



LPG®探索智慧健体的幸福可能

追求幸福，追求健康，追求年轻，追求美丽……追求一切美好事物是人类本能

Happiness:幸福是单一的吗?

幸福可以单一，也可以多种多样，每一种愿望的达成，所包含的喜悦、希望、满足等等情绪，都生成了一种所谓幸福的感觉。久而久之，当幸福养成一种生活方式，这就是我们所谓的理想生活。而LPG®为健康、为理想生活所贡献价值，正是追求幸福生活的途径之一。

2019年5月12日-14日，由LPG®和嘉悦国际联合举办的时尚科技探索之旅在泰国普吉岛艾美沙滩度假酒店举行，来自中国地区众多优秀店家齐聚一堂，深刻探讨了有关LPG®的过去、现状和未来趋势。面对LPG®在中国地区如此高速增长，一起探究源起，规范现在，展望未来，在形体管理、体质管理、肤质管理等主题上，发挥所长，让LPG®成为更多人幸福感的代名词。

Useful:干货满满的分享才能锁住人心

在中国市场的实际运营中，店家会面临多种多样的经营困惑，这次活动为大家带来了一些思考，包括：在面对新老客户时、面对一些发展困境该做什么不该做什么，如何打造当地有影响力的品牌等，因为许多店家对于LPG®接触的相对较早，也累积出来许多值得学习借鉴的管理和运营模式。

本次活动邀请到来自艾维庭代表范茜女

士、仟佰俪创始人莫春华女士、东方美董事长茅文华女士以及特邀嘉宾来自台湾媚登峰谢总作为代表进行分享。其中茅老师在分享时有一句话深深的触动了在场的听众：一个在美业市场上摸爬滚打了几十年的人，如果对于一个品牌、一个产品没有办法做出正确的判断，是没有办法成功的。

LPG®的旗舰设备第10代美丽联盟，是本次店家追捧的热点，因其深受明星喜爱，运动员使用，所以在中国许多城市获得五星级酒店、高端美容会所与Day SPA店家相继引进，包含香港四季，澳门威尼斯人、上海艾维庭、北京东英国际等等，目前上海华尔道夫、广州文华酒店等酒店也即将引进LPG®。而这些人作为中国高端连锁DAYSPA品牌的佼佼者，成功且各有所长，她们也不约而同的选择了来自了法国的LPG®。

本次会议中，法国LPG®还提供了LPG®的专属体验场所，以供没有体验过LPG®的来宾使用，让他们在吸收信息的同时，能够亲身验证信息的准确性。

Impression:鸡尾酒party之夜，LPG®闪耀全场

本次活动除了思想的碰撞，另一大亮点在于由LPG®提供的视觉盛宴，两场沙滩派对先后点亮了普吉岛的夜晚。在动感而热情的开场节目牵引之下全新Huber fitness顺利揭机，LPG®

旗下Huber fitness专为那些热爱健身，热爱运动的人士量身定制，凭借10分钟代替健身房一小时的效果吸引了无数眼球。Huber fitness化被动为主动的健身方式，即使是非专业人士，也可以像专业人士那样运动到位，喜获理想身材。目前在法国齐达内创立的Z5运动中心就已正式引进了Huber fitness。

第二晚的沙滩派对也让在场的来宾领略到了别样的异域风情。在以海天为屏幕，以私人沙滩为舞台的夜晚，技艺精湛的表演者点燃了手中绚烂的焰火，幻化出多种美丽的组合，具有浓郁当地风俗艺术的演出，为大家带来了一个神秘而充满悸动的夜晚。随后，顺序绽放的“LPG”字样更是照亮了在场每位出席嘉宾的眼与心，为本次LPG®时尚科技探索之旅在追寻幸福的路上烙印上了难以忘怀的印记。

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LPG® Explores Intelligent and Happy Fitness

To seek happiness, health, youth, beauty and all other wonders in life is the human instinct

By Amanda Yang



Is there only one path to happiness?

There are different ways to achieve happiness. The fulfillment of every small wish will be accompanied with joy, hope, satisfaction and many other emotions. And each of these emotions gives us a feeling of happiness. Over time, when happiness becomes a routine, we finally possess the ideal life. LPG® is dedicated to bringing a healthy and happy life to more people and this is LPG's way to pursue happiness.

From May 12-14, 2019, a discovery journey of fashion and technology, jointly organized by LPG® and Joy Plus International, was held at Le Meridien Phuket Beach Resort. Many of LPG's clients from China gathered there to discuss and explore the past, present and future of the brand. Facing LPG's rapid growth in China, they summarized the reasons for the success, set new standards, and gave developmental suggestions in terms of LPG's roles in body management, physical management, and skin management, striving to let LPG become a synonym of happiness for more people.

Inspirations from Professionals

During actual operations in China, spa or salon owners – LPG's clients – face various confu-



sions. This event gave them some inspirations on: Do's and Don'ts while facing new and old customers, or meeting development dilemmas; how to promote local influences. Salon owners who have been with LPG® for a long time ago have formed their special management and operation models which can be adopted by relatively newer clients.

The event included presentations by Ms. Fan Qian from EVERLASTING SPA, Ms. Mo Chunhua, Founder of GBI+LI, Ms. Mao Wenhua, President of Oriental Beauty Spa, and VIP guest Mr. Xie from Maidenform, Taiwan. The most impressive speech that touched the audience's heart was from Ms. Mao who said: "If a person has been in the beauty industry for several decades and still fails to give a correct assessment of a brand and a product, then he will surely not be able to succeed."

LPG's best seller – LPG® CELLU M6 Alliance was a highlight of the event. Because of its popularity among stars and sportsmen, many five star hotels, high-end salon clubs and day spas in China including Four Seasons Hotel Hong Kong, The Venetian Macao, Shanghai Everlasting Spa, and Beijing Oriental Aphrodite Beauty Spa have bought the equipment. In addition, Waldorf Astoria Shanghai on the Bund and Mandarin Oriental, Guangzhou will soon introduce LPG in their spas as well. Apart from this, a lot of day spa owners who do a great job in the industry have also chosen LPG.

During the event, there was a special experience area for guests, so that while listening to the presentations, they could themselves test the results.

LPG Cocktail Parties

More than providing a platform for the exchange of ideas and information, LPG® also held two amazing cocktail parties on the sandy beach, lighting up the night of Phuket Island. On the opening show of the first cocktail party, Huber fitness was brought for guests to view. This bespoke piece is designed for fitness and sport lovers. A ten-minute session with the equipment gives you the same result as one hour of exercise at the gym. Moreover, it helps non-professionals to work out in a professional way and achieve their dream body shape. In France, Zidane's Z5 sports center has officially brought in Huber fit ness.

The second party brought guests to an exotic world. With the endless sea and sky as a background, and the sandy beach as a stage, skilled performers lighted up various patterns of fireworks. There were also wonderful shows featuring local customs and arts. Afterwards, the three letters – L,P,G – were successively lighted up, which illuminated not only the night but also guests' heart, and left an unforgettable trace of LPG's way of happiness pursuit.