

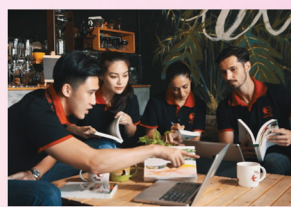
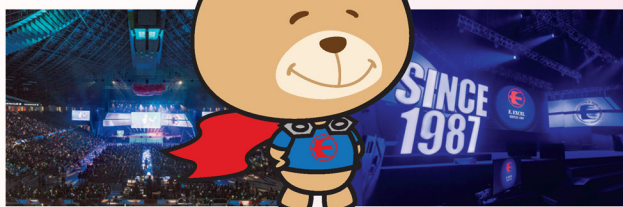


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E. EXCEL'S WORLD



**35**  
E. EXCEL  
ANNIVERSARY



January – March 2022



— To Heroes —



## Online Celebration

### *Special Report*

For the past two years, we could not hold a big gathering because of the pandemic. Our 33rd Anniversary Convention was canceled. Our 34th Anniversary Convention was a no-go. But this year, we really miss you all too much so we took our anniversary celebration online for the very first time!

On 8 January 2022, we celebrated our 35th Anniversary by paying tribute to E. Excellers from around the world for being heroes, fighting misinformation in these dark days of pandemic. Here are some highlights of our 35th Anniversary Online Celebration.



## Speech

COVID-19 continues to circulate around the world. We have been challenged with the fragility of human life, and we have been reminded that medical science is not omnipotent. We have seen firsthand the deadly consequences of misinformation. In light of this, never has Nutritional Immunology been more important to share. More than any other generation, it is ours that must realize the urgency of healthy living and the importance of the immune system's role in ensuring good health.

Many of us only now realize the value of a healthy body that can endure the rough, unpredictable waves of life. It is a lesson we have learned at a high cost, but one that must spur us to action. Prevention is our greatest weapon against poor health. A body that is weakened by viral infection often succumbs to other disease. But, a body that has been properly nourished can fully recover. The same viral infection can lead to two different outcomes—this is prevention.



Prevention does not begin or end with vaccination. You may be fully vaccinated for COVID-19, but what of future diseases? And what of lifestyle diseases such as diabetes and heart disease? Such tragedies can be prevented by building resilience through informed practices in nutrition and exercise.

This is Nutritional Immunology: a body of knowledge about human health, the immune system, and nutrition, born out of tireless research and unceasing passion. Yet, as powerful as it is, it is only an idea until an E. Exceller takes it to her family, her friends, her neighbors, her city, and her country. It is only when we discuss, share, and practice Nutritional Immunology with others that it becomes a living engine of health and wellness. As the breath that gives life to Nutritional Immunology, we bear a heavy responsibility. But that responsibility is also an unbelievable privilege: the privilege to be able to fight against the sufferings brought on by poor health. This privilege opens the doors for an amazing possibility—the possibility for us to be the great heroes of our time.



Never has there been a time that has needed such heroes more. Misinformation runs rampant, taking advantage of people's uncertainty and desperation. Now, we must take up our responsibility, to march boldly into the battle, armed with correct knowledge of health and prevention science. On our journey, we may face resistance and rejection. We may be misunderstood. But we must hold our mission close: to share the gifts of health and knowledge with mankind. We will surely face ups and downs. But I count myself lucky. I know right from wrong concepts about health. I understand how to take care of myself and my loved ones through Nutritional Immunology. Above all, I count myself happy to have the heroes of E. Excel by my side as my friends, my family.

E. Excellers, I am truly blessed to know you. It has been my honor to stand alongside you these past 35 years. Others may not applaud you, but I applaud you. Others may not recognize you, but I recognize you.

We live in strange and troubled times. But this is also *our* time: it is our time to live up to our mission, to do our part in contributing to the health and happiness of mankind.

What a journey, what a privilege, it has been for me to spend the last 35 years of my life together with you. I am truly grateful for each day that I have had with each and every one of you—the heroes of E. Excel. From the bottom of my heart: Thank you!

*Thank you!*

**Dr. Jau-Fei Chen**







On this special occasion, it is only fitting that E. Excel celebrates the courage and determination of E. Excellers. They share correct health knowledge with their communities every day, pressing on despite rejection. E. Excel specially produced a video that was shown during the online celebration to pay tribute to the heroic qualities of E. Excellers.

Nutritional Immunology is all about educating people about health, and how to prevent diseases. The key to good health is education and prevention. It makes me proud that my fellow E. Excellers truly understand this concept and take it to heart. Just by spreading the knowledge of Nutritional Immunology, you are helping people avoid getting sick to begin with. It is a different kind of saving, making you a special kind of hero, and one that will touch the lives of many. Knowing that you all are out there, because you want to change the lives of the people around you for the better—it is touching. I am so proud to be able to do this together with you. Thank you!



