

BETTER HEALTH + A RICHER LIFE

# EXCELLING

€ Winter 2017-2018

*Special Anniversary Edition*

3€  
STRONG



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EXCELLING MAGAZINE *Winter 2017-2018*

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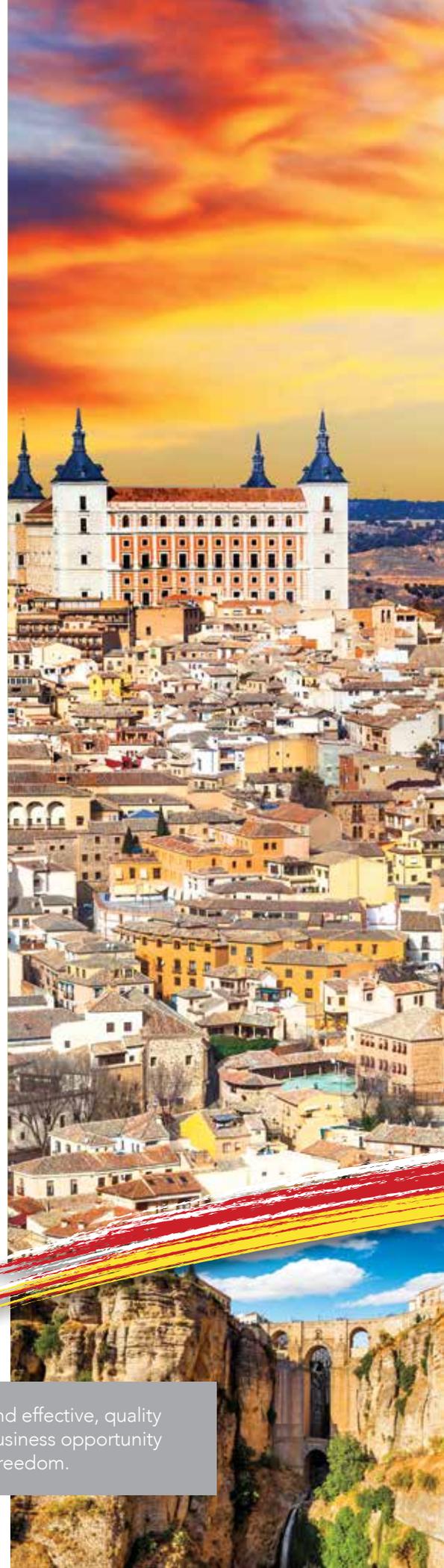
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**E. EXCEL Positions Itself for the Next 30 Years**



Enjoy better health with the science of Nutritional Immunology and effective, quality E. EXCEL products. Live a richer life and discover the E. EXCEL business opportunity that provides rich, personal rewards that go far beyond financial freedom.



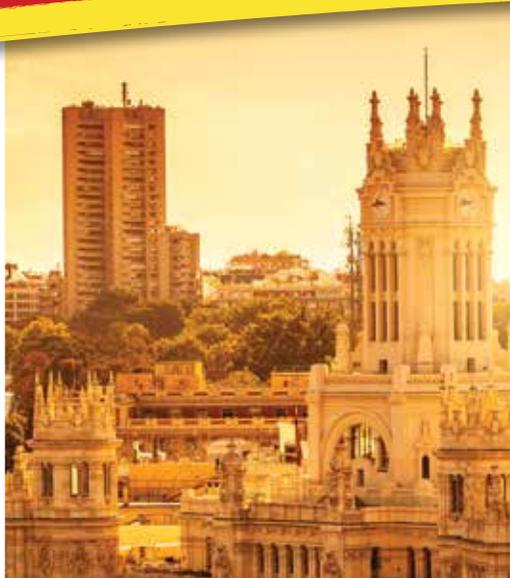
# 2018 EuroTour

Madrid • Andalucia Spain

Join E. EXCEL for a spectacular road trip through southern Spain and grow your E. EXCEL business at the same time!

Contest Period: December 1, 2017 - May 31, 2018  
Travel: Fall 2018

It's time for a stunning road-trip through southern Spain! Experience amazing points of world interest along the way, the finest luxury accommodations, the camaraderie of the Spanish people, and some amazing surprises—for which E. EXCEL trips are known! The passions and palaces of Spain await you when you win EuroTour 2018!





# A STRONG FUTURE

## On the Brink of E. EXCEL's Greatest Success

This is an exciting time to be part of E. EXCEL! The future has never looked brighter than it does now, and corporate leaders and E. Excellers alike are looking forward to greater growth and success than ever before.

"More and more people understand that the best way to good health is to eat foods that strengthen our immune system," says Senior Vice President Gary Takagi. "Our products provide exactly what people are looking for today. Our business opportunity allows our Distributors to help others, while making their own dreams a reality. There has never been a better time to be part of E. EXCEL and to share this life-changing opportunity."

