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ATOMY



The ATOMIANS

The Success Stories of 46 Global Atomians

2019-2020



This copy includes 46 success stories from 2019 and 2020's Atomians magazines.

THE SUCCESS STORIES OF 46
GLOBAL ATOMIANS

CONTENTS

IMPERIAL MASTER

KOREA

JEONGSOO PARK		1
DOUGWOO LEE		5
SEONGIL KIM		9
YUNSOOK KIM		13
HAEJUNG LEE		17
KUNGSUK KIM & KWANGYEOLN KIM		21

SPECIAL

KOREA

GIELJA SHIN	STM	25
SUNGHO LEE	SRM	27
JINYONG HONG	SRM	29

CROWN MASTER

TAIWAN

CHIFANG TUNG		31

JAPAN

XIANGHUA JIN & MING JIN		33

GLOBAL ATOMIANS

USA

HYUNJIN RYU & JAEKWANG SHIM	RM	35
OKHEE LEE	RM	36
JINAE HWANG	RM	37
YOUNGHUI KWAK	STM	38

JAPAN

AKIKO KITSU	STM	39
CHUNMEI WEN	STM	40

CANADA

AGNES KIM	STM	41
SOOHYE BAIK	STM	42
JEANNIE LEE	STM	43

TAIWAN

HSIAO-CHUANG HUANG	RM	44
SSU-HAN LI	STM	45
LONG-HUAN CHANG	STM	46
KUAN-YAO WANG	STM	47

SINGAPORE

SHANZI JIN	SRM	48
JIAN SHEN	STM	49
XIAOLING HONG	STM	50

CAMBODIA

VIMEAN CHEA	STM	51
LY NHEL & PHALLY CHROEK	STM	52
CHANSEREY PROM	STM	53

PHILIPPINES

LYDIA LEE & JUNGSU CHOI	STM	54
LIO CHO & LAURIEN CHO	SRM	55
LORRAINE BEYER	SRM	56

MALAYSIA

JACK LAW & FENN TEN	RM	57
ROGER CHEOK	STM	58
ALEX & BETTY	STM	59

MEXICO

MARCELA GOMEZ & RAUL AVILA	SRM	60
LAURA AVALO & SEJIN SONG	SRM	61

THAILAND

SAIFON TUTA	STM	62
JATURONG KERDRAT	STM	63
SUZUKI TIPPAWAN	SRM	64
SUCHIPHORN WAENKEAW	SRM	65

INDONESIA

ANG GIOK TJING & GO KAMTO CIPUTRA	SRM	66
JOHNY KASIDI	DM	67
BOAS OEI KIE LAY	SM	68

RUSSIA

YURI CHOI	STM	69



Imperial Master

Atomy, A Place Where People Who Have Gone Through Tough Times Can Turn Their Lives Around

Mastership Level by 2018 | IMPERIAL MASTER

JEONG SOO PARK

A resolution to let go of your ego is the key to success.

A locomotive does not run for the operator's sake but to carry the passengers in the cars behind it to their destinations.



The owner of a failing restaurant and Atomy's first Imperial Master are two images that do not seem to connect. They are like a dark street at dusk and a bright street on a sunny day. However, the two descriptions are of the same person, Imperial Master JeongSoo Park.

The Goal Now is Partners' Success

Everyone is familiar with the name Imperial Master JeongSoo Park. She was Atomy's first Royal Master, first Crown Master, and finally the first Imperial Master. The path that the Imperial Master has walked has become a model of success for other Atomy members.

How must it have felt to be handed one billion won on a forklift, as promised in person 10 years ago, at the first Imperial Master promotion ceremony in October 2017? "I was touched," said JeongSoo Park as she reflected on that moment. "Showing that dreams become a reality, proving for the first time that a vision no one believed in can still come true. That alone ..." After witnessing the delivery of one billion won by forklift, it is said that many people decided they wanted to be involved in business with Atomy as well. She felt all of it – not the weight of one billion won, that is, but the weight of the impression that promises were kept and dreams had come true. Is not it time to rest? Not according to Imperial Master JeongSoo Park. "Even just having a sponsor makes it much easier for partners to work together. It's like how children get anxious when their parents are not in sight. I think the sponsor and partner relationship is the same."

She went on to say that she did not feel a sense of burden at being the first Imperial Master. On the contrary, she felt more pressure when she became the first Royal Master. Thus, from Crown Master onward, she thought it would be better if someone else took the title of "first" so she could follow after. Others can rest when they become Royal or Crown Masters, but the title of being "first" felt like a burden that prevented her from resting, even if she wanted to. "Being first is like being the locomotive of a train. If the locomotive stops, so will the many passenger cars behind it. I guess that's kind of how it feels?" Park initially told others there was not a sense of burden about being first, but that was not the truth. It is just that the burden changed from forging her own path to responsibly helping her partners continue on their paths. A locomotive does not run for the sake of the operator, but to carry the passengers in the cars behind it to their destinations. If Imperial Master JeongSoo Park were to take a rest, then who would become the role model for all the partners and lead the way?

Look Only at the Strengths of Your Partners

What is the strongest point of Park's successful guidance of Atomy's business? It is her personality that allows her to see the strengths of the people she deals with. "I can see peoples' strengths very well. This person is good at this. They're better at this other thing than me. By thinking like that, I've been able to acknowledge others." The Atomy business requires good interpersonal relationships. If one sees weaknesses first, it can lead to trouble. However, if you see their strengths first, the other party will feel recognized and acknowledged, making communication easier. The easier communication becomes, the better it will be received and as it is better received, more people will follow and your business will grow. Perhaps that is why? It is





Atomy in One Phrase
A chance to turn your life around

SUCCESS WITH ATOMY KEYWORDS
01 Self-determination
02 See people's strengths
03 Attend all seminars

Without Atomy, I would be
a tired middle-aged woman.

BUCKET LIST
Time given to myself as a gift

hard to hear of any conflicts occurring between JeongSoo Park and her partners.
She looks at and acknowledges people's strengths first, but she also has a reflexive negative reaction to those who constantly behave inconsistently with their principles. "There are some people who believe that sponsors are obligated to give them something. It's a beggar's spirit. I can't really handle people like that." She could not work at Atomy with people who do not care about hurting others, as well as those who exaggerate or lie just to benefit themselves. "If I had acted that way, perhaps I could've gotten to where I am now much faster. But I couldn't, and it wouldn't have been right to do so. Because Atomy is a place where people who have had a hard time turn their lives around."

Atomy's Vision Has Now Grown Even Clearer

The most famous poem among Atomians is probably Chairman HanGill Park's "Instrument Flight." The subject of "Instrument Flight" is none other than Imperial Master JeongSoo Park. When she first began working with Atomy, she was worried more about whether the company would fail than whether she herself would be good at business. "When I first started, I couldn't really see where things would end up, but I now have a clear vision. We don't have to worry about the collapse of the company and our brand has become well-known, but the majority are still not Atomy's members."
People who work hard know. The Atomy of today is well-known and well-received. Although there are some people who reject it as network marketing, it is still known for good products at fair prices. To start a business with Atomy now means to be a Fast Follower rather than a First Mover. In a way, it is an easier and safer path. "You just have to show that you're reliable and hard-working. That's what really moves the hearts of people." Anyone worried about succeeding in a business that already has over three million members can throw those worries away. "There is a global market out there, and even in Korea alone, there are people who haven't heard of Atomy or don't know exactly what it is. We call those unfounded fears." In fact, Park recently suggested Atomy business to her younger sibling. "My sibling told me this. Many people have heard of Atomy but they don't really know what it is." From a global perspective, Atomy has only just begun. Out of seven billion people on planet Earth, only five million are members. That means there are 6.995 billion people left to target. It is the same with the Korean market. Atomy now appeals to the middle class.
Encountering Atomy requires luck but true good fortune means making that luck into success. "For people who try a little bit and give up, Atomy does not represent luck. Now it's so easy to meet many people and make suggestions. It has become a lot easier to do the business than when no one knew about Atomy. Atomy thus offers true luck to people who see the opportunity."

Although I have succeeded, many partners haven't.
Now I run towards the goal of making my partners succeed, not myself.
I tell myself that I have to attend seminars for partners to believe in me and do their business securely.

Key points

from Imperial Master JeongSoo Park

POINT 01

Live

Hang On to Your Pride

"Hanging on to your pride means being financially independent. If you live reliably and work hard, everyone will recognize it. Showing that kind of self must become the work and way of your life."



POINT 02

Love

Communicate Your Love

"Love can embrace everything. It wouldn't be an exaggeration to say that it is everything. Whether it's between couples, spouses, friends, or coworkers, as long as there is love, nothing is impossible, and you can do anything. The Atomy business allows you to disperse that love to those around you to create a better world."



POINT 03

Learn

Life is About Repeated Learning

"The objective of learning is to improve yourself and make your new self grow. That is why life requires repeated learning. By doing business with Atomy, you must be able to understand people and embrace them. Furthermore, you must develop your lecturing and persuasion skills. All of that is learning."



POINT 04

A Life of Contribution

For the Growth of Your Partners

"Atomy business is business done together. It doesn't end with just your own success - you must also help your partners succeed in their businesses as well. I want to help hard-working people achieve success. I'm also planning to do more SOS activities."



Imperial Master

Atomy, A Place That I Need And That Needs Me

Mastership Level by 2018 | IMPERIAL MASTER

DOUG WOO LEE





Atomy in One Phrase

Everything for the rest of my life

ATOMY SUCCESS KEYWORDS

01 Have gratitude

02 Defeat the boredom of repetition

03 Acknowledge people

I want to live a life that helps more partners succeed in the future.

It is a miracle not to succeed at Atomy. This is Imperial Master DougWoo Lee's favorite phrase. A master of network marketing, he failed for 17 years, and while practically homeless, he found Atomy by chance. DougWoo Lee exclaimed that he would surely find success with Atomy in front of his family and almost was sent to a mental hospital. What drew him to Atomy?

I Felt Sad – Becoming an Imperial Master

At the Success Academy held at KINTEX in Ilsan on March 16, 2018, Lee achieved Atomy's top position, Imperial Master. He received one billion won in cash directly from Chairman Han-Gill Park. How must he have felt? If you imagined a sense of pride, emotion, the fulfillment of accomplishment, and tears at the thought of his past, and homelessness flashing before his eyes, you are wrong. In fact, he stated that "I was happy, but I felt just as sad." What made him feel sad? Was it that one billion won was not enough? Was it because the stage was not as glamorous as he expected? No. It was because he had reached the top too quickly and had nowhere further up to go. "I wanted to keep rising, but there wasn't anywhere higher I could go," commented Imperial Master DougWoo Lee. "And just when Atomy Global had fully begun..." He continued, slightly disappointed.

The first encounter with Atomy. At that time, Atomy was a company with only two products, let alone a decent office, homepage, or catalog. Even still, his heart raced at the thought. "My partners said that my face really lit up. As soon as I heard about it, I thought it would be a miracle not to succeed. I thought - this is it." In the eyes of a practically homeless expert network marketer with 17 years of failure behind him, he could see it. The strengths of Atomy, with its competitive products and no required registration or maintenance fees.

The Imperial Master credits his success to "gratitude." When he said he would start business with Atomy, he became so devoted to network marketing that his family almost had him committed to a mental hospital. And yet, he succeeded with Atomy. "My secret to success is the fact that I failed five times over 17 years. And that experience led me feel grateful to Atomy. It provides inexpensive and quality products has no registration or maintenance fees and places an upper limit on commission – I'm grateful for that."

Overcome the Boredom of Repetition

Atomy business, which he began despite opposition from family members, was an endless series of rejections. "When I contacted people, they all thought I was still out of my mind. I was lucky to have people buy one product out of the goodness of their heart." What enabled him to overcome the boredom of repetition was the conviction of success, and he was grateful towards Atomy for giving him confidence. "Network marketing involves receiving countless refusals. Many people are unable to overcome the boredom of repeated rejection and give up."

Lee's tendency to not express anger also played a part. He says he has never been in a fight. "Sometimes, I want to be angry or fight, but I can't." He knows when to drop and accept and tends to avoid conflict, so even if someone gets angry at him, he does not get too upset. In other words, he thinks that getting angry will not really get you anywhere. "I failed five times, but admit-

Without Atomy, I would be

just the thought of it gives me the chills.

BUCKET LIST

01 Hang gliding

02 Scuba diving

03 Everything else has been done





ting that there was a reason I failed allowed me to concentrate when starting something new. That is the basis for forging good relationships, and it is what really helped me succeed with Atomy."

Because of this, DougWoo Lee criticizes business people who give up easily when things are a bit difficult or do not seem to agree with them. The Atomy business still has endless possibilities. This is because there is still an unlimited market that Atomy has yet to reach. No matter how hard things get, even if one tastes a bit of failure, as long as remaining in Atomy, so does the chance to succeed. However, if one gives up and leaves Atomy, that chance disappears as well. "Even earning a profit of 2-3 million won per month is a form of success. That's because it will guarantee your future. Think about what will happen if that monthly profit continues until you die, whether you're 80, 100, or older. What kind of job can provide you with that?"

Empty Your Bucket List

What is interesting is that Imperial Master DougWoo Lee's happiest times and his most fearful or anxious times were one and the same time. "The best moment was when I became a Star Master. I was happiest when I was making around 10 million won a month after I became a Sharon Rose Master and a Star Master. It was also the most fearful and anxious time. What if Atomy goes under? Will I be able to become a Royal Master? I had a lot of anxiety over these questions." As long as Atomy remained, DougWoo Lee could rise again even if he fell. But what if Atomy disappeared? Everything that Lee worked for would be gone. This seemed to be one of the unnecessary things that bothered him the most, even when things were fine.

He says he has nothing left on his bucket list. After achieving Imperial Master status, he did everything he had ever wanted to do during his break. "I tried a lot of things, including table tennis, billiards, tennis, jazz piano, mountain biking, golf, swimming, and trekking around the world. I wanted to try scuba diving and hang gliding, but I gave up on those (laughs)." He says he gave up because they were dangerous. Sharks could appear while scuba diving, and he had read news articles about dying while hang gliding.

All he has left is to love, learn, and live a life of contribution. "I can currently give 100 points to living, loving, and learning, but I think contributing is only at 5 points. I want to make Atomy's volunteer organization, SOS, the best volunteer organization in Korea and the world." It is not that he has avoided a life of contribution. He donates to aid foundations like UNICEF and works hard with SOS. He just thinks he has not reached his goal yet. "I see working harder with Atomy as a form of contribution as well. This is because it helps more partners succeed."

For Imperial Master DougWoo Lee, Atomy is his whole life. Without Atomy, he would not have turned his life around or lived the life he dreamed of. "Atomy is both the place that needs me and the place that makes me the happiest when I'm there. Basically, Atomy is where I need to be."

Atomy is the place that needs me,
Atomy is the place that makes me happiest to be,
Atomy is basically the place I need to be.

Key points

from Imperial Master DougWoo Lee

POINT 01

Live

The Life I Dreamed Of

"I hit the bottom of the barrel in life during my 17 years in network marketing, and by encountering Atomy, I am living the life I dreamed of after only 10 years."



POINT 02

Love

Loving Everything

"Loving my wife, loving my partners, and loving Atomy. Every hardship has been a lesson so I love those things as well. I feel grateful."



POINT 03

Learn

Learning Gratitude

"Life is about repeated learning. Failure is also a method of learning how to succeed. I have learned everything I want to learn. I have learned everything I have to learn. Now I have to learn to love more and always be grateful."



POINT 04

A Life of Contribution

Small Steps Toward a Better Society

"I say I do, but it isn't enough compared to my profits. I genuinely want to work toward a better society. As I achieved all I wanted, having no regrets makes me more enthusiastic about Atomy. I wonder if working hard with Atomy is a life of contribution as well."



