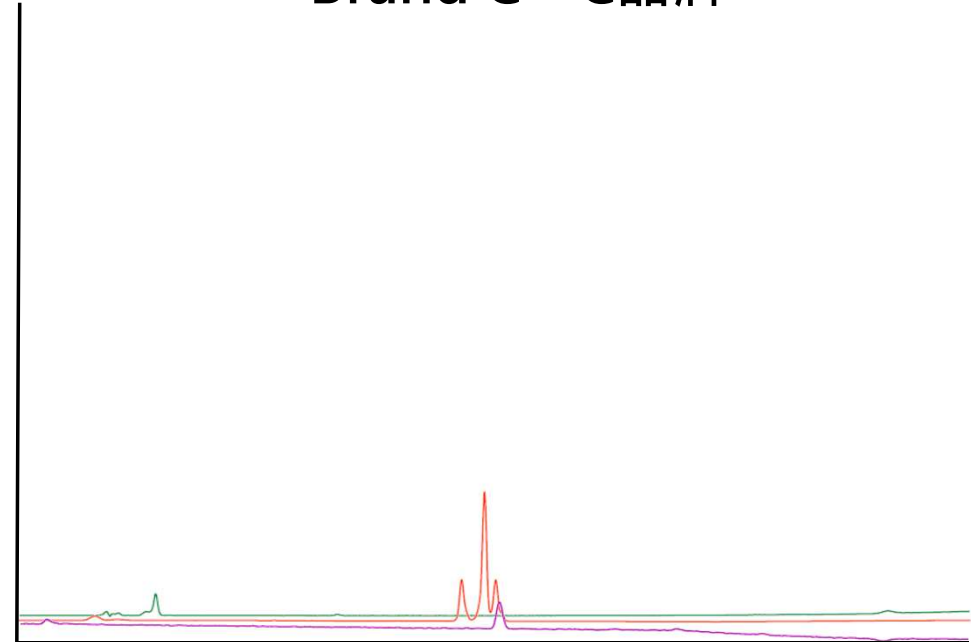
Comparison of Phytonutrient Content 植物營養素含量比較

New Double X 新配方多寶營養片



Retention Time 反應時間

Brand C C品牌



Retention Time 反應時間

■ Polyphenols 多酚

■ Carotenoids 類胡蘿蔔素

■ Anthocyanins 花青素

- New DX has a greater quantity and variety of polyphenols
新配方多寶營養片多酚含量及種類更多
- New DX has a greater quantity and variety of carotenoids
新配方多寶營養片類胡蘿蔔素含量及種類更多
- New DX has a greater quantity and variety of anthocyanins
新配方多寶營養片花青素含量及種類更多

HOW DOES THE NEXT GENERATION OF DOUBLE X COMPARE?