Gary isn't alone in his assessment of the company's future. Three of the company's newest leaders—EE, Chi Wei, and E Lei Zhang, who are now working with their mother, E. EXCEL founder Dr. Jau-Fei Chen—agree that now is the time to be involved with one of the most exciting opportunities available.

E Lei talked of growing up and watching her mother create a 30-year tradition of good health. "E. EXCEL is a promise of better health, a better life, and a better future," she noted during a recent interview for *Excelling* magazine.

"We are a family," her sister, EE, continues. "I hope to come to an understanding of what makes E. EXCEL a special place for everyone involved, and then figure out how to ensure that E. EXCEL remains that place, and improve on the processes and the products, so that we can all be prouder each year to say 'I'm an E. Exceller.'"





*“We see E. EXCEL and Nutritional Immunology as household names, as key components of every household to aim towards a happier and healthier lifestyle.”*

**- Chi Wei Zhang**

Chi Wei noted that he and his sisters “see E. EXCEL as not just for the next 30 years but for many more generations to come. We see E. EXCEL and Nutritional Immunology as household names, as key components of every household to aim towards a happier and healthier lifestyle. We want to create not just a better, healthier future, but we hope to also create business opportunities for everyone,” he continued.

We’re well on our way to doing just that. This year’s 30Strong highlights have included moments of celebrating where we’ve been, who we are, and where we’re going. The year started with leadership recognition in Toronto, New York, and Vancouver. These gatherings were a wonderful way to honor our outstanding E. EXCEL leaders and celebrate the new year and our 30<sup>th</sup> anniversary year!

In the summer E. Excellers enjoyed huge FamilyFest celebrations, and our SummerFest contest allowed top-performing E. Excellers to earn Apple iPads to use in their business, as well as in their personal lives. Another summer highlight was our Growing Up E. EXCEL contest, in which second-generation E. Excellers submitted essays and artwork sharing their experiences as members of the E. EXCEL family (see page 20 for more).





“E. EXCEL is a promise of better health, a better life, and a better future”

– E Lei Zhang

Our 30Strong Conference brought E. Excellers from around North America together in New York, where we listened to Dr. Chen, as well as Chi Wei and E Lei Zhang talk about E. EXCEL's future. We also honored top Distributors and celebrated later that evening at a memorable 30th anniversary party.

The memories are still fresh from our Travel 30Strong anniversary cruise to Vietnam, where we vacationed with E. Excellers from around the world and celebrated our 30 year milestone together (*see page 8 for more*).

Another exciting addition this year is our first ever North America Working Committee. Select E. EXCEL business builders have partnered with the company on a whole new level, actively participating in decisions for the benefit of all Distributors in the USA and Canada. And we made it easier than ever to order products and enroll new E. Excellers by adding a Chinese language option on our website!





As we wrap up an exciting year celebrating our 30<sup>th</sup> anniversary, E. EXCEL leaders are intent on focusing on the future. "We hope our E. EXCEL family members have caught a glimpse of the amazing future that lies ahead for E. EXCEL," Gary concludes. "We are on the brink of experiencing the greatest growth that we have ever seen."



*"We hope our E. EXCEL family members have caught a glimpse of the amazing future that lies ahead for E. EXCEL"*

**- Gary Takagi**



TRAVEL  
**30**   
STRONG  
ANNIVERSARY  
CRUISE

# STRONG MEMORIES

*"What an unforgettable experience it was to celebrate our 30<sup>th</sup> anniversary with E. Excellers from all over the world!"*