Imperial Master

Never, Ever, Never Give Up

Mastership Level by 2018 | IMPERIAL MASTER

SEONG IL KIM





If you look at the world with an open mind, that is where Atomy will be.

Atomy in One Phrase

The turning point of my life

ATOMY SUCCESS KEYWORDS

01 Break pre-conceptions
02 Don't be greedy
03 Don't give up

Having risen up the ladder of success, Imperial Master SeongIl Kim is a name that anyone doing business with Atomy has heard of. However, there was a time when even he could not escape the abyss. Once an ordinary company employee, he was seduced by the sweet promise of success and hit rock bottom. Over 10 years, his family fell apart and his mother's wrinkles became deeper with worry. When he first heard about Atomy business, it seemed like a far away story somewhere up in the clouds. "I think I was quite foolish back then. I couldn't even use things that were given to me."

Atomy, an Opportunity to Change

Atomy led Imperial Master SeongIl Kim to completely change his life at a time when he could not even dream of it. It is not that he started Atomy dreaming of success. It is more that he had no more hopes or dreams and was at the bottom of his rope. He had nothing to lose even if he had failed Atomy business too. Then, even though he had not expected much, Atomy began to slowly change the life of SeongIl Kim. "I just went for it. I felt that if it didn't work, it couldn't be helped, and if it did, then it would be a relief. But it worked. Because the products are inexpensive and good, consumers and partners began to appear." The greatest gift for someone who has lost hope is hope itself. That was Atomy. The life of Imperial Master Kim, having received the gift of hope from Atomy, began to change completely.

Kim also recommended Atomy to his son, who had just been discharged from the Korean military service. He though it would not be a bad idea for his son to learn about the world through Atomy since it was difficult to find a job even with a degree and if he did not have any particularly big ambitions. Success is not necessarily making lots of money. It is also true, however, that it is much easier to fulfill your dreams and do what you want to do if you had enough money. "I think that it's better to do business with Atomy if you're studying to get a better job and make more money. Atomy can become a form of life insurance. My son agreed with these thoughts of mine."

You Need Unbiased Eyes to See Atomy

These days, Imperial Master SeongIl Kim is a bit restless. This is because of his excitement about the new and quickly rising global market. "Seeing Atomy grow globally made me think I'll have to go abroad a lot. There are a lot of leaders in Korea but not as many abroad." Some people may say that there is still so much of a market in Korea that one should not be thinking about the global market, but Kim thinks differently. To him, Atomy is a turning point in life. And many people abroad are looking for their turning points in life, too. Introducing Atomy to these people is giving them a chance to make their lives better. "Simply giving out information and economic support is not the way to help them succeed. Rather, we have to show them the value of Atomy and help them focus on that value." Unfortunately, people who know Atomy's merit are mostly concentrated in Korea. It is also difficult to fully communicate Atomy's true value with short-term visits abroad. That is why Kim thinks that he should go abroad more.

It is quite a change of pace compared to the times when he was barely getting by economically but his eyes were very serious. This is because of the scene that caught his eye when he was visiting Atomy's seventh overseas market, the Philippines. At that time, the eyes of 7,000 people in the audience were focused on



Without Atomy, I would be
still a chauffer.

BUCKET LIST

01 Reaching the greatest of heights.

02 Going on a trip with my family in an RV



him on the stage. Even in Korea, there have never been such numbers for a lecture. That feeling of being nervous, touched, and satisfied will never be forgotten. Maybe because of that, he really looks forward to building the market in the Philippines. “The Philippines is one of the few countries that has excellent conditions for network marketing. With a population of over 100 million, there is a large consumer base. More than anything, the nation’s culture of friendliness and coming together to talk is perfect.” Perhaps that is why. Kim is now building a school in the Philippines. “It has a floor space of 2,645m^2 and is built on a 24,800m^2 site. I plan to have it finished and open by next October.”

An Amazing Man, SeongIl Kim

Imperial Master SeongIl Kim wants to become an amazing man. “I wanted to live that kind of life. A life full of confidence without embarrassment. It’s kind of cheesy, but since I’ve said that at every lecture, I think everyone thinks of me when they hear ‘amazing man’ (laughs).” In reality, Kim says that he is timid and aware of other people’s opinions. Therefore, he doesn’t get up in front of people easily. That is why he says he wants to be an amazing man. He often listens when his partners or people around him are disappointed in him for missing one detail or another. It is also a promise to himself to change his personality and become a really amazing man who cares about details.

SeongIl Kim says that the secret of his success is nothing that has not been said before. Break pre-conceptions, do not be greedy – these are all things everyone has heard or has told someone before. In truth, however, the secret to success is not something that people do not know, nor is it hard to reach. It is just that people make excuses and do not actually act. People are stuck with a certain public perception of network marketing and fail to see Atomy as a tool. “The hardships and desperation I suffered created the driving force for growth. I believe that those experiences helped break the pre-conceptions and helped me learn. If I hadn’t, I never would have encountered Atomy, and I wouldn’t be the SeongIl Kim I am today.”

The message that Kim wants to leave for those just starting with Atomy is simple. “Never give up.” “When you first start, you are filled with the excitement of big dreams, so it’s actually easier to become disappointed and give up. What I want to say is that it’s important to set a time period and work as hard as you can during that time period without giving up.” Atomy’s business requires time to see results. When you spend the time and take the steps necessary, it is a business that brings success greater than what one expected. Once you give up, however, all the effort and passion you put in goes up in smoke.

A man who was once an ordinary company employee, who was once at a point where he hit rock bottom with no hope, is now taking on the world as a global leader with Atomy. SeongIl Kim’s life has definitely been full of ups and downs. That same Imperial Master SeongIl Kim exclaimed with confidence: “Empty yourself and throw away any greed. Break pre-conceptions and see the world with an open mind – that is when Atomy becomes visible.”

“

In the early days of this business, no one expected success, but it has now become a business where anyone can expect great things. I can see even my smallest thoughts make a swan's dream come true.

Key points

from Imperial Master Seongil Kim

POINT 01

Live

Don’t Be Embarrassed

"I hated those days when I had to avoid people who knew me. Because I had experienced life without a name, not being able to stand in front of others, I wanted to live a life without shame, and I achieved it."



POINT 02

Love

Share the Love You Have Received

“I wanted to do what I could for the family that I love. When I became an Imperial Master, my mother told me ‘Good job, son,’ and that stayed with me. I want to share the love that I’ve received with my family, partners, and those in difficult circumstances.”



POINT 03

Learn

Learn to Become the Protagonist of Your Life

“After starting Atomy, I learned how to become the protagonist of my own life. I found the life that I had given up on. I met a new life partner and was able to resume supporting my mother who had suffered from supporting her son, becoming a model head of household.”



POINT 04

A Life of Contribution

Building a School

“I am building a school in the Philippines. Giving economic support is good, but teaching people how to overcome their issues is also important. Beginning with the school business in the Philippines, I want to build schools for as long as I am able to.”



Imperial Master

Joint Success, Greater Value

Mastership Level by 2018 | IMPERIAL MASTER

YUN SOOK KIM



I don't think I would've been able to reach Imperial Master on my own.

I was able to reach Atomy's highest level thanks to Atomy's system, its culture of Super-Synergy of United Heart, and all of Atomy's partners who have been with me.



Atomy in One Phrase

A goose laying a golden egg

ATOMY SUCCESS KEYWORDS

01 Desperation

02 Perseverance

03 Never Giving Up

Imperial Master YunSook Kim was born a woman but could not live as one. After losing her parents early in life, YunSook Kim became all about responsibility – financially, her family was not well-off, and she had to care for her four siblings. She tried everything to escape poverty but even after getting married, her life did not change. She had once run a taekwondo gym and a study room, doing quite well for herself. The International Monetary Fund (IMF) crisis, however, sent her and her family back down to rock bottom. Overnight, Kim was forced to live in a rented room at 300,000 won a month. To keep her family alive, she needed at least 2 million a month. That was when Atomy found her.

Life-Changing Phrase: "When You Don't Have Hope, the Only Hope You Have is Having Hope Itself."

People who have experienced failure must decide. Try another challenge despite the risk of failure or accept the life we have been given so that we don't suffer another failure. Imperial Master YunSook Kim chose the latter. While she was barely living, an acquaintance introduced her to SsaengUl 100 (the Skin Care system that was the initial model for The Fame) She had past experiences with networks, so she had not settled on starting a business with Atomy, but her decision changed with one phrase she heard at a seminar.
"When you don't have hope, the only hope you have is having hope itself." We think rationally and choose emotionally. The brain reasons and the heart chooses. This is what defines us as human. That fits the type of person Imperial Master YunSook Kim is. At the time, there was no concrete data that her business would succeed. Was she not extremely anxious? "I was. But I had made my choice, and I could find a reason very nearby. It was the products."

"You Sell Cosmetics With That Face?"

Although the products were competitive, YunSook Kim confessed that doing business was not easy. She thought that because the cosmetics were made by the Korea Atomic Energy Research Institute (KAERI) and had been reported in the news to be 100 times better, and because Atomy was a business people would recognize, it would be enough, but she was wrong. And yet, Kim is living the life of a successful person. When asked what the turning point for her business was, she began her story by asking if we hadn't heard about the famous story. When she was a Diamond Master and went to a center in Uijeongbu, someone made a shocking comment – "You sell cosmetics with that face?" Looking back, she had been busy making ends meet and was in no position to tell anyone how to dress up. In reality, she had not actually been using the cosmetics but just selling them. After using the SsaengUl 100 products for a month, she was amazed at how much better her skin was looking. She became more confident in explaining the products, and business picked up quickly. "I think it was important to become a regular user of the products. After becoming a user, I could really see the benefits. Great products spread on their own. By sharing this vision with consumers, you can create business members."

Without Atomy, I would be

an ordinary person dreaming of becoming rich.

BUCKET LIST

I don't have a bucket list. This is because I already live a life without regrets.





2016, The Year of Vision and Value

She met Atomy at a point in her life when she had nowhere to go and ran ahead with it without looking back. Perhaps it was the size of her desperation that determined the speed of her success. With that desperation, she supported both Korea and abroad. Then, once Atomy Taiwan opened, her business really sped up. All of a sudden, she and her family were living the lives of successful people like it was a reward for her past struggles.

While living life as a successful leader, something hit her like lightning. She was living a happy life, but her health was deteriorating. She fell apart due to a sudden wave of bad luck. Feeling frustration like it was the end of her life, she stopped everything for one year. However, her profits continued to increase. Everyone, not only her family but also her partners, had stayed by her side.

"I felt love after realizing Atomy's vision. I thought that, along with my family, I was responsible for the success of my partners as well."

From Dreaming of Hope to Becoming an Icon of Hope

Imperial Master YunSook Kim, who appeared in a white hanbok reminiscent of a swan at the Success Academy at KINTEX in Ilsan in November of last year, expressed the joy of being promoted to the top level of Atomy with a smile brighter than ever.

"I was happier than my wedding day. I felt like I received all the congratulations I could ever hope for in life."

She continued her speech. "We are all swans but live like ugly ducklings because of life's vicissitudes. We couldn't fly because we didn't have wings, but meeting Atomy can give you swan's wings and enable you to take off." It was a moment when an ordinary person who dreamed of hope became an icon of hope for those Atomians who dreamed of going beyond success and becoming swans themselves.

YunSook Kim said that her success with Atomy was not just her own. It was possible because it was created 'together.' She says that is why her success is more 'valuable.' Kim is ready. "I am ready to go anywhere that needs me. I want to create success that has greater value by working with many people."

I know that I became successful thanks to the efforts of others, not just myself. I will continue to do everything I can to make sure more people successful.

Key points

from Imperial Master YunSook Kim

POINT 01

Live

Traveling Europe with family

"I remember going on a trip to Europe with my beloved son, daughter, daughter-in-law, son-in-law, and grandchildren. I went as a Royal Master and Crown Master, and now I'll be going as an Imperial Master. I chose Atomy to simply 'live,' but ended up 'living well,' so I am grateful."



POINT 02

Love

Imperial Master YunSook Kim's 'Open Villa'

"It was around the time I became a Sharon Rose Master. I was earning a fair amount of profits and only running forward. Then, I suddenly remembered the partners that I hadn't been keeping an eye on. I wanted to make a place for my partners to rest for a bit. I had been thinking about it for a while, but I finally found a place that I like after becoming Imperial Master. All Atomy business people are welcome. Rest your tired mind, or bring your beloved family members. Please come whenever you like."



POINT 03

Learn

Being Humble, Always Learning

"Although I am now in the highest position and even lecture in front of many people, I have done my Atomy business with the intent to always learn and will continue to do so. Atomy is making me grow as a person. Furthermore, the people I met while doing business with Atomy have influenced me positively. I will always be humble and always be learning."



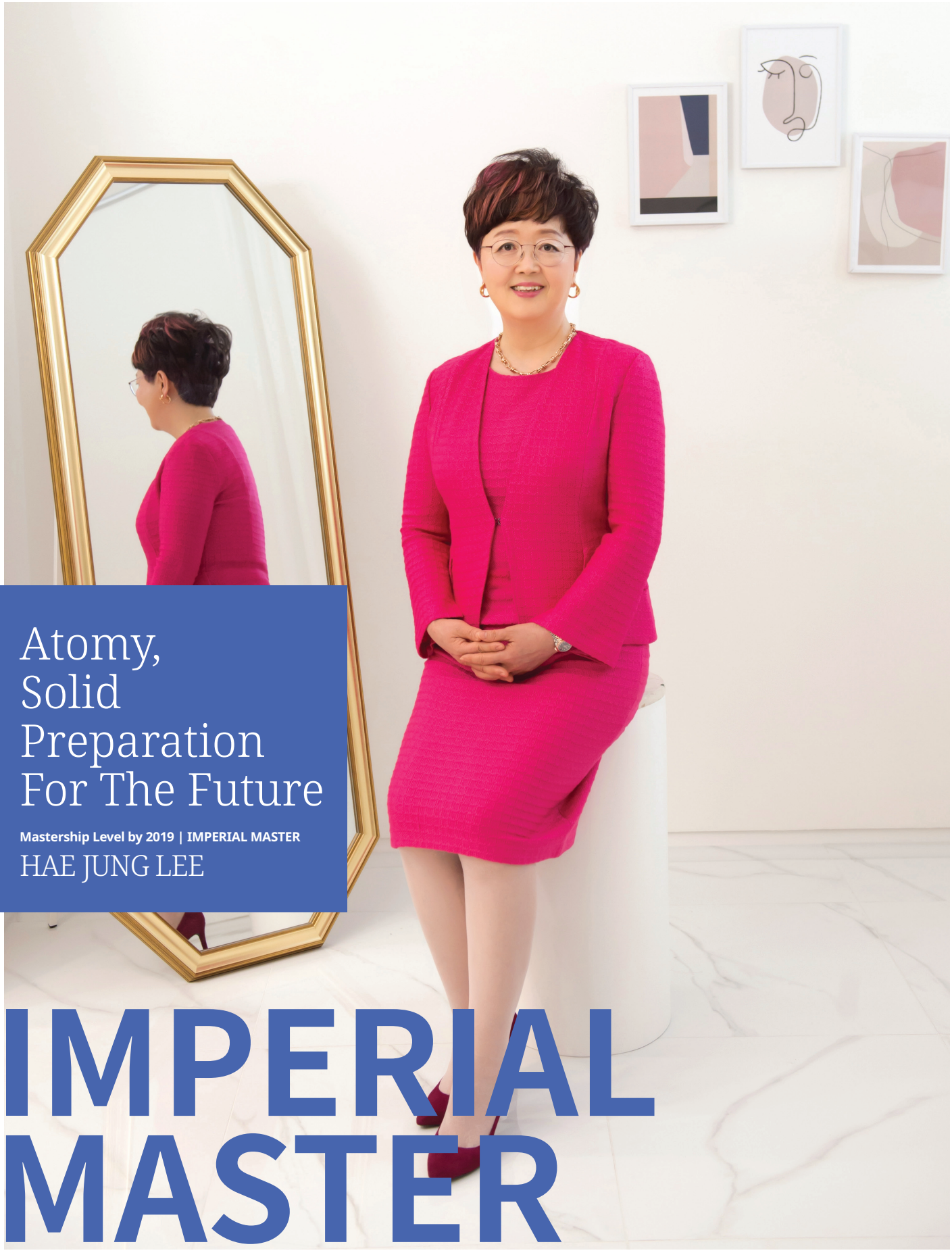
POINT 04

A Life of Contribution

A Life of Giving Back to More and More Others

"So far, I have supported children abroad and my partners who are going through difficult times. I want to widen that scope and spend my life contributing to others."