*E. E. Zhang*





Having growing alongside E. Excel over the past 35 years, E. Excellers speak from the heart about why they choose the E. Excel career as their lifelong career. They also share about their E. Excel heroes—the people who have transformed their lives.

In my entire life, I do not recall a day my mom was not working. She works every day! You would think this would affect her quality of life. But interestingly enough, she is a happy person. And I have figured out why. She has a purpose in life—Nutritional Immunology. Sharing the gifts of health and knowledge with mankind. What better purpose can you have? When EE, Chi Wei, and I got older, we came to face that age-old question: what do we do with our lives? We did not have to look far. In fact, all we had to do was to look within. We were born with Nutritional Immunology, but in a way, we have also always chosen it. We grew up helping others and working towards a purpose bigger than ourselves. Life is more than just the self. We are all people, we love together, we work together, we laugh together, and we cry together. We need each other. At E. Excel, even when we are working every day, we are happy, thanks to you, our big E. Excel family.



*E. Lei Zhang*







Offering their heartiest congratulations to E. Excel, E. Excellers share that a company that has stood the test of time for 35 years represents good management, safe and reliable products, continuous growth, and a sincere commitment to its mission.

35 years is an almost indescribable amount of time. This is a period of time longer than I have existed. Yet, when I think of 35 years, I can only think of the amount of research, studying, experience, investment, and the mountainous efforts of all E. Excellers that make up this span of time.

When I think of 35 years, my heart races and I cannot sleep. For EE, Elei, and me, this represents a lifelong commitment to both the past and the future.

So I want to declare that, we, as the next generation of E. Excel, will safeguard this legacy so that the older generation may retire in peace.

We, together with our brothers and sisters from E. Excel, will strive to further empower and strengthen E. Excel!

We are all a part of the E. Excel family, and we will be sure to prosper off the foundation of our forebearers and leave another sheet of bedrock, so that this career and all the opportunities it provides will be even more fruitful in the future!

Thank you for 35 years.

C. W. Zhang







In a heartwarming finale, E. Excellers lent their voices to sing the song "I Do Believe"—a positive message to encourage fellow E. Excellers to believe in themselves, and to achieve greater success together as one big E. Excel family!



*Truly one science, one mission,  
and one vision unite E. Excellers!*

# Heroes



When adversity abounds, heroes also abound. Heroes stand bravely against danger, selflessly putting themselves at risk for the sake of others.

In the past two years of the COVID-19 pandemic, we have witnessed many heroes arise—nurses, doctors, scientists, ambulance drivers, firefighters, volunteers, and the like. These are, however, far from the full list of heroes who daily impact our lives for the better.

Around us are many unsung heroes, whose quiet heroism often goes unnoticed. These are parents who, day in and day out, roll up their sleeves and push forward through difficult times for their families. These are teachers who pour their free time into their students to help them realize potential no one else sees. Among them also are

coaches who teach us discipline and hard work, neighbors who always have a kind word for us, family members who always make time for us, and police officers and cleaners who keep us safe.

True heroes are everyday people of all backgrounds who have made the choice to live by certain qualities. Although you might not see it in yourself yet, at E. Excel, you are a hero too. You are selfless; you are committed; you are courageous; and you are full of integrity.

## Selflessness

Heroes epitomize the value of selflessness. Selflessness is not the total and utter neglect of one's self, but rather the dedication of the self to a greater cause or purpose.

By nature, little children are selfish: they are governed and motivated by their own needs and desires. Up until a certain age, children are quite incapable of even considering—let alone acting in—the interests of others. As we grow and mature, however, we can learn to live for the sake of others.

Many learn what it means to be truly selfless for the first time when they become parents. The helpless babe they brought into the world becomes the center of their lives, and they no longer live solely for their own needs or desires but for the child's. Many of us have been fortunate enough to have been raised by parents who sacrificed sleep, time, and money to give us the best life we could have. If necessary, parents would even give their own lives for their children.



Heroism, however, is not limited to those who *die* for a greater cause. We can be heroes also by *living* for a greater cause. As E. Excellers, we are not motivated solely by profit, but by the happiness and well-being of others. We follow in the footsteps of Dr. Jau-Fei Chen as we take up the cause of Nutritional Immunology, which has the potential to greatly improve the health of our family, friends, and neighbors.



When you look at the people around you, what do you see? Perhaps you see the faces of potential clients or business partners, of work to be done and goals to be accomplished. But only when you start seeing the smiling faces of the people who will have attained good health through your efforts will you find the true satisfaction of heroic selflessness.



Commitment is the second essential quality of heroism. Heroes are committed for the long haul. Their selfless dedication is more than the result of fleeting emotions or temporary convictions.

There is another class of heroes that often fly under the radar: E. Excellers.

