



Happiness: Essential In Life



Dear friends and chocolate lovers,

A warm welcome to our July newsletter, which this month focuses on the importance of happiness and how we can all achieve it.

In the words of Epicurus: "Happiness is man's greatest aim in life. Tranquillity and rationality are the cornerstones of happiness."

FRANCESCA is much more than just a brand and when I am asked why is our homepage called "Enrich Your Potential" I explain that it is the portal to the FRANCESCA family of products and services and, as the name suggests, it is totally devoted to empowering visitors. Please take a look and you will see for yourself - www.enrichyourpotential.com

FRANCESCA is devoted to helping people empower themselves and it is my belief that happiness is the pivotal factor in achieving this. It goes hand in hand. Many studies show that positive people are well respected and have more chances in life. They are introduced and referred to people more often and attract luck and prosperity. But how can we create such a positive attitude and bring a sense of happiness and well-being upon ourselves? I believe the answer is actually quite simple and it starts with you making a decision. If you want to achieve happiness then you must decide to discover more about all around you and to look deeper and explore what you really care about. Explore your talents and your emotional needs. Happiness requires a commitment, so why not commit to following your dreams and becoming the person you have always wanted to be? Look at the world and life in a different way and embrace all they have to offer.

What makes you happy? Tell us please, we really want to know. FRANCESCA is about sharing and inspiring each other and we want you, our friends, to be a part of this and share your stories about happiness and love. Why not send us a photo of you and your loved ones sharing a happy moment? Or maybe something inspirational that makes you happy. We would love to hear from you and to hear the story behind the photos. To celebrate, we will be giving away 10 copies of my FRANCESCA CD, entitled Happiness (value HKD98). Kindly send your stories and photos to us (FRANCESCA@enrichyourpotential.com) and the winners will be announced on the website.

When I wrote the Happiness album, together with composer Ian Parkinson, I wanted to match the music to the FRANCESCA chocolate. Music always evokes precious memories and the same too can be said of fine chocolate. Now, with my Happiness CD, I hope that many new memories can be created.

Earlier this month we launched the FRANCESCA Happiness CD at Logos Bookstore in Hong Kong. Take a look at the photo gallery on our website <http://www.enrichyourpotential.com/about-francesca/gallery/> We wish you happy shopping adventures in store and make sure you pass by to receive your complimentary Love & Happiness Card.



JAMES BRAUND/ PHOTOGRAPHER

I want to thank Melbourne-based photographer James Braund for contributing these beautiful images to

the newsletter this month. His Hong Kong work captures the sense of love and happiness perfectly. Hopefully his work will inspire you to capture your own images in this month's competition. WWW.JAMESBRAUND.COM

Also, please take a look at the inspirational lifestyle photos on our website provided by AJ Libuano (he also provided the cover page image). You can view his website for more details of his work ajlibunao.com/photo Which pictures do you like and enjoy the most? We would like to hear your comments so please do get in touch and maybe you would like to recommend a friend who is very talented and should be mentioned in one of our next newsletters? We look forward to hearing from you and to promote many more talented and passionate people. You can send your comments and feedback to FRANCESCA@enrichyourpotential.com.

Happiness is something we bring on ourselves but can also pass on to those around us. A simple smile can lift the soul. A small gesture of appreciation can make all the difference to someone's day. We all like to feel appreciated and loved. To help extend this happiness to someone special in your life, we are offering FRANCESCA fans the chance to create their own Happiness Set. For a limited time only, you can choose from the range of FRANCESCA products to the value of HKD1000 and I will include a FRANCESCA Happiness CD as a complimentary gift. All orders will support our fundraising activity this month (Watoto Music Project), which focuses on promoting music and life education programs for orphan children from Africa. Currently the talented children are on a world tour and come to Hong Kong in October. Enjoy shopping: <http://www.enrichyourpotential.com/store/>

We have a full range of beautiful seminars prepared for you. Please check out our August events, especially the 17th August exclusive Chocolate and Wine seminar with the Australian Bundaleer wine maker Mrs Angela Meaney, and Chocolatier Francesca. Explore <http://www.enrichyourpotential.com/workshop>

Are you ready for a Chocolate Drink competition? Refer to this newsletter and join with a group of 6 people (Special offer HKD 3500 / group only) and create your favourite 5 Chocolate drinks of the day. The most creative and best tasting version will win a special prize. Reserve for your "Especially for 6" session today! (FRANCESCA@enrichyourpotential.com).

As always, we welcome your feedback. Feel free to contact us at any time with your ideas and suggestions. If we can help you in any way just let us know.

Tastefully yours,

Cornelia Francesca Maeder



"WE ARE FRANCHISING" If you think owning a FRANCESCA TM boutique would be of interest to you, kindly contact us on +852.2522.7689 for a confidential discussion.