Atomy, Solid Preparation For The Future

Mastership Level by 2019 | IMPERIAL MASTER

HAE JUNG LEE

IMPERIAL MASTER

From a Deep Subprime Borrower to a High Taxpayer, the Journey of Imperial Master HaeJung Lee

“Know-how? All you have to do is not give in.” This is what Imperial Master HaeJung Lee says is the know-how that leads to success. “If you can find comrades to come with you to the end, it becomes easier,” she added. In a way, this phrase goes beyond cliche. When it comes to "know-how for success," one might imagine stories that are a bit more active, such as having to participate in Atomy's Success System or being prepared to be rejected once or twice. Although they may look like empty words, Imperial Master HaeJung Lee’s “Don’t give in” is said with sincerity.

Her 10-Year Journey From a Small Basement Room to a 175m^2 Apartment

Anyone that does business with Atomy will know Imperial Master HaeJung Lee. Tiny basement studio, single mother, bad credit score, utility bills, and Imperial Master Doug-Woo Lee are all keywords that come to mind when thinking about her. The episode in which she tried to commit her brother, Doug-Woo Lee, to a mental hospital for starting a business with Atomy is a famous one. As the work she was doing failed, she ended up starting Atomy business, even though she initially disliked it because it was network marketing. “My brother’s life stabilized, thanks to Atomy. On the other hand, I was about to be thrown onto the street, without the money to even pay my utility bills.”

It is not like she did not know about network marketing. It is because she knew that she tried to stop her brother. However, she had a bad credit score and had to live with her single mother, so as her path in life became unclear, she decided to grin and bear it and start with Atomy. She was not greedy. She thought maybe she could earn 5 million won a month if she was lucky, or even 10 million at the most. She definitely was not expecting the kind of success that would allow her to pay off her debts and donate 1 billion won. “To be honest, it was a responsibility that kept me going. I didn’t have anything else to do. Sometimes I wasn’t happy because my partners didn’t seem to be working hard, but wasn’t it thanks to my partners that I could get this far?”

In July 2019, HaeJung Lee, dressed in a bright hanbok, took the stage in KINTEX, Ilsan, with nearly 20,000 Atomy members watching. "My success was built from the sweat and patience of my partners and a long wait and tears of my family," said Lee, who announced that she would donate the entire 1 billion won prize for achieving Imperial Master. "I will spend the rest of my life on the success of my partners.” One visible change that Imperial Master HaeJung Lee had in the 10 years since she started with Atomy was going from her basement studio to a 175m^2 apartment. How many cases are there in which a person with a bad credit score, worried about being kicked out of her basement studio, without any special connections or know-how, succeeds enough to get a 175m^2 apartment in Seoul in 10 years? All she did was “not

> “Back then, I couldn’t even think about future success or living a leisurely life. All I could do was make sure I got through each and every day. This is a future that my past self could not even dream of.”



give up." Furthermore, she and her brother DougWoo Lee, who had once lived in a greenhouse, came from very humble beginnings. "Doesn't this answer the question: 'Why Atomy?' All you have to do is not give up. It's not hard."

Not For Me, But For Future Generations

"Atomy in 100 years? How would I know? All I can do is make sure Atomy continues for future generations." Despite those words, Imperial Master HaeJung Lee can guarantee that Atomy will still be flourishing 10 or 20 years later. "I can guarantee that Atomy will be doing well at least until I die. But, 100 years from now... There is no way I can know, but there is one thing I can do. That is work hard so that Atomy doesn't fail. This isn't for me. It is for the partners who have yet to become Imperial Masters. With Atomy, you can reach the top no matter when you began. That is one of the things that keeps Atomy going."

If Atomy could only last 10 years, there should be no cap on the highest commission. This is because one would have to take their share, then quickly look for something else. But if Atomy can be continued? It is better to receive money like a retirement fund until you die since inheritance is a possibility. What is really important is that due to the presence of the top, anyone can reach the top even if they start now, 10 years later, or even later than that. "Reaching the top - that's a blessed life. Atomy gives everyone the chance to do that, whether it's in 10 years or 100."

More than anything, Lee wants to do nothing and hang out. Solving the issue in front of her immediately, no matter what it is, is the core of her personality. Moreover, since she has been competing all her life, she has never really rested and "done nothing." At one time, she had wanted to go to university and study abroad, but now she believes that she would not have gained the experience she got through Atomy anywhere else. That is why the thing she wants most right now is to take it easy and enjoy. "I feel like I have to finish my homework first. Supporting and helping people who feel like they can't succeed - that's my final homework. If I dive into that homework, when will I be able to rest?"

That is how it is. Since she became Imperial Master with the help of her partners, it only makes sense that she helps them become Imperial Masters as well. That is a given. And one more thing – she wants to fully support someone until that person becomes an Imperial Master. The goal is clear. Imperial Master HaeJung Lee's bucket list, though a simple one, is very difficult to complete. Only when all of her partners have become Imperial Masters and she has made sure that Atomy will continue not for herself but for the future generation will she then be able to "sit back and relax." That is how Atomy becomes a plan for the future.





Mini Interview

1. How would you describe the Atomy business in one phrase?

It is the best system with quality products and a just compensation plan.

2. Do you think people who start the business now will be able to succeed like you?

Now could be an even bigger opportunity for people who do the work right.

3. From the point of view of someone at the highest level, what is Atomy's greatest vision?

It is a platform that generates income.

The Best Moments



1


2


3



4


5

No. 1 Donation of 1.1 billion won to the Community Chest Korea.

2 & 3 The glorious Imperial Master promotion ceremony. Achieving the top level with her partners!

4 At a seminar in Thailand with her brother, Imperial Master DougWoo Lee, and her nephew, Star Master DaeWoong Lee.

5 Enjoying the promotion trip for her brother, DougWoo Lee.

Sharing That Imperial Master HaeJung Lee Speaks About



To Imperial Master HaeJung Lee, sharing is “to empathize and to coexist.” When she said she would donate all one billion won of the prize money she earned after becoming Imperial Master, most people there probably thought they misheard. She had always been known to donate, being a member of the “Honor Society” for having donated over 100 million won.

But 1 billion won...? HaeJung Lee said, “If I thought of it as my money, I would have only donated 500 million won.” She continued, “I believe I became Imperial Master thanks to God, so I decided to donate it to give back to God.” Empathizing and co-existing. These are difficult words. Although we exist in the same space and time, we are all different. Empathizing and coexisting is sharing. If you think of it in a complicated way, it becomes more complicated. Let’s think of it in simple terms. Feeling and living with our neighbors – regarding everyone in the society we live in as family – that is sharing.

Lee explained, "Love makes the lives of those around me better, and Sharing is a direct way of expressing that love.” From a young age, she had always thought she should help others if she made money. The reason she donated 1 billion won was that she had already made a fortune and believes that Atomy will not fail and keep pay her commission. As long as Atomy doesn’t fail, she will continue to donate. “It’s not that I’m nice, I’m just spending on what I need, paying off my debts and using what is left to help others,” she said with a bright smile.



Atomy's Greatest Vision Is Underway

Mastership Level by 2019 | IMPERIAL MASTER

KUNG SUK KIM &
GWANG YEOL KIM

IMPERIAL MASTER

So Many Reasons to Fail, But the Business Must Go On

Marathon tests the limits of human endurance. Imperial Masters KungSuk Kim and KwangYeol Kim, who achieved Atomy's highest level in July of last year, said they felt they had completed a 42.195 km marathon.

The Feeling of Finishing a 42.195km Marathon

Not only is the total distance long, but since it is a race run on streets rather than a track, marathon running is also inevitably affected by heat, ambient noise, and not-so-gentle courses. It is similar to the Atomy business. You can start running with a firm will, but the road to success is never smooth. There are times when you can run at full-speed on flat terrain, but you have to adjust yourself once you hit steep roads. There may be unwanted ups and downs, depending on the surroundings. However, as long as you do not give up halfway, you will be able to finish the race, even though each runner will have a different finishing time.

Imperial Master KwangYeol Kim went to climb Annapurna after his promotion ceremony. It was definitely not an easy climb. Having run all the way to becoming Imperial Master, he decided to heal his body and mind by overworking his body. Climbing Annapurna was an opportunity for him to reflect on what he wanted to try and how he wanted to live after the top position. "While rising higher and higher, all we could think is to keep running. We may have run 42.195km, but someone who is not running at all times will eventually stop altogether. If I stop here, new Atomy stars will not arise."

A Turning Point in a Life Worth Only 20 Points

Before meeting Atomy, the couple would rate their lives around 20-30 points out of 100. Their score for their parenting was low as well. Economic failure dragged down their lives, and living a life with initiative was not an option. After encountering Atomy, they now give their lives 60-70 points and 90 points for their parent-child relationship.

"We are still not there. But it may be impossible to reach 100. We are just trying to live a life better than before. I couldn't turn a blind eye to the desperate eyes of our partners even

Mini Interview

1. **How would you describe the Atomy business in one phrase?**

   It is the last dream and hope of all ordinary people.

2. **Do you think people who start the business now will be able to succeed like you?**

   The environment for success have become much better than when we started with Atomy. We believe that you can reach success much faster than us.

3. **From the point of view of someone at the highest level, what is Atomy's greatest vision?**

   The global market and the fair marketing plan.

> "While rising higher and higher, all we could think is to keep running. We may have run 42.195km, but someone who is not running at all times will eventually stop altogether. If I stop here, new Atomy stars will not arise."



when I had become a successful man, and I put our partners before my family. Now we are trying to do our best as parents, children, and children-in-law."

Imperial Master KungSuk Kim began life on Jeju Island in January 2020. Her youngest child was only one year old when they started business with Atomy. That child turned 10 before they knew it. The reason she chose a life in Jeju was that she wanted her youngest child to live a life close to nature. Their oldest daughter became an Atomy business member and joined the Leaders Club making over 400 million won a year. In addition, their other child is a golfer representing Sejong City who dreams of becoming a pro. Parents could not be any happier than supporting their children's dreams and opening up their future. The couple says that this would not have been possible without Atomy.

Atomy is a Valuable Business That Makes Not Only My But Others' Dreams Come True

KungSuk Kim and KwangYeol Kim started Atomy business as a couple. "Doing business together may create synergy, but the time and money it takes is also double. If we disagree on





something, it can lead to arguments. Even as a couple, it's good to think and work as individuals, too. Otherwise, it might be better for one person to do it." This is their realistic advice for business couples. In reality, KwangYeol Kim focused on invitations while KungSuk Kim focused on explaining the business. Similarly, they also split their roles when supporting. KungSuk Kim was in charge of new members while KwangYeol Kim was in charge of Mastership Holders. Sometimes they would have friendly competitions, switching roles every three months.

After becoming Imperial Masters, the couple's lives have not changed much. They still go to support lectures and center lectures. KwangYeol Kim calls himself an Atomy guide. "We must teach the precise goals and direction of the business. We say "system" a lot, but explaining it precisely is important." He believes that a leader's role is not just to show them once, but to have a partner completely understand the system by teaching them again and again.

Imperial Master KungSuk Kim likes the phrase "A dream beyond a dream" and believes that a loving heart made her Atomy business possible. "I chose Atomy to make my dreams come true, but it's valuable for me to be able to help others make their dreams come true as well. This couldn't happen without love."

They believe Atomy's greatest vision is in the present tense. And it is impossible to see the end. "Atomy's greatest vision is the global market and a fair marketing plan. Not only that, but Atomy has a system that allows anyone to succeed as long as they try, regardless of their skills. There are countless reasons for failure. Despite that, you should do it. The possibilities for global Atomy are endless.

The Best Moments











1 Imperial Master KwangYeol Kim at Annapurna.

2&3 The moment he reached the highest level! The delightful Imperial Master promotion ceremony.

4 With his two daughters after the promotion ceremony.

5 With his whole family on their promotion trip to Europe in 2018.

- It has become a family business, as Crown Master SaHak Kim, Royal Master SoYoon Kim, Royal Master UngMan Lee, Royal Master SunHwa Joo are all taking part.

Imperial Masters KungSuk Kim and KwangYeoln Kim's

Life Scenario Before & After

Before: Lived in small studio that cost 300,000 won a month with a 3 million security deposit

After: Purchasing and living in a 150m² apartment in Sejong City

Purchased housing site in Sejong City

Future: Purchasing a villa in Jeju in 2022 to use as a place for partners and families

Before: Bought an old car on its last legs for 500,000 won

After: Owning a Benz S560 worth 230 million won and BMW X6 worth 100 million won

Future: Plan to drive more Korean cars

Before: Had given plenty of love, but not many material things

After: Third child, 9th grade; a golfer who officially represents Sejong City

Youngest child, 3rd grade, switching schools to Jeju

Future: Third child, become a world-class pro golfer

Youngest child, get into an international school in Jeju

Before: Had never even flown on a domestic flight

After: 40+ countries (Atomy business + trips)

Future: Travel around the world and explore remote areas by planning a pilgrimage

Special Interview



Dreaming Of A New Life After Leaving A Stable Position As A Civil Servant

Mastership Level by 2019 | STAR MASTER

GIEL JA SHIN

Star Master GielJa Shin was a civil servant. She started as a grade 9 civil servant at age 24 and worked her way up to grade 5, also known as the best civil service grade. She spent nearly 30 years serving citizens at the forefront of local administration, including at district offices and town offices. Another ten years or so would have led to retirement and comfortable retired life as a pensioner. But Star Master Shin stormed out of that stable life. This is because she believed that with the life expectancy of more than 100 years, one had to start a new life at 60.

Seeing My Future Through My Seniors

"I could see my future through my seniors after the age of 50. It was different from what I had imagined. A life of receiving 2-3 million won a month didn't seem like happiness to me."

One day, during the Korean Luna New Year holiday, Star Master GielJa Shin went to her uncle to give her greetings and coincidentally heard about Atomy. Her uncle was also a high-ranking civil servant, working as Administrator of the Korea Meteorological Administration. As soon as she came home, she began looking up Atomy. She searched on the Internet, checked Atomy's information on the Korea Fair Trade Commission website, and tried the products out as well. She also found and listened to all of the Atomy seminars available via IPTV. "As someone who always worked as a civil servant, at first I couldn't understand. I listened over and over until I could finally understand. Before I knew it, I was staying up until 4-5 o'clock in the morning."

Sometimes she went to work with red eyes. When her colleagues asked her if she was okay, she replied, "I couldn't sleep, so I watched movies."

Chairman HanGill Park's lecture on a balanced life was mesmerizing. The lecture about living well, loving, learning, and contributing drew her attention.