新配方多寶營養片 – 與市面同類產品比較



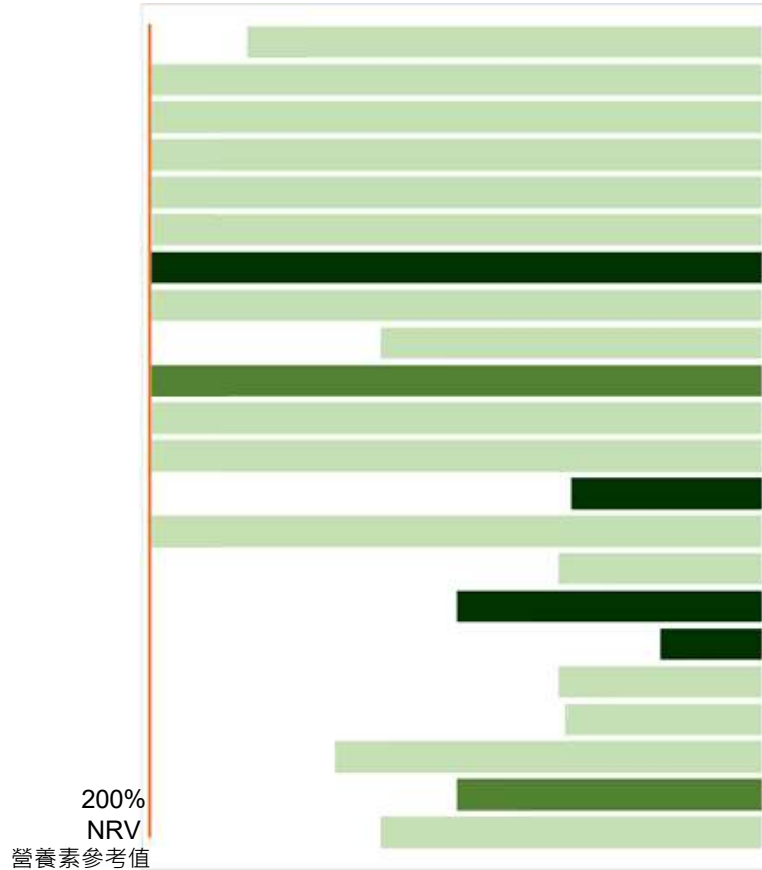
VS



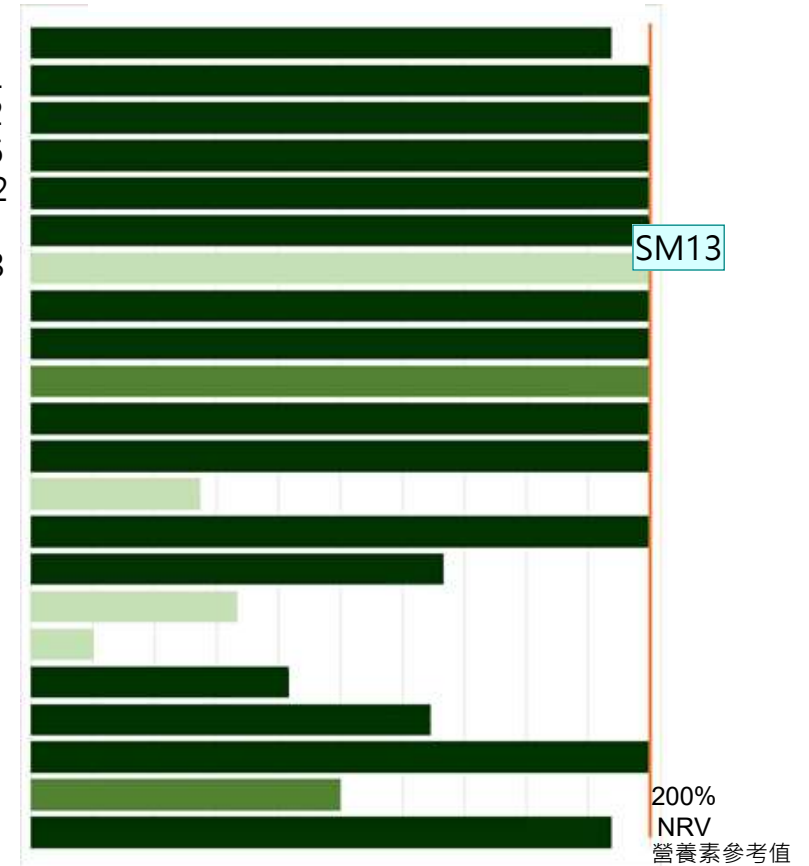
Comparison of Vitamin and Mineral Content 維他命及礦物質含量的比較

New Double X 新配方多寶營養片

Brand P P品牌



- Vitamin A 維他命 A
- Vitamin B1 維他命 B1
- Vitamin B2 維他命 B2
- Vitamin B6 維他命 B6
- Vitamin B12 維他命 B12
- Vitamin C 維他命 C
- Vitamin D3 維他命 D3
- Vitamin E 維他命 E
- Folic Acid 葉酸
- Biotin 生物素
- Pantothenic Acid 泛酸
- Niacin(amide) 菸酸
- Calcium 鈣
- Chromium 鉻
- Copper 銅
- Iodine 碘
- Iron 鐵
- Magnesium 鎂
- Manganese 錳
- Selenium 硒
- Zinc 鋅
- Molybdenum 鉬



4/22 Nutrients Higher 較高營養值

16/22 Nutrients Higher 較高營養值

Comparisons shows approximate % Chinese Nutrition Reference Value (NRV)* Nutrients without Chinese NRV values are excluded.

根據中國營養素參考值(NRV)的百分比 *非根據中國營養素參考值(NRV)。

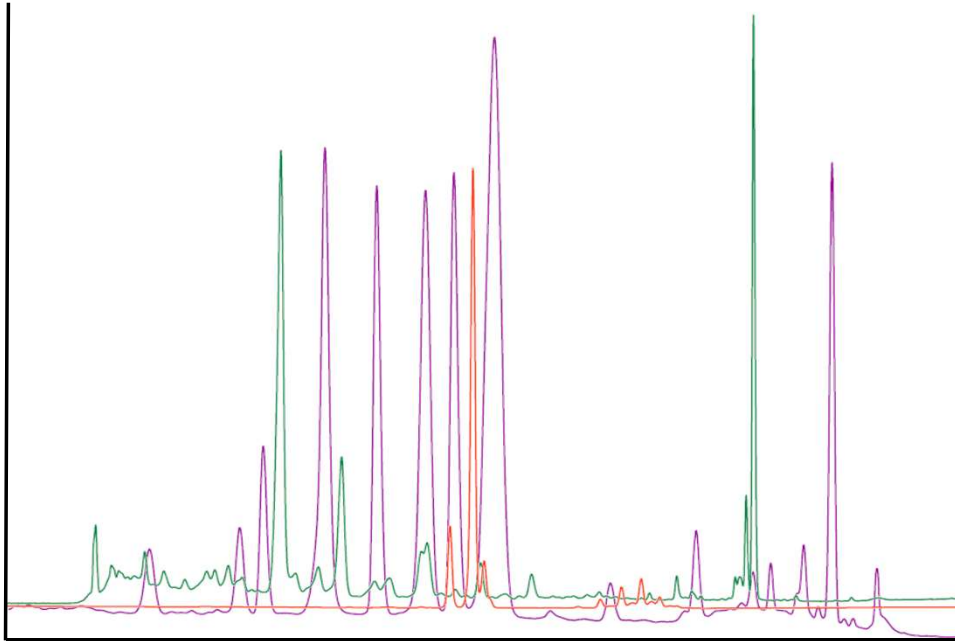
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SM13 This graph modified since last edits
Steve Missler, 22/9/2018