*"Made memories I'll treasure forever."*

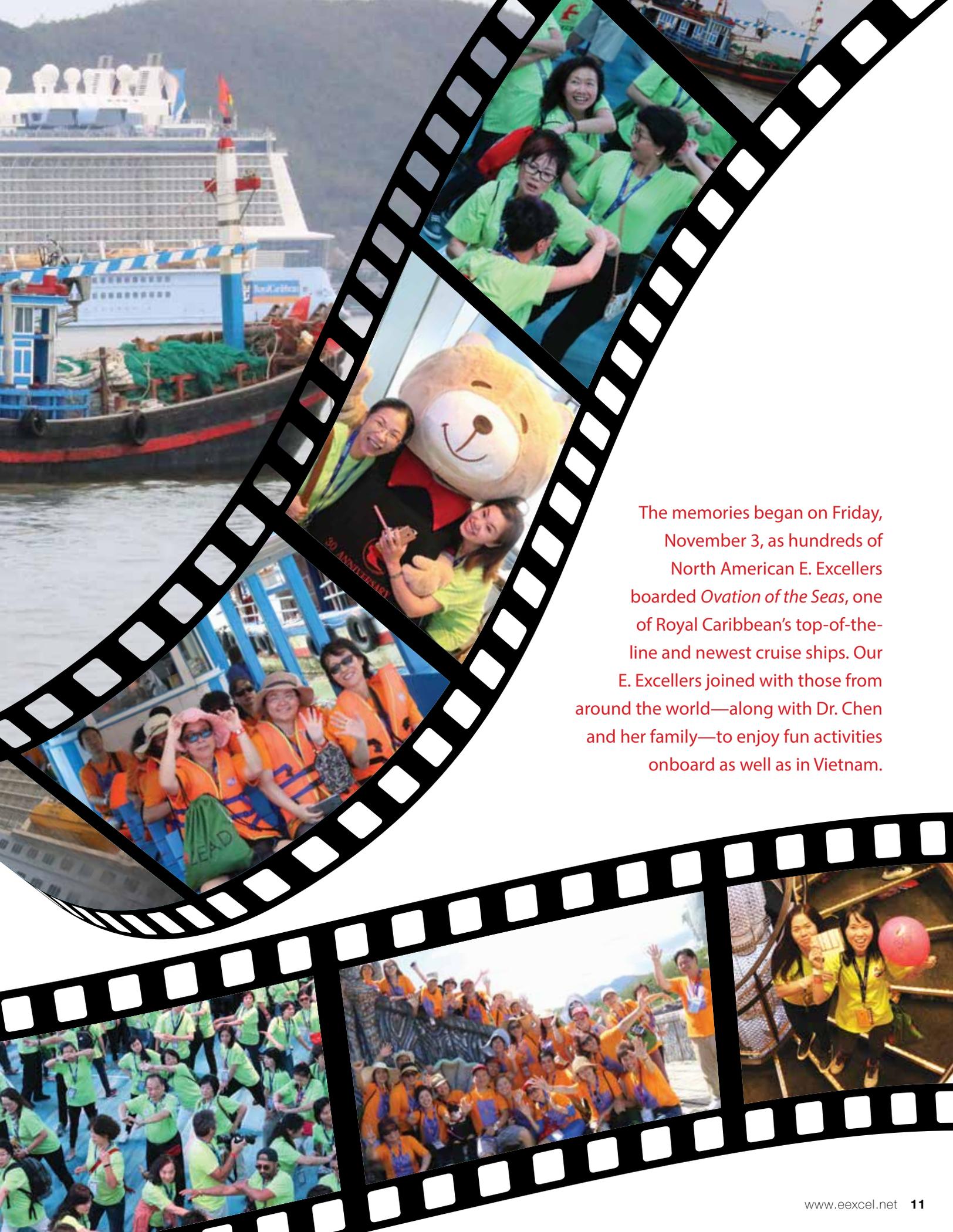
*"Now I'm even more excited and motivated to work for the next trip to Spain!"*

These are only a few of the comments we heard from our E. Excellers as they concluded this year's Travel 30Strong Anniversary Cruise. We don't have space to share everything that people said—or all the fun things they did. But we have to share a few highlights—the 30Strong anniversary cruise will be one of E. EXCEL's most memorable!





TRAVEL  
30€  
STRONG



The memories began on Friday, November 3, as hundreds of North American E. Excellers boarded *Ovation of the Seas*, one of Royal Caribbean's top-of-the-line and newest cruise ships. Our E. Excellers joined with those from around the world—along with Dr. Chen and her family—to enjoy fun activities onboard as well as in Vietnam.





# TRAVEL 30€ STRONG

But for most, the highlight of the whole cruise was the opportunity to be together with E. Excellers from around the world to celebrate our 30<sup>th</sup> anniversary. Traveling in style with friends in the E. EXCEL family is one of the most fun and exciting ways to not only build a stronger E. EXCEL business, but also to make strong memories and live the richer life for which E. EXCEL has become famous!

# The Zhang Trio

Being part of E. EXCEL is nothing new for EE, Chi Wei, and E Lei Zhang. Before they were born, their mother, Dr. Jau-Fei Chen, started E. EXCEL, and their entire lives have been spent watching, supporting, and often participating with her as she has dedicated her life to sharing the gift of health and the knowledge of Nutritional Immunology through innovative wholefood products.

“One of my fondest childhood memories is of the product development process,” recalls Chi Wei, who now works in marketing. “From sampling prototype products to visiting our manufacturing facilities, my eyes were opened, and I was amazed at how much care and effort went into every E. EXCEL product. Each capsule embodies our team’s hours of work in formulating our blends. Each carton contains our expertise and our love. To me, then and now, each product is the culmination of all successes and all failures, and I love our products even more because of that.”

Dr. EE Zhang, MBChB, along with her siblings Chi Wei, who earned a degree in computer science from Cornell University, and E Lei with a Juris Doctorate from the University of California at Irvine, are working alongside their mother, leading the 30-year-old company into an exciting future.

“Each of us has our own strengths to add to the company,” notes EE, who says she is “directing my arrow at the root of disease—unhealthy lifestyles and habits.” Rather than patients coming to see doctors for advanced disease and looking for miracle cures, EE hopes that by educating people on how to better live a healthy lifestyle, they will not develop disease to begin with.