"I was educated over and over again as a civil servant. Yet, this was the first time I had heard such a lecture. It was something the schools didn't teach me."

Tune In and Listen

Although Shin lived her entire life thinking of herself as best suited for being a civil servant, she changed her mind after experiencing business with Atomy. On the contrary, she even felt that this new work befits her better. In both private and public businesses, the most important thing is people, or relationships between people.

"When I meet a customer, I listen to what they have to say and what their needs are. After creating a relationship, I slowly talked about Atomy with them. Communication was smooth as we had already built trust between us."

Her colleagues often asked her for counsel. When she was the head of the town office, she was well-received for always communicating with the residents and establishing ties. Thanks to her habit of looking people in the eye and listening to them, developed at her previous job, doing business with Atomy became much easier.

The first five years after starting Atomy were tough but she knew that this work was not short term and that getting to a certain point would require time. Even if it took 10 or 20 years, she knew she absolutely needed all the time she could get and that she could get through things if she had it. "I'm confident that I can concentrate on one thing and stay with it until the end. I served as a civil servant for 30 years. That says something." It was not as easy as she thought it would be, but she has not regretted starting business with Atomy, not even once.

Stability is the Biggest Threat

What would have happened if she had not quit and had continued her previous job? She could have managed to become a secretary, a fourth grade official. But it is more likely that she would probably be getting ready to retire right about now. Instead, Star Master GielJa Shin's new life with Atomy is only starting to bloom.

"Stability is the biggest threat." This phrase, which she had once read in a book, remained in her mind. It encouraged her to boldly break away from her steady job.

"Money is important and so is stability, but after reaching age 60, I wanted to be a person who could influence others. As I began this business, I realized that this work could help me do that."

Shin always appreciates and praises herself for bravely choosing a new path and walking firmly down that new path.

"Good job, and thanks, GielJa Shin."





Happier Now Than Being an Expatriate of Samsung

Mastership Level by 2019 | SHARON ROSE MASTER

SUNG HO LEE

Sharon Rose Master SungHo Lee worked at Samsung for 13 years, doing international trade customs work. In recognition of his ability at the company, he also worked in China as an expat. The company provided Lee a 132m² apartment and a foreign car, all while he sent his children to an international school. As he received a separate allowance reserved for expatriates, he actually had executive-level treatment. Many colleagues envied expats, as being an expat was a direct course to becoming an executive. His original plan was to work in China for four years. However, he only ended up staying for two and began doing business with Atomy.

A Meeting That Began With HemoHIM

Sharon Rose Master SungHo Lee could not speak a word of Chinese but he was chosen to be an expat in China because he was excellent at his job and had great performance reviews. To pass the language test, the final hurdle, he entered a language education institute run by the company and studied Chinese there for three months in a short-term intensive course.

"I wasn't allowed to use Korean at all for three months. I had to memorize everything learned that day and present it the next day. Because of that, I could only sleep 2-3 hours a day and would spend the rest of the time studying."

Lee was under tremendous stress because failing the language test would not only lead to disqualification for the position but letting down his department that had gifted him with an opportunity. It was when one of his elementary school friends introduced him to HemoHIM.

"I think I saw the effectiveness of HemoHIM. I was in a very stressful and difficult situation, both physically and mentally,

but I was able to endure it."

Getting introduced to HemoHIM by this friend, who is now a sponsor, was his first encounter with Atomy. Was it thanks to HemoHIM? Eventually, SungHo Lee was able to successfully pass the language test and get the job in China. As he said goodbyes to the people around him, Lee gave them HemoHIM. His uncle, who ran a sashimi restaurant, was especially interested. He wanted to know more about not only HemoHIM but about the Atomy business itself. A week before Lee left for China, he ended up attending an Atomy seminar with his uncle.

"I wanted to see what kind of a company it was. The seminar made me thinnk that it wasn't a bad company. I wanted to learn more once I was in China."

Choosing Atomy For a Happy Future

The first thing on Sungho Lee's agenda was getting used to the tasks of an expat in China. But after he had settled in, he began looking into Atomy seriously. He searched for information on the Internet and used his Samsung network to get advice from experts.

Acquaintances around him, including researchers working at economic research institutes and economists who worked at international investment banks, gave Atomy positive reviews. Meanwhile, his uncle closed the sashimi restaurant that he had run for 27 years and began business with Atomy. Thanks to his uncle's passionate work, he quickly made around 1,000 partners. The seeds he had sown before leaving for China were slowly beginning to sprout. His uncle looked forward to him joining and said, "I think it's really great. When are you going to start?"

Lee thought he would try continuing his career to reach the executive-level after finishing his work as an expat and returning to Korea. If it had not worked out, he believed he could try Atomy then. At the same moment, he felt responsible for his uncle and saw Atomy's growth with his own eyes. This convinced him that maybe he should not let go of this chance. More than anything, thinking of his own future in the giant conglomerate is what really made him change.

"Samsung is a great company. It treats his employees well and has a great reputation. However, getting an up-close view of people who had reached executive positions, the dream of all company employees made me realize that I didn't envy them at all. Although they had traded 20 to 30 years of their lives, time with their family, and their own health for the position, they didn't look very happy."

Extending the Chinese Line With His Expat Experience

Sharon Rose Master SungHo Lee marks his fourth year with Atomy this year. Since he was already making six figures at Samsung, his income now may not be what it once was. However, this does not change his belief that working with Atomy will be more fruitful than working for a corporation, money aside.

"When you're at a big company, the higher you get, the more you start worrying about what will happen when you leave. You also face "income cliff" after retirement. Atomy, on the other hand, allows you to gain income that gradually increases as you progress high, so the earnings of those at the top cannot be compared to the salaries of employees at major companies."

Although familiar with the highly competitive culture of big corporations, he is more faithful than anyone else to the principle that "Honesty and Goodness is the Best Policy," one of the corporate cultures of Atomy. His biggest principle and strategy is to abandon greed and consider his partners' interests first.

Being a former customs agent at Samsung has not leveraged his Atomy business much. Still, he expects his experience as a resident of China to be of great help to the newly launched Chinese business. With Atomy, Sharon Rose Master SungHo Lee is expanding on the dreams that he could not unfold as an expat in China.





Confident In Expanding Overseas Networks With Diverse International Corporate Experience

Mastership Level by 2019 | SHARON ROSE MASTER

JIN YONG HONG

Sharon Rose Master JinYong Hong worked for many years with Samsung Electronics, Texas Instruments, and many other global corporations, doing work related to semi-conductors. Also he obtained a license from a foreign company to run his own business in South Korea, and participated in founding a startup company. Hong worked harder than anyone else and had a brilliant career but he always wanted to finish earning his money quickly so that he could gain financial independence. When he was younger, he had experienced working with an American networking marketing company after introduced by a coworker at the same company. He was very enthusiastic about it, getting good results and rising quite high up the ladder. However, he did not last long. Hong realized that voluntary purchases did not happen in business.

"After I introduced products to people, many used them but never bought them again. I always had to find new people, and by the end, the only people left to use all of the products were other people working with the same business."

A Business Where Purchase is Voluntary

It was around three years ago that JinYong Hong again had an encounter with network marketing. His former sponsor reached out to him. The first thing he said was, “Would you want to try network marketing if there are voluntary purchases?” Hong was intrigued, but because he had failed once he did not want to try again. What turned his mind was not the marketing plan. It was Atomy’s products.

“I wasn’t in good health, and nothing I tried seemed to help. But after taking HemoHIM for three months, I could tell that I was feeling better.”

If he were going to do business with Atomy while going to work, his wife’s help was essential. His wife, however, was extremely opposed to Atomy business.

“My wife cried until morning, trying to stop me. She thought that I had done enough. If I couldn’t even succeed with a leading company in the industry, how was I supposed to succeed with a Korean one? She told me not to even think of bringing home the products.”

As Hong gained partners, he had to attend seminars with them but he had to be at work during the day. He asked his wife again, saying that it would be just this one time. His wife agreed. And after attending a seminar, she became a different person. She thought, 'They’re selling these products at these prices?'

There was no need to explain Atomy’s marketing plan and compensation program. After using the products he introduced, people contacted him first with interest.

“Whenever I talked about the Atomy business to people, they would become either: a customer or a fellow business person.”

Fostering Leaders With Israeli Habruta Education

Sharon Rose Master JinYong Hong tends to care a lot about the education of his partners. “Line meetings” that he runs separately from Atomy’s regular center meetings are part of his business tools. He actively communicates with overseas partners through web meetings as well. His online meetings usually involve about 25 people, including overseas partners in the USA, Indonesia, etc. There are web conferences dedicated to Chinese partners.

He gives short lectures and each person shares their business status of the past week. His online meetings have great reviews because they are easy to attend, even for people who seldom visit the centers.



“For some, web meetings are more effective because they are more immersive and private than offline meetings.”

For partners who are eager to learn more, he offers separate leadership training. He uses the Israeli Habruta style, known as the learning method of geniuses, and has everyone say what they think and debate about it. After a meeting of around 30 minutes, participants make speeches in groups for the rest of the time while filmed so that everyone can review themselves.

Thinking About “Why” Before “What”

“All businesses need three elements – WHAT, HOW, and WHY. It’s a shame that many people focus on the “WHAT” rather than the “WHY”. Many people jump at Atomy business with only seeing Atomy’s pomising vision. After a few rejections, they are hurt and discouraged or stop and give up. This is because they only think of the “WHAT,” not the “WHY.” “It’s the same for many global corporations. They does not promote what products they offer. Rather, why their corporation exists. Apple is a great example of this.”

JinYong Hong uses his partner training to teach how to think about the “why.” He believes that once “WHY” can be explained, “WHAT” and “HOW” come next effortlessly. Thanks to his multicultural experiences, Hong is confident in his ability to expand the overseas network as well. For the past year, he has been sending products to partners in places where global offices are getting ready to be opened, and he has helped their growth by inviting them to Korea. He believes that once these overseas partners can settle in the market, he will be able to take one step closer to the stable, systematic income he has always dreamed of.



Crown Master Taiwan

Happy Just By Doing Business With Atomy

Mastership Level by 2018 | CROWN MASTER

CHI-FANG TUNG

"I am happy just with the fact that I am doing the Atomy business." These are the words of Crown Master ChiFang Tung. For someone with the honor of becoming the first Crown Master from Atomy outside of Korea, her speech was humble. "If I think about it, every moment I had with Atomy was beautiful."

The Best Network Marketing Company In My Eyes

Crown Master ChiFang Tung had been running a small trading company after 20 years of network marketing. While looking for products to import and sell in Taiwan, a friend in Hong Kong introduced her to Atomy. This friend knew nothing about network marketing – she just thought that Atomy had inexpensive and great products that would sell well in Taiwan. With her years of experience, however, Tung knew right away that Atomy was a network marketing business. A network marketing business with no registration fee or maintenance fees but with good quality products that were inexpensive. She did not hesitate. "Atomy had not yet begun business in Taiwan then, but it was the best network marketing company that I could think of. I couldn't miss the chance."

Since then, the Atomy business has made ChiFang Tung very happy over the past five years. "When my partners were promoted or made it into the Leaders or Royal Leaders Club, it made me as happy as if it were my own experience." She couldn't put into words how happy she was when aiming for and achieving goals with the Super-Synergy of United Heart with her partners. More than anything, it excited her to see

everyone succeeding together by recognizing their potential and watching that potential unfold. As she worked ahead at full speed with an overwhelming sense of joy, the hopes she had when she first started Atomy, such as paying off loans, rent, and car payments, were resolved one by one.

My Goal is the Success of More and More Partners

"I have never once felt like it was hard work. I have always been positive, hard-working, and liked talking to people, so it wasn't difficult spreading the word about Atomy and moving forward with my partners. Once in a blue moon, there were members who didn't really know Atomy and quit or made excuses and caused problems. If there is one thing I regret, it is not being able to help those people stay with us to the end. It is something I have to work on to become a true leader."

Crown Master ChiFang Tung's three key points to success are "築夢踏實 美夢成眞 以身作則." To explain, one must have a dream (築夢踏實) and work hard to make the dream a reality (美夢成眞), while also working to become a role model (以身作則). "I've already achieved all the goals I had when I started with Atomy. My new goal is to help more partners achieve success. It is the goal that I will spend the rest of my life trying to accomplish." Maybe it's because of this goal? Tung earned the nickname 董姐 while doing Atomy. It means "Big Sister Tung" in English. Basically, she thinks of her partners as her own siblings. "At first, I just thought Atomy was a good company and started because I wanted to make a lot of money. But the longer I did it, Atomy not only changed my own life but also led me help more people in need. I am grateful for that." Now, she is trying not to be someone who receives, but someone who gives.

The Only Chance for Ordinary People to Succeed

Crown Master ChiFang Tung likes the phrase '花若盛開 蝴蝶自來, 人若精彩 天自安排.' It means that just as a butterfly finds its way to a flower in bloom, when a person jumps, the sky finds a use for that person. People with a strong will to succeed look to Atomy. This is because Atomy is the only chance for ordinary people to succeed. "Atomy allows everyone I love and everyone who loves me to make their dreams come true."

Tung's balanced life is a well-lived life where you love yourself and others while also learning and contributing. "To help others live well, I must live well myself, and to help others, I must have love. I have to learn and gain more skills by studying to figure out how to help my partners and help more people," She says with sincerity. "Atomy is the only chance for ordinary people to succeed. I hope you grasp it and work hard until the end."

Atomy in One Phrase

The only chance for an ordinary person to change their life

ATOMY SUCCESS KEYWORDS

01 相信
- Believe in each other

02 堅持
- Retain trust

03 熱情
- Be passionate

What you want to achieve with Atomy

A life in which I can help more people



I Am The Youngest Atomy Crown Master



JAPAN

Mastership Level by 2019 | CROWN MASTER

XIANGHUA JIN & MING JIN

"The most important thing in the Atomy business is 'MYSELF.' Atomy business brings results according to what I believe, what I think, and how I act," said Atomy's youngest Crown Master Xianghua Jin, at age 37.

Mini Interview

What is the most valuable change you gained from Atomy?

My success has brought change even to my family's lives.

The Size of Your Heart Predicts the Size of Your Success

Monthly Income of 10K in 3 Years, Royal Master in 5

"I had no idea that an email from a stranger would change my life this much. It feels like a dream. I'm so grateful for everything."

Crown Master Xianghua Jin learned about Atomy from an email from Crown Master Yong Ok Park. At the time, Jin was a 28-year-old mother of a three-year-old and a three-month-old, running

a traditional Korean restaurant. She had no hope for life, and more than anything, was feeling sorry for not being able to do much for her two sons. Dreaming of becoming a supermom, Jin began business with Atomy and met eleven Royal Masters at her first Success Academy in January 2011. She wrote her goals in her Life Scenario book. “Three years after starting the business, I will have an income of 10 million won a month, and in five years, I will become a Royal Master.” And she actually made her goal a reality.

Although she started the business young, at 27, she did not feel like her age was an issue. She did not feel like network business was difficult, either. Perhaps this was thanks to her know-how, gained from past experiences running businesses. Her only weakness was that she was not fluent in Japanese. Soon enough, however, she was able to find partners who could speak Japanese well and received help from them.

“I Understand Why You Do Atomy”
The Phrase That Made the Couple Cry

“The size of one’s desperation determines the speed of one’s success.” This can be commonly heard at Atomy. It is certainly not an easy task for someone to make 10 million won a month in three years and become a Royal Master in five years. But the couple had a clear reason why they they had to succeed: Not passing on poverty to their children. In a desperate move to succeed in the business, she sent her three-month-old child to her mother-in-law in China. It was for the family but the couple always felt sorry about it.