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We E. Excellers do not need to be acknowledged by the world. We know that those whose lives are touched by our commitment will never forget us. Many can attest to the positive impact that

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## Courage

Furthermore, heroes have the courage to see their commitments through. No one lives a life without challenges. No matter what path that we choose to walk, we will encounter many obstacles along the way. Selflessness and commitment are important and necessary components of heroism. But no one becomes a hero without the courage to stand up to opposition.



Many admirable men and women have committed themselves to selfless causes. But not all of them have the courage to face adversity time and time again in pursuit of their causes. A man who dedicates his life to rescuing people in danger as a firefighter is commendable. But the man is not yet a hero, who comes to the threshold of a burning building but—seized by fear—refuses to enter. It is only when courage gives life to his commitment and action gives life to his convictions that a hero is made.

The courage of a hero does not require life-threatening danger or extreme acts of bravery. E. Excellers are called to humbler, yet no less important acts of courage in pursuit of their dreams.

As E. Excellers, our courage is to educate and develop ourselves despite self-doubt and criticism from friends or family. Our courage is to speak confidently and compassionately about Nutritional Immunology to our skeptical neighbors. Our courage is to approach a stranger in public to share life-changing, life-saving knowledge; to face rejection with a graceful smile and to try again—because the one stranger whose life is changed by our courage is worth a dozen rejections from our friends and family. When we muster up the courage to check in on fellow E. Excellers or visit them with gifts and kind words, we display true heroism. A hero of a million small acts of courage and kindness—these are the heroes that the world needs more than any other kinds, and the kind of heroes E. Excellers are.

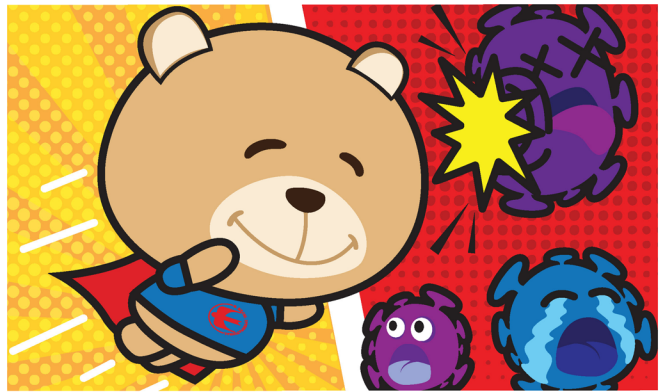
## Integrity

The final quality of a hero is integrity. In popular modern stories of superheroes, they are opposed by powerful and capable adversaries we call supervillains. Usually, these supervillains are just as selflessly dedicated as the heroes themselves—just to an evil cause. Likewise, many unscrupulous men and women are selflessly committed to unworthy or misguided causes in real life.



In the 1940s, millions of young men and women selflessly committed themselves to the cause of a charismatic leader named Adolf Hitler—and found themselves made into villains instead of heroes. Even today, there are plenty of people who are selflessly committed to causes that are neither honest nor admirable, such as spreading disinformation about health and COVID-19. You will find many such men and women in politics as well as in business.

Integrity—the quality of unwavering moral goodness—is what differentiates mere discipline from true heroism. Integrity is a deep commitment to honesty, fairness, justice, equity, and righteousness. Integrity withstands temptations, endures difficulties, and upholds its values when no one is watching. Integrity in business can be as simple as E. Excellers who always keep their appointments, never exaggerate their own achievements, and are honest and forthright about the products and services they offer. For E. Excel, integrity means never resting on past successes, never settling for subpar ingredients, always advancing the knowledge of health and nutrition with new research, and providing fair prices for customers and fair compensation for E. Excellers.



The past couple of years of panic and misinformation have been a powerful reminder of the need for integrity in knowledge. The right knowledge can save lives, but bad knowledge can kill. Led by Dr. Chen and Dr. EE Zhang, who have been holding webinars and livestreams to teach right health information and combat misinformation, E. Excellers have committed to learning and educating others.

Pop culture may celebrate morally ambiguous antiheroes and entertain us with nuanced villains, but this is only possible in the conceit of fantasy. What we all dream of is a world full of heroes—men and women of integrity, who are worthy of our trust and respect. We, as E. Excellers and heroes, must embody the virtuous quality of integrity, not only in business but in all aspects of our lives.



Heroes are selflessly committed to a worthy cause. They pursue their course with integrity in the face of crisis both personal and global. Such heroes are not born, but are made through their choices. Anyone can become a hero by adopting these qualities as their own.

At E. Excel, we do not believe heroism is limited to the hospital, the battlefield, or storybooks. We believe that our E. Excellers are heroes who can make a positive impact in our homes, in our schools, and even in our business. Dear E. Exceller, know that when you embody the genuine qualities of selflessness, commitment, courage, and integrity, you are a hero.



The Professional Development article is contributed by Elei Zhang, JD.



**E. EXCEL INTERNATIONAL GROUP**  
**丞燕国际机构**

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