“Prevention is always better than a cure,” she continues, sounding much like Dr. Chen, who has spent three decades teaching the

*“Each of us  
has our own  
strengths to add  
to the company”*

– Dr. EE Zhang





*"I've watched people's lives change for the better through their involvement with E. EXCEL. I've seen the love and pride my parents feel every day working with the company and with our members."*

– E Lei Zhang



*"To me, then and now, each product is the culmination of all successes and all failures, and I love our products even more because of that."*

– Chi Wei Zhang



*“When we joined E. EXCEL, we knew we would learn about business, but we didn’t realize how much we would learn about the human story. We hope to play a positive role in those stories in the future.”*

same principle. "This is the best thing a doctor can do—teach people how not to fall sick. And what better way to do it than through Nutritional Immunology? I hope to continue spreading the knowledge of Nutritional Immunology to teach people that nutrition can affect their immune function."

*"I think I'm incredibly fortunate to have the opportunity to be a part of this company's future leadership — to make sure I protect and grow the place where passion and hard work can transform dreams into reality."*

— E Lei

There's no better job than working at E. EXCEL, says E Lei. "I grew up watching my parents devote their passion and energy toward E. EXCEL," she says. "I spent a lot of time around hard-working members who reciprocated my family's devotion in their journey to success and self-actualization. I've watched people's lives change for the better through their involvement with E. EXCEL. I've seen the love and pride my parents feel every day working with the company and with our members.

"I guess it just came naturally for me to want to be a part of that family. How can I not believe in our company, our members, our products, and the power to change lives for the better in a great and positive mission to give the gifts of health and knowledge to mankind? I think I'm incredibly fortunate to have the opportunity to be a part of this company's future leadership—to make sure I protect and grow the place where passion and hard work can transform dreams into reality."

The three Zhang leaders eagerly look to the future as they continue to learn and grow in their positions at E. EXCEL. "The learning never stops," they note. "And we're constantly surprised by not only the depth of what we learn but also the breadth. We're always learning something new about business and commerce, about leadership, about product development and company management.

"But what has been most surprising and enjoyable for us is learning about the human aspect of business," they continue. "It's one thing to learn about the nuts and bolts of a company, but there's a whole different dimension to learning about the Distributors, the long-time family members. Looking them in the eye, feeling their hands in ours, hearing their stories, and realizing that every business decision we make in the office has a real and tangible effect on the lives of earnest, hardworking people with dreams that they're willing to devote their entire lives to accomplish.

"With E. EXCEL, we can protect the blood, sweat, and tears that these people put in to create a better life for themselves and their loved ones," the siblings agree. "When we joined E. EXCEL, we knew we would learn about business, but we didn't realize how much we would learn about the human story. We hope to play a positive role in those stories in the future."

# STRONG *Leaders*

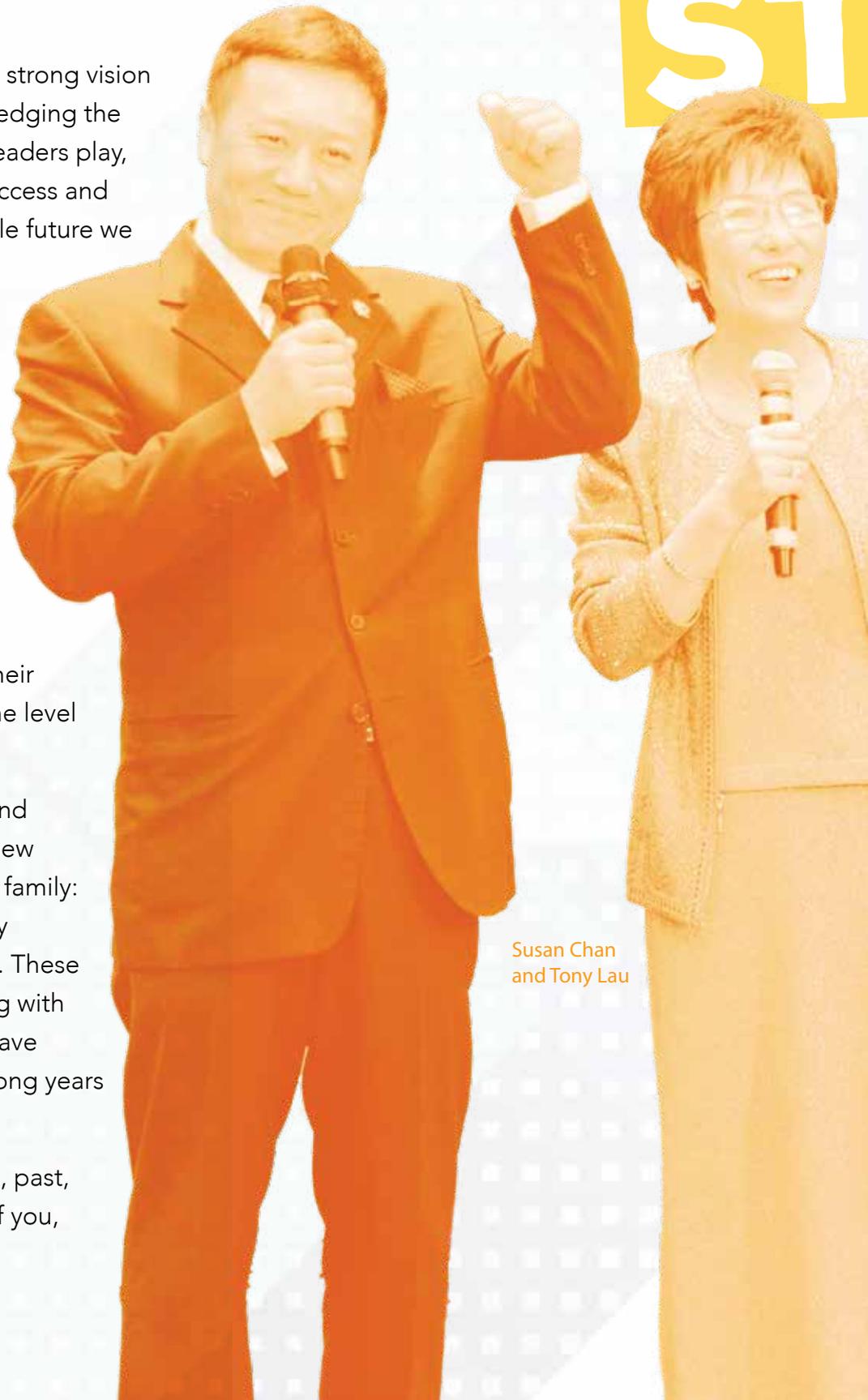
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We could never talk about our strong vision for the future without acknowledging the invaluable role our E. EXCEL leaders play, both in our past 30 years of success and growth, as well as the incredible future we anticipate.