They say their promotion trip for becoming Star Masters was the happiest moment of their lives. “My second son wrote me a letter with his tiny two hands. ‘I’m thankful to be your son and thank you for helping me make great memories on this trip. I understand why you do Atomy. I love you, Mommy. Atomy is the best! he wrote.”

Crown Master Xianghua Jin says she is so happy because now she has become a mother that can let her children do, have, and learn whatever they want.

With a Heart the Size of 50 Million Won

A turning point happened at one point. When Jin was a Sharon Rose Master, things were not working out well, so she went to HanBit Park, the Japanese branch director. She cried for an hour, venting her problems. Once she had finished crying, HanBit Park told her, “If a person that wants to make 50 million won only has the heart of 500,000 won, they can’t make 50 million. If you’re having a very hard time, you can give up. But if you’re not going to give up, temper your heart until you can embrace all your partners no matter what they say.” Jin says that these very words were the force that got her to where she is now. Everyone dreams of success and becoming rich. Some cannot rise up and merely blame their existing environment while others try to get up and produce results. Crown Master Xianghua Jin and Ming Jin were the latter and became successful after finding the tool that is Atomy. Now, they are dreaming of building a nursing home in Yanbian, China, and contributing to society. The couple, who believe that people who work hard run the world, urge, “Make your dreams come true with Atomy. Also, live a balanced life where you live well, love, learn, and contribute. It’s not too late.”





Royal Master U.S.A

Do You Know That Atomy Offers A Chance To Turn Your Life Around?

Mastership Level by 2018 | ROYAL MASTER

HYUN JIN RYU & JAE KWANG SHIM

There was no hope. We had tried almost everything in the U.S. including a dry cleaners, nail shop, selling lamps, driving a fish truck, selling water purifiers, waiting tables, moving company. But life was still too hard financially. Now, however, we are a couple that makes $30,000 a month. The chance to turn our lives around came from a stranger who said, “Have you heard of Atomy?” Star Master BoonSook Kim, whom we had met by chance, asked us if we knew Atomy. We instinctively rejected it, thinking it was a multi-level marketing (MLM) scheme. But after hearing there was no registration fee, maintenance fee, or annual fee, we began to be interested. And we were convinced by Chairman HanGill Park's words that when you have no hope, you must become open to hope and that if you sell good products at inexpensive prices, customers will come.

We began a life of dreaming and rediscovering hope. We prioritized becoming rich through Atomy. Our goal was $10,000 a month. As time passed, we would often discuss what we wanted to do if we made $10,000. There was never a time when we wanted to give up Atomy. It never even crossed our mind that we would not succeed. We believed that no matter what hardships came, we would succeed in the end.

We were very happy when we reached the Sharon Rose Master level. We thought we had overcome the biggest of difficulties by becoming Sharon Rose Masters in a country where Atomy's presence is weaker and fewer products were available than in South Korea. The biggest driving force was the desire to gain economic freedom and the mindset that we would absolutely reach that goal. Also, having a positive personality seemed to help a lot as well. We had good results because we made efforts to understand our sponsors and partners, no matter what the situation was. By doing business with Atomy, our dreams are becoming bigger and bigger. At first, we only wanted to eat and live, but now we want to help all the people around us. To share more, we really want to become Crown Club members by the end of this year. In a word, Atomy is light. The light that defeats the darkness. Atomy plays the role of light not only for its business people but for society as well.

Royal Master U.S.A

Atomy Is A Guardian That Brings Happiness

Mastership Level by 2018 | ROYAL MASTER

OK HEE LEE



Atomy in One Phrase

Self-discipline training

ATOMY SUCCESS KEYWORD

01 Conviction
02 Perseverance
03 Concentration

I was an ordinary homemaker living in the beautiful city of Seattle, U.S.A. without financial worries. Even with no work experience or concept of economics, I was able to live a new life thanks to Atomy. I was introduced to Atomy products by chance during a visit to Korea, and since this acquaintance was very trustworthy, I had no objection purchasing them. The makeup was so light, and my skin felt moisturized all day long. Because of this, I decided to tag along to an Atomy seminar without expecting much. At the seminar, I reflected on how I had been living without planning ahead for my future Even my plan of giving scholarships to students in need was just a thought as I was not actually financially able to do so.

I didn't have any experience in network marketing, but I thought that if I did exactly as Chairman HanGill Park taught, I could earn money with Atomy, and I could give scholarships to students in need while also ensuring a stable life when I grow old. I wasn't confident that I could make lots of money, but I thought that maybe I could if I attended seminars without missing any. That's how I began Atomy. I began to let the people around me know that Atomy products were of good quality and were inexpensive. Those who bought the products without objection began to re-purchase them soon enough. I continuously invited these people to seminars.

As the business went on, my thoughts began to change. It is all good and well to share and love from afar, but maybe it was a good idea to start with partners who were close to me. I consulted with my husband about how to help my partners who were having a hard time to succeed faster, and I am working harder to make that happen. When it got difficult, I would stand at home alone and shout, "Who am I? I'm OkHee Lee" at the wall. I would then exclaim, "I will make it come true. I will succeed," with two fists in the air. After that, I would listen to the chairman's lectures and recharge myself.

With Atomy, I was able to find the dream that I had long ago buried inside of me. I am working hard to make that dream come true. Right now, I am traveling freely while supporting not only my partners, but also sharing and volunteering happily. From now on as well, I plan to work hard and help my partners reach the Royal Leaders Club and Leaders Club.

Royal Master U.S.A

Work That Makes Many People Happy

Mastership Level by 2018 | ROYAL MASTER

JIN AE HWANG



Atomy In One Phrase

A tool for practicing love

ATOMY SUCCESS KEYWORD

01 Altruism
02 Immersion
03 Confidence

I made my dream come true with Atomy. Before encountering Atomy, I wanted to seek value and pride in a rich and comfortable life and do work that would gain respect from people around me. I have come to resemble how my parents, who are farmers, achieve success with savings, sincerity, and consideration. I had been a middle school teacher. After getting married, I became busy supporting my husband who worked abroad.

When I came to the U.S., I casually ran a private jewelry retail business. Just when I thought things were going well, many rival shops appeared, and online shopping became popular, so I had to close the business. After hearing about Atomy, I jumped right into it the next day. The experience I gained from selling jewelry turned into passion and courage after learning about Atomy. In the beginning, I first approached everyone saying that “It’s really great.” Much faster than I imagined, I was making $2,000 a month. I was happiest then. In the U.S., with $2,000 a month, you do not have to work another job. After learning that Atomy could be a tool for creating further work opportunities, I began to work harder. I went in at full-speed on my own, convinced that building a good foundation for future generations in the U.S. by spreading the word about Atomy would be rewarding and respected life. Not once did I think about giving up my Atomy business. But it was hard when my partners complained that I was not helping them, or when I could not help someone I knew would do well with a little bit of assistance.

Despite this, I think doing Atomy work is fulfilling, has value, and can make many people happy, so I was very happy with myself. Although I have no work experience, thanks to three partners here in the U.S.A. and Atomy’s fame, I have a lot of business with consumers, and many people are becoming happy thanks to Atomy. Both my friend who introduced me to Atomy and I live the lives we want in a beautiful and fulfilling way.

The American Dream? No, The Atomy Dream!

USA

Mastership Level by 2019
STAR MASTER

YOUNG HUI KWAK

Most people who decide to start business with Atomy say that this was the reason: “The products are inexpensive and good.” However, Star Master YoungHui Kwak did not.

Envisioning the American Dream, she immigrated in 1979 and tried many businesses, including clothing stores, restaurants, and doughnut shops. The result was, unfortunately, the debt that she could not handle. It got to the point that she wanted to give her life up, but as a Christian, she held on tight and began work as a caregiver. Then, her coworker, who is her current sponsor, asked her to buy an Atomy product. Barely living off an income of 2 million won a month, she thought that was too much of a luxury. “I felt bad rejecting her over and over that I bought a set. I thought I had to use it all since I had paid a lot of money. After using it for three days, I called her first in excitement." After hearing that she could buy the products cheaper if she became a member, Kwak did so and learned that she could earn money just by passing on the products. Even before Atomy USA opened, Kwak diligently met with other people and handed out the products. Without official business tools, such as company introduction, product information, and seminars in English, meeting as many people as possible was all she could do. Kwak loves making food and hosting people, and her homemade food, filled with care and love, allowed her to build friendships with her partners. And these friendships soon grew into trust.

“I was bad with computers that I felt the most upset when I couldn’t properly get points for my partners. To be honest, I’m still bad with computers (laughs). As an old grandma, I don’t get along well with most technology. But this hasn’t been a problem while doing business with Atomy. I’m grateful to my partners for they make up for anything I lack.”

Star Master YoungHui Kwak once dreamed the American Dream. Although she was not able to fulfill that dream, she said that she is happy. "If it wasn’t for Atomy, I don’t think the word "success" would exist in my life. I couldn’t achieve the American Dream but that’s okay. I achieved the Atomy Dream.”



Mini Interview

What is the most valuable change you gained from Atomy?

It changed the way I see the world and led me to have a mind to help the underprivileged.

38



Go Forward Without Worry!

JAPAN

Mastership Level by 2019
STAR MASTER

AKIKO KITSU

Star Master Akiko Kitsu was lucky enough to beat the survival rate of 4.5% five years after lung cancer surgery. She was earning about 100 million won a year through teaching dance and running a photo studio and an imported furniture shop. Born positive-minded, she was living her life fully when the dark shadow, lung cancer, blanketed her life.

Kitsu learned about Atomy after getting diagnosed with lung cancer. She had left Japan and stayed in Korea for three months. That is when she received HemoHIM. While taking HemoHIM and other health supplements, one day, she suddenly thought that she should do Atomy business.

"My desire to leave something for my family to inherit when I'm gone was strong. I was touched by the products and found the marketing plan appealing as well." Kitsu came to think that Atomy was worth putting her precious time into.

Although her health was not as great as others, she did not once think that she was having a hard time. She never thought: "I'm a cancer patient. It's over for me." This positive mindset was powerful. Kitsu had a partner who was not in prime health. She gave HemoHIM to the partner with the hope of improving her health. The partner fell in love with the product. Later, she worked hard, despite opposition from her family, and became a Star Master. Was it sympathy? Akiko Kitsu gathered herself together, seeing that her partner was putting herself further while suffering.

"Let them try the products first. If you see them satisfied, then guide them to start the business. If it seems like they are interested, then try to invite them into the system with all your might. One of my partners said that I had the hidden weapon of inviting people to seminars." Star Master Akiko Kitsu believes that showing the vision to someone who is already satisfied with the product is the real work that Atomy business people need to do. Running without stopping, she is on track to become a Royal Master this year. How? With positivity!

Mini Interview

What is the most valuable change you gained from Atomy?

Even though all I did was giving people Atomy products because they were good, it's surprising how many people have told me that they're grateful to me.



The Only Tears I Have Left Are Tears of Happiness

JAPAN

Mastership Level by 2019
STAR MASTER

CHUNMEI WEN

Mini Interview

What is the most valuable change you gained from Atomy?

Now I start and finish the day with gratitude.

There are two types of tears. Tears of pain in difficult situations and tears of joy when you succeed. On a tough day when Star Master Chunmei Wen had tearful eyes, Imperial Master JeongSoo Park told her, “Wipe away your tears of weakness and cry tears of happiness after succeed.” When she thinks about it now, it was such a warm scolding.

Star Master Wen was living a life akin to war before meeting Atomy. She had moved to Japan from China to study. There, she met her husband and had a child while working for a company. Without time to put on makeup, let alone eat breakfast, she sent her daughter to a daycare center and squeezed onto the crowded trains. Coming straight back home to take care of her daughter and make dinner after work was her whole life. Her life was so far from her dreams that ‘dreams’ felt like just a word in the dictionary.

She learned about Atomy from Crown Master Xianghua Jin. This was before the opening of Atomy Japan, and she attended her first Success Academy in Sokrisan in Korea. What awoke Wen among the long lectures was “the power of a Life Scenario that helps you realize your dreams the way you dream.” While writing her long forgotten dreams in her Life Scenario book, she cried so much that she was not even sure how long she did. “Even now, thinking back on it makes me want to cry. I think that was my best moment since encountering Atomy. While nervously writing my Life Scenario, I learned that I have dreams, as well. The memories from that day are the driving force behind my business.”

Wen said that she changed her love for her family into courage. This courage helped her to enter the Leaders Club without faltering and she is now aiming for the Royal Leaders Club. For people who hesitate to start a business with Atomy, Star Master Chunmei Wen delivers a message: “Have a look and make the right choice for your loving family. This is a chance for you to make your dreams come true, and it won’t come again.”



Atomy, A Business Where No One Fails

CANADA

Mastership Level by 2019
STAR MASTER

Agnes Kim

"It's a business where you try inexpensive, quality products yourself and introduce them to your family and neighbors if you liked them. It would be foolish not to do it," Star Master Agnes Kim said. "Atomy business is fail-proof and an opportunity to live a better life. What a valuable and rewarding business."

Star Master Kim immigrated to Canada in 2000. The convenience store she started did well in the beginning that she bought a house and was happy with her life. Unfortunately, her business started failing. She had to sell her house, and worries about her future made her life thinner. At that desperate time, she met Atomy. A product that one of her acquaintances gave. She thought that the quality was great for such a low price. Agnes Kim explained. "The products were cheap and there was no registration fee. I thought introducing them would be burden-free." She added, "At first, I planned to hire a part-time worker for my convenience store with the money earned from Atomy."

The more she did business with Atomy, the more Agnes fell in love with it. Atomy was not just a profitable business. It was a business that cherished customers and partners while leading them to success and allowing them to know and live a balanced life with an appropriate and just attitude. Kim explained, "Before doing business with Atomy, all I cared for were myself and my family. Now I care the people around me and I grew into a person who could help these people." She emphasized that "I thank Atomy for bringing my life to a higher level."

"Having confidence in the products, company, and management is the first step," Kim advises people who have just begun with Atomy. "Once you've found that confidence, don't rush but do go all-in with passion." That is Star Master Agnes Kim's secret to success, and it is the best she can prepare for the day the whole world becomes one with Atomy.

Mini Interview

What is the most valuable change you gained from Atomy?

I became someone who can help the people around me.



Talents I Found Thanks To Atomy "Confront, People!"

CANADA

Mastership Level by 2019
STAR MASTER

SOO HYE BAIK

"Before meeting Atomy, I had no idea that I possess the skills that are perfect for the Atomy business. I didn't think I would be this good at confronting people" (laughs).

Star Master SooHye Baik had been doing the same job for 21 years after immigrating to Canada. She ran a convenience store around the clock. Although she earned money, it seemed impossible to accumulate a fortune. Her life was unsatisfying, worrying about the day's sales and not having much leisure time. After receiving some Atomy products, Star Master Baik did not start Atomy business with a huge level of determination. She became a consumer first, and only after regularly going to center meetings in Toronto did she really begin to develop a vision.

Baik's first goal in doing the business was "To meet as many people as possible, pass the products, and spread information." She had confidence in the products. Constant requests to repurchase from the customers and, more than anything, her own satisfaction in her use of the products reinforced her confidence. Whenever SooHye Baik was with someone, she only spoke of Atomy. Basically, she was confronting them. The reactions she received were mostly positive. "I think my strategy was a confrontation that wasn't offensive. I guess I didn't leave a bad impression."

Everything was great until the meetings ended. The problem was afterward. The meetings failed to move the people to the next stage. Baik spoke to people about Atomy to the point that her mouth became dry but she could not remember who she had talked to afterward. She could not believe herself. After a few incidents like this, she began creating business notes like a memo-crazed person, and her business started to grow.