Comparison of Phytonutrient Content

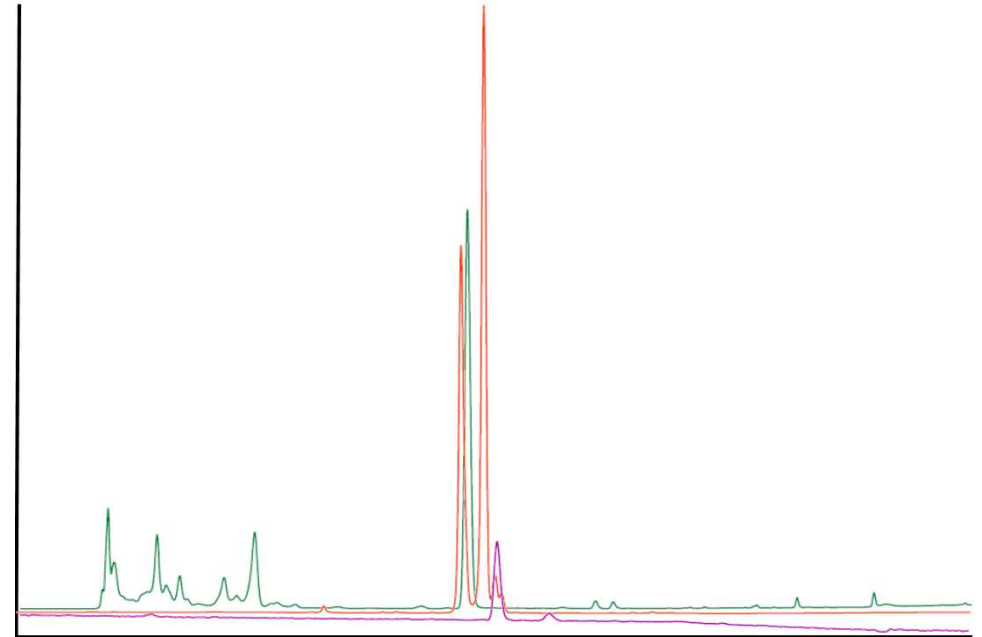
植物營養素含量比較

New Double X 新配方多寶營養片



Retention Time 反應時間

Brand P P品牌



Retention Time 反應時間

■ Polyphenols 多酚

■ Carotenoids 類胡蘿蔔素

■ Anthocyanins 花青素

- New DX has a greater quantity and variety of polyphenols
新配方多寶營養片多酚含量及種類更多
- New DX has a similar quantity but greater variety of carotenoids
新配方多寶營養片類胡蘿蔔素含量相約，但種類較多
- New DX has a greater quantity and variety of anthocyanins
新配方多寶營養片花青素含量及種類更多

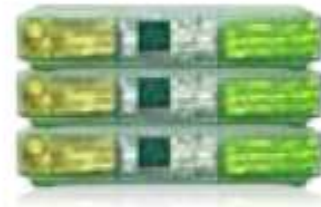
NEW PACKAGING DESIGN! 新包裝設計！



Updated global graphics for carton, using El Petacal as the main image!
更新了包裝，
以紐崔萊™墨西哥農場為主圖！

A new alfalfa leaf shape inspired tray:
包裝盒以新紫花苜蓿葉圖案設計：

- Easy to open latch 容易打開
- Better storage / stackable 更易存儲/可堆疊
- Slimmer design 纖巧設計



Names of the tablets on each pouch.
每個包裝袋上都印有營養片名稱

Bronze foil changed to Green to align with the Phytonutrient supplement.
銅色包裝袋改為綠色，以配合植物濃縮素片的顏色。



12 Vitamins
12種維他命



10 Minerals
10種礦物質



Phytonutrients from
21 Plant Sources
由21種植物提煉的
植物營養素

NEXT GENERATION OF DOUBLE X SUMMARY

新一代多寶營養片



12 Vitamins, 10 Minerals & Phytonutrients

from 21 Plant sources

12種維他命、10種礦物質，及
由21種植物提煉的植物營養素



Patented Phyto Protect Blend

專利 Phyto Protect



More Antioxidant Defence

更強抗氧化保護



Phyto Colour Balance

五色植物營養素平衡



1/3 Smaller Tablet Size

片劑體積小 1/3

NUTRILITE™ DOUBLE X™

紐崔萊™ 多寶營養片

70th ANNIVERSARY!

70週年!





DOUBLE X™
紐崔萊™ 多寶營養片
ENDLESS EVOLUTION
不斷革新

 **NUTRILITE™**

Exclusively from **Amway®**