Our top tier of leaders—our Ambassadors—play key roles in encouraging, supporting, and guiding each of their Downlines as they work hard to achieve their goals and make their dreams come true. These leaders set a powerful example for others, who are working to follow in their footsteps and achieve the same level of success.

We have many such leaders, and this year we welcomed three new Ambassadors to our E. EXCEL family: Susan Chan and Tony Lau, May Dong, and Cheng Wen Zhang. These outstanding individuals—along with our other powerful leaders—have done much to make our 30Strong years memorable and successful.

Thanks to all E. EXCEL leaders, past, present and future. Because of you, our future is bright.



Susan Chan  
and Tony Lau

Leaders

# STRONG Future



May Dong



Cheng Wen Zhang

# GROWING UP E. EXCEL

## WINNERS AGES 13 - 18



**First Prize**

MELODY YU, AGE 16



**Second Prize**

SUSAN LU, AGE 15



**Third Prize**

CINDY YE, AGE 16



A highlight of this year has been our Growing Up E. EXCEL contest. This contest encouraged our second-generation E. Excellers to share artwork or essays that conveyed what they appreciate the most about growing up in E. EXCEL homes.

We were thrilled with the response and impressed with the quality of work that was submitted! We definitely have some budding artists and writers in our midst!

We were even more excited to see that these second-generation E. Excellers are already recognizing the power of E. EXCEL to provide people with healthier and richer lives. In both word and art, these youngsters captured stories of feeling better, traveling, stronger family relationships, nutritious food products, and so much more.



WINNERS 12 & UNDER



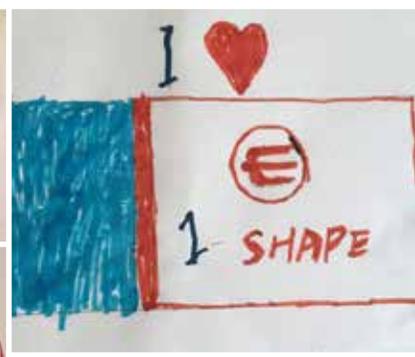
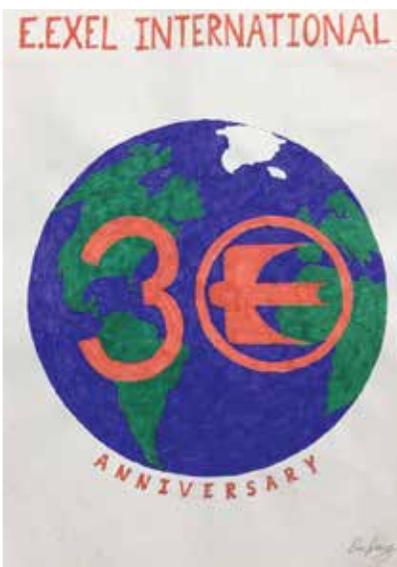
**First Prize**  
SOPHIA J. HE, AGE 9