Anyone can work hard. However, even when given the same time and circumstances, some people succeed faster than others. "I think the difference is efficiency. Everyone can succeed. But I imagine that the faster you succeed, the happier you become." Star Master SooHye Baik advises that rather than simply contributing a lot of time, it is more efficient to think about the business itself and try to learn.

Mini Interview

What is the most valuable change you gained from Atomy?

I started to lead a comfortable life and engage with others.

Atomy, Life's Homework That Must Be Done

CANADA

Mastership Level by 2019
STAR MASTER

JEANNIE LEE

Star Master Jeannie Lee met her husband while studying abroad. After getting married and raising her kids, she ran a nail salon as a makeup artist and lived a financially stable life. However, deep down, she always worried about her future. "I had a regular income, but I was really worried it wouldn't always be this stable," said Jeannie Lee. "I also didn't want to make money for the rest of my life."

Lee learned about Atomy from a pamphlet that a stranger left behind. Although never having heard of the company before, she felt a sense of closeness for it was Korean. She had always wanted to give back to the people she loved but never put her hope into action. The thought occurred to her that "passive income" written about in the pamphlet could be the breakthrough she needed. When she started Atomy, her goal was to make the passive income as quickly as possible.

As the business was new to her, Jeannie Lee was a bit clumsy at it in the beginning. "I had never felt so foolish in my life, not before nor after that time," said Lee. But her sense of responsibility towards the work and her resolution that she needed the passive income no matter what kept her learning and working hard, undaunted. Lee added that "silent acts of responsibility ultimately led to the trust of my partners and sponsors." When she entered the Leaders Club, the fruit of her labor, she jumped with glee. More than anything, she was happy to escape the anxiety that she was not doing well.

Star Master Jeannie Lee, who is currently trying to figure out what she truly wants, aims to become an Imperial Master. "For true freedom, Atomy is the life's homework that one must immerse themselves in and finish," she said. "In 100 years, Atomy will be an amazing company that makes the world a better place," she added with confidence.



Mini Interview

What is the most valuable change you gained from Atomy?

I have transformed into a person who tries to grow on my own.

Royal Master Taiwan

Happiness And Rewards From Atomy

Mastership Level by 2018 | ROYAL MASTER

HSIAO-CHUANG HUANG

Atomy in One Phrase

盡善盡美 Business

ATOMY SUCCESS KEYWORD

01 Trust

02 Passion

03 Attitude

Without professional skills or special abilities, I was always worried about my unstable income, thinking that I could not earn more. I was barely getting by selling clothes at a market and could not even imagine improving the quality of my life. When I was in a slump, I was introduced to Atomy, and since I believed that I was out of opportunities in my life, I began the Atomy business. When dealing with partners, I was always sincere and tried to touch their hearts. I tried to be patient, understand the situations that my partners were in, and help them solve issues. I tried not to be greedy or think of earning a lot of money quickly. I got to where I am now because I took it step by step. I do not believe that faster is better. What is more important than moving fast is to create strong roots that will last a long time. I always emphasize this to my partners.

Personally, by doing business with Atomy, I wanted to pay off my debts, show my parents that they had a successful child, and be recognized by my children as a successful mother. Within two years after starting Atomy, I was able to pay off my debts and within three years, I married off my son. Now I have a peaceful and leisurely family life, and my parents no longer worry about me. It has been rewarding to see ordinary people like me become happy through Atomy.

Without Atomy, I would not have the happiness and rewards I have today. I will continue the business with a grateful heart.





Sharing Joy And Difficulty With Partners

TAIWAN

MASTERSHIP LEVEL BY 2019
SHARON ROSE MASTER

SSU-HAN LI

*Promoted to Star Master in January 2020.

"Let's try it."
"Let's look into it."
"The products tell you everything."
Sharon Rose Master Ssu-Han LI says this to people who are debating whether to do business with Atomy or not. It is what she was first told.
LI was interested in investing and managing her finances, as she had worked as a salesperson in securities and had strong financial strength at a young age. Perhaps it was fate? Atomy came to her. After analyzing the mindset of management, management's status, and its cost-effective products, she realized at once that Atomy was a business opportunity. Li's cheerful personality and her willingness to learn at all times allowed her to happily start with Atomy. Nothing was too difficult for her when she was aiming for goals with her partners. Her partners became her strength and vice versa that she thought adversity was a good chance to build up teamwork. The sense of accomplishment could not be put into words. "For a long time, all I had were my own goals. But thanks to Atomy, I learned how satisfying it is to obtain a common goal together."
Li believes that will and drive are the most important things in carrying out Atomy business. For an organization to get far, it is important for the leader to have clear beliefs. This is the conclusion she obtained by watching organizations go in the wrong direction or lose strength after speeding up too fast from the start. "Drive is important. Organizations with leaders who just talk and don't act are not cohesive. Even if you trip a few times, it's important to be with your partners."
To Sharon Rose Master Ssu-Han LI, the Atomy of 100 years from now does not seem so far away. Because it is not merely a slogan but something that is happening in her everyday life. She also has a sense of duty. "To become a company that will last for 100 years, its members and executives must all come together. I will try my best from where I am to help Atomy make network marketing history."

Mini Interview

What is the most valuable change you gained from Atomy?
I have a better eye for people now.

A Fascinating Company

TAIWAN

Mastership Level by 2019
STAR MASTER

LONG-HUAN CHANG

Star Master Lung-Huan Chang still finds it fascinating that he, a Chinese man living abroad with no real experience, was able to encounter Atomy and gain success through the company. “I was shocked that even someone like me could do it. Atomy is an amazing company.”

Before it started official business in Taiwan, he coincidentally came in contact with Atomy. He thought that, like all other products, this too would pass. However, Atomy was different. It was a chance for Chang to succeed - a fated meeting rather than a passing coincidence. “Atomy wasn’t well known back then, but after hearing about it a few times, I was moved. When I had a chance to go to Korea, I attended a Success Academy. While the products’ quality was great, the prices were low. I thought I could make money without harming anyone.”

There is not much Chang did to get to where he is today. All he did was to work hard, spread the word, and meet many people. Pulling himself together and burying his pride required some effort on his part. Everything else was done by Atomy’s products with absolute quality and absolute price. There was no need for ingenious marketing or special insight into the trend of the times. “If I had to choose, I’d say that my family and friends not acknowledging me was the hardest part. For everything else, Atomy’s Success System pulled me forward. It cheered me up when I was tired, comforted me when I was down, and helped me make new resolutions when I was indolent.”

Star Master Lung-Huan Chang thinks that in 100 years, Atomy will create an accomplished society in all corners of the world. Atomy will be the worldwide shopping curator and the global hub of distribution. Of course, there is a lot to do before we get there. “I have to help more partners and make them succeed. Confidence and positive thoughts about Atomy are needed. These will help us bring the future 100 years from now to the present. Isn’t it simple?”



Mini Interview

What is the most valuable change you gained from Atomy?

I, who had nothing, can now enjoy wealth and truly cherish my soul.

Succeeding In Atomy With My Mother's Cheers

TAIWAN

Mastership Level by 2019
STAR MASTER

KUAN-YAO WANG

Mini Interview

What is the most valuable change you gained from Atomy?

I did not have and could not do much but now I help others.

Star Master Kuan-Yao Wang learned of Atomy while working part-time at a convenience store. He had a difficult family situation and his worry about the future was great. The reason he decided to try Atomy was not only the products but also seeing those who succeeded on stage. "I aspired to go up on a stage like that. My first goal was to become an Auto Sales Master."

Kuan-Yao Wang started, but he had no real work experience or a network. It felt extremely difficult to stack things one by one from nothing. He works with partners now, but back then, he had to do everything alone. If it was not for his mother, he might not have been able to get through it. "It wasn't easy making something from nothing alone. My mother gave me strength. Even now, my mother is my mentor and my number one cheerleader."

Wang's humorous personality also helped with his Atomy business. His buoyant manner was helpful when partners were going through something difficult and needed a simple way to view their problems.

In 2020, Wang plans to work harder for the success of his partners. Because Atomy's business must be done with sponsors and partners together. True success comes not when you succeed but when your partners do. "What we are doing is running, growing, and developing a mutual business together with the partners. For me, true success is helping my partners succeed and achieve all of their dreams and goals while communicating and growing together with them."

Star Master Kuan-Yao Wang is quite proud to know that he is an Atomian, one part of Atomy's future as a giant of global distribution. For him, the best moment is when he can see the sparkling passion in the eyes of his partners. "The moment seeing partners introduce Atomy with passionate eyes knows no rival. Atomy is an amazing business that provides me and my partners a better life."



Sharon Rose Master Singapore

Atomy, A Message Of Hope

Mastership Level by 2018 | SHARON ROSE MASTER

SHANZI JIN



SHARON ROSE MASTER

Atomy In One Phrase

Atomy is success

ATOMY SUCCESS KEYWORD

01 Love
02 Passion
03 System

As a full-time housewife, I was not struggling financially, but I lacked satisfaction with my life and was swayed by Atomy. Making money? That was not really it. Of course, I cannot say that the prospect did not excite me. I had fallen for the great quality of Atomy products, which were cheaper than what I had been using previously. They say that sharing happiness makes it two-fold. I wanted to share the happiness that Atomy provided me with others. That way, my own happiness grows. I'm happy that I found work that I can do by starting Atomy business.

I thought I would be happy earning just a little money, even two million won a month. But before I knew it, I was making 20 million won a month. Not only that, I feel rewarded and happy that I can give hope to many people through Atomy. Atomy did not betray my hopes. I felt proud and glad while doing Atomy business and seeing my partners gain strength and grow at seminars. Although I sometimes cried and dealt with wounds from misunderstandings and mistrust, the happiness that grew within me day by day was able to heal those wounds. Now I do Atomy business with pride while building trust and confidence in my partners.

I started the business after falling in love with the products. I spent 24 hours on Atomy. However, it was not easy lecturing in front of many people. Ever since starting Atomy, a day does not go by that I do not listen to an Atomy seminar. It is a big advantage that I can listen to the seminars in Korean from here in Singapore. My passion for communicating the content of the seminars to my partners enables me to overcome my weaknesses. 15 years ago, I moved from China to Singapore, and last year I brought my elderly parents to Singapore as well. I had only been able to see them once or twice a year, but I am so happy now that I live with them. From now on, I want to work hard with my partners so that every family in Singapore is using Atomy products, and so I can share my happiness and joy.

Atomy Will Become The World's Best Household Goods Brand

SINGAPORE

Mastership Level by 2019
STAR MASTER

JIAN SHEN

Star Master Jian Shen remembers the moment of debating whether she should or should not do business with Atomy as the worst of her life. As she took time to decide, the chance for her to lead her life more actively than a housewife was delayed. "There wasn't a business better for someone who likes people like me," said Shen. "That time during which I hesitated is the worst moment because I almost lost Atomy."

If it was the lowest moment, the best was when Star Master Shen first saw a video by Chairman HanGill Park talking about Atomy's management philosophy. She became sure that Atomy was a tool for ordinary people to succeed and that can be passed down to three generations. "It was a video, but I was touched by the chairman's passion and manners. That video convinced me that I had to do Atomy business."

Jian Shen's people-liking personality helped her with her business. And since she was interested in beauty, it was fun for her to share her beauty tips and skin care products that she liked. However, lecturing at seminars was not easy. Doing everything alone, also, was difficult as she gained more partners and the organization got bigger. Shen said that "having home parties or talking to people at the center was fine, but speaking in front of many people was challenging. So I thought I wanted to get more engaged in seminars and meetings to overcome this fear."

More than anything, she says that Atomy is her favorite way to work and her irreplaceable calling. Star Master Jian Shen continued, "The Atomy of the future will be a global household goods brand, and I will work harder to help more people make their dreams come true through Atomy."

Mini Interview

What is the most valuable change you gained from Atomy?

I gained confidence by working and making money with my own hands.



Let Yourself Be Immersed In This Business For Three Years

SINGAPORE

Mastership Level by 2019
STAR MASTER

XIAOLING HONG

Continue working for others and earning a stable income as she had for 30 years, or focus on working for herself for three years and earn an income that an ordinary company employee could not dream of. Which would you choose? Star Master XiaoLing Hong chose the latter, and that path led to Atomy.

"Before encountering Atomy, I was a mother of two children teaching Chinese at an institute. The income wasn't bad but I didn't have a leisurely life. I had to bury my dream of helping others." During her discontent life, XiaoLing Hong met Atomy through a product link sent to her on WeChat.

A phrase that it was a business that does not require capital caught her attention. Though she had little knowledge about network marketing, she was intrigued that Atomy sells products that are used in everyday life. After trying the toothpaste and toothbrushes, she was convinced that this is a viable business. At first, she did not even know the marketing plan. She started doing the business purely on the basis that she was confident in the products.

While creating a list of names, Hong realized that the number was smaller than she thought. So, she chose to use the method through which she had first found out about Atomy – WeChat. She did not get a "Yes" at first. But she continued to share product information, and people began to become interested. Every single person she met in this way was very important to her. After establishing relationships, she calmly led them to become consumers and then businessmen. Little by little, time allowed her to overcome her introverted personality and give center lectures weekly. Then she was able to become a Star Master.

Star Master XiaoLing Hong says this. "What is your dream right now? Do you have a dream? If you do, write it down. Then, run towards it without a hint of suspicion and don't give up on making it come true. By faithfully learning, sharing, and growing through the Atomy Success System, you will take one step closer to that dream."



Mini Interview

What is the most valuable change you gained from Atomy?

I found my life's direction and purpose that were once lost.



It Is Possible In Cambodia Too

CAMBODIA

Mastership Level by 2019
STAR MASTER

VIMEAN CHEA

Star Master Vimean Chea was living a middle-class life, doing network business for several companies. Unfortunately, when he encountered Atomy, he was completely bankrupt and had to start new work. He was introduced to Atomy, but he was reluctant to do another network marketing business.

But one day, Chea was invited to Korea by a sponsor and heard Chairman HanGill Park speak about opening Atomy Cambodia to help people there. "I got chills. That was the moment I regained the confidence I had lost after failing network business. I could see Park's honesty and high morals, and I thought that with a chairman like that, this was a company I could trust."

Although Vimean Chea spread information on Atomy while waiting for the regional office to open after he returned to Cambodia, all he received in return was criticism and ridicule. Only his wife lifted his tired spirits. She stood by him and cheered him on, saying he could do it and that she believed in him. Finally Atomy Cambodia opened and Chea's business began to gain momentum. "The masstige strategy worked in Cambodia. Atomy has no entry fee or maintenance fee. This helped lower the bar for underprivileged people to enter the business."

Chea started his business in 2016 and planned to join the Leaders Club, comprised of members making more than 100 million won a year, in 2020. However, he made his dream come true a year early. So this year, he plans to help more than two of his partners enter the Leaders Club. "Right up until opening, there was a lot of bias saying that this wouldn't work in Cambodia. I wanted to show that Atomy business is possible in this country, too." Chea's final goal is to achieve 100% success in Cambodia.

Having failed different network marketing attempts, Chea says that the reasons he failed were due to structures in which only particular people could succeed under difficult conditions. But he said that Atomy was not like that. Star Master Vimean Chea believes that if you settle into the Success System with perseverance and humility, Atomy can be a business that works in Cambodia too.

Mini Interview

What is the most valuable change you gained from Atomy?

Now I'm more informed and well-off, but the most valuable change is that my attitude has changed.

