



BE Lifestyle Travel to Dubai



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Do it  
wholeheartedly  
and don't get  
swayed

RCCA Khor Seng Hock &  
Loke Geok Hong

Former Chief Operating Officer & Homemaker

After working in the construction industry for 35 years, RCCA Khor Seng Hock (KK) resigned from his 5-figure Chief Operating Officer position with a KLSE-listed company in 2011, and began his semi-retirement with his wife RCCA Loke Geok Hong. They travelled to different countries, were actively involved in Buddhist activities and volunteer works, all while running their shop, Enzyme Home, to promote naturopathy and homeopathy, as they've been advocates of these health concepts for a long time.

In 2018, when KK and Geok Hong learned from their kids' tuition teacher that Aulora Pants helps to improve "blood circulation", they joined as IBO's and bought two sets just to support the teacher. But what happened next, KK calls it 'The Beginning of their Second Life'.

#### Amazed by BE

Like many BE Leaders, KK and Geok Hong began their journey with BE after they personally benefited from the products. "At first, we just wanted to share the amazing products that helped to improve our health. I even dismissed the idea of pursuing the business by saying 'direct selling is just not meant for us'. But the more we learned about BE, the more we found that it shares our values. BE is about helping others, not selling products."



Dream car



KK's family and upline. All family members are doing the BE business.



Photo with Founder



KK was raised with the belief that no one can help you succeed but yourself. “But BE’s 6 Pillars, and seamless marketing plan make it possible for anyone to succeed. I used to be dictatorial when working with people but at BE, I learned to listen. Our founder is my biggest inspiration: if he can put aside his ego, why can’t I?”

Meanwhile Geok Hong, a dedicated housewife for over 20 years, is glad to find the BE platform that has helped her grow and do something great. “I’ve never felt that I was sacrificing my career for my family when I became a housewife. But I did know that there was more to life than that. So I actively involved myself in religious activities, volunteer work, and

running our shop Enzyme Home. But with BE, things are exciting. I get to challenge my public speaking and interpersonal skills.

### Don’t Easily get Swayed

Geok Hong describes their BE journey like that of the story *The Journey to the West*. When the monk Tripitaka set off for the Dahlia Kingdom with his disciples, the Monkey King, Pigsy, and Sandy, to retrieve the Buddhist Scriptures, he had only one goal. Tripitaka was faced with temptations, challenges, and obstacles, but he was never swayed. “It is the same with us. Always remember your original goal, and do not be swayed easily.”



BE Camp



Photo with senior upline at BE Camp



Recognition Night



To close, the couple shared their maxim learned from BE: “Respect people’s world view, admire people’s effort and achievements, appreciate everyone you meet, and never forget why you started. Your mission can be accomplished.”

“It’s easier said than done. But just close your eyes, do it wholeheartedly, and don’t be swayed.” KK concluded.



Attending Seminar