**Second Prize**  
JOY ZHENG, AGE 8

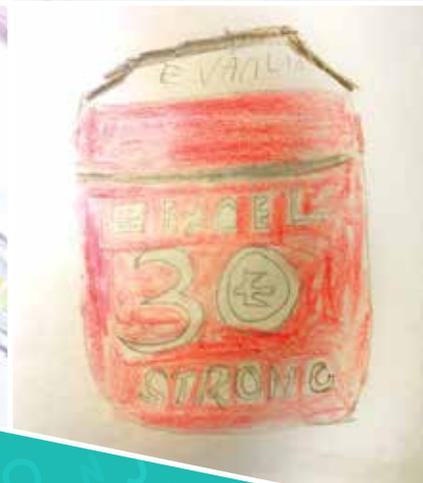


**Third Prize**  
WENNY ZHENG, AGE 11





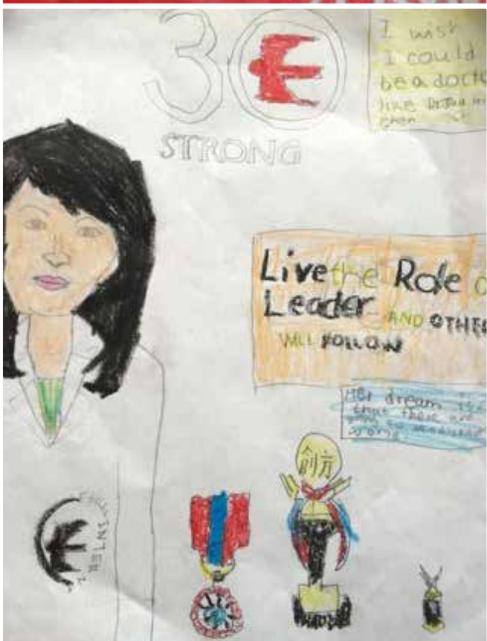
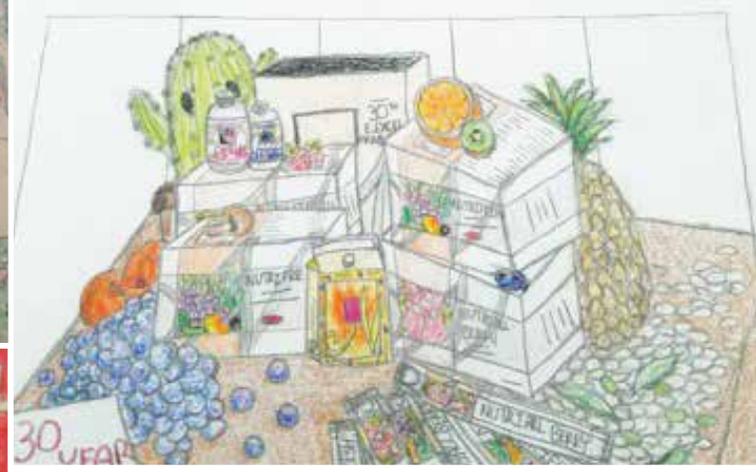
Congratulations to all our Growing Up E. EXCEL winners! And special congratulations to each participant who took the time to share with us their E. EXCEL experiences. We're proud to have you as part of our E. EXCEL family, and we know you will play an important role in the future of E. EXCEL moving forward.







30週年  30週年



To read the essays and see all the submissions, go to:

[WWW.EEXCEL.NET/GROWINGUPEEXCEL](http://WWW.EEXCEL.NET/GROWINGUPEEXCEL)



# STRONG CONFERENCE CELEBRATES E. EXCEL TRADITION, SUCCESS, AND FUTURE



Enthusiasm and spirits were high at the E. EXCEL 30Strong conference earlier this year. Hundreds of E. Excellers from around North America gathered in New York City on August 6, to celebrate E. EXCEL's 30<sup>th</sup> anniversary and the exciting growth and success they have experienced as E. EXCEL Distributors.

A highlight of the 30Strong anniversary conference was the opportunity for E. Excellers to hear from E. EXCEL founder Dr. Jai-Fei Chen, as well as E Lei and Chi Wei Zhang, two of her children, who are following in their mother's footsteps as strong leaders of E. EXCEL.

The daylong celebration began with a special business and leadership morning session. E. EXCEL COO and Senior Vice President Gary Takagi welcomed those in attendance, thanking them for their support and dedication through three decades of growth and success. He also said he has never been more excited about or confident in the future of the company.

In an insightful presentation, Dr. Chen shared her commitment to E. EXCEL and the mission that she identified three decades ago when she began the company. She talked about the importance of sharing the E. EXCEL message of better health and richer lives with others, and how grateful she was for those who have joined her in making a difference. Those in attendance were inspired by her presentation, feeling renewed excitement and commitment to E. EXCEL and its amazing plant-based wholefood products.



Dr. Chen spoke again in the afternoon session, along with Chi Wei and E Lei, who spoke of their commitment to the company that their mother had created 30 years ago. Both Chi Wei and E Lei are working alongside their mother to lead E. EXCEL into the future.

E Lei, who graduated from Temple University in Tokyo and then earned her Juris Doctorate from the law school at the University of California at Irvine, talked of growing up and watching her mother create a 30-year tradition of good health. She saw her mother dedicate her life to E. EXCEL and the mission of sharing the message of Nutritional Immunology with others.