Atomy, A Bridge Leading To A Shore Full Of Bright Hope

CAMBODIA

Mastership Level by 2019
STAR MASTER

LY NHEL & PHALLY CHROEK

Originally an officer, Star Master Ly Nhel had set foot early in direct selling, but repeated failures left him with nothing but debt and concern for the future. After meeting Atomy, however, he was able to pay off all of the debt he had accumulated from his failures. Nhel says that it was “luck brought to him by HemoHIM because HemoHIM led me to Atomy. Chairman HanGill Park’s love for the members and his leadership made me fall in love with the company. So I began Atomy business.”

For Star Master Nhel, the business was true passion and hope. Although he had a rough time when first starting Atomy, due to his past experiences, this was not a problem. Atomy products were of good quality and the prices were excellent enough that no other company could compete. He was confident of being recognized, no matter who he introduced them to. Also, he was convinced by the principle-oriented attitude and fair compensation plan, believing that the Success System, which no other network marketing company had, served as the best guide to success. Nhel Ly continued, “Atomy was the bridge that led me to a shore full of bright hope. Through Atomy, I was able to design a specific dream and goals, and start trying to achieve them.” He emphasizes the importance of not hesitating and starting immediately with Atomy. This is because if you do not give up, focus on, and act on Atomy with love and trust, anyone can succeed. Nhel regards himself as proof of this. Because he who lost his funds and health was able to live a full and balanced life thanks to Atomy. “Atomy has created a system in which even ordinary people can become rich,” says Nhel Ly. “If you’re active, passionate, and don’t give up while working hard, your dream will come true.”

Star Master Nhel Ly believes that the whole world will be full of people helping, saving, and loving each other through Atomy. “Atomy’s culture of observing principles is the best method. Until I die, and even after my death, my children will continue humanitarian projects through Atomy’s Success System," he emphasized.



Mini Interview

What is the most valuable change you gained from Atomy?

Atomy helped me set and pursue specific dreams and goals.

Atomy's Self-Proclaimed Biggest Fan In Cambodia

CAMBODIA

Mastership Level by 2019
STAR MASTER

CHANSEREY PROM

"I have an iron rule when giving products. They have to be products that I've used before. I have to communicate how touched I am by a product for the other person to really think it's a good one." Star Master Chanserey Prom is a self-proclaimed Atomy product maniac, and others call her that too. From morning to evening, head to toe, Atomy products do not leave her everyday life. It is to the point that she even buys products from Korea if they are not available in Cambodia.

Before encountering Atomy, Prom ran a car maintenance shop after her real estate business failed, in the hopes of bouncing back. However, not only did she not bounce back, she was in debt. She went out of the frying pan into the fire. Her health also got worsened and one of her acquaintances introduced her to HemoHIM. After experiencing HemoHIM's effect, Chanserey Prom began to form an interest in other Atomy products. This is how she began the Atomy business.



She worked extremely hard, but there were many times when she was rejected. Nonetheless, since she had faith in all Atomy products, she continued her business patiently. "I was confident about spreading the products, but I was lacking in explaining the business. So, I participated in every Atomy seminar and education program. Watching and listening to a lot of these gave me some confidence."

Prom says that you might not be used to Atomy's business at first. Because most people either do work that is given to them or do their own business. However, she advises that since Atomy business requires working with other people to create synergy, one must work harder for the success of their partners than the success of themselves.

"Perhaps it was around three months after starting to use Atomy products. My son told me, 'Mom, you look beautiful. I'm glad you look healthy.' After that, I think I gained more confidence in my choice." That one phrase from her son became the driving force behind both her life and her business. "I hope more products will be sold in Cambodia. That way, I can become a healthier person and achieve more success."

Mini Interview

What is the most valuable change you gained from Atomy?

I become a person who can humbly serve others.

Partake In Atomy, Which Will Change The World

PHILIPPINES

Mastership Level by 2019
STAR MASTER

LYDIA LEE & JUNGSU CHOI

"I was positive that I could sell many products if I sold good products at affordable prices. I also believed that I could make a lot of money and succeed." Star Masters Lydia Lee and JungSu Choi heard about Atomy from a guest at the opening of an acquaintance's restaurant and decided to look it up on the Internet. They had been living in the Philippines for 18 years, running a restaurant and family karaoke business without wanting for much in life. "I didn't hesitate after seeing that there was no registration or maintenance fee and that it was an international company. I thought it would help a lot with missionary work."

Lydia Lee started the Atomy business with positive attitude and service that she was familiar with from her usual missionary activities. However, despite her 18 years of life in the Philippines, it was not easy to overcome the cultural differences. One time, she had gone out to the countryside to support a partner who had requested her help. There was also a time when she went four hours by bus, nine hours by boat, and two hours by car to see a potential business person, only to be frustrated in despair. In times like those, her Filipina sister-in-law Sharon Rose Master Idina became her strength. Star Master Lee said, "There were many fights and many tears, but our hearts and dreams were the same. Though I worked so hard on the system, the cultural barrier was high. We had many tough situations, but it was thanks to my sister-in-law that I could get over them."

When she overcame all these difficulties and became the first Star Master in the Philippines, her heart was heavy with emotion. She was so grateful to her partners who complemented her weakness. They did not give up and stayed with her until the end, even when a typhoon had caused a power outage, the Internet was down, and the bank was closed. "Without the caring teamwork of all the members to trust and rely on, achieving Star Master would not have been possible," says Lee. "I'm so grateful to my partners."

Star Master Lydia Lee's goal is to use Atomy to help less fortunate people escape the dark tunnel. "Atomy will change the world. Although I am only a small part of it, I will help that happen."

Mini Interview

What is the most valuable change you gained from Atomy?

Achieving success for not only myself but group success with the other partners.





Mini Interview

What is the most valuable change you gained from Atomy?

I learned what a happy thing it is to live with a dream.

Please Get Me Some HemoHIM!

PHILIPPINES

Mastership Level by 2019
SHARON ROSE MASTER

LIO CHO & LAURIEN CHO

"Whether in the car or at home, I was always imagining and practicing for when I would be promoted and make a speech on the stage. Now I have to practice my promotion speech for becoming Star Master," Sharon Rose Master Lio Cho said.

The way this couple learned about Atomy was a bit different from others. Although most business people "received" products and learned about Atomy, this couple learned about Atomy because a regular customer at their hair salon in the Philippines "ordered" HemoHIM from them. Laurien Cho asked Lio to get some HemoHIM from Korea, but as he was in a very busy situation, he pretended not to hear her. It was only when she actually got angry at him that he "had no choice" but to look it up.

To buy HemoHIM, he went to an Atomy Education Center run by his sister's friend, and with a bunch of different products in hand, he returned to the Philippines. For many of the products were daily necessities, he used them right away. Cho was constantly surprised by every product he tried. After giving some to his acquaintances to use, he got calls saying that they would buy them the next day. Sharon Rose Master Cho's goal since his third year in university had been to succeed by doing a venture business and had gone through running an English academy, fried chicken restaurant, imported used car business. The calls made him finally see clear "success" in his mind.

Sharon Rose Master Lio Cho had once thought of himself as an incompetent person due to all of his business failures before encountering Atomy. Now he says, "I wasn't an incompetent person, I just didn't have good tools. Atomy is a business that gives everyone a fair chance. I think the key is the strength to continue steadily. Keep spreading the products and inviting people to seminars with patience. The small successes will stack up to become a big success."

Atomy, A Chance To Re-Write Your Future And Your Partners' Lives

PHILIPPINES

Mastership Level by 2019
SHARON ROSE MASTER

LORRAINE BEYER

There is a lot that Sharon Rose Master Lorraine Beyer wants to do. Some of them are obtaining financial stability, traveling around the world with her family, helping partners succeed, and donating to children's cancer treatment centers and education. To her, Atomy is a gift. A gift and a chance to re-write her future and her partners' lives. Lorraine Beyer says that, "Meeting Atomy, which has changed the lives of so many people, was such good luck. Atomy gave us all new hope for life."

Before meeting Atomy, she was a co-owner of "Salon and Spa." Though she was not in financial need, neither was she able to save much or prepare for her future. After being introduced to Atomy by her mother and trying out the toothpaste and foam cleanser, she decided to give Atomy business a try. "My first goal was to invite people I knew to seminars and introduce as many of them to the products as possible," she said. "I wanted to show them how amazing and good the products were and how touched I was by them."

Beyer's strength is her positive mind. There are times when things were difficult while doing business with Atomy, but every time, positive thinking and teamwork helped her overcome them. Doing business with Atomy often meant dealing with frequent rejection. Her positive mind, however, cleared up the negative energy accumulated little by little whenever she was rejected. Maybe it was thanks to that power? A little more than two years after starting Atomy, Beyer found her best moment. She had been promoted to Sharon Rose Master. She said that "Without the hard work and trust of my partners, the person I am today would not exist. This promotion is more meaningful because this achievement is gained not by myself but my team."

Sharon Rose Master Lorraine Beyer, who chose Atomy for her family, is now striving not only for her family's future but also for her partners' success. "Farmer's law is the core of Atomy's business," she said. "If you sow seeds and care for them with sincerity, they will bear fruit."

Mini Interview

What is the most valuable change you gained from Atomy?

Having learned Atomy that gave me new hope for life.





Royal Master Malaysia

A Calling, Not A Business

Mastership Level by 2018 | ROYAL MASTER

JACK LAW & FENN TEN

Atomy in One Phrase

An easy business in which anyone can succeed

ATOMY SUCCESS KEYWORD

01 Success
02 System
03 Third Generation

Imagine a sports car with great features. However, that sports car has to drive on a congested road. We were that sports car. We had been doing multi-level marketing (MLM) business for almost 10 years. We had been making thousands of dollars a month, but due to our lack of security, we were always anxious. There was also the fact that many of the products were very expensive, so some people actually suffered. But it was not easy giving up income. While searching for work that would bring in a secure income and not harm others at the same time, we were introduced to Atomy.

The day we were introduced to Atomy, we could not even fall asleep. We did not even know that such a great network marketing company existed in Korea. We thought that if Atomy, with its absolute quality and absolute prices, were to enter Malaysia, it would have a huge impact on other multi-level marketing (MLM) companies. After hearing that Atomy would be opening in Malaysia, we decided to go all-in with Atomy.

A year passed, and the day Atomy opened Atomy Malaysia was the greatest moment for us. After Atomy officially opened, we felt like we were finally driving down an open road. We have the ability to communicate with people in languages like Chinese, English, Malay, Cantonese, Mandarin, etc. This served as an opportunity for our Atomy business. It was regrettable that we could not speak Korean, so now we study Korean to overcome the language barrier.

Since the Atomy Malaysia opened, we have not once thought of giving up on our Atomy business. This is because we know that Atomy is the company we have been waiting for these past 18 years and that it is an opportunity that will not appear again. Although we started Atomy to gain time, economic freedom, and a happy and peaceful family, now our dreams are not limited to just us. Before we knew it, Atomy had become a calling for us to spread our business all over the world. Furthermore, we want to dream of happiness with the new family we have gained from Atomy.

Star Master Malaysia

With The Belief That This Was The Right Choice

Mastership Level by 2018 | STAR MASTER

ROGER CHEOK

Atomy in One Phrase

A corporation with a business platform that will last 100 years

ATOMY SUCCESS KEYWORD

01 Trust in the company
02 Trust in Chairman Park
03 Perseverance

I spent my childhood in poverty. I thought of poverty as a sin, worked and lived hard, and achieved a level of financial stability that was free of worry. However, due to my poor health, I was worried about what I would leave my children.

I gained information about Atomy quite early. After attending a Success Academy in Korea in January 2013, I waited for Atomy Malaysia to open. I felt myself lose strength when I saw people who could not wait four years give up and leave, but I remembered Atomy's vision and found my strength again. After the long wait, there was even a point when membership registration in Malaysia had stopped, but I did not give up. It was because I believed that Atomy was the right choice. Finally, it began to officially operate, and I began Atomy business with wings on my back. Atomy's Super-Synergy of United Heart culture worked in Malaysia as well, and my leadership was illuminated.

I have not experienced much hardship since truly starting business with Atomy. That is because Atomy's Success System makes it possible for me to overcome my weaknesses. Furthermore, I think the motto, "Changing one's mindset can bring out the infinite possibilities that exist within," has a good influence on the Atomy business.

I am called "Cheok the Hero" among my partners. This is a nickname given to me by my partners, who have witnessed the way I cannot stand to see injustice. As my nickname suggests, I am ready to lead the way in any situation. In particular, I have chosen 2019 to be the year of taking action so I am going to help my partners become Auto Sales Masters, and personally, I am aiming for Royal Master.



The More People There Are, The More Valuable Atomy Is

MALAYSIA

MASTERSHIP LEVEL BY 2019
STAR MASTER

ALEX & BETTY



After 30 years of network marketing experience, Star Master Alex retired and enjoyed a happy life with his children and grandchildren. That is when he found Atomy. He fell in love with HemoHIM. Although he was satisfied with his latter years with the thought that he had helped many people succeed in the last 30 years, he believed that HemoHIM was a necessary product. Alex said that “The passive income and inheritance systems were attractive, but mostly I thought that HemoHIM was the most necessary product in my life.”

Though he was a network marketing veteran, Atomy’s business model was a new world. Alex realized that Atomy’s corporate culture of observing principle allowed that the more people spend time together, the more valuable life becomes. He was pleased to see people around him regain their health through Atomy products, while also seeing young business people dream and grow through Atomy's Success System. He believed that anyone who starts with Atomy and does not give up in three years could absolutely succeed in five. The most important thing is to create a group of consumers and the rest of the progress could be done with the help of senior leaders. This was the difference between Atomy and all of the other network marketing companies he had experienced before. He said that, “Thanks to Chairman HanGill Park’s leadership, Atomy has created an amazing culture. Atomy has shown that the principle-oriented attitude is writing history.”

Alex’s goal is to become an Imperial Master. Despite being a veteran of 30 years, he is so full of enthusiasm that to achieve his goal, he is willing to reach out for help from younger business people. This is because he can see the future of Atomy as a global hub of distribution and as the world’s best business model. Atomy makes him look forward to a better experience than the other network marketing experiences he had had until now. Star Master Alex says that “I want to earn the honor of becoming Imperial Master and go down in Atomy history. I will not hesitate to help my partners get into the Leaders Club and Royal Leaders Club.”

Mini Interview

What is the most valuable change you gained from Atomy?

Atomy helped me realize the importance of principles and turned me into a successful person.

Atomy, The Business That Will Change The Lives Of Mexicans

MEXICO

Mastership Level by 2019
SHARON ROSE MASTER

MARCELA GOMEZ & RAUL AVILA

It was difficult for someone in their 40s who has lost their job to find a new one. Even though Sharon Rose Master Marcela Gomez had qualifications as a certified public accountant and had experience working for the government, she also had a hard time getting a new job. She met Atomy through a friend living in the USA. "A friend living in the USA told me that they used toothpaste and toothbrushes from Korea that were available at a great price," said Gomez. She added “Thanks to my husband, I was able to go to the USA and look into Atomy further.”

Gomez found hope at her first seminar. After she started business with Atomy, she began telling everyone around her about it. Her goal was to find partners who would come with her to success. For two years, she clashed with and had patience toward many people with varying personalities. She said “When I started, I wasn’t able to create income very quickly, and the first two years were very difficult.”

She believed that having tried Atomy’s products, anyone could have an open mind about the Atomy business. She also wanted to show that if you had confidence and worked towards your dreams within Atomy, anyone could succeed in this business. She was positive that “my final goal is making all of my partners succeed, and that will be the road to my own success.”

Marcela Gomez did not give up because she saw hope. She believes that if you work hard without faltering, time will reward you. When she met with new partners and saw them become Sales Masters within Atomy’s Success System, her heart was filled with joy. She was proud to have chosen Atomy for herself and for putting so much effort in so far. “Atomy is a business that will change the lives of Mexicans that dream of a better life,” emphasized Sharon Rose Master Marcela Gomez.



Mini Interview

What is the most valuable change you gained from Atomy?

Getting healthier and improving quality of my life.

Dreaming Of Becoming Grandparents That Their Grandchildren Can Be Proud Of



MEXICO

Mastership Level by 2019
SHARON ROSE MASTER

LAURA AVALO & SEJIN SONG

Mini Interview

What is the most valuable change you gained from Atomy?

Meeting people with common goals and creating a family community.

Sharon Rose Master SeJin Song and Laura Avalo encountered Atomy years ago in Korea. While living in the country for a few years, they had heard about Atomy but it was simply a fleeting relationship. Perhaps it was fate? Three years after that, they met Atomy again while on a business trip to Mexico Then, SeJin Song was running a business and Laura Avalo was an ordinary housewife. Song, however, had not made any profits in the past three years and was having financial difficulties. After losing all of his property as well, he had to find new work.

In a desperate situation, he carefully analyzed Atomy's marketing plan for he could not afford to fail again. The plan was fair and clear. After deciding on participating in the business, he started to set small goals. "My priority was securing my family's economic situation. My first goal was to become an Auto Sales Master."

He did not even have the funds to buy a meal for the people he met. After nine months of struggling, always thinking about how to achieve the maximum effect with limited resources, he started to earn some income, and he was able to achieve what he had set out to.

Currently, the couple is carrying out projects by displaying the kind of teamwork that only couples can have, such as taking into consideration the characteristics and gender of their partners while sharing roles. Their goal for 2020 is for every single one of their partners to get promoted one level. "Although we won't be around in 100 years, our grandchildren will be proud of our decision to choose Atomy. Open your mind's door and knock on Atomy's. Then, widen your standards and persevere until you succeed. You too can become grandparents that your grandchildren will be proud of."

Atomy, Sharing And Helping Make A Happy Life Together

THAILAND

Mastership Level by 2019
STAR MASTER

SAIFON TUTA

Star Master Saifon Tuta says that in 100 years, Atomy will be the best company in the world. The reason for this is that it has a culture of members sharing and helping each other to create a happy life. “It’s a given that Atomy, a company that gets bigger as more people come together, will become the best company in the world.”

Before encountering Atomy, Saifon Tuta was in a mountain of debt due to her husband’s business failures. No matter how much she earned, income could not match spending. She tried hard to get out of that needy life but could not make a breakthrough. That was when she was introduced to Atomy by a friend of her husband. There was not anything to debate.

“My goal was to earn even a little more money,” Star Master Tuta said. She added that “before meeting Atomy, I was struggling so hard that I wasn’t even able to see my parents or children.” Later, Atomy became an existence like oxygen to her. “Thanks to Atomy, I’m able to breathe again and start a new life,” she said.

Tuta’s life changed after encountering Atomy. Nothing was too difficult. Atomy allowed her to experience fun, joy, and challenges that she could not have ever thought of before. Her initial goal of earning more than her existing income has now changed to helping her partners succeed. Tuta said, “I started Atomy to earn money for myself, but I learned that the success of those you work with is important.” She added that “Now, my goal is to lead those who follow me to success.” It makes her happy to see her partners get promoted to a new level because she is proud of the results produced by her help. Star Master Saifon Tuta, who thinks her greatest strength is her positive thinking, said, “I am now able to enjoy happy moments with my family thanks to Atomy,” and believes that, “Everyone will become happy by loving and sharing with Atomy.”



Mini Interview

What is the most valuable change you gained from Atomy?

I came to think that I should help those who believe in me and follow me to succeed.

The Great Dream Of Thailand's First Generation Leader

THAILAND

Mastership Level by 2019
STAR MASTER

JATURONG KERDRAT



Mini Interview

What is the most valuable change you gained from Atomy?

I learned how to become happy by sharing.

"To me, all Atomy partners are my family and my siblings."

Without any parents or siblings, Star Master Jaturong Kerdrat endured and supported his life on his own. Then, he found a new family: the partners that he does Atomy business together. To Kerdrat, his partners are both the strength that supports him and the reason he has to succeed. He hopes that many people will be motivated by his success.

Kerdrat met Atomy when running an imported car dealership and an overseas airline dealership, and already making a decent income. As his consumption patterns, however, were changing and profits were getting smaller, he started to think he needed an alternative. A senior of his who had tried many businesses recommended Atomy to him. "I analyzed Atomy. Stability, growth potential, quality products, the marketing plan, the leadership, countless people who had succeeded... My conclusion was that it was the best opportunity in my life." He says that it is a business opportunity for many people since Atomy does not have entry fees or maintenance fees.

Without much network marketing experience, he started the business with no particular goals for level or income. All he did was look after his partners and do his best. He learned more and more about the business, and as time went by, he could see that his group had grown. He realized that he had to assume the role of a "leader." Kerdrat emphasizes that passion and truth are the two virtues of a leader. A leader's passion keeps their partners running hard and persistently, and a leader's sincerity, though it may not show change right away, brings great results over time."

Star Master Jaturong Kerdrat is confident in becoming an Imperial Master. But more than anything, he wants to be Thailand's first-generation leader and see more Thai people find success with Atomy. He strongly says to people who are hesitant about starting Atomy, "Make sure you accurately study Atomy. If you do, you'll see why Atomy is such a business opportunity for many people. Please ask whenever you'd like. I want to see more people succeed."

Atomy's Vision Is Passive Income And Inheritance

THAILAND

Mastership Level by 2019
SHARON ROSE MASTER

SUZUKI TIPPAWAN

Sharon Rose Master Suzuki Tippawan was living a fairly decent life economically. She had grown the restaurant that she started 30 years ago in Tokyo, Japan, to the point that she had several branches. "I didn't even have time to count my money. Although I was free of economic worries, I was getting tired of the competition that got more intense every day and I wasn't confident that I could adjust to the coming changes," Tippawan said.

She found Atomy when she had closed her business and was looking for new work. On a flight to Thailand, a Korean sitting next to her was using a cosmetic that was new to her. Becoming interested in the products, she followed her to a Atomy seminar. Her goal was not to join Atomy business but to start her own makeup brand. She said, "I learned about passive income at that seminar. I decided to start with Atomy because I thought that I wouldn't burden my future on my children and grandchildren regardless of competition or change."

In the beginning, Tippawan had a difficult time because of leadership. There was a big difference between the 'leadership of a boss' that she had become accustomed to while running her own business for 30 years and the 'leadership of a servant' at Atomy. Before, she was the boss. Once the decision was made and instructions were issued, her subordinates took action in unison. But at Atomy, this form of leadership did not work. She commented that, "I needed time. It wasn't easy, but I endured and immersed myself in Atomy." If there was one thing Tippawan was proud of, it was her ability to recognize the business's vision, thanks to years of experience growing her own business. She found Atomy's vision the day she found Atomy: Passive income and inheritance. From that day on, she decided to succeed and ran hard towards it. Passive income is a safe asset that you can keep forever. If you do inheritance as well, it's a safe asset for two, three generations. Sharon Rose Master Suzuki Tippawan said, "If I had to describe Atomy in one phrase, it would be 'passive income.' I want to become an Imperial Master to give my daughter inheritance. Then I want to be reborn as my daughter's child and receive the inheritance."



Mini Interview

What is the most valuable change you gained from Atomy?

I have developed patience.



Mini Interview

What is the most valuable change you gained from Atomy?

Financially, I am in a much better state. I provide more to my children and support my mother who lives in the countryside with stable income.

Invest Over Just Two Years

THAILAND

SHARON ROSE MASTER

SUCHIPHORN WAENKEAW

"Strive at the Atomy business for just two years. If you still don't think it'll work out after that, then go back to the life you had before. Everything involves risks, but try investing for two years with Atomy, a low-risk business with no registration fees and maintenance fees. Whether you do Atomy business or not, Atomy will continue to grow. Where will we be and what will we be doing then?"

When single mother Sharon Rose Master Suchiphorn Waenkeaw was to succeed without capital, her choice was network marketing. She had tried seven companies for over six years but success was merely someone else's story. The eighth company she met was Atomy. After encountering Atomy's products, she could tell that the price and quality were different from the other network companies she had tried before. A video about Atomy's product philosophy showed her how this quality was possible at such prices and led her to start the business.

All Waenkeaw wanted was 100,000 baht (around 3,000 dollars) a month. She thought she would be able to raise her two children with that amount. As soon as her goal was set, she began her business. She never passively waited for someone to do something for her. She worked her hardest. Now she makes more than 100,000 baht a month, and not only is she able to care for her two children but her mother as well. She achieved the goal that she had wanted to.

Suchiphorn Waenkeaw, aiming to be an Auto-Diamond Master, says this to people who have just started the business. "Network marketing is a business that gives out as much as you put in. Once you make up your mind, do your best just as you would while working at an office, and don't wait for your sponsors to tell you what to do. The most important thing is learning the system. And have faith that you can do it by thinking about it like it is your own business. Go, go!"

Atomy: No. 1 Company In the World In 100 Years

INDONESIA

Mastership Level by 2019
SHARON ROSE MASTER

ANG GIOK TJING & GO KAMTO CIPUTRA



"There is no such thing as the worst moment. Challenges must be faced head-on, not given up on," says Sharon Rose Master Ang Giok Tjing, who hereafter referred to as Lanny. "All of my efforts to build people's trust have been successful challenges. Atomy always keeps its promises."

Before meeting Atomy, Lanny had many dreams. When she met Atomy on a trip to Australia in 2017, it felt like fate. She was suspicious at first. In her experience, network marketing companies appeared promising only in the beginning. No matter how small the business, reliability, honesty, responsibility, and confidence are fundamental. That applies not only to business but to all relationships. Lanny said that, "Atomy felt different. I trusted the products of good quality and affordable price, the marketing plan, and, above all, the responsible attitude of keeping promises."

The one thing that Lanny had difficulty with, surprisingly, was Information Technology. She was not unfamiliar with the digital world. However, to the people of Indonesia and especially those around her age, online shopping is yet an alien way. It was challenging to introduce or teach online shopping methods. "We are not quite familiar with it yet, but I am confident that everyone will be able to quickly adapt to the technology of the fourth Industrial Revolution. I still have much to learn myself," Lanny said.

Convinced that Atomy will be the #1 company in the world in 100 year, she advices her partners who have just started Atomy. Establish a base of trust, build pillars with patience, and use the success of partners as a roof. "Atomy is not a business that you can build overnight. Don't give up and do your best to make sure that your partners succeed. Your partners' success is your own success."

Mini Interview

What is the most valuable change you gained from Atomy?

I contribute not only to my family but also to many people.

Atomy, A Business Chosen Without Hesitation

INDONESIA

Mastership Level by 2019
DIAMOND MASTER

JOHNY KASIDI

"Do what you love and love what you do." This is the attitude Diamond Master Johny Kasidi had towards work. He was able to make this come true with Atomy. Introducing himself as a big Atomy fan, he says, "To succeed with Atomy, you have to like the products and love the company. If you put everything into spreading the word of the company and the products, you will be rewarded."

Diamond Master Kasidi always thought that networking marketing business was a business with vision because he worked at a trading company related to network marketing. So, he started his business without hesitation after being introduced to Atomy.



Kasidi says that though it was difficult waiting for the Atomy Indonesia to open, the rest of the time doing Atomy business has been joyful. He knows: Nothing in the world is easy. He thinks that as long as you possess the right vision, difficulties are not even difficult.

For those who have just started Atomy, Kasidi suggests that you become a frequent user of Atomy products. Because giving a vivid review is the easiest way to introduce Atomy to the people around you. He also recommends setting concrete goals that can be realized. "The more concrete the goal, the better. When I started the business, I made being an Auto Sales Master my goal, and now that goal has been realized." In 2020, he was promoted to Star Master, and by the end of the year, he plans to join the Leaders Club. Diamond Master Johny Kasidi also has the goal of making all 64 of his partners Auto Sales Masters. The only thing left for him is to go forward happily.

Mini Interview

What is the most valuable change you gained from Atomy?

Solving financial issues with passive income.

My Grandchildren Will Be Helping Others Succeed With Atomy, Too

INDONESIA

Mastership Level by 2019
SALES MASTER

BOAS OEI KIE LAY

Sales Master Oei Kie Lay was introduced to Atomy by a friend. He was doing business at a different network marketing company but financially, he was not doing well. Atomy BB cream provided the turning point. His wife had run out of BB cream, and by chance, one of her friends that were working with Atomy had some BB cream. “I was not interested in Atomy at the time because I was doing other network marketing, but the product was very good,” he said. “The decision to start with Atomy came later, at a meeting with a Korean leader.”

After starting Atomy, his first goal was introducing it to everyone he knew, including his relatives, friends, acquaintances, and having them use the products. As he hoped, the people who tried Atomy products were satisfied and wanted to purchase again. A challenge arose from an unexpected place. Oei Kie Lay had made quite a few partners, but most of them were not used to online shopping. “I had to teach my partners how to do shopping online over and over so they’d get used to it,” he said. “It took a while, but I’m grateful everyone came along well.”

He firmly believes that Atomy is a trustworthy company that can build a better future. For this reason, he says not to continue business with Atomy if you cannot trust it. If you do not fully trust and understand what Atomy is and what your future vision is, you will not have the energy to push through until you are successful. “If you don't have faith, it will eat away at not only your own energy but also at the energy around you. However, if you know Atomy's products, compensation plans, and the company's philosophy, you can't help but believe in it.”

Sales Master Boas Oei Kie Lay is excited for his children, as well as his grandchildren, to become the highest level - Imperial Master. “Atomy will become a company that is loved and respected by many. My grandchildren will be helping others succeed with Atomy, too.”



Mini Interview

What is the most valuable change you gained from Atomy?

I learned to consider values such as cooperation, service, inclusive growth, and sharing.

The Trinity Of Atomy: Quality Products, Reasonable Prices, And A Just Marketing Plan



RUSSIA

Mastership Level by 2019 | STAR MASTER

YURI CHOI

"I want to show that even ordinary people can succeed with Atomy." Star Master YuRi Choi, who moved to Russia in the mid-90s, went through a lot. In Russia, he tried various businesses such as used cars, electronic products, electric devices, farms, and heating equipment, but in the end, he was even banned from leaving the country. He had first heard of Atomy in 2017 but because it was networking marketing, he let it slide. "I had received Atomy products as gifts, but I just left them in a corner. It was only when I heard about Atomy at the Russian opening from one of my military seniors, Crown Master SeungTaek Lim, that I really learned about it."

When he learned more about Atomy, he was shocked. It was surprising that a network marketing company had an upper limit on commission, and that the quality was good but the prices were low. Since it had great quality and great price products and a just marketing plan, he thought that even though it was network marketing, it might be worth a try. "I wanted to check out Atomy with my own eyes in Korea. To see there really is network marketing like this" His heart began to race at the hunch that he could succeed after attending a Success Academy.

YuRi Choi, who knew nothing about this business model, divided his method of doing Atomy business into three parts. First, attend seminars. Second, believe in success. Third, do not give up and follow through until the end. "By going to the seminars again and again, you're already halfway to success. If you imagine your successful future self and push through patiently to the end, you'll succeed."

For Star Master Choi, Atomy is, in a word, a 'win-win' because it aims for a society in which both sponsors and partners succeed together. "Once I enter the Leaders Club, I want to form "Balhae Team Organization," a community service foundation. I want to create a world where even those who are outliers of society can succeed with Atomy."

Mini Interview

What is the most valuable change you gained from Atomy?

Learning the attitude that it is better to be more humble, yield more, lose more, and give more.


Atomy,
going beyond
customer satisfaction
and bringing about
customer success.