As a second-generation E. Exceller, E Lei talked about the power that E. EXCEL has to change lives in many different aspects. She also talked about her own decision to join her mother in continuing the incredible legacy that has been created. She is confident and excited about the future of E. EXCEL and looks forward to contributing in many ways to help the company continue to grow.

**Congratulations to the following E. Excellers who were honored during our 30Strong Celebration.**

**Jade Masters**



**Anna and Stephen Lin**



**Haiyan Wei and Junting Pan**



**Hong Huang**



**Yi and Tony Li**



**Eva Yang**

**Jade Ambassador**



**Susan Chan and Tony Lau**

**Catch the Vision Award**



**Lizhu Guo and Zhongxin Wang**



**Lanlan Cao**



**Drs. Zhouming Lum and Xiuguo Zhang**



**Dr. Yaping Guo**



**Raymong Yang**



**Natalie and Adam Belnap**



**Angelica Zi Hugh**

Chi Wei recently graduated from Cornell University in computer science. Chi Wei talked about the technology that is available today to help E. Excellers share the message of E. EXCEL and build their businesses. He noted that health and nutrition are areas where people are looking for answers, and E. EXCEL has been a leader in offering plant-based, wholefood products that provide the nutrition people are looking for in natural, safe, effective ways. "E. EXCEL is committed to providing the technology and tools necessary to help E. Excellers succeed," said Chi Wei, "and this is the perfect time to partner with E. EXCEL and become a part of the company's exciting future."

The afternoon session culminated in recognition. E. Excellers who had earned new titles were recognized for their amazing success and growth. Corporate officials invited top E. Excellers—those who had reached the level of new Jade Master and Jade Ambassador—to join them for much-deserved onstage recognition.



The day of celebration ended on a high note, with an evening party where E. Excellers enjoyed delicious food, upbeat music, and each other's company. The party featured additional recognition, including the Catch the Vision award, which recognized Distributors who had been with the company 20 years or more. In addition, Travel 30Strong Vietnam Cruise winners were recognized, as well as E. Excellers who won the grand prize in the SummerFest contest. These lucky winners were surprised by receiving their prizes onstage. The evening ended with a *Millennium* toast, as everyone joined with Gary in recognizing the past 30 years and looking forward with great anticipation to the future.

Thanks to all those who made this memorable celebration happen, and those who attended the event as well. Happy 30<sup>th</sup> Anniversary!



Emily Zhang



Martin Zhang



Kimi and Bree Belnap



Sarah Yan



Aaron Zhang



Man Dinh Trac



Jessie Ou



George He



Susan Lu

## Second-Generation E. Excellers

One of the highlights of the 30Strong Celebration party in the evening were brief presentations by a handful of second-generation E. Excellers. Each presenter briefly shared what they have enjoyed most about growing up in an E. EXCEL home. The presentations were tender and heartfelt, and many remarked that listening to the next generation of E. Excellers was one of their favorite parts of the evening.



# E. EXCEL POSITIONS FOR

2017 marks E. EXCEL's 30th year of leading the way in providing both products that help strengthen your immune system and an incredible business opportunity to its independent Distributors. In 1987, Dr. Jau-Fei Chen founded E. EXCEL to share the science of Nutritional Immunology and her outstanding E. EXCEL products. Thirty years later, the philosophy of strengthening your immune system by eating plant-based foods has become mainstream and is promoted by health care professionals around the world.

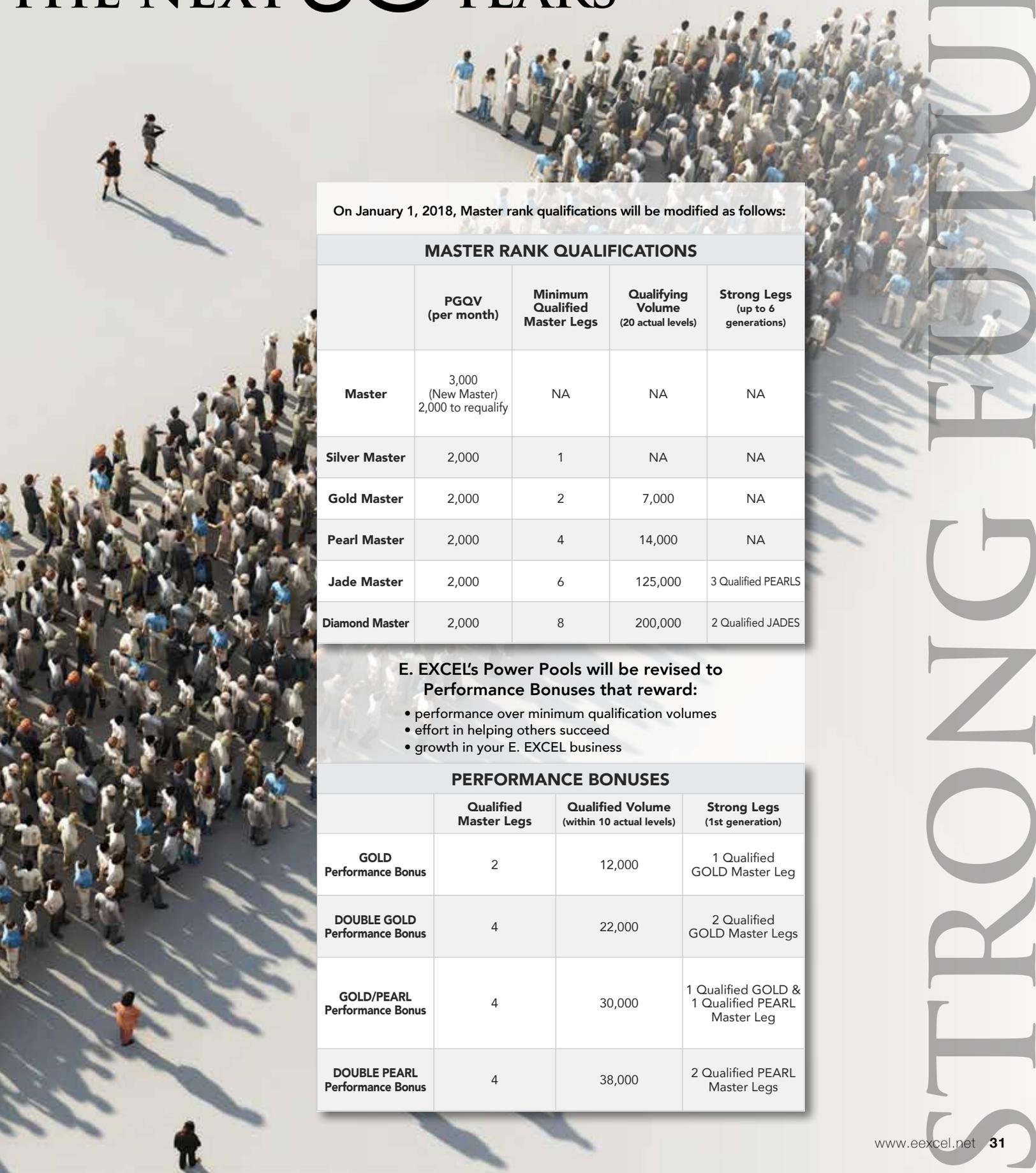
Dr. Chen selected network marketing for distribution of E. EXCEL's products to allow everyday people the opportunity to enjoy financial rewards for distributing E. EXCEL's products. Over the past thirty years, thousands of individuals have built successful businesses distributing E. EXCEL products and helping others enjoy the same financial success.

E. EXCEL is not resting on its laurels; we are working to improve both our products and business opportunity. We are excited and looking forward to the next thirty years! On October 22nd, the E. EXCEL North America Working Committee comprised of E. EXCEL leaders, unanimously voted to enhance the E. EXCEL North America Compensation Plan by modifying master rank qualifications. These enhancements will ensure that E. EXCEL Distributors will continue to receive the financial rewards they deserve for distributing E. EXCEL products and for helping other E. Excellers enjoy financial success.

"We are very pleased that Distributors are as excited with these enhancements as we are" stated Luis Tiratto, Director of Marketing and Distributor Development. He continued, "The leadership is committed to helping their organizations reach even higher financial rewards."



# ITSELF THE NEXT 30 YEARS



On January 1, 2018, Master rank qualifications will be modified as follows:

## MASTER RANK QUALIFICATIONS

	PGQV (per month)	Minimum Qualified Master Legs	Qualifying Volume (20 actual levels)	Strong Legs (up to 6 generations)
<b>Master</b>	3,000 (New Master) 2,000 to requalify	NA	NA	NA
<b>Silver Master</b>	2,000	1	NA	NA
<b>Gold Master</b>	2,000	2	7,000	NA
<b>Pearl Master</b>	2,000	4	14,000	NA
<b>Jade Master</b>	2,000	6	125,000	3 Qualified PEARLS
<b>Diamond Master</b>	2,000	8	200,000	2 Qualified JADES

## E. EXCEL's Power Pools will be revised to Performance Bonuses that reward:

- performance over minimum qualification volumes
- effort in helping others succeed
- growth in your E. EXCEL business

## PERFORMANCE BONUSES

	Qualified Master Legs	Qualified Volume (within 10 actual levels)	Strong Legs (1st generation)
<b>GOLD Performance Bonus</b>	2	12,000	1 Qualified GOLD Master Leg
<b>DOUBLE GOLD Performance Bonus</b>	4	22,000	2 Qualified GOLD Master Legs
<b>GOLD/PEARL Performance Bonus</b>	4	30,000	1 Qualified GOLD & 1 Qualified PEARL Master Leg
<b>DOUBLE PEARL Performance Bonus</b>	4	38,000	2 Qualified PEARL Master Legs

STRONG FUTURE



For more information, contact: