

# ASIA

SINCE 1922

# Reader's Digest

TRIBUTE

*Queen  
Elizabeth II*  
1926-2022



NOVEMBER 2022  
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A region once familiar with the struggles of food shortages, Southeast Asia is now responsible for 25 per cent of the world's food waste.

LAM LYE CHING

## What's Behind **THE NAME?**

- ◆ BRANDS THAT CAN ADAPT IN THE FACE OF ADVERSITY
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- ◆ BUSINESSES THAT COMMIT TO IMPROVING SOCIETY

**Who are these brands?**  
**Find out in our special feature starting on **PAGE 105****

PHOTO: GETTY IMAGES

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## EDITOR'S NOTE

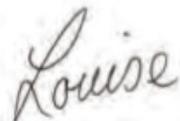
# *A Global Impact*

**AMONG THE EXTRAORDINARY EVENTS OF 2022**, the death of Queen Elizabeth II sparked a global response. While any individual born into royal privilege enjoys an opulent lifestyle, the Queen's ability to remain devoted to her family made her universally relatable. She, too, withstood the constraints of lockdown, made harder by the loss of her husband and family quarrels. While there is criticism about the institution of monarchy, even anti-monarchists declared themselves impressed by the Queen herself.

Our tribute to Her Majesty is two-fold. 'The Queen's Portrait' (page 22) offers details into the story behind the Queen's portrait commissioned by Reader's Digest in 1986. 'When She Was Princess' (page 24) portrays the life of the then 19-year-old Princess Elizabeth Windsor, first published in the magazine in 1945. Both tributes offer unique perspectives into this exceptional monarch.

We also visit a small village in the Japanese mountains to experience the Onbashira Festival ('Tempting Fate', page 80), one of the world's most dangerous downhill celebrations. And in 'Food Waste Warriors' (page 86), we look at the people using their skills to prevent the wastage of food across the supply chain in Southeast Asia.

These stories and much more in this month's issue. Happy reading,



LOUISE WATERSON  
Editor-in-Chief



**The then Princess Elizabeth wearing her army uniform during WWII**

# ASIA Reader's Digest

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# LETTERS

## *Reader's Comments And Opinions*

### **Budding Writer**

**My name is Lachlan Badowski and I am nine years old. I like all the Reader's Digest magazines you make. My mum has a subscription and we read your magazines together every month. My favourite edition so far contained 'I Survived!' (July). It reminds me of when I went to Tonga to visit my aunty and we swam with the whales. Luckily we did not get eaten! I like writing letters and am learning how to use a fountain**



**pen. I would like to win the prize so I can keep on writing letters to my family around the world.**

LACHLAN BADOWSKI

### **Following A New Direction**

'Our Second Chance' (My Story, September) was a wonderful and inspirational story. Mandy Poole beautifully showed us how we can change the direction of our lives if we allow it. Often, adversity is what motivates positive change. We just have to be brave enough to dive in and see where the new direction leads us.

NAOMI MINTER

### **Celebrating With A Cycle Ride**

Reading 'My Year of Playing 70 Sports' (My Story, August) reminded me of a somewhat similar experience. I celebrated my 65th birthday in February this year. Leading up to the date, I regularly rode my bicycle with the objective of cycling 65 kilometres on my 65th birthday.

When the day came, I started early and rode 30km, after which

**Let us know if you are moved – or provoked – by any item in the magazine, share your thoughts. See page 8 to find how to join the discussion.**

I took a short break and had a light breakfast. Then I continued and rode another 20km, which completed my morning ride. My legs were already sore but I managed to ride 15km more in the afternoon to achieve my objective.

I continue to ride my bicycle. I am hoping to ride 70km on my 70th birthday.

DEMOSTHENES REDOBLE

### Clever New Zealanders

Trust the Kiwis to come up with the brilliant idea of a courier pick-up service for soft plastics (News Worth Sharing, August). I wonder what else, other than fence posts, could be manufactured with recycled soft plastics? This is definitely the way of the future.

WAYNE PICKERING

### WIN A PILOT CAPLESS FOUNTAIN PEN

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Congratulations to this month's winner, Lachlan Badowski.



### BIRD BRAIN

We asked you to think up a clever caption to this photo.

On a wing and a hair.

CHRIS RAMOS

One has to think a head when it comes to nesting.

JULIET SCOBLE

I can tweet all day.

KAVITHA SUKIRTHALINGAM

Dad told me this is the only way to pick up chicks.

CHRISTINA HATZIS

Congratulations to this month's winner, Christina Hatzis.



### CAPTION CONTEST

Come up with the funniest caption for the above photo and you could win

\$100. To enter, email

[asiaeditor@readersdigest.com.au](mailto:asiaeditor@readersdigest.com.au)

or see details on page 8.

### Concern During War

It was heartening to read about the people who generously gave up their time to assist the Ukrainian people ('Human Kindness Amid War', July). There is another notable person I'd like to mention: Dmitry Muratov, a Russian journalist, sold his Nobel Peace Prize gold medal for a record breaking US\$103 million in June this year. He gave the proceeds to UNICEF to help children displaced by the Ukraine war receive the chance of a better future.

WENDY COOKSEY

### Aid For Hearing Loss

We are so tired of shouting at our grandfather. We have to repeat ourselves again and again, and the TV volume is turned so high that we can't hear our own voices. When I read 'New Help For Hearing Loss' (August), it opened new possibilities. The article is a problem-solver for me and many others struggling with the hearing problems of the elderly.

MALEEHA HARIS

### Just My Luck

I read with interest 'Can You Change Your Luck?' (August). I have always tried to have a 'half-full' approach to life but admit that sometimes the day-to-day challenges can dim this notion. Professor Wiseman's advice, that if you are relaxed, happy and flexible, your world view becomes bigger, is my new mantra. ELISE MILSON

## CONTRIBUTE



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Send in your real-life laugh for Life's Like That or All In A Day's Work. Got a joke? Send it in for Laughter is the Best Medicine!

### Smart Animals

**Up to \$100**

Share antics of unique pets or wildlife in up to 300 words.

### My Story **\$250**

Do you have an inspiring or life-changing tale to tell? Submissions must be true, unpublished, original and 800-1000 words.

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## MY STORY

# Shooting Stars

*Gazing up at the night sky during a meteor shower throws out more than just light*

BY *Samantha Kent*

I get up in the dark hours of the morning for three reasons only: to attend ANZAC Day service, to catch a cheap flight, or to witness an astronomical event.

It was the last of these three that prompted me to set my alarm for 3.30am on Sunday May 8 this year.

My success rate with astronomical events has been low because of rain, cloud cover and Sydney's light pollution - which renders the night sky a dull, flat, grey surface against which only a few stars manage to shine. But the biggest obstacle has been my dislike of waking up in the dark and getting out of my warm bed. This particular Sunday, I surprised myself when I got up when my alarm sounded.

That they are elusive, erratic and startlingly fleeting makes shooting stars (actually meteor showers) one of my favourite astronomical phenomena. The last time I tried to see some, I stood in a cold, deserted street but instead of shooting stars I spotted Elon Musk satellites, moving in a slow, orderly fashion across the sky like a string of beads. They were eye-catching but not magical.

A newspaper article had reported that the annual Eta Aquarid meteor shower was going to be at its peak that weekend. But how could something that shoots through space and disappears in a split second be predictable and annual? My confusion prompted me to do

PHOTO: GETTY IMAGES

some research: shooting stars are actually stationary objects set in motion only when our atmosphere smashes into them and burns them up. Of the different clusters of meteors, the Aquarids are the debris left behind by Halley's Comet. They have been suspended in a particular part of the Milky Way galaxy for the last few hundred years. And every time the Earth collides with them, more of them are incinerated.

I was staying at my boyfriend's property in the Blue Mountains, west of Sydney. That morning it was so cold, I got out of bed before I had time to change my mind. I grabbed a jacket and scarf and headed outside, pausing at the corner of the cottage to look up. The Milky Way was blazing in a cloud-free sky and within seconds a shooting star sped across my field of view. Figuring it could be the real thing this time, I woke up my boyfriend and promised him it would be worth his while. He had been nowhere near as keen as me and was yet to be convinced that bed was not the best

---

Samantha Kent lives in Sydney's inner west. She is an editor in the book publishing industry and her passions, besides star gazing, are travel and ocean swimming.

place to be at that moment.

We were going to need camp beds, pillows and blankets to stay for the show. We picked a spot in the middle of his block and lugged our equipment over, with me managing to jam my finger in the bed in my haste to set up. I lay down and pulled the blanket around my face. The stand of gum trees behind was sheltering us from the wind but a stray chill breeze rushed

across my cheek. The neighbour's house across the way was dark. From somewhere in the trees came the unfamiliar call of a night bird. An emptiness in the air told me we were alone.

**THE MILKY WAY  
WAS BLAZING IN A  
CLOUD-FREE SKY  
AND WITHIN SECONDS  
A SHOOTING STAR  
SPED ACROSS MY  
FIELD OF VIEW**

---

Only a minute later I saw the next shooting star. I interrupted my boyfriend's grumbling about the cold to shout "There!"

"Where?"

"Over there!" I said, pointing (as though pointing could help).

"There's another!" (He was starting to get excited.)

The rewards were coming from all directions now; we notched up some ten more stars within minutes, most vanishing before one of us could draw the other's attention, some leaving long, bright tails burning in their wake.

I travel to the Blue Mountains most weekends and make a habit out of glancing up at the sky at night – it's so strikingly different from the skies I see in Sydney – but I had never spent more than a minute gazing into it before, and the shooting star count was already a personal record.

We continued keeping score and after a while I noticed that the Milky Way – which had been lined up with us earlier – had shifted across us at an angle. The

Earth is said to move relative to the Milky Way at a rate of 210 kilometres per second, but I'd never registered this movement. That it had always appeared fixed was testament only to my failure to pay it any attention.

With such a large area to scan, and keen not to miss the best star trails, I had to stay alert. Looking intently into the night sky for a length of time instead of glancing at it as I'm rushing from one moment to the next was making me focus on the thousands of visible pinpricks of light in a way I never had before. My appreciation of how many different degrees of brightness there are between stars, of how many slightly different shapes they take, and of how the black spaces in between seem to be of varying depths was

completely new. The idea that the light I was seeing was many billions of years old was suddenly chillingly real.

An hour passed and I could begin to understand how staring into billions of years of evolution

preserved in one single night sky – suspended forever over our daily humdrum lives and continuing unaffected by the events on our small planet – might make a person lose their mind. The universe

**WITH SUCH A  
LARGE AREA TO  
SCAN, AND KEEN NOT  
TO MISS THE BEST  
STAR TRAILS,  
I HAD TO STAY ALERT**

---

is oblivious to us and most of us, in turn, are oblivious to the history of the tumultuous events the night sky represents. But in just a single hour we can perceive either the infinite significance or the infinite meaningless of existence – or both – whichever way you choose to view it.

An hour and a half – and several dozens of shooting stars – later, my boyfriend and I were cold and figured we had seen enough – if that was even possible. Exhilarated at what had felt like our own private show, we picked up our pillows and blankets and headed back to bed. **R**

---

**Do you have a tale to tell? We'll pay cash for any original and unpublished story we print. See page 8 for details on how to contribute.**

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## SMART ANIMALS

*Some animals have a powerful presence*



### **Fluffy, The Dog-Rider**

CAROLE LAWRENCE

When I grew up, we had a beautiful, long-haired, brown cat called Fluffy. She was the most eccentric and obsessive cat I have ever known.

When she had kittens, one of them had fluffy ginger fur so I named him Sandy. Fluffy had three other kittens in the litter besides Sandy, but she would spend more time washing and grooming Sandy than the other kittens. So Sandy turned into a real mummy's boy, a great big sook. If another cat even dared to look in his direction, or

come close to Sandy, Fluffy would go at it and fur would fly!

Fluffy never lost a fight; she was a real champion fighter. One day a very large dog, an Alsatian, came into the backyard with its owner who'd come to see my dad about some work.

Fluffy was sitting on the top of the fence in a crouching position when the man and his dog innocently walked underneath her. She jumped

---

**You could earn cash by telling us about the antics of unique pets or wildlife. Turn to page 8 for details on how to contribute.**

onto the Alsatian's back and dug her claws in. The poor dog didn't know what hit him. He took off back down the path yelping, with Fluffy riding on his back. His owner called him, but the dog wouldn't return.

Fluffy, however, waltzed back up the driveway, her tail held straight up in the air, with every bit of fur in place as if she had just won first prize at a cat show.

## Run, Rabbit, Run!

CHRISTINA MAXWELL

My father retired in the spring of 1981 to live in a house with a tiny garden in the small British seaside town of Birchington. Since he always loved working with soil, he was able to rent an allotment to nurture from the local council.

Most days he would drive over to his plot and tend to his carrots, beans, tomatoes and radishes with great enthusiasm. He had a small shed situated on the edge of his allotment and this contained his well-worn garden tools and an old wicker chair that he would sit on to gaze at the results of his hard work.

Unfortunately, by the early 1990s, his strength was diminishing. Although the other gardeners were sympathetic at first, they complained to the council when his previously immaculate allotment began to show signs of decay, and he received a notice to vacate the land.

He brought all his tools back



home, left the shed and wicker chair for the new gardener and never returned to his allotment again. His health deteriorated after that and he sadly passed away not long after.

But at the time of his passing, an unusual event occurred in this coastal town. Birchington had apparently never seen mass sightings of rabbits or hares before. However, on this particular evening, several hundred rabbits arrived en masse and ate their way through every vegetable, flower and leaf in the 50-plus allotments.

When the gardeners arrived the following day, there was nothing left except stubble. The council decided to close the allotments. Although people searched for the rabbits to euthanise them, none were ever found.

Perhaps these rabbits sympathised with my dad. Some people believed that since he was such an animal lover, he sent a message from beyond the grave. 'Run, Rabbit, Run' was one of his favourite wartime songs.

## PETS

# Teaching Kids Pet Care

*Children who have pets enjoy a special learning experience*

BY *Dr Katrina Warren*



**Our regular pet columnist, Dr Katrina Warren, is an established and trusted animal expert.**

**THERE IS OFTEN A VERY SPECIAL BOND** between children and pets. Growing up with a family pet can be a wonderful experience for a child. Research has even found that pets can be beneficial for childhood development and health by teaching responsibility, reducing the risk of allergies and encouraging exercise. Veterinarian Dr Katrina Warren shares her top tips for managing children and pets.

**BEFORE BRINGING HOME A NEW PET**, you should discuss basic ground rules that the whole family agrees on. Read some age-appropriate books about the type of pet you are getting and ask your children to answer basic questions about what will be involved in looking after that pet.

**ALWAYS SUPERVISE YOUNG CHILDREN AND PETS**, and if you can't supervise then be sure to separate them. Never leave a young child unsupervised with any pet, even when it's your own well-loved and trusted dog. Dog bites to children are mostly inflicted by their own dog or the dog of a friend or neighbour.

**PETS WILL APPRECIATE A SAFE PLACE** that is out of bounds to children. For puppies and dogs, this could be a crate or playpen, for kittens and cats, a climbing

tree or spare bedroom. Cats should also have a bed, litter tray and food and water bowls in an area that is off limits to the kids. Teach children to respect the pet's privacy and to only interact when the pet comes to them, not the other way around.



**Children need to learn appropriate behaviour around pets**

**TEACH KIDS THAT PETS AREN'T TOYS.**

Young children should not be allowed to pick up their pet, and older kids from seven years of age should only be allowed to pick up pets under supervision. When patting or playing with pets be sure children are always sitting on the floor, not wandering around holding the pet. Teach kids to let go of a pet instead of trying to force them to do something they don't want to do.

in basic pet hygiene by reminding your children to always wash their hands after handling their pet.

**TEACH CHILDREN ABOUT ANIMAL HEALTH**

and the responsibility of caring for a pet by encouraging the whole family to come on trips to the vet. This also allows kids to understand the role of the vet in pet health and the importance of regular check-ups. Enrolling a new puppy into puppy classes can provide a great opportunity for children to learn about the needs of their puppy and understand that puppies also need to learn good manners.

**KIDS CAN HELP IN EVERYDAY PET CARE.**

Younger children can help fill the water bowl and older ones can take care of feeding and grooming or changing the litter tray. This is a great way to teach lessons

**TOP TIPS FOR SAFE PET PLAY**

- Pets may be cuddly, but they can also cause injury by biting and scratching if they are not handled correctly.
- Young children can accidentally injure an animal during playtime by dropping or squeezing it too hard.
- Don't allow rough play with puppies or dogs as this will increase the chance of them nipping and jumping.

PHOTO: GETTY IMAGES

## HEALTH

# Easy Ways To Sleep Better

*Especially when stress is keeping you up*

BY Nicole Pajer

FROM THE AARP BULLETIN



**W**ith everything going on in the world these days, it's no wonder so many of us are struggling to sleep. Almost 40 per cent of people surveyed in 13 countries have reported sleep issues over the past two years, according to research in the *Journal of Clinical Sleep Medicine*. It's normal to wake up at night, especially as you age, but negative news can activate your mind and make it hard to fall back asleep.

Even if you're not up late fretting, sleeping can be a struggle. By age 60,

we tend to wake up more, snooze for shorter periods, and get less sleep than younger people. Simple steps such as setting the thermostat between 15.5 and 19.5 degrees Celsius at night and turning off screens 30 minutes before bedtime can help, as can the following tips.

### **1. TEST YOUR PILLOW**

If you bought your pillow in 2020, guess what? It's already old. Sleep experts recommend replacing pillows every one to two years. A pillow past its prime can cause neck and shoulder pain – and restless

PHOTOS: GETTY IMAGES

sleep. “When your brain is sending pain signals, it can’t also send sleep signals,” says Dr Michael J. Breus, a clinical psychologist and sleep specialist.

To buy the right pillow, determine your sleep style. If you sleep on your back, look for a thinner pillow made of supportive foam. If you sleep on your side, a thicker pillow is better.

## 2. GET AN HOUR OF SUNLIGHT EACH DAY

Morning sunlight is important for good sleep. “It turns off the melatonin tap in your brain, which helps relieve the groggy morning feeling,” Dr Breus says. It also sets a mental timer to produce melatonin, the so-called sleep hormone, that evening.

To get more rays, aim for 15 to 30 minutes of direct light in the morning. Next, take two 15-minute outdoor breaks during the day. The light cues your brain that it’s time to be awake and prevents you from producing melatonin before bedtime. When you’re inside, open the curtains.

## 3. SKIP SALTY SNACKS BEFORE BED

Want to reduce those annoying night-time trips to the bathroom? Cut back on salty snacks, such as potato chips. In a Japanese study, researchers followed 321 patients with high-salt diets and sleep issues

for 12 weeks. When people cut down on salt, their average bathroom trips decreased from twice a night to once. Those who consumed more salt woke up more frequently to go to the bathroom.

The urge to urinate late at night (known as nocturia) can make it harder to fall back to sleep, leading to fatigue, increased napping and even depression, says Dr Rafael Pelayo, a clinical professor of psychiatry and behavioural sciences and the author of *How to Sleep*.

## 4. TACKLE YOUR TROUBLES BEFORE DINNER

If you need an airing of grievances with your spouse, don’t wait until night-time. Tough discussions are less likely to disrupt your slumber if you initiate them earlier rather than later.

“Right before dinner is a good time to work things out,” says Ashley Mason, an associate professor of psychiatry at the University of California, San Francisco. If you start an argument after dinner, your quarrelling can continue until bedtime. That’s a problem because arguments can activate your sympathetic nervous system, which can disturb sleep.

Some research even suggests that going to bed angry may make you surly the next morning.

FROM THE AARP BULLETIN (DECEMBER 2021) © 2021 BY AARP



# 7 Reasons To Try TAI CHI

BY *The Editors*

**1 Tai chi is good for both body and mind** This gentle martial art originated in China. It's called 'meditation in motion' because it involves slow movements with a focus on breathing and on what your body is doing in that moment. You can go at your own pace.

**2 It's easy on the body** Tai chi is suitable for all ages and levels of fitness. It is low impact, meaning there is minimal risk of damage to your joints. Muscles are relaxed and there is no stretching or straining. It's an exercise that can be easily adapted for less able people, including those in wheelchairs.

**3 It could prevent falls** A 2019 review of studies suggested that tai chi might reduce the risk of falls in older people. Certainly, the emphasis

is on balance, with sideways and backwards movements helping to strengthen muscles required for good stability. It also improves flexibility and spatial awareness.

**4 It may reduce pain** A small body of research indicates that doing tai chi on a regular basis can help alleviate knee osteoarthritis, fibromyalgia and lower back pain.

**5 Tai chi compares with brisk walking and resistance training** This might be difficult to believe, as tai chi is so slow and smooth, but it can improve upper-body strength, thanks to the unsupported arm movements it involves, as well as lower-body strength when practised regularly.

**6 It may boost brain power** Benefits aren't just physical. Studies have found that regular tai chi can improve cognitive functioning in older people, including those with dementia. Given that it's considered safe and suitable for the elderly, this is a definite benefit.

**7 It has the feel-good factor** A reduction in stress and anxiety, and increased confidence, are other mental health benefits of tai chi, according to research, although further studies are needed.

## WORLD OF MEDICINE

### EYE DROPS THAT REPLACE READING GLASSES

The first prescription eye drops to treat age-related far-sightedness, also known as presbyopia, were recently approved by the US Food and Drug Administration. This promising development could potentially replace reading glasses for up to 1.8 billion people globally.

The eye drops work by reducing your pupil size and expanding your depth of focus so you can see close-up objects more clearly. They may be best suited for people in their 40s and 50s, since they are less effective for those with advanced presbyopia.

### A DOLLOP OF YOGHURT LOWERS BLOOD PRESSURE

A study at the University of South Australia and the University of Maine found that people with elevated blood pressure (greater than or equal to 140/90 mmHg, the normal level being less than 120/80) who regularly consumed yoghurt lowered their readings by nearly

seven points. The dairy product may have this heart-healthy effect because it contains bacteria that promote the release of proteins that lower blood pressure.

### REDUCING STRESS MAY SLOW DOWN AGEING

Scientists have begun tracking changes in DNA as people get older and found that this measurement of 'biological age' can predict a person's health and lifespan better than age counted in years.

Researchers at Yale University used a tool called GrimAge to investigate whether chronic stress accelerates ageing and if there are ways to slow it down. The study found that cumulative stress does indeed make a healthy person's biological clock accelerate – and can even cause it to

move at a faster rate than other risk factors, such as being overweight. People who experienced prolonged stress but scored high in emotional regulation and self-control were more resilient to stress's negative effects.



QUEEN ELIZABETH II  
(1926-2022)

# THE QUEEN'S *Portrait*

*Looking back to a special Reader's Digest moment*



The beautiful image of Queen Elizabeth II that features on the cover of this issue has special significance to our magazine, as it was commissioned by Reader's Digest to celebrate Her Majesty's 60th birthday on April 21, 1986.

Unlike most royal portrait painters, Michael Leonard took no sketch-book or paintbrush with him to Buckingham Palace. The sittings took place in the summer of 1985, and for his sittings with the Queen in the Yellow Drawing Room, Leonard was equipped with only a camera.

"Photographs provide all the information I need," he told Reader's



**Reader's Digest UK April 1986  
featuring the Queen's Portrait**

PHOTOS: READER'S DIGEST, © NATIONAL PORTRAIT GALLERY, LONDON, WWW.NPG.ORG.UK.

*“I want to give the viewer the feeling of having a conversation with the Queen – to convey royalty combined with human warmth”*



Digest at the time. “I have to take them myself, though.”

During the 25-minute sittings, Leonard took more than 100 pictures as the Queen, relaxed and friendly, sat on the sofa with her eight-year-old corgi, Sparky. Later, in Leonard’s west London studio, he chose six of the photos to amalgamate into his painting.

The 76-centimetre-high portrait is in acrylic paint on canvas, a technique Leonard used throughout his



**Her Majesty has graced the covers of Reader’s Digest numerous times**



**Artist Michael Leonard with the portrait in his studio**

career, which established him, at 52, in the forefront of Britain’s figurative artists. His use of photographs heightens the realism and immediacy conveyed in the portrait.

At the time of painting Her Majesty, Leonard said about his royal portrait: “I want to give the viewer the feeling of having a conversation with the Queen – to convey royalty combined with human warmth.”

This specially commissioned Reader’s Digest portrait was published on the cover of the April 1986 British edition. It was presented to the National Portrait Gallery in 1986 by the Reader’s Digest Association, where it remains to this day.

According to the Gallery, the Queen was associated with 967 portraits in her lifetime. Some are iconic, others abstract and some are controversial. Our research confirms this is Sparky’s only official portrait. 

## READER'S DIGEST

**Princess Elizabeth  
writing at her desk  
in Windsor Castle in  
May 1944. She had  
just turned 18**





QUEEN ELIZABETH II  
(1926-2022)



# When She Was Princess

*A 1945 perspective of the woman who  
would become Queen Elizabeth II*

BY *William W. White*



PUBLISHED IN READER'S DIGEST IN NOVEMBER 1945  
AS 'PRINCESS ELIZABETH'. CONDENSED FROM THE PAGES OF *LIFE*

*On September 8, 2022, Queen Elizabeth II died peacefully at her Scottish castle in Balmoral. The days and weeks that followed her passing witnessed much regalia, tradition and tears. This year also marked her Platinum Jubilee: 70 years since she ascended the throne in 1952 at the age of 25 after the death of her father, George VI. It was the start of the longest reign of any British monarch in history. Hers was an extraordinary life and one that even she could never have envisaged. This article was written in 1945, at the end of World War II, two years before Elizabeth married Prince Philip.*

**PRINCESS ELIZABETH ALEXANDRA MARY WINDSOR** will someday claim the allegiance of 489,000,000 of the world's population when she takes her full title: Elizabeth II, by the Grace of God, of Great Britain, Ireland, and the British Dominions beyond the Seas, Queen, Defender of the Faith and Empress of India. She recently saw her sceptred isle go through the turmoil of sudden political change when Winston Churchill lost the election in July, just two months after he declared VE Day. Her one recorded comment when she learned that her good friend had been snowed under an avalanche of leftist votes was, "Oh, bother."

This is not to say that the events of the day were altogether lost on Elizabeth. She has been educated to think very seriously while saying very little.

At 19 she is already carefully coached and acutely conscious of the duties, dignities and limitations of a throne – especially the limitations. The British have whittled away at the powers invested in the Crown so diligently since four centuries earlier – when Queen Elizabeth I said to

an over-presumptive minister, "I will have here but one mistress and no master" – that there is not much left. What is left is the power of creating peers, a never-used veto as head of the Privy Council, and the rather dubious honour of naming a Prime Minister who has already been chosen by the British electorate.

At present, as heiress presumptive (as long as her father lives it is presumed he may have a male heir) Princess Elizabeth has no powers, no royal duties of state, and no constitutional functions. When she becomes Queen her most vital contribution will be that of a symbol of continuity. Governments may fall, parties may dissolve, but the Crown goes on forever. In that fairly certain knowledge the British find an unconscionable pleasure. The Crown remains one of the few expenses the British bear without grumbling.

So far, Elizabeth has shown every prospect of living up to a prediction made recently by one of Britain's elder statesmen: "She has intelligence, personality and charm. She will be a good Queen. She may even be a great

one." Good Queen or great, she will be an attractive one. Mannequin height (5 feet 6½ inches), Elizabeth has inherited from her Hanoverian antecedents an ample figure, a lovely rose-and-cream complexion, good white teeth, and a sturdy constitution. Unfortunately, she is not photogenic because her chief attraction lies in her colouring. Her regal bearing reminds old-timers of her grandmother, Queen Mary.

Less lighthearted than her attractive 15-year-old sister Margaret Rose, whose superb mimicry of visiting dignitaries has more than once caused gales of laughter at the royal dinner table, Princess Elizabeth has already shown traits which indicate she has a mind of her own. A year ago when, like her subjects-to-be, she became due for national service, the King ruled after long deliberations with his councillors that her training as a princess outweighed the nation's increasing manpower problems and that 'Betts' should not join any of

*The King ruled that she couldn't join the women's auxiliaries. 'Betts' had other ideas*



**The two sisters outside Windsor Castle in April 1942: Elizabeth, left, 15; Margaret, 12**

the women's auxiliaries (known as the Auxiliary Territorial Service, or ATS). But Betts had other ideas, and not long afterwards the Palace made a straight-faced announcement that the King "had been pleased to grant an honorary commission as second subaltern in the ATS to Her Royal Highness the Princess Elizabeth."

Elizabeth passed her driving course in two days less than the prescribed time, after attending lectures and getting her hands greasy dismantling engines. Most of the students finish this ATS driving course by driving to London for the experience. It was ruled that Elizabeth should not, since the risks of a smash involving the heiress

## READER'S DIGEST

presumptive would be too great. But while the wheels of government were churning out that ponderous decision, Elizabeth was driving a camouflaged army vehicle up to London from the country. She arrived at the Palace after making two complete circuits of Piccadilly Circus in the rush hour "to get in as much traffic as I could."

When Elizabeth embarks on a venture it completely dominates her life. Thus, while she was at the driving school the royal dinner-table conversation was centred around spark plugs and engine performance. Currently the major topic of conversation – as far as Elizabeth can guide it – is horses. She hopes to have her own stable in a year or so and race against her father.

**While in the women's branch of the British Army in 1945, young Elizabeth learned how to service military vehicles**



At dances in Mayfair private houses, which Elizabeth frequently attends accompanied by her lone lady in waiting – and from which she has been known to return as late as 3am – she dances with many different young gallants and favours no one in particular. But the names of several young peers keep recurring constantly. Handsome, blond, 29-year-old Lord Wyfold, the young Earl of Euston, or the good-looking Duke of Rutland are the usual three. Elizabeth is bound by the provisions of the Royal Succession Act to marry only with the consent of her father in council and not to marry outside the Protestant faith. If and when she marries, her husband, on her accession to the throne, would not be king

but prince consort, like Victoria's Albert of Saxe-Cobourg. The number of eligibles who would care for this subordinate role is problematical.

Elizabeth's first official public tour after her father became king was in Wales. Instead of appearing in the stately setting of an evening Court at the Palace, the Princess made her debut in the orange glow of furnace fires in a Welsh tinsplate mill. Since then she has made many appearances with her family and by herself; she has done two radio talks and made a dozen speeches.

Elizabeth's most important

*It was a cold,  
grey day, but  
Elizabeth confessed,  
“I’m too nervous to  
feel the cold”*



engagement so far was the launching of Britain’s newest and greatest battleship, H.M.S. *Vanguard*. Although it was a cold, grey day and she confessed to a nearby official, “I’m too nervous to feel the cold,” she went through the ceremony without a flaw. Only later did she show she was more woman than princess. She had been presented with a beautiful diamond brooch and while the chairman was labouring through a ponderous speech of welcome, Elizabeth sat quietly turning the Rose-of-England-shaped brooch over and over in her hands, admiring it for all she was worth.

Elizabeth’s training has been arduous. ‘Grandmamma England’ – Queen Mary – seems to have had a firm hand with young Elizabeth, and she got in return more respect from little Betts than from her other grandchildren. The two Lascelles boys, Gerald and George, when very young, had a terrifying habit of rushing into a room and attacking Queen Mary’s ankles. She was often obliged to put up a spirited defence with her famous parasol. Happily, Elizabeth was less boisterous.

Queen Mary taught the child the art

## When She Was Princess



**Princess Elizabeth playing tag with Navy officers en route to South Africa with her parents and sister in early 1947**

of talking intelligently to the various visitors at Court, and young Elizabeth learned early her most difficult lesson – that she must appear to be enjoying the talk, however dull. So that she might be well informed or curious about many subjects, her grandmother trotted little Elizabeth through the Victoria and Albert Museum, the Royal Mint, the Bank of England, the science museum in South Kensington, the Tower of London, Westminster Abbey and the National Gallery.

Since she was six, Elizabeth’s formal education has been supervised by an able young Scotswoman, Marion Crawford – ‘Crawfie’ to everyone



**On honeymoon with Prince Philip  
in late 1947**

in the royal household. If young Betts found it easier, as indeed she did, to absorb history while lying on her stomach on the floor of Crawfie's room, Crawfie had no objections. By the time Elizabeth was 12 she had shown a marked aptitude for history and languages and a sublime distaste for mathematics. At that point her education became a matter on which the Cabinet had to be consulted.

Elizabeth's mother wanted her to go to a girls' school so she could meet more of her contemporaries, but the choice of a school and the specialised curriculum necessary for a royal person were difficult, so it was decided she should have a staff of tutors as Queen Victoria had. Her historical background includes the study of constitutional changes from Saxon times to the present as well as the history of British land tenure and agriculture. She is also well versed in

American history, and speaks French fluently. To what would in Victorian days be called 'the accomplishments' – she plays the piano and sings agreeably – Elizabeth added completely 20th-century arts. She swims, drives a car, likes American dance music, has the 'good hands and pretty seat' of an accomplished horsewoman, and is a good shot.

When she was very young, Elizabeth was asked what she would like to be when she grew up. Without a moment's hesitation, she answered, "I should like to be a horse." Time has served to modify that ambition. Whether anyone would genuinely like to lead the antiseptic and rather empty life of a modern queen may be a matter for doubt. But Elizabeth will have that duty.

That being the case, her ambition is to be a good queen. If she, like the earlier Elizabeth, reflects and encourages the contemporary spirit of her people, she may occupy a position in history of similar importance. The first Elizabeth built the British Empire. The second, by gentler means, may keep it together. **R**

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DRAMA IN REAL LIFE

# TRAPPED DOWN A WELL

*After his little boy fell into  
the cold depths, Brandon Leseberg  
leapt in to rescue him. Then  
drama quickly engulfed the father and son*

---

BY Robert Kiener





**Brandon Leseberg (front) with his sons Louie and Everett, along with the neighbours who helped save him and Louie**

**A**s the late afternoon sun beat down in May 2021, Brandon Leseberg finished feeding his cows on his farm in Missouri in the midwest US and decided to call it a day. As they often did, his two sons, Louie, 6, and Everett, 3, had tagged along with him as he worked in his north pasture, and they were also anxious to go home.

On the way back to the house, the boys, rambunctious as always, ran ahead of their father. As Brandon, a farmer and cattle producer, stopped to close the pasture gate, Louie paused at a water tap atop an old well to quench his thirst. Unknown to the Lesebergs, the board covering the well opening had, over time, grown brittle. When Louie stepped on it, it caved in.

Brandon had just finished latching the gate when he turned around and saw only his youngest son.

"Where's Louie?" he shouted to Everett.

Everett, his blue eyes wide with fear, told him, "He fell in the hole!"

The 37 year old immediately realised what had happened. *Noooo!* he thought. *Louie can barely swim!* Brandon raced over to the well and when he heard Louie splashing and gurgling far below, he instinctively jumped in.

Plunging feet-first more than 20 metres down the 60-centimetre-wide brick-lined well, Brandon could hear Louie screaming. Somehow Brandon managed to grab onto a pipe that ran

down the inside of the well, which helped slow his descent and keep him from crushing his son.

Brandon hit the frigid water at the bottom of the well. He popped his soaked head out and grabbed Louie, who was panicked, and tried to stay afloat in water that was too deep for either of them to stand in. Knowing they could tread ice-cold water for only so long, Brandon hoisted Louie onto his chest as he wedged his own legs and back against the well's narrow walls for support, his body still partly submerged.

"All right, Dad, you can pull us out now," said the child as his father held him tightly.

If only it were that easy. Brandon knew there was no way he could climb out; 20 metres is a very long way. The pipe that he had grabbed onto during his fall was too slippery to be of any use. There was only one way they could be saved.

As he clutched his terrified six-year-old son in the frigid waters, he told him, "Your brother is going to have to help us."

Looking up to see Everett peering down at them from the top of the well, Brandon shouted to the boy. “Everett, you’re going to have to be a big boy and save us. Run to the road and stand by the mailbox until someone stops. Tell them we need help. And, Everett, stay off the road!”

Everett did as he was told.

But Brandon worried that there would be few cars on the little-travelled road that ran next to the farm. And even if someone did stop, would his three-year-old son be able to explain what had happened? Looking up the shaft, Brandon clutched Louie, who was shivering from the cold water, tighter to his chest. And he prayed.

Minutes passed like hours as Brandon continued to arch and brace his shoulders and strong legs against the brick walls. Five minutes. Ten minutes. There was no sign of Everett. *Where is he?* Brandon wondered. *Are we going to make it?*

Finally, Everett’s face appeared. His voice trembling, he shouted, “Daddy, are you still down that hole?”

“Yes, Everett. Did you get some help?” Brandon shouted back.

“No, they’re not coming.”

Brandon’s heart sank.

But he tried not to sound scared as he shouted up to his son, “That’s OK, honey. But you have to go back out to the road and get someone to stop. OK, Everett?”

“OK, Daddy,” the three year old replied, then turned and dashed back out to the roadside.

Brandon began thinking of how he and Louie could possibly survive through the night if they were not rescued soon, and what would happen to Everett if... He quickly decided to shut off these dark thoughts. *I have to be strong for Louie and Everett*, he told himself.

But when Everett didn’t return after another long ten minutes, Brandon broke down for a moment and

cried. Louie immediately asked him, “Are you crying, Dad?”

“No, this is my happy laugh,” Brandon told his son, hugging the boy even tighter.

About 15 minutes after Everett ran to the road for the second time, Christi and Mark McKenney, neighbouring farmers, were driving past the Leseberg farm when they noticed the three year old alone by the side of the road, waving.

They pulled over and asked if he was all right. Choking back tears, he

**THERE WAS  
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EVERY  
PASSING  
SECOND**

told them, "My daddy's in a hole." The couple put Everett in their truck and drove onto the farm, and the boy pointed to the well. Mark immediately dialled emergency services, telling the dispatcher, "This is Mark McKenney. I need some help. A guy and a boy fell in the well." Meanwhile, Christi called another neighbour, Dan Athen.

After hearing that Brandon Leseberg was in trouble, 45-year-old Dan swung into action. The farmer grabbed a thick 25-metre rope from his shed and he and his son Ryan, 13, sped to the Leseberg farm. Once there, the pair sprinted to the well.

"Brandon," Dan shouted down, "It's Dan Athen. We're going to send a rope down to you."

Brandon shouted back, "OK, I'll send Louie up first."

Athen felt his heart sink; he had no idea that little Louie was also in the well. He imagined how he would be feeling if his son, who was now helping him, had been trapped in similar circumstances.

There was no time to waste. Although Athen and the others didn't know exactly how long Brandon and Louie had been in the well, they were aware that the risk

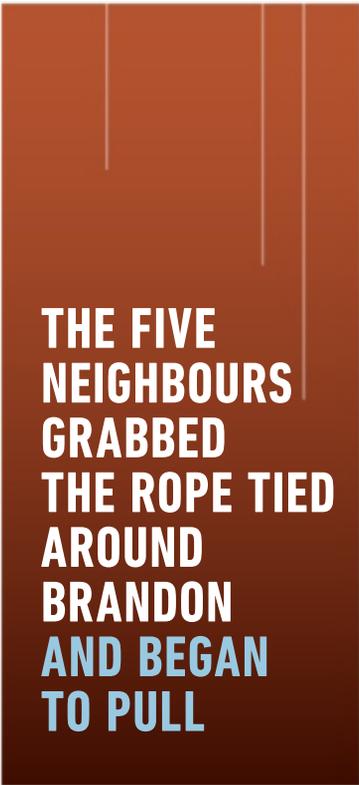
of hypothermia grew with every passing second.

After a call from Mark, Eric Duncan, who works on Brandon's farm, and his friend Jacob McKenney arrived to help. They tied the end of the rope into a loop and Dan tossed it down the well. Brandon put the loop around Louie, but concerned that the knot holding it in place would come undone, he told the boy to hold on tight. Finally, Brandon shouted, "OK, we're ready!"

The neighbours started hauling up Louie but were puzzled by how heavy the six year old was. Dan sensed something was wrong. They gave another hard tug and suddenly something seemed to break free; af-

ter that, the men easily hoisted Louie up and out of the well. When he emerged, they were shocked to see that he had wires wrapped around his arm. They realised the 'extra weight' was because Louie had somehow become entangled with the well pump and its wiring.

But now he was safe. "You're out, buddy! You're out!" said Eric. "We'll get you in the truck and get you warmed up." He sat Louie on his knee as



**THE FIVE  
NEIGHBOURS  
GRABBED  
THE ROPE TIED  
AROUND  
BRANDON  
AND BEGAN  
TO PULL**

others carefully unwrapped the tangled wires from his arm. Louie was shivering and terrified as Eric rushed him to his truck, where he bundled him in several hoodies and turned the heater up full blast.

The neighbours now turned their attention to Brandon. Although they could have waited for the emergency rescue team to arrive, they didn't hesitate. Their friend was in trouble – of course they had to try to get him out.

But there was a problem. Brandon was a big man and would likely be too heavy to pull out of the well using just the rope as they had done with Louie. They decided to use the foundation of the old windmill that still stood over the well as a hoist to help pull Brandon up. They tossed down the loop at the end of the rope and Brandon tightened it around his torso.

After looping their end of the rope over the old windmill frame, Dan shouted to Brandon, "Can you help pull yourself up by using the well's pipe?"

"Yeah," he yelled back. "I'm ready to go!"

Each of the five neighbours grabbed a portion of rope and began to pull.

Brandon helped by gripping the well's pipe as best he could as he ascended towards the circle of blue sky and sunlight at the top of the well.

"Keep it going, Brandon!" the team shouted as they hoisted him up. "We've got you. Hang on!"

About 40 minutes after he'd jumped into the well to save his son, Brandon finally emerged, cold and wet. Just as his neighbours' strong arms reached out to grab him he collapsed to the ground, exhausted by his ordeal. A minute later, emergency services arrived.

Other than some nasty scratches, Brandon was fine. Louie, though, suffered hypothermia as well as deep bruising from the wires that had entangled him. He also had a punctured lung, which doctors told Brandon was likely a result of the rope around his chest. Still, he was healthy enough to return to school a week later.

While all the rescuers have been hailed as heroes, Dan Athen isn't having it. "We are just neighbours helping neighbours," he said. "It's just what we do." He pauses then adds, "If there is a hero in this story, it's three-year-old Everett. He's a real lifesaver." 



### Whose Dog Is This?

**A US couple was recently stunned to find a strange big dog curled up next to them in bed. The Johnsons' three large hounds usually share their king-sized bed with them. The mystery mutt had escaped its owner and found a new warm place to sleep.** HUFFPOST

# LIFE'S LIKE THAT

*Seeing The Funny Side*



## Not In The Cards

My birthday was coming up so I went to the card shop and asked my daughter (aged four) if she wanted to select a card for me. I tried not to look but I couldn't help but notice she was looking at one after the other and making a mess of the display.

When I asked her what she was doing, she replied, "I'm looking for one with money in it for you, Mummy."

SUBMITTED BY LEONIE SCOTT

## Show Stopper

We invited another couple to be our guests at an opera performance of *Othello*. Since they were unfamiliar with the opera, I spent the taxi ride to the theatre unravelling the plot for them. The taxi's arrival at the theatre coincided with my recounting of the climax. Before finishing, I handed over the fare to the driver and prepared to get out.

"Stop!" demanded the driver. "No one is leaving until I hear the end."

VERN SCHRAMM IN *THE NEW YORK TIMES*

## Fitting End

My late Aunt Sally was a big fan of the singer Gracie Fields and my uncle had chosen to have her namesake song 'Sally' played at the end of her funeral in the local crematorium.

We had given the staff a CD to play but unfortunately they didn't select the right track, so as the curtains closed around Aunt Sally's coffin, the quiet sadness was broken by howls of laughter as Gracie sang: *Wish me luck as you wave me goodbye, cheerio, here I go on my way!*

Aunt Sally would have loved it!

SUBMITTED BY RACHEL HOWLETT

## All Fun And Games

Watching soccer with my 11-year-old daughter is fun. When I get frustrated with my team, she'll ask calming questions like, "Daddy, do you really think you can do better than the players?"

@DAD\_AT\_LAW

## Slow Motion

My five year old wanted to learn more about the tai chi classes I was taking, so I showed her some moves. At first she was totally taken aback.

But later she hugged me and whispered, "It's OK, Mum, keep practising. One day you'll be able to do it quickly."

SUBMITTED BY CHRISTINE SIMARD



## THE GREAT TWEET OFF: BROTHERLY LOVE EDITION

The siblings of Twitter celebrate a very special bond.

**Me:** My brother is so annoying.

**Someone else:** Your brother is annoying.

**Me:** Erm. Excuse me?!?! He is not!  
@JAZZYBUMBLEE

Once I said to my brother, "It's nice how we're not just siblings, we're best friends." And he said, "Nah, we're siblings." @BANANAFITZ

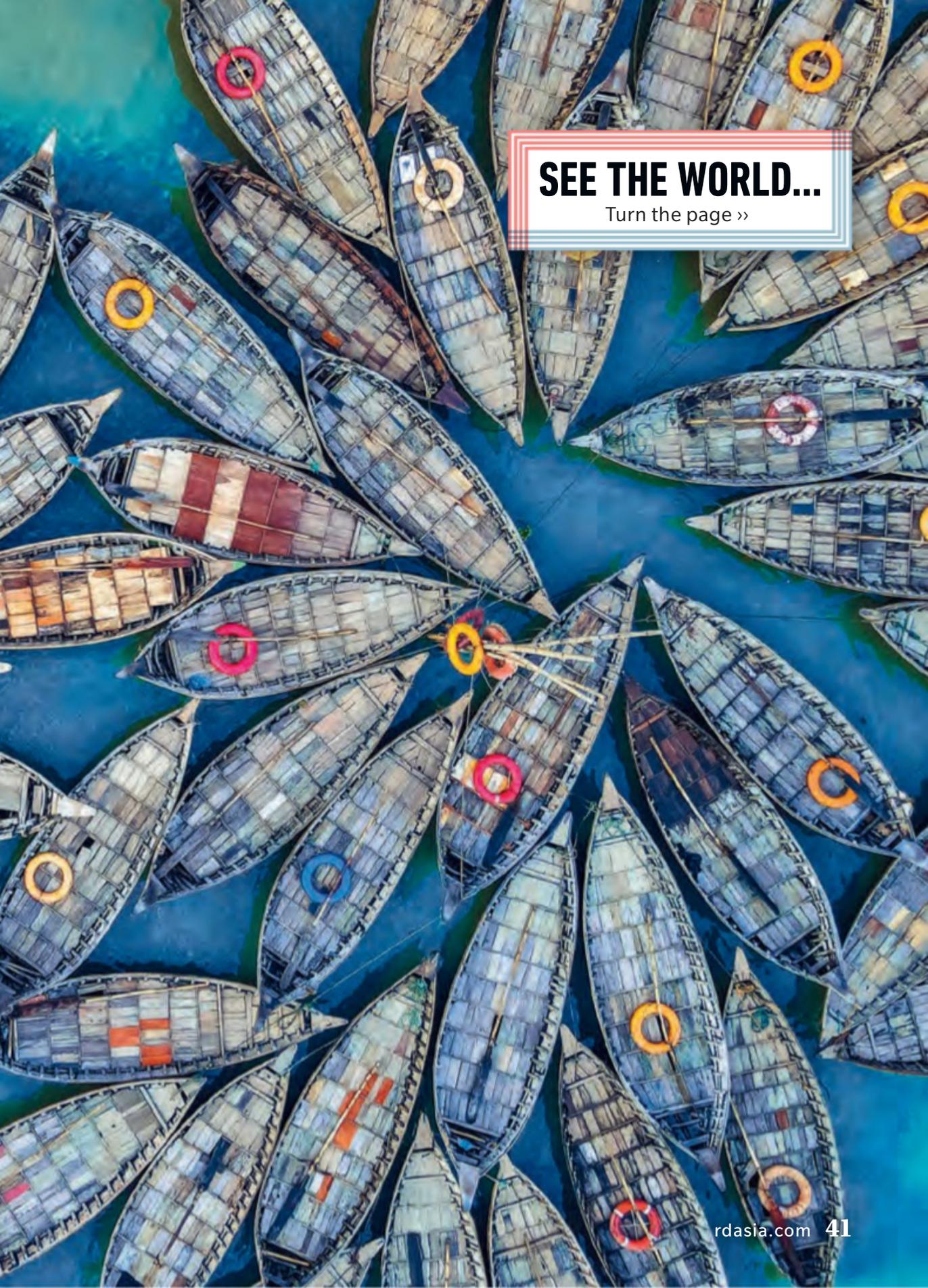
Having a brother builds character.  
@1AYESHAAA

Sibling rivalry, or as my parents called it, "Stop choking your brother, he's turning blue."  
@UNFITZ

Having brothers is stressful. Why do they eat everything?!?!?  
@INAYAHH\_







**SEE THE WORLD...**

Turn the page »

## ...DIFFERENTLY

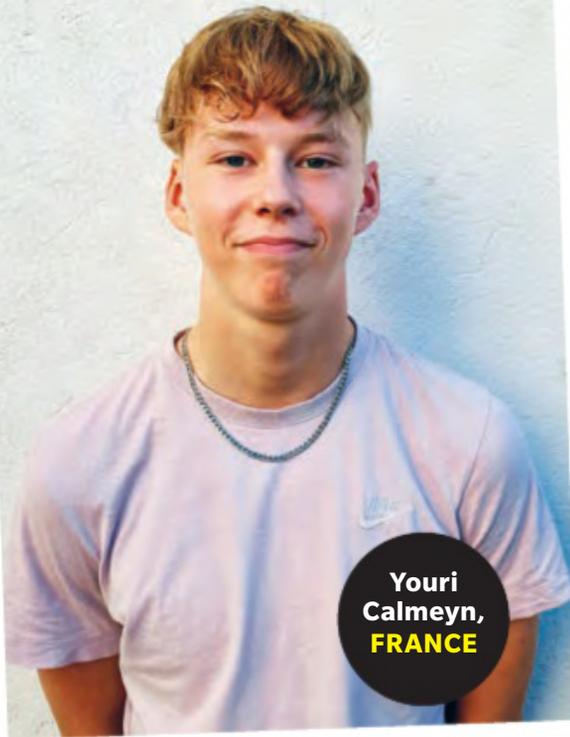
### Commuter Chaos

Hundreds of small boats called dinghy *noukas* are moored in the river port of Dhaka, the capital of Bangladesh. In them, ferrymen transport workers, goods and tourists across the Buriganga River every day. It's the lifeline of the metropolis, which has a population of around 22 million and is one of the most densely populated cities in the world.

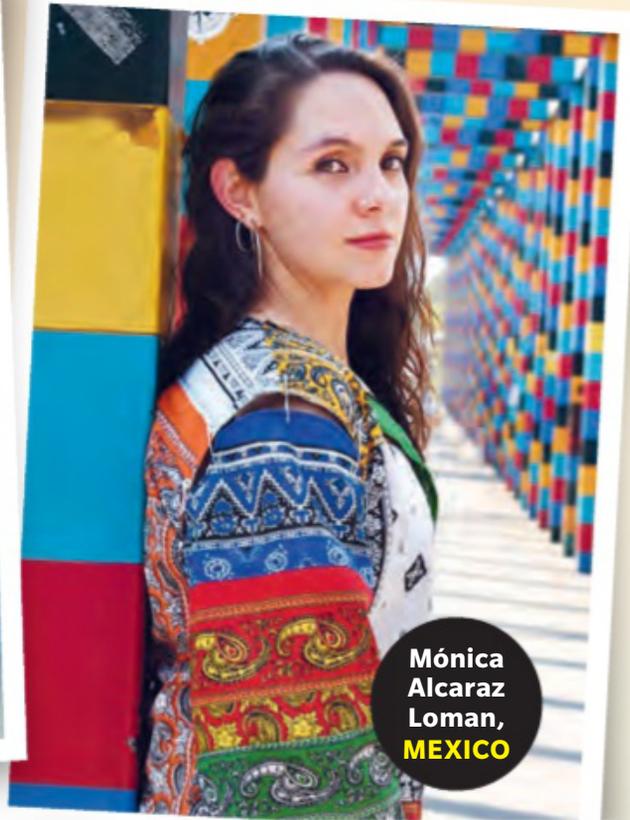
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READER'S DIGEST



**Youri  
Calmeyn,  
FRANCE**



**Mónica  
Alcaraz  
Loman,  
MEXICO**



**Laura  
Fernández,  
SPAIN**



**Antti  
Ahonen,  
FINLAND**

# Just *LISTEN* To Us!

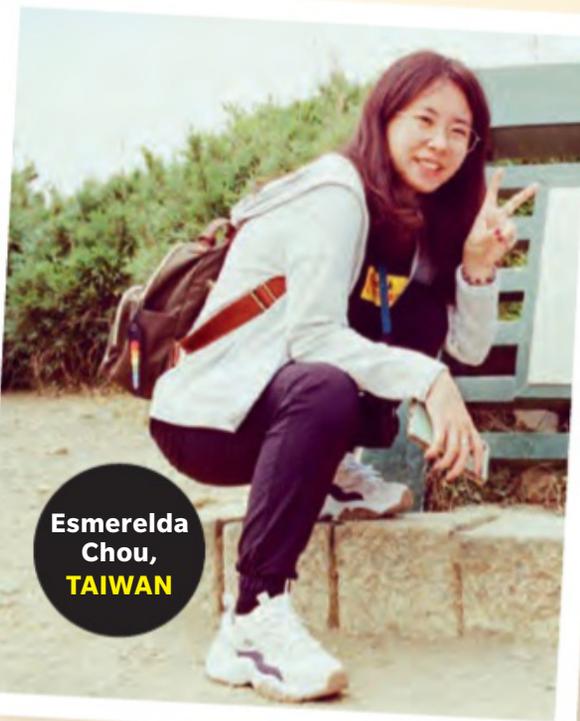
*What would young people like to say to their elders? Reader's Digest editorial offices around the world have asked...*



Aadya  
Morone,  
**INDIA**



Ben  
Tooher,  
**AUSTRALIA**



Esmerelda  
Chou,  
**TAIWAN**

**I**t's the way the world has always been: one generation follows the next, and each has its own ideas about how it wants to shape its own life. Some of the wishes and dreams, worries and fears of today's young people are similar to those of their elders. Others differ quite clearly from their parents' and grandparents'. Reader's Digest asked young people all over the world: What do you think about the world you'll be left with? What are the most pressing problems? What are your expectations? Where do older generations serve as a role model, where as a cautionary tale?

### I am grateful...

"...to my parents because they are loving and supportive. I'm grateful for the many opportunities I have for my sport."

Paloma McKenzie, 13, New Zealand

"...to my parents for always supporting me and being there for me. Whatever happens, I can turn to them."

Nicole Lewen, 21, Germany

"...that you have made marriage no longer a requirement for living together."

Lucas Perrault, 19, France

"...to my family because they never left my dreams aside and they always supported and motivated me. Without them I couldn't be where I am."

Emiliano Toledo Mares, 21, México

"...that you taught me to be kind to people from an early age. I find this to be very important as an adult."

Esmeralda Chou, 23, Taiwan

"...for their personal history. Knowing what has shaped their behaviour and values means that I can better understand the decisions they've made and their beliefs."

Ben Tooher, 22, Australia

### We don't really like...

"Please stop telling us what we should never do - only to then turn around and do just that!"

Louise, 17, Austria

"I wish you had given a more positive example of what healthy relationships are in a marriage or in love."

Camila Baraya Almeida, 21, Ecuador

"I wish you could have been more tolerant of more than just hair styles."

Antti Ahonen, 22, Finland

"I wish you could have improved Dutch cuisine. For years I had to eat bland cooked potatoes, meatballs and cooked vegetables."

Boris van Diemen, 25, The Netherlands

**We are hoping for...**

“What I would like to see from the older generations is that, before casting their votes they think about not only which party has the best policy for themselves, but more importantly, who is offering the best policies for the generations to come.

“The decisions made by politicians and policy makers have much more serious implications for our future than theirs.”

Anna, 22, Germany

“Please stop looking at social media and modern technology as something exclusively negative. They make a lot of things in of our lives easier.”

Louise, 17, Austria

“We need drastic change, and urgently. We need new laws and politics that regulate exploitation and the production of big companies. And we need that now, today. We can’t wait for my generation, or others closer to mine,

to do it when they reach positions of power, because by then it will be too late. We don’t have that much time.”

Mónica Alcaraz Loman, 24, México

“I wish you had not been so focused on overdevelopment that eroded the natural environment.”

Esmeralda Chou, 23, Taiwan

“You have done your time, let us take over now. Enjoy the rest of your life!”

Zacharie Moroni, 19, France

“This is what I’d like you to do while you are still there: I’d like you to work on the problem of our waste, both domestic and industrial, polluting the Earth’s natural resources.”

Aadya Morone, 17, India

“It’s true that we inherit a lot of problems, especially when it comes to the environment. On the other hand, my generation – at least here in Germany



**“I HOPE YOU WILL RESPECT MY LIFE’S PLAN, AND DON’T PRESSURE ME TO GET MARRIED AND START HAVING CHILDREN”**

**SAM CHEN, 25, TAIWAN**

## READER'S DIGEST

– was born into material prosperity that many people elsewhere can only dream of. I'm afraid one has to do with the other. And frankly, I'm not sure the majority of young people is prepared to cut back in favour of a healthier world for everyone.

“So it doesn't seem fair to me to blame the older people.”

Thomas Kurz, 25, Germany

“I wish you had started taking care of the environment earlier.”

Laura Fernández, 16, Spain

### Where we intend to be like you...

“I intend to follow your career choice to support trade unions.”

Ben Tooher, 22, Australia

“I will give my children the same freedom to try everything they want. Success is important, but so is failure.”

Pauliina Räsänen, 23, Finland

“I intend to think carefully, and do well in what I've decided to do. It doesn't matter if I make a mistake and take a wrong path. I'll appreciate and learn from what I see on the way.”

Sam Chen, 25, Taiwan

### Where we intend to do things differently...

“What I aim to handle differently is to delegate day to day routine work in order to save time for better efficiency.”

Siya Jumani, 19, India

“It is time for the people to finally speak directly, and not only through their representatives. We must follow the Swiss example with the referendum.”

Youri Calmeyn, 19, France

“When I think about how many older people suffer from health problems, it motivates me to eat healthier and exercise more. I hope to keep this up in my working life as well. I also think it's



**“IT IS UP TO  
THE YOUNGER  
GENERATION  
TO CLEAN  
THINGS UP”**

**BORIS VAN DIEMEN, 25,  
THE NETHERLANDS**



**Just Listen To Us!**

**“AT LEAST TODAY,  
YOU ARE NOT STUCK  
IN THE SAME JOB ALL  
YOUR LIFE, YOU CAN  
CHANGE JOBS WHEN  
YOU WANT TO”**

**LOU JULY, 18, FRANCE**

important to talk more about mental health and pay more attention to it.”

Geraldine Guth, 23, Germany

### **We know you had good as well as hard times...**

“Grandma worked as a seamstress in her younger days, to provide food and housing for my mother and her siblings. It must not have been easy, so I admire her for that.”

Lucas Ng, 14, Singapore

“When I hear from some 50 and 60 year olds how easy their study time was, I get quite envious. I have to work up to 20 hours a week in addition to my studies to make ends meet. Going out and partying are very rare.”

Anna, 22, Germany

### **We are happy that...**

“It’s nice that you are healthy and look a lot younger than your age, and we can do a lot of activities together.”

Paloma Mckenzie, 13, New Zealand

“Different opinions and ‘freedom of speech’ have increased among the youth. I like that, because we question everything now. Part of that progress is thanks to the internet and social media.”

Diego Alejandro Rodríguez Rangel, 25 México

### **What we are facing...**

“When I think about the avalanche of costs that we young people are facing, I feel anxious. Of course I’m happy that my grandparents are receiving a good pension, but how that will continue in the future is not clear to me. I have the feeling that we young people have lost out. I don’t see any alternative to the intergenerational contract, but I just didn’t sign it either.”

Thomas Kurz, 25, Germany

“I wish older generations had shown more care for the environment - not left younger generations to fix up their mess.”

Paloma Mckenzie, 13, New Zealand

## READER'S DIGEST

“A system has evolved of continuous small adaptations that widen the gap between rich and poor. Propaganda and empty promises made the system look good, but as time goes on, more and more people will be hurt by it.”

Boris van Diemen, 25, The Netherlands

### What you can be proud of...

“The older generations’ greatest achievements: The second wave of feminism and civil rights.”

Ben Tooher, 22, Australia

“The older generations’ greatest achievement is building Singapore into what it is today from a small fishing village. Singapore would not be what it is today without the hard work and sacrifices of the older generations. We do not have many natural resources, yet we were able to develop into a modern city that is safe and convenient to live in.”

Lucas Ng, 14, Singapore

“The unification of European regions with the EU, the common currency and freedom to travel is, in my opinion, one of the greatest achievements of the older generations.”

Antti Ahonen, 22, Finland

### What you should not be proud of...

“The older generations don’t have any achievements. They failed in Afghanistan, invaded and bombed Iraq, allowed the invasion of Russian troops to Ukraine to happen, massive shootings in the USA, and trafficking of people who are dying locked in the trucks.”

Paloma McKenzie, 13, New Zealand

“I hope my generation will understand the problems that exist and not turn our backs on them as generations before us have done, and instead make a serious effort to solve them.”

Pauliina Räsänen, 23, Finland



**“SEEING YOUR  
ILL-HEALTH MAKES  
ME DETERMINED  
TO EAT WELL AND  
STAY ACTIVE”**

**BEN TOOHER, 22, AUSTRALIA**



**“SINGAPORE WOULD NOT BE WHAT IT IS TODAY WITHOUT THE HARD WORK AND SACRIFICES OF THE OLDER GENERATIONS”**

**LUCAS NG, 14, SINGAPORE**

“You have too much of a ‘wait-and-see’ attitude. You revolted in May 1968, but you could have revolted earlier, for example to defend women’s rights.

“It wasn’t until 2013 that the French law prohibiting women from wearing pants was repealed.”

Lucas Perrault, 19, France

**Looking to the future...**

“What I think about the distribution of wealth that you are leaving behind: there is no equitable distribution of wealth, which my generation will have to address because otherwise there will be more social violence and more migration to affluent countries.”

Camila Baraya Almeida, 21, Ecuador



### **Spanish Stonehenge Re-emerges**

A brutal summer has caused havoc for many in rural Spain, but one unexpected side-effect of the country’s worst drought in decades has delighted archaeologists – the emergence of a prehistoric stone circle in a dam whose waterline has receded. Officially known as the Dolmen of Guadalperal but dubbed the Spanish Stonehenge, the circle of dozens of megalithic stones is believed to date back to 5000 BC.

Discovered by German archaeologist Hugo Obermaier in 1926, the area was flooded in 1963 in a rural development project under the dictatorship of Francisco Franco, and has only been fully visible four times since.

REUTERS

# LAUGHTER

## *The Best Medicine*



### **Out Of Step**

Jim, Scott and Alex are tired after travelling all day and check into a high-rise hotel. When they get to reception, they find out they'll have to walk 75 flights of stairs to get to their room because the lift is out of order.

Jim suggests that they do something interesting to pass time while they walk the 75 flights. They decide that Jim will tell jokes, Scott will sing songs and Alex will tell sad stories.

So Jim tells jokes for 25 flights, Scott sings songs for 25 flights and Alex tells sad stories for 24 flights. When they reach the 75th floor, Alex tells his saddest story of all, "Guys, I left our room key at reception."

LAUGH FACTORY

### **Groundbreaking Discovery**

Why not confuse future archaeologists by burying your favourite pets in elaborate military uniforms?

SEEN ON TWITTER

## No Pain, No Gain

For the exercise-averse, good news! Researchers say that a mere three seconds of resistance training a day could boost our biceps by 12 per cent. Meanwhile, *The Week* asked its readers to name a workout regime that requires the absolute minimum level of effort.

- CrossSit
- AutoPilates
- Chairmaster
- Gluteus Minimius
- Chillates
- Zzzzzumba

## Milking It

I'm annoyed that 'cowards' doesn't mean to move in the direction of cattle.

ANDY RYAN, COMEDIAN

To err is human.

To MOO is bovine.

SUBMITTED VIA FACEBOOK

## Train Of Thought

**Q:** If an electric train is travelling north-by-northeast at 120km/h, and the wind is blowing west at 18km/h, which way is the smoke blowing?

**A:** There is no smoke; it's an electric train.

## Meant To Bee

A man dining at a restaurant flagged down his waiter and said, "Excuse me. I have a bee in my soup."

The waiter replied, "Yes, sir. Didn't you order the alphabet soup?"

SEEN ONLINE

## Wedding Duties

Weddings should also have a worst man. Like, here's my best man, my brother Mike; Richie and Dave who are ushers; and then there's Derek, who I assume is going to get drunk and fight the cake. SEEN ON TWITTER

Any wedding can be a fairy tale one if you serve porridge and release three angry bears into the reception hall. RD



## ART JOKES TO DRAW YOU IN

*How many art gallery visitors would it approximately take to change a light bulb? Two. One who'd actually do it and one to say that his three-year-old kid could have done that.*

*What did the art robbers who got arrested in the middle of a heist say?*

*We lacked Monet to buy Degas to make the Van Gogh.*

*What do graffiti artists call empty walls? A Blanksy.*

*Which famous painting is always sad? The Moaning Lisa.*

*What do artists say when they greet each other? Yellow!*

*I tried to paint a good picture of the sky, but I blue it.*

SEEN ONLINE

**FOOD FOR  
THOUGHT**



# Hamburgers

*A simple idea of a meat patty in a bun has morphed into a multi-billion dollar fast-food business*

BY *Diane Godley*

**Y**ou don't need to stretch your imagination too far to gather that the humble hamburger most probably came from, well Hamburg. Although there are many people who like to regale stories about the origins of the hamburger, no

one is really quite sure how it came about. But I like the tale I used to give to my students as a comprehension lesson when working as an English teacher in Germany. It went something like this.

In the early 19th century, sailors

PHOTOS: GETTY IMAGES

from the busy northern German shipping port of Hamburg were often docked in New York, where they would be seen eating meat patties (*frikadellen*) comprising minced beef from Hamburg, garlic, onions and spices. “Eventually someone threw a frikadelle in a bun and voilà, the rest is history!” says Kimberly Killebrew, food writer at [daringgourmet.com](http://daringgourmet.com).

Although the simple meal was catching on in the US, the dish didn’t actually have a name until, according to [kidzworld.com](http://kidzworld.com) in its ‘History Of Hamburgers’ blog, “some rowdy sailors from Hamburg named the meat on a bun after themselves years later”.

Given the price and quality of Hamburg beef back then, these meat patties were considered gourmet and often the most expensive item on a restaurant menu. But as cheaper cuts of meat started to get used, the price came down, and they were sold not just in restaurants but also by street vendors.

Although our North American friends like to take all the credit for the invention, to my ears the German story holds more weight. It is true, however, that would-be restaurateurs and owners of street carts in the US took the idea and ran with it. Today, thousands of iterations of the original hamburger are offered all over the world, including chicken,

schnitzel, pulled pork, lentil, tofu and everything in between.

Like the pizza, hamburgers are indelibly linked to American cuisine and enjoyed all around the world. But have you ever wondered which of the two meals is more popular globally? The folk at food blog [richeelicious.com](http://richeelicious.com) did and earlier this year tapped into Google’s Keyword Planner to find the most searched word. The results were even. Then they looked at Google Trends over the past 18 years. Here pizzas far outpaced burgers and are still climbing in popularity. However, whether doing a word search on Google equates to popularity is a subject out for debate.

**AMERICANS  
LOVE THEIR  
BURGERS,  
DEVOURING  
4500 EVERY  
MINUTE**

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What is not debatable is that Americans love their burgers, devouring 4500 every minute – that’s 277,000 thousand burgers per hour, nearly six million a day and over two billion a year. The US also spends more money on fast food than any other country, with 50 per cent of their fast-food spend going on burgers.

Although hamburgers are eaten in Germany, traditional frikadellen are more commonly served on a plate with a side of creamy potato salad, a crusty roll and a slathering of mustard, says [daringgourmet.com](http://daringgourmet.com).

One of my pet hates with today’s beef burgers is that they are a bit

tasteless (at least compared to the flavoursome frikadellen I used to buy from the butchers in Germany) and this is compensated for through lashings of tomato and barbecue sauce. And what's going on with the burger bun? Fluffy white bread that

falls apart before you're even halfway through eating!

But don't worry, by using the recipe below for your meat patty and putting it in a crusty or sourdough roll, your homemade burger will go from dull to absolutely delicious. **R**

### FRIKADELLE HAMBURGERS

*The origins of frikadellen are unknown, but are attributed to northern Germany and Denmark and can be traced back as far as the 18th century. The seasoned meat patties can be eaten hot or cold, on their own or in a burger.*

#### Ingredients

- 1 slice day-old bread, broken into pieces
- 1 ½ tbs warm milk
- 1 small onion, finely chopped
- 1 clove garlic, minced
- 250g minced beef
- 250g minced pork
- 1 egg
- 2 tbs parsley, chopped
- 1 tsp salt
- ½ tsp pepper
- 1 tsp mustard
- 1 tsp dried marjoram
- 1 tsp paprika
- ¼ tsp ground ginger
- ⅛ tsp mace or nutmeg
- ⅛ tsp ground coriander
- 2 tbs olive oil
- 4 bread rolls

#### Method

1. Break the bread into small pieces and place in a bowl. Pour over milk and let soak for 15 minutes.
2. Heat half the oil in a frying pan and sauté the onions until soft and translucent. Add the garlic and cook for another minute.
3. Squeeze excess liquid out of bread.
4. Place all ingredients (except oil) in a large bowl. Using your hands, mix thoroughly until meat is smooth.
5. Form into balls and slightly flatten. Cover and chill in fridge for at least 30 minutes.
6. Meanwhile, prepare salad vegetables (eg, tomato, lettuce, cucumber, beetroot, carrot).
7. Heat the rest of the oil in frying pan to medium-hot and fry frikadellen on both sides until browned. Lower the heat and continue to cook until cooked through.
8. Serve on a bread roll with a dash of sauce and salad vegetables of your choice.



## QUOTABLE QUOTES

**I can't change the direction of the wind, but I can adjust my sails to always reach my destination.**

JIMMY DEAN, SINGER



**FOCUS ON ONE GOOD THING EVERY DAY.**

JEANETTE AW,  
ACTRESS

The lesson I've learned the most often in life is that you're always going to know more in the future than you know now.

TAYLOR SWIFT,  
MUSICIAN

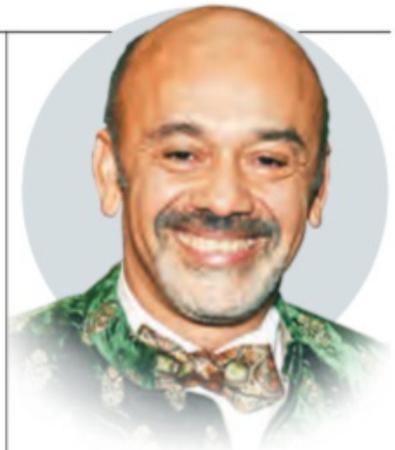


**EMPTY POCKETS NEVER HELD ANYONE BACK. ONLY EMPTY HEADS AND EMPTY HEARTS CAN DO THAT.**

NORMAN VINCENT PEALE, AUTHOR

*Spend 30 minutes a day doing something to help you become the person you secretly would love to be, to do the job you would secretly love to do.*

TOMI ADEYEMI,  
NOVELIST



**Intelligence is nothing if it's not accompanied with kindness.**

CHRISTIAN LOUBOUTIN,  
DESIGNER



PHOTO FEATURE

# *Nothing But* **SAND**

*Whether on the beach or inside our very walls —  
sand is omnipresent and indispensable*

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BY *Doris Kochanek*

**A *haboob* – what the Arabic-speaking inhabitants of this Sahara region call a sandstorm – sweeps across the Niger River in Ségou, Mali. Haboobs can reach speeds of up to 80 kilometres an hour and whirl sand up to heights of 1000 metres.**





Lightning releases all its energy in just a few milliseconds. If it strikes loose sediments such as sand, the heat – followed by rapid cooling – can fuse it into hollow tubes called *fulgurites*, also known as lightning tubes or fossilised lightning.

Palm Jumeirah, an artificial archipelago in Dubai, United Arab Emirates, is shaped like a palm tree. The four-kilometre trunk plus the 17 fronds and the crescent moon surrounding it took seven years to build. The huge quantities of sand required for this came largely from the seabed and were stabilised thanks to a special compacting process. It's home to glitzy hotels, posh apartments and five-star restaurants.



PHOTOS: (PREVIOUS SPREAD) GETTY IMAGES/SASCHA GRABOW. (THIS SPREAD) PICTURE ALLIANCE/ZB/MATTHIAS TÖDT; AFP VIA GETTY IMAGES/MLADEN ANTONOV; GETTY IMAGES

## Nothing But Sand

**Made of white sand, this mythical creature resembles an ice sculpture at first glance. On display at the Frost Magical Ice of Siam amusement park near Pattaya, Thailand, it is designed to teach visitors about Thai culture.**



## READER'S DIGEST

**There can be no concrete without sand. The construction industry is one of the major consumers of this raw material, which is in danger of becoming scarce. This is because fine desert sand is not suitable for construction and the global rate of sand use, which has tripled over the last 20 years, exceeds the rate sand is being replenished by the weathering of rocks by wind and water. Concrete is made from water, cement, gravel and sand.**



**Pink Beach is a beautiful feature on the Indonesian island of Komodo. The beach, known as Pantai Merah by locals, owes its hue to *Foraminifera*. These organisms, which settle in the waters off the beach, form red calcareous shells, which are then ground into tiny pieces by the surf, giving the sand its distinct colour.**

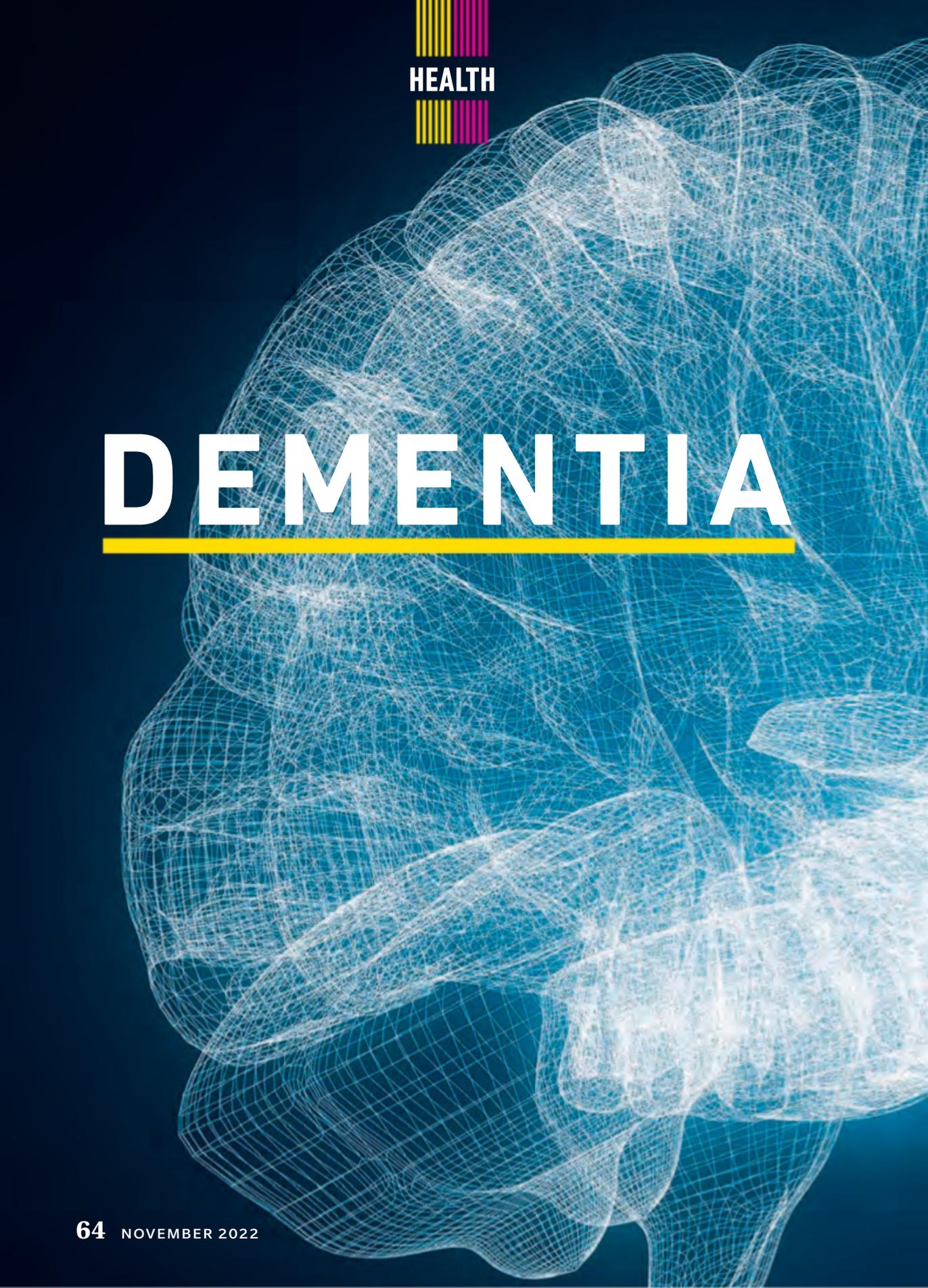


## Nothing But Sand

The Sandman has its origin in European legends. In his lovable form, he brings sweet dreams to children. In 1959, East German state television adapted this character into an iconic TV show. On the evening of November 22, *Unser Sandmännchen* made its first appearance on GDR TV. As an export hit, it later sweetened the bedtime routine for children in other countries as well.



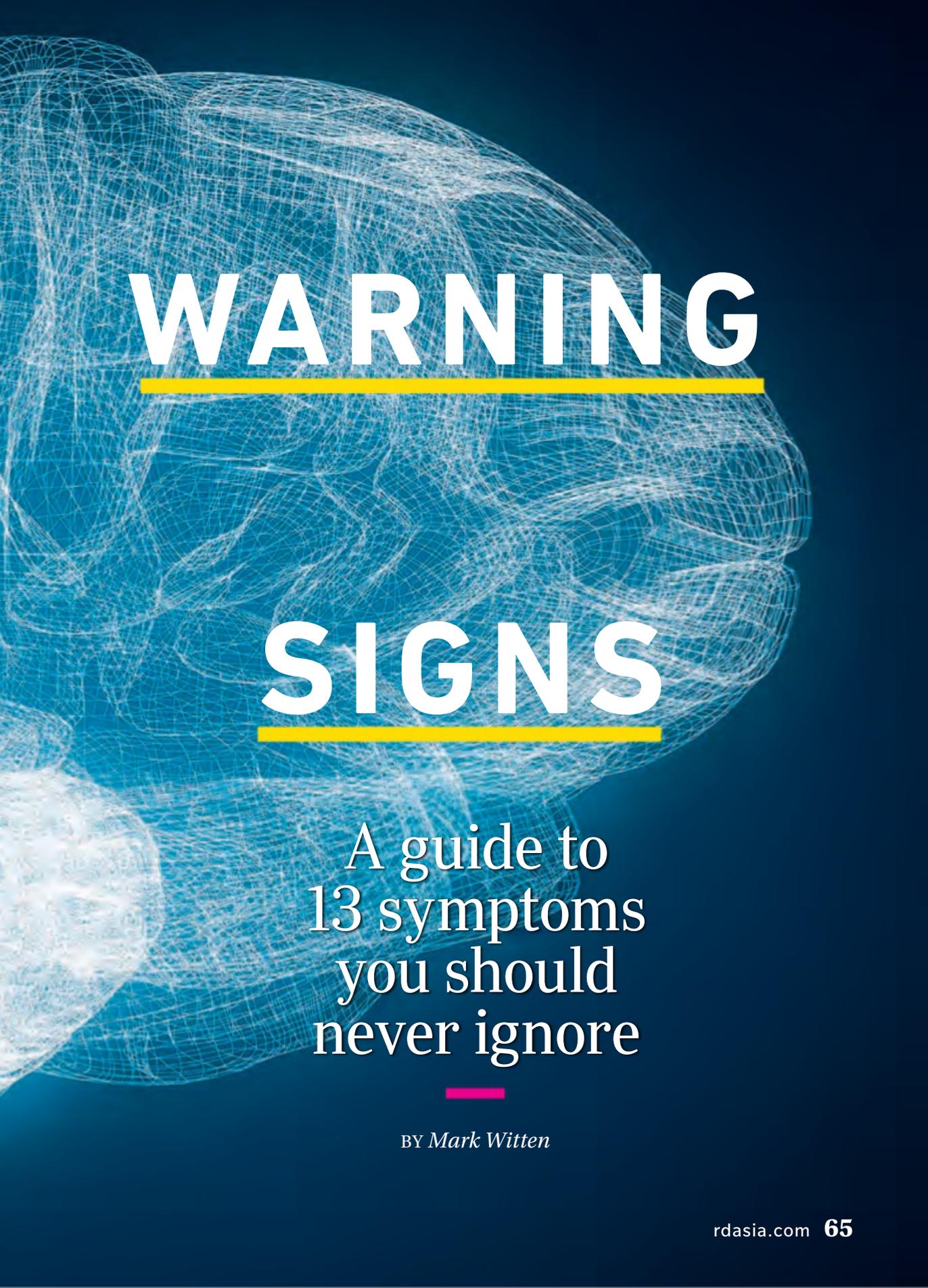
In the long jump, the winner is the one who jumps the furthest into the pit. To ensure that the athletes land softly in each of their three attempts, the pit is filled with sand. At the same time, the imprint they leave in it allows the judges to measure the distance of the jump to the centimetre.



HEALTH

# DEMENTIA

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# WARNING

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# SIGNS

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A guide to  
13 symptoms  
you should  
never ignore

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BY *Mark Witten*

# S

## TEPHEN CHOW KNEW SOMETHING WAS OFF WHEN, IN 2010, HE STARTED MAKING MORE SPELLING ERRORS AND TYPOS IN HIS WORK EMAILS.

The 51-year-old IT specialist tried to ignore the mistakes, but the situation became more obvious when attempts to punch in his password kept failing. Gradually, he found it harder to focus and perform simple, familiar tasks, such as calculating numbers or signing a document.

“Everything was all messed up, and I didn’t know what to do about it,” he says. Not wanting his wife, Eva, and two adult sons to worry, he kept it a secret, hoping he could just muddle through.

Instead, over the next few years, more alarming symptoms appeared. As Chow made the daily 90-minute drive to and from work, he had trouble seeing the centre line on the road and the cars beside him. In early 2014, his patchy vision almost killed him when he slid into a ditch during bad weather. He was unharmed but his anxiety mounted, and he decided to talk to his family doctor.

When Chow described his difficulties with typing and driving – both related to motor skills – his physician referred him to a specialist in Parkinson’s disease. That condition was ruled out. In May 2014, Chow

met with Dr Carmela Tartaglia, a cognitive neurologist specialising in early-onset dementia.

Tartaglia suspected Chow’s symptoms were visual-spatial processing problems, a warning sign of Alzheimer’s disease. Weeks later, an MRI showed a shrinkage of cortical tissue in the back of his brain – the region involved in processing what and how we see. Biomarkers identified in his cerebrospinal fluid 18 months later finally confirmed – six years after Chow first noticed his symptoms – that he had early-onset Alzheimer’s disease.

Globally, every year, an estimated 350,000 individuals under 65 develop early-onset dementia. As reported at the Alzheimer’s Association International Conference 2021, it is also forecasted that the prevalence of dementia will increase from an estimated 57.4 million cases globally in 2019 to an estimated 152.8 million cases in 2050, largely due to population growth and ageing.

Early detection of dementia is important so that the person diagnosed, and their family members, can take steps to slow and mitigate the effects of the disease through lifestyle

changes. Ideally, that would mean seeing a family doctor, undergoing specialised testing and receiving a formal diagnosis within six to 12 months after noticing symptoms. But according to an Australian study, on average, it took two years for people to set a medical appointment and more than three years to get a firm diagnosis.

Dementia is frequently associated with memory loss, but often that isn't the first sign. Dementia can affect many different areas of the brain, and scientists now understand that symptoms differ based on where in the brain changes occur. That's why doctors currently use advanced tools, such as brain scans and protein biomarkers, to make earlier, more specific diagnoses. But getting to that stage requires noticing that something is wrong – and telling somebody.

“The first time I knew Steve had a problem was when he called me from Dr Tartaglia's office,” says his wife Eva. Once the diagnosis was made, she realised there had been clues. She just hadn't been aware of what to look for.

To make sure you are aware of the clues, here are 13 signs that mean you (or someone you love) should be assessed for dementia.

### 1 YOUR PERSONALITY CHANGES

Inappropriate behaviour is an early symptom of damage to the brain's frontal lobes, which regulate our social judgment.

“People might undress in public, talk about private parts, or say, ‘That person is stupid,’” explains Dr Robin Hsiung, neurologist and associate professor at the University of British Columbia Hospital Clinic for Alzheimer Disease and Related Disorders in Vancouver. “They lose social graces and forget that what they're saying or doing isn't right.”

These symptoms are often seen in frontotemporal dementia (FTD), but also when Alzheimer's or vascular dementia affect the frontal lobes.

### 2 YOU SEE THINGS THAT AREN'T THERE

Recurring visual hallucinations may be an early symptom of Lewy body or Parkinson's disease dementia, although people with Alzheimer's disease can experience them, too. These can be as simple as seeing flashing lights or as elaborate as encountering

**350,000**

**NEW CASES OF  
EARLY-ONSET DEMENTIA  
GLOBALLY EACH YEAR**

animals and people that aren't real. "Sometimes the hallucinations are quite frightening, like seeing a wolf or a bear trying to break through the window," says Dr Hsiung. "Other times they're more positive, like a grandmother who looks out the window and sees her grandchildren playing, but no one is there."

Researchers believe that visual hallucinations may be caused by damage to the brain's visual-processing system, in combination with the disease's disruption of the sleep cycle. The visions might be dreams breaking into waking consciousness.

### **3 YOU STRUGGLE WITH VOCABULARY**

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A common early sign of dementia is having trouble finding the right words during conversations or when naming objects, sometimes substituting the wrong term. People affected in this way pause while speaking, use filler words and frequently rely on 'it' or 'them' instead of specific names for things. Researchers at the University of Wisconsin-Madison found that these word-finding problems increased significantly in the span of just two years for people developing dementia.

Language can even be affected before memory problems emerge. An Arizona State University study analysed former US President Ronald Reagan's press conferences and

found speech changes more than a decade before he was diagnosed with Alzheimer's.

To assess whether your word-finding challenges are related to a shrinkage in the language areas of your brain, pay attention to when and how often this happens. It could simply be a result of being tired or stressed and can be caused by anxiety, depression, stroke and delirium.

### **4 YOUR VISION IS PATCHY**

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Problems with spatial awareness can be caused by cataracts or glaucoma, but they are also an early sign of dementia. This was the case with Chow, whose first Alzheimer's symptoms were caused by a shrinkage of the area of the brain crucial to his ability to accurately perceive the world three-dimensionally. Dr Tartaglia notes that visual-spatial processing problems are especially prevalent as a sign of Lewy body dementia, which can affect a similar area of the brain.

"A patient with posterior cortical atrophy may see the world in a patchy visual field," explains Dr Hsiung. "If the person is focusing in front while driving, he can't see things off to the side. And if he's changing lanes, he can't see other cars beside him." For his part, when Chow made mistakes typing, he was having trouble seeing the whole keyboard.



**Stephen and Eva  
Chow at their home**

## **5** YOU FIND IT DIFFICULT TO STAY FOCUSED

Chow's trouble with concentration was due to shrinkage in his frontal lobe. "That made writing, reading, and driving difficult and affected his ability to do high-level tasks as an IT specialist," says Dr Tartaglia.

Beyond Alzheimer's, any other dementia can affect this area of the brain – but note that an inability to

focus can also be caused by anxiety, depression and medication.

## **6** YOU FORGET WHERE YOU'VE PUT THINGS

It's not unusual to occasionally forget where you left your keys. But if you're doing this regularly, or frequently leaving the stove on or forgetting recent events and conversations, this could be a warning sign. Commonly,

PHOTO: JAIME HOGGE

## READER'S DIGEST

says Dr Hsiung, people with this type of memory loss will ask loved ones the same questions over and over again. "Families can help a lot in recognising these early symptoms," he says.

Short-term memory loss is the most common symptom of Alzheimer's disease, which may affect the hippocampus – the brain area involved in forming, storing and retrieving memories. It's less often an early sign in vascular dementia and Lewy body dementia, and rarely in FTD. That said, medications and depression can also affect memory, so your doctor might recommend screening.

### 7 YOU'RE SUDDENLY BAD WITH MONEY

A pattern of uncharacteristically poor financial decisions should set off alarm bells. "When you have frontal-lobe damage, you lose judgment and can make rash, impulsive financial decisions," says Tartaglia. "A frugal person starts giving away more money or buying things they don't need." She's seen patients who did significant damage to their families' finances, as well as CEOs of companies who lost millions.

A combination of declining decision-making skills and memory loss can also lead to financial lapses. A study published in 2020 in *JAMA Internal Medicine* found that people with dementia started missing bill payments up to six years before they were diagnosed.

### 8 YOU'RE EMOTIONALLY FLAT

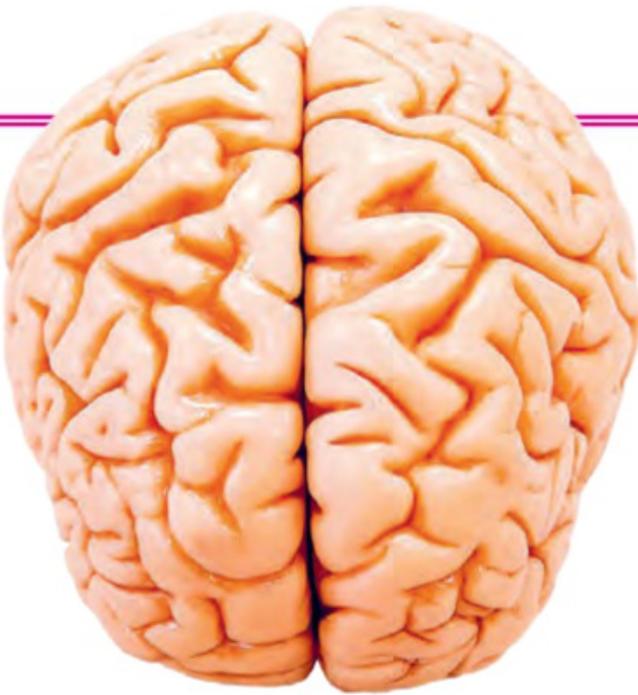
According to a 2020 University of Cambridge study, a lack of interest or motivation can predict the onset of dementia many years before other cognitive symptoms do, especially in people with FTD, who may be diagnosed as early as age 45.

Dr Hsiung cautions, however, that apathy can sometimes be confused with depression; a psychiatric assessment is often required to tell them apart.

The key difference is how much a person's mood shifts. If someone becomes tearful when they hear a sad story, this could be depression, but it's apathy if the person shows no emotional response – which, Dr Hsiung says, could be the beginning of Alzheimer's disease, FTD, or vascular dementia.

# 70%

 OF DEMENTIA CASES ARE DIAGNOSED AS ALZHEIMER'S DISEASE



# DEMENTIA, But What Kind?

Dementia describes a group of symptoms caused by disorders affecting the brain. There are more than a dozen types, including rare conditions and those that may develop from other brain disorders, like Parkinson's disease. Here are the five most-diagnosed forms:

**1. Alzheimer's disease** is the most common type of dementia, accounting for up to 70 per cent of all diagnoses, according to the

WHO. Generally, Alzheimer's affects most areas of the brain and can involve changes in memory, language, problem solving, mood and behaviour.

**2. Vascular dementia**, the second most common type, happens with a blockage to the brain's blood supply, which causes brain cells to be deprived of oxygen and die. Strokes and blood-vessel disease are common causes and can affect different brain areas.

**3. Lewy body dementia** is caused by abnormal deposits of a protein called alpha-synuclein inside the brain's nerve cells. This protein, which destroys brain cells, is also found in people with Parkinson's. Brain areas involved in thinking, movement and visual processing are most affected.

**4. Frontotemporal dementia (FTD)** mainly affects the frontal and temporal brain areas and accounts for about 20 per cent of cases of early-onset dementia. Changes in personality and behaviour are more apparent in the early stage, while memory decline often doesn't occur until later.

**5. Mixed dementia** occurs when a person has at least two types of dementia, most often Alzheimer's and vascular dementia. Studies reveal it's much more common than previously thought.

## 9 YOU'RE NOT MOVING AS WELL AS USUAL

Difficulty performing physical activities in the right sequence can be an early sign of damage to the parietal lobe, which is related to motor skills. It's a sign that Eva thinks she overlooked in her husband. Three years before Chow's diagnosis, the couple began to participate in dragon-boat racing. Chow had always been a well-coordinated athlete and handyman, but during training he struggled to learn the basic stroke technique.

Motor problems are also common with Lewy body dementia, but other neurodegenerative conditions, such as Parkinson's and multiple sclerosis, should also be considered.

## 10 YOU'VE BECOME INSENSITIVE

According to a 2016 Neuroscience Research Australia report, loss of empathy is a core symptom in some people diagnosed with FTD. It's related to loss of grey matter in the "social brain" (the parts involved in social behaviour). These patients are unaware of how their behaviour impacts

others, and they lose both the ability to understand people's emotions and to share in their feelings.

"You may not care about your family anymore," says Dr Tartaglia. "Or a family member is crying, but you don't recognise they are sad."

## 11 YOU NO LONGER GRASP FAMILIAR CONCEPTS

Problems with tasks that require abstract thinking, such as understanding numbers or reading a house plan – especially if that was a strength before – are an early symptom that can be caused by damage in the frontal and parietal lobes. For Chow, this presented as an inability to make simple calculations, but it also impeded his long-held role as manager of his family's finances.

## 12 YOU'RE MORE ANXIOUS

Mood changes, such as depression and anxiety, can be early signs of dementia that start well before people begin to experience memory loss, according to a 2015 *Neurology* study. Tartaglia notes that, especially with

45

 IS THE AGE AT WHICH FRONTOTEMPORAL DISORDER CAN BE DIAGNOSED, OFTEN FOLLOWING PERSONALITY CHANGES

Lewy body dementia, non-anxious people can become anxious. They may exhibit persistent worry, fear or agitation, commonly triggered by leaving home or being separated from a family member.

### 13 YOU GET LOST MORE OFTEN

Losing navigational skills and the ability to create a mental map of your environment can be one of the earliest dementia symptoms. In fact, in 2019, University of Cambridge researchers developed a virtual-reality navigation test that has proven to be better at identifying early Alzheimer's disease than some of the neuropsychological tests currently considered the best for early diagnosis.

To better cope with this symptom in particular, the Chows built a

running track in their backyard. That way, "Steve could jog safely every day without getting lost," says Eva.

Once Chow was properly diagnosed, his anxiety about his health decreased.

"Eva is the model caregiver because she wants to do what's best for Stephen and encourages him to do things," says Dr Tartaglia. This has included joining support groups for people with early-onset dementia, practising daily meditation, and getting regular aerobic exercise.

But perhaps most importantly, with Eva's encouragement, Chow began to share his diagnosis. "I felt better after I told my family and friends," he says. "They were very supportive and it took a load off my shoulders. I learned that you should tell people what you're noticing sooner rather than later and not keep it to yourself." **R**



### Not Seal Mates

A New Zealand cat was not flippin' happy after an uninvited fur seal entered her home through the cat flap. Mount Maunganui marine biologist, Phil Ross, said the fur seal was inside their house, exploring different rooms and lounging on the couch when the family got home. It's not clear why the seal ventured inside, but Ross suspects that his cat, Coco, attempted to 'defend' the home turf against the creature but when the seal wasn't intimidated, Coco bolted around the side of the house into the catflap, and the seal followed. A Department of Conservation ranger caught the seal, which was unharmed, and released it back into the sea. HUFFPOST

## ALL IN A DAY'S WORK

### *Humour On The Job*



**“Do you have any true-crime podcasts?”**

#### **No Protection**

I opened an envelope from one of our customers regarding an accidental death insurance policy on her spouse. The request was simple and to the point. Handwritten boldly across the invoice in red ink, it read: “Please cancel this policy. My husband is dead, and it was no accident.”

SUBMITTED BY KATHLEEN JOHNSON SIMMONS

#### **Aim For The Mouth**

While volunteering at a hospital during university, I was tasked with feeding an elderly patient who didn't have the strength to do it himself. When his tray arrived, I picked up the utensils and asked, “Would you like me to use a spoon or a fork?”

He replied, “That depends on your aim.”

SUBMITTED BY SANDY SPEER

## All The Same

A young boy I was caring for was staring intently at a neighbour's newborn when he announced, "We have a baby just like that at our house! He just has a different head."

SUBMITTED BY MARY SHIPLEY BENTLEYVILLE

## Proceed With Caution

We have plumbers working in our house. I just heard one of them say "Lefty loosey, righty tighty." I know we're in good hands.

@ROLLININTHESEAT

## OFF THE WALL

I create wall art and murals. I am talking to a client about doing the outside wall of their kindergarten.

**CLIENT:** Oh, and I want a big painting with Moana, the sisters from *Frozen*, and that *Encanto* girl who wears the glasses.

**ME:** I don't think that would be a good idea. Those are copyrighted characters.

**CLIENT:** Oh, they'll never notice a small kindergarten like ours!

**ME:** Are you kidding? This is Disney. They probably have their lawyers on their way to our houses right now.

NOTALWAYSRIGHT.COM



## MOST BORING JOBS EVER?

A recent UK survey listed the top five most boring jobs as data analysis, accounting, tax/insurance work, cleaning and banking. But what about these?

I literally used to watch cement dry when I worked for a building company which had a job at a university. The students were far too absorbed in their phones to notice traffic cones and caution tape, so my job was to yell at them if they were about to step into the wet cement. SNW\_23, VIA REDDIT

I was the printer-paper refill guy at a large multinational bank with about 12 huge printers constantly printing jobs. I took those jobs, stapled them, and put them in little boxes according to their coversheets. And I opened reams of paper and put them into the printers. And died from a thousand paper cuts.

INTENSELY\_HUMAN, VIA REDDIT

# Remembering Datin Seri Datuk Dr Wang Kim Ha

*Malaysia's Champion Of Early Childhood Education*

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*“Fear not the unknown, fear not the future, and grieve not about the past, Live in the present moment and make it beautiful and worthwhile living and remembering.”*

– **Datin Seri Datuk Dr Kim Wang Ha**

Multi-award-winning entrepreneur and visionary educator, Datin Seri Datuk Dr Wang Kim Ha, has been sorely missed since she sadly passed away earlier this year.

A certified lecturer and trainer in Early Childhood Education and Care, Dr Wang was also the group executive director and co-founder of Smart Reader Kids – a holistic preschool

programme for children aged three to six years.

Since its inception more than 30 years ago, Smart Reader Kids has become the largest chain of child enrichment centres in Malaysia. In 1998, Smart Reader Kids changed its overarching name to Smart Reader Worldwide to reflect the expansion of its English programme into the international arena. Smart Reader Worldwide now has centres in a vast number of countries including Indonesia, Australia, the Philippines, Thailand, Brunei, the United Arab Emirates and China.

An avid traveller, Dr Wang did more than merely enjoy the sights while visiting abroad. She made it



**Dr Wang was  
a pioneer in the  
field of preschool  
education**



**Dr Wang held tenure in the Malaysia Book of Records as the woman entrepreneur with the most number of awards**

her mission to observe each country's education system and took what she considered the best methods back to Malaysia and implemented these fresh educational ideas across all Smart Reader Kids centres. A key component to the organisation's success has been not only its quality teaching, but also Dr Wang's emphasis on making learning fun for children. Smart Reader Kids has won many awards, including Gold at this year's Reader's Digest Trusted Brand Awards.

A dedicated and astute advocate of early education, Dr Wang believed that every child, regardless of their circumstances, deserved high-quality early education during their formative years. With this in mind, Dr Wang masterminded the Malaysian National One Child One Hope (OCOH) Education Scholarship programme. Founded with the purpose of ensuring

equal access to quality early education, the programme was the first early childhood education provider in Malaysia to give scholarships to pre-schoolers. Since its inception, more than 600 less fortunate Malaysian youngsters have thrived thanks to being recipients of the OCOH scholarship programme.

Dr Wang achieved many educational accolades throughout her long career, and was both a mentor and

example of excellence for generations of Malaysian female educators. According to the Malaysia Book of Records, Dr Wang also won more awards in Malaysia than any other female entrepreneur.

"She was the pioneer of early childhood education to whom I looked up to as inspiration," said Datuk Seri Fatimah Abdullah, Malaysian Minister for Women, Childhood and Community Wellbeing Development. "We have lost someone remarkable in Datin Seri Datuk Dr Wang Kim Ha, a true leader in the growth of education in this country."

Dr Wang was an incredible role model to women, especially in the education arena and Smart Reader Kids franchisees, who are predominantly women. Her advice to them is still as relevant today: "Dream big and never settle for anything less than what you desire." **R**

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Reader



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# TEMPTING FATE



## At The Onbashira Festival

NOT EVEN A  
PANDEMIC  
COULD STOP  
ONE OF JAPAN'S  
DEADLIEST  
TRADITIONS

BY *Patrick Murphrey*

FROM THE JAPAN TIMES

TRAVEL



**A**t the crest of a steep slope, dozens of men clamber atop a felled tree. Once a mighty fir reaching tens of metres high, the stripped, multi-tonne log perched on the hill is draped in as many sacred, woven *shimenawa* ropes as young *norite* (riders), who dare to mount it down its rapid fall to level ground.

On either side of the slope, onlookers chant ritual songs while, behind the massive pillar of timber, a man with an axe severs the only rope anchoring the tree – and its *norite* clad in bright orange and navy garb – from a death-defying descent.

This is the *kiotoshi* (tree falling) stage of the Onbashira festival, perhaps the deadliest tradition in Japan.

Viewed by the townspeople of Suwa in central Nagano Prefecture as a test of courage and bravery, the *kiotoshi* and larger Onbashira Festival has resulted in fatalities as recently as 2016.

Still, the threat of death – either from drowning as logs are dragged across the river-strewn countryside or from being crushed by a tree hurtling down a hill – has done little to dull locals' enthusiasm for this truly unique festival.

## THE ROOTS OF LOG RIDING

The origins of the Onbashira festival date back at least as far as the Heian period (794-1185), though historians at the Suwa City Museum claim residents even further back in the Nara period (710-794) were performing similar hazardous activities in the name of tradition.

In a ceremony akin to the famous razing and rebuilding of the Grand Shrines of Ise every two decades, Suwa symbolically renews its own local shrines every six years (the next Onbashira festival will take place in 2028) in keeping with Shinto principles of purity. First, shrine officials scour the countryside for 16 full-grown fir trees sufficiently majestic enough to embody the essence of the gods and poetically referred to as *hashira* (pillars). These trees will eventually be erected on the sacred grounds of shrines around town as vessels for the deities.

The only issue? Transporting them from inaccessible slopes throughout Nagano's impressive Yatsugatake mountain range to the shrines themselves.

At some point in the late Edo (1603-1867 or early Meiji era (1868-1912), the locals decided that dragging these monumental trees to their destinations by only the safest routes wasn't worth the effort. Instead, they opted to launch the logs down the mountainside – thus, the *kiotoshi* was born.



Norite riding a *kiotoshi*, or felled tree, down a mountain side

## ORGANISING ONBASHIRA

While the rough, rowdy and potentially fatal *kiotoshi* might be the most eye-catching phase of the Onbashira Festival, it is far from the only element worth taking in.

In fact, the *kiotoshi* is just one stage of the overall *yamadashi* (coming out of the mountains) event, which sees the festival's massive trees felled with specialty tools and decorated in Shinto's sacred colours of red and white before they embark on their perilous, five-kilometre journey through the countryside. Occasionally, this means rivers must be ceremoniously forded through *kawaogoshi*, a ritual river crossing by which selected trees are fitted out with V-shaped branches to help with waterborne travel.

Land or waves, it doesn't seem to matter when it comes to the

Onbashira's health and safety record. Deaths have occurred in both the *kiotoshi* and *kawaogoshi*.

One month later in early May, the *satobiki* phase kicks off, which sees the logs hauled through Suwa's usually quiet neighbourhoods and to their respective shrines. When the timber arrives at its final destination, the participants then haul it upright and insert it into the ground with nothing but their own combined strength.

Perhaps it would be easier if it was not for the lone resident strapped to the top of each log.

Once sufficiently airborne, this individual throws lollies, snacks and other trinkets from his lofty perch. Unsurprisingly, whichever man is chosen to play this high-altitude role every six years has come to suffer his



**The monumental logs are erected in shrine grounds for the festival**

fair share of injuries over the years.

While the yamadashi and satobiki stages comprise the bulk of the Onbashira Festival in April and May, somewhat more subdued celebrations continue throughout summer and autumn at shrines across the region. At least some elements of the festivities extend until October, making this not only Japan's most dangerous festival but perhaps its longest.

## FAMILY TREES

It might seem unusual that Suwa and its surrounding towns, an area with a population of just over 172,000, has become the site of Japan's most hazardous festival. Like most of Nagano Prefecture's cities, Suwa is tucked away in a narrow valley with a modestly sized lake to its north.

Other than the headquarters of the Seiko Epson Corporation, many Japanese people and certainly most foreigners would be forgiven for not knowing that Suwa exists.

In festival years however, the rural town buzzes with an undeniable energy. Once a month, neighbourhood shrines hold classes to teach young children the *kiyari* (ritual chants of encouragement sung as the trees are

transported). As the first day of yamadashi draws nearer, these classes are held nightly.

For all the idiosyncrasies of the Onbashira Festival, the atmosphere surrounding it is representative of small communities intensely proud of their local traditions.

"I bring my young daughters to watch the Onbashira Festival so that one day they will have a great appreciation for it," says Suwa resident

Kumiko Oguchi. “Hopefully, one day, they will become active in the festival themselves.” Just five years old, Oguchi’s daughter can already sense something special about the parade of timber from Suwa’s mountainsides to shrine grounds. “The logs seem like ghosts,” she says.

Getting the younger generation interested in the Onbashira Festival may be the only way to preserve it. Unlike many other such events across Japan, official participation in the proceedings, including riding the logs, is limited to residents with demonstrated and extended family histories in the Suwa area.

Hitoshi Mikoshiba is one such old hand. His family has called Suwa home since at least the Meiji Era, when his grandfather was born in the town. It took another generation for Mikoshiba’s family to start actively participating in the Onbashira Festival, which eventually allowed Mikoshiba himself to assume his role today as a key organiser of the event.

Even for long-time residents, the Onbashira Festival is highly regimented. Only men are permitted to tempt fate as *norite*. Women may help by dragging the logs along the ground, but even they must line up on the opposite side of the towed trees as the men. Children are limited to chanting *kiyari* along the festival route.

For many of Suwa’s youngest residents, this is a temporary position.

Many eagerly count the days until they can graduate into a more prominent – and more dangerous – role.

Outside observers might be forgiven for questioning the utility of a tradition like the Onbashira Festival. Danger and injury, after all, seem to form its foundation. But any authority looking to soften its harder edges would have to contend first with the residents of Suwa who show no signs of reticence when it comes time to ride the 16-metre logs down a precipice.

Even this year’s festival falling in the middle of a pandemic didn’t completely halt the proceedings. The more dangerous elements of the *kiotoshi* were suspended, and social distancing requirements meant only a fraction of the normal crowd could pull each log along its route. Nonetheless, the townspeople still showed up in force to chant and cheer, as if to say their six-year wait for the festival to get underway could not last another day.

“In many ways, [this year] was not the same,” says Obohe Tamaki, a regular festival participant. But I could still have fun times with my comrades and relive old memories of past festivals.”

For reasons of public safety, the Onbashira Festival might be difficult to defend. But by putting a stop to this dangerous yet undeniably fascinating tradition, any intervening crusader might also be digging up the soul of Suwa root and stem. **R**

FIRST PUBLISHED IN *THE JAPAN TIMES*





# FOOD WASTE WARRIORS

*Reducing food waste and feeding those in need*

BY *Lam Lye Ching*

In just a few short decades, South and Southeast Asia, a region once familiar with the struggle of food shortages, now battles a new challenge: food waste. With economic growth and prosperity, the region is now responsible for 25 per cent of the globe's food waste. But some individuals are determined to put a stop to food waste by creating new enterprises that feed those in need.

## INDONESIA

In 2016, after working as an engineer in the mining industry, Eva Bachtiar took a role as a business consultant. Her chief focus was to help smallholder farmers in Surabaya, east Indonesia, increase their income. “I saw how hard farmers toiled for every single grain on our plate,” she says. “It is labour-intensive and involves a big investment for seeds and fertilisers, but the fluctuating price, disastrous change in weather, pest attacks and other environmental factors can result in all their hard work lost.”

Six months into her new job, while having a snack at a local bakery, she noticed cakes and breads were marked down half-price. Curious, she asked the bakery owner what would happen if the food wasn't sold. Eva was shocked to learn that the food would be thrown out.

“In Surabaya, we face food wastage problems and urban poverty,” she explains. Surabaya city is Indonesia's second largest city. According to figures released by the Asian Development Bank in 2021, 10.1% of Indonesians, or more than 27 million people, live below the national poverty line.

She found it hard to hold back and shared her thoughts on social media. Her posts attracted the interest of Dedhy Trunoyudho, a wedding caterer, and his wife, Indah Audivtia. Together, the trio began surveying the problem closer. For over a year, they spent time after work and on weekends talking with food and catering business owners, trying to find out just how widespread food waste was in their area.

“We found out food waste was a massive problem in Surabaya as throwing food away is the cheapest,

easiest and fastest option to get rid of surplus food.”

But the problem isn't confined to Surabaya. Nationally, 300 kilograms of food per person per year is thrown away across Indonesia. It is one of the world's largest food wasters. Food waste breaks down to methane gas and is 26 times more potent than carbon dioxide.

The solution? The trio decided to set up a food bank. Eva went to retailers, supermarkets, restaurants and wholesale fruit markets and offered to help them discard any unwanted food for free. If the wholesalers were prepared to let them take the leftovers for the food bank, they

**ANNUALLY, 300KG  
OF FOOD PER  
PERSON IS  
THROWN AWAY IN  
INDONESIA**



would ensure the food went towards alleviating the local food poverty problem.

Yet convincing hospitality and food businesses to donate to the food bank was a challenge, with some fearing the approach could risk food poisoning among food bank recipients.

Finally, in June 2017, a small local restaurant came on board as their first food waste partner and *Garda Pangan* (Food Guardians) was launched. Operations started in a small donated warehouse in a suburb of Surabaya with a handful of volunteers, and Eva used her car to collect and distribute excess food.

“It went well and from that satisfied partner, we convinced others to join,” says Eva.

Garda Pangan now collects packaged foods, bread, cakes, fruits and vegetables from hotels, restaurants and produce markets and delivers them to nursing homes, 73 orphanages, 25 villages, street children shelters, halfway houses and 110 food collection points for the poor. They even distribute food to remote and poverty-stricken areas of Sidoarjo, which involves volunteers taking an hour-long boat ride.

From starting out with just three people, Garda Pangan now has a digital infrastructure and more than 1000 registered volunteers – mainly young professionals and college students – who distribute up to 6000

servings of food each day. “So far, we have rescued 373,043 portions or 101 tonnes of food,” says Eva.

To generate operational income, Garda Pangan produces cold pressed juice, dried fruit, ice cream, pickles and jams. It also uses the Black Soldier Fly to turn food waste into animal feed and compost, and offers biopore holes services (filling holes in the soil with compostable food waste to nurture the growth of microorganisms and improve soil quality).

## SINGAPORE

**B**ack in June, 2017, Augustine Tan was strolling past a wet market in Bedok, eastern Singapore, when he saw his favourite fruit on sale. “They were selling a basket of five starfruit for \$1,” recalls the 22-year-old undergraduate student. “If the auntie was just clearing as much fruit as she could because it was browning, the price should have been a dollar for a piece that size.”

But looking around the shop, he saw several big cartons of the fruit for sale.

Growing up, Tan’s parents made it clear that food was never to be thrown away. “I always tried my best to clean my plate,” he says. “Like the old tale that parents tell you: if you want a nice complexion, never leave a single grain of rice on your plate uneaten.”

## READER'S DIGEST

To find out why there was this level of waste, Tan went to markets and wholesale centres around the island state, observing and asking questions, even when many tried to chase him away. He soon realised that the problem was widespread, with an oversupply of food resulting in large amounts of food being discarded.

He decided to do something about it and knew where to start.

For a university project, he and his classmates at the Singapore University of Technology and Design (SUTD) were asked to come up with innovative ideas to solve real-life problems. To address the problem of discarded food, they bought excess fruit from fruit wholesalers and set up a fruit juice store at the university. The store, UglyFood, won over students and staff and quickly became a success. He continued to manage the fruit juice store and, in 2018, also set up a mini-grocery store on campus.

Uglyfood continues to thrive. Last year, Tan set up an online store, sourcing fresh produce from suppliers with excess stock and selling them for up to 60 per cent cheaper than retail prices.

UglyFood also conducts food drives

and has donated food to at least 7000 families so far. "In 2021 alone we managed to divert 33.8 tonnes of food to families," says Tan. "There is a lot of excess food, not just blemished or ugly," he says. UglyFood has grown from a student project to a team of ten permanent and some temporary staff. "We now have our own warehouse and a cold room to support UglyFood's growth and explore omnichannel approaches," says Tan. UglyFood is in the process of seed stage fundraising for its expansion.

In 2021, Singapore generated 817,000 tonnes of food waste, according to the National Environment Agency (NEA). Tan wants to reduce at least one-seventh of Singapore's total food waste. "We'll start with Singapore's problem first, eliminate food waste and revamp the food ecosystem, then expand regionally once we are ready," he says.

"In Singapore, the majority of excess food is due to over importing. This is largely a supply chain issue. As our business grew, more suppliers came to know us, and reached out to work with us. We're helping to solve some of their pain points while also playing a role in sustainability."

### TO ADDRESS THE PROBLEM OF DISCARDED FRUIT, THEY SET UP A JUICE STORE





Asia is responsible for one quarter of the world's food waste

## MALAYSIA

**O**n a humid sunny evening in 2017, Alvin Chen was walking through the corridor of a housing estate in Selangor to conduct a study on housing problems. The architect noticed the door to an apartment was open. He could see a family of six sharing a plate of food on the cement floor. After a second look, he realised that it was a plate of white rice with raw shallots, a handful of blanched *kangkong* with sambal, a shrimp-based chilli sauce.

"I casually greeted the family and it turned into an emotional conversation," he says. "They shared their

struggles to get food and how their children went to bed hungry."

The children were malnourished. The sight of this family evoked memories of Chen's own upbringing by his single mum – he had also experienced days without a proper meal and birthdays without cakes. The sudden flash back to his childhood felt like a call to action. "I felt a sudden inexplicable need to depart from my profession and comfortable life to serve underprivileged Malaysians," he says.

Later that year, Chen quit his job. He and his wife then spent a year combing the area of Subang Jaya, a town in Selangor where he grew up,

## WASTE AROUND THE REGION

- More than 50 per cent of Southeast Asia's waste is food.
- Singapore generated 735,000 tonnes of food waste in 2017. Food waste accounts for ten per cent of the country's total waste.
- Malaysia generates 35,000 tonnes of waste every day. Nearly 8% of that waste is edible and could feed 2 million people.
- Indonesia wastes 300kg of food per person every year (or over 7 million tonnes).
- Metro Manila alone wastes 2000 tonnes of food every day.
- Thailand's 25 million tonnes of waste is composed of 64% food waste (16 million tonnes).

SOURCES: FUTURE DIRECTIONS INTERNATIONAL; NEA

to make a list of needy families. “Despite organisations mushrooming every year to fight food waste, food waste is still increasing,” says Chen.

Obstacles include the high risk of food poisoning for cooked food, aversion to items that are nearing their expiry date, as well as the desire for fresh and blemish-free produce.

Consumers have become spoilt and prefer purchasing perfect-looking fruit and vegetables. Any ageing produce, despite discounts, are left behind by shoppers and then binned by retailers.

“We saw value in this ‘trash’ and decided to venture into an area where no other organisations were interested and rescue cooked food from weddings and corporate events,” says Chen. With a list in hand, they went to functions and weddings and asked event organisers to explain their initiatives, then collected and distributed uneaten cooked meals. When

more volunteers joined, they collected and distributed more. Finally in December 2018, they registered their initiative, What A Waste (WAW) as a social enterprise.

Their first year proved successful, with their order book full and a decent amount of revenue achieved. “Newly wedded couples happily paid us a service fee to collect the surplus food to share with marginalised communities,” says Chen. “We even had the bride and bridegroom in their wedding gowns and tuxedos coming into the back of the house to pack the surplus food with us. It was a beautiful sight.”

WAW has a three-hour limit for each food rescue mission – the process of collection, packaging and distribution had to be precise.

On collection day, the team will go to the place of the event in gloves, face masks and head caps to segregate dry and wet food, pack, weigh

and record. There is even a time-keeper for every mission. “It’s always a race against time,” says Chen. “As part of our standard operating procedure, it is imperative that we get the food to our beneficiaries fresh. Our food rescue missions are high risk so there is no room for error.”

Currently WAW partners with food and beverage businesses, grocery shops, wholesalers and food banks, and charges a fee for their food rescue services to fund operations.

They have eight core members and about 200 registered food warriors who undergo two days of training before working in the field.

During COVID-19 restrictions, new initiatives such as partner cooks were

introduced. WAW has about 32 partner cooks made up of single mums and dads and restaurant owners who repurpose a portion of the rescued ingredients into wholesome food packs, turning more than 3000kg of ingredients into food that feeds 3000 families every month.

So far, WAW has rescued about 3.2 million kg of excess food, providing food for more than 100,000 individuals and families.

“This translates to around 6,100,000 kilograms of carbon dioxide and 2300 kilograms of methane,” says Chen. “In the future, we want to col-

laborate with government agencies to curb the very high cost of waste management using our waste prevention methods.” **R**

**“WE EVEN HAD  
A BRIDE AND  
GROOM HELP  
PACK THE  
SURPLUS FOOD”**



---

### Get Paid To Eat Candy

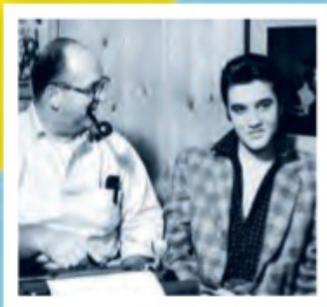
Turns out you might be able to eat candy for a living – and make thousands of dollars in the process. Canada’s Candy Funhouse is hiring a chief candy officer, according to a recent job posting. “Are you passionate about confectionery treats and exploring unreleased and existing products? If so, this is the PERFECT position for you!” the ad description read. The chief candy officer will serve as head taste tester and try over 3500 products each month, as well as lead the company’s FUNhouse candy strategy.

NPR.ORG



*Join the happy readers who have downloaded our podcasts over 240,000 times. Each story is guaranteed to thrill, engage and inspire.*

READ BY *Zoë Meunier*



### **THE COLONEL AND THE KING**

They seemed to fit together perfectly: the raw musical genius and the cunning promoter. But as Elvis Presley slid deeper into drugs, Colonel Parker's power grew.



### **AMY'S CHOICE**

Four young siblings. No parent at home. And just one teenager. Listen to our heartwarming podcast about one young woman's determination to keep her siblings together.



### **PARIS BY MOONLIGHT**

Born with a rare and dangerous allergy to sunlight, this young girl makes her own sunshine while living in darkness.



**TO LISTEN GO TO:**  
[www.rdasia.com/podcasts](http://www.rdasia.com/podcasts)



## Seriously Red **Drama Comedy**

**R**eal estate valuer Raylene 'Red' Delaney (Krew Boylan) busts out a rendition of Dolly Parton's 'Nine To Five' at an office party, resplendent in blonde wig and spangled jumpsuit. Sadly, her performance doesn't go down well with her manager and she finds herself without a job. However, the vivacious redhead catches the eye of a celebrity-impersonation agency talent scout – a deadringer for Neil Diamond – and soon finds herself

doing her Dolly Parton act alongside Kenny Rogers and Elvis lookalikes.

Written by the main star, Krew Boylan, the Aussie comedy is an affectionate celebration of fandom, identity and performance, stuffed with sing-along classics. With an all-star cast, including celebrated comedians Celeste Barber, Bob Downe and Jean Kittson, and directed by Gracie Otto, who channels the exuberant camp of P.J. Hogan (*Muriel's Wedding*), this film is seriously good fun.



### Amsterdam **Historical Drama**

**A**n intricate tale weaving historical fact with fiction, *Amsterdam* follows the lives of three close friends, two soldiers and a nurse, who find themselves in the Dutch city at the centre of a shocking secret plot. Set in the 1930s, the trio (Christian Bale, Margot Robbie and John David Washington) discover a “dead white man in a box – not even a casket” and are framed for his murder. Desperate to find the truth behind the crime, they are led on a dangerous game in a whodunit-style thriller that sees them at the centre of one of the most shocking secret plots in American history.

### She Said **Drama**

**N***ew York Times* investigative reporters Megan Twohey and Jodi Kantor broke the Harvey Weinstein story and helped launch the #MeToo movement and shatter decades of silence around the subject of sexual assault in Hollywood. Based on the *New York Times* bestseller of the same name, the film follows the journalists while they try to uncover the sordid affair. However, persuading the women to testify proves to be a massive stumbling block. What they do discover while going after the now-disgraced director, is that the story is bigger than a single man.

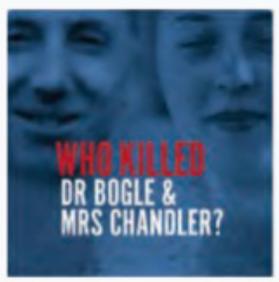




## Podcasts

**Snake Attack**

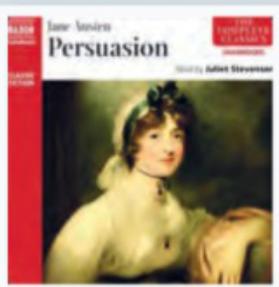
Without warning, the giant anaconda – the world’s largest snake species – shot out of the water and wrapped its powerful body around an eight-year-old boy. This is a terrifying story about a grandfather’s desperate battle to save his grandson from an anaconda’s deadly clutches.

**Who Killed Dr Bogle & Mrs Chandler?**

This five-part podcast series explores the baffling cold case of brilliant physicist Dr Gilbert Bogle and Mrs Margaret Chandler, the wife of a colleague, who were found dead beside the Lane Cove River in Sydney on January 1, 1963. The cause of death wasn’t established.

**All There Is With Anderson Cooper**

CNN broadcast journalist Anderson Cooper takes us on a personal exploration of grief. While packing up the apartment of his late mother Gloria Vanderbilt, he finds keepsakes left behind by his late father and brother. Cooper converses with guests about the people we lose, and how to move on.

**Persuasion**

This much-loved novel was Jane Austen’s final finished work. In this audio version, available on BBC Radio 4 Extra, Juliet Stevenson plays Anne Elliot, conveying the pain of being persuaded out of an engagement to the love of her life, Captain Wentworth.



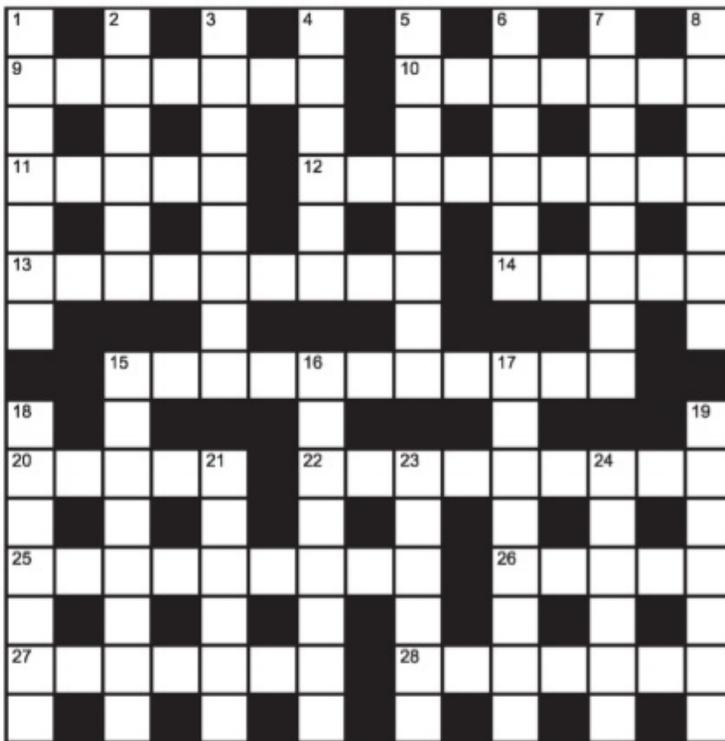
**HOW TO GET PODCASTS** To listen on the web: In a search engine, look up ‘All There Is’, for example, and click on the play button. **To download:** Download an app such as Podcatchers or iTunes on your phone or tablet and simply search by title.

**TO LISTEN TO RD TALKS GO TO**

**www.rdasia.com/podcasts** and click on the play button.

# PUZZLES

*Challenge yourself by solving these puzzles and mind stretchers, then check your answers on page 102.*



## Crossword

Test your general knowledge.

### DOWN

- 1** Sad (7)
- 2** Dapper (6)
- 3** Patron (8)
- 4** Make more intense (6)
- 5** Military aircraft (8)
- 6** Red wine (6)
- 7** In these times (8)
- 8** Most feeble (7)

### ACROSS

- 9** Roman sea-god (7)
- 10** Nothing left (3,4)
- 11** Mature (5)
- 12** Cheap book edition (9)
- 13** Inflammation of the lungs (9)
- 14** Snares (5)
- 15** Witches (11)
- 20** To give birth to a cow (5)
- 22** Peculiar (9)
- 25** Lack of knowledge (9)
- 26** Greeting (5)
- 27** Fragment (7)
- 28** Loss of memory (7)

- 15** Magnificent (8)
- 16** Infinite time (8)
- 17** Fine weather (8)
- 18** Make dim by comparison (7)
- 19** Performer of gymnastic feats (7)
- 21** Second smallest continent (6)
- 23** Roman general (6)
- 24** Condiment (6)

## Puzzle Answers

PAGES 102

3				7				5
	9		4	8	1		6	
					6			
	4	3					2	
5	6			9			8	7
	7					4	9	
			6					
	5		8	2	9		3	
2				4				9

### Sudoku

**HOW TO PLAY:** To win, you have to put a number from 1 to 9 in each outlined section so that:

- Every horizontal row and vertical column contains all nine numerals (1-9) without repeating any of them;
- Each of the outlined sections has all nine numerals, none repeated.

### IF YOU SOLVE IT WITHIN:

**15** minutes, you're a true expert

**30** minutes, you're no slouch

**60** minutes or more, maybe numbers aren't your thing

**BRAIN POWER**  
brought to you by

**PILOT**

**FRIXION**  
point  
**CLICKER**



**"Write, Erase, Rewrite"**

# FAMILY FUN

**Puzzle  
Answers**  
PAGE 102

## Spot The Difference

There are ten differences. Can you find them?



## Colour Pathways

In this puzzle the aim is to draw lines linking the circles of the same colours. Sounds easy? The difficult part is making sure that none of the lines cross any other.

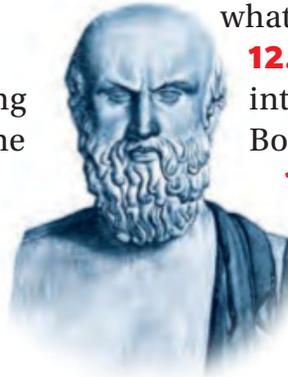


ILLUSTRATION: VECTEEZY.COM

# TRIVIA

## Test Your General Knowledge

- 1.** Who recently wrote, "Political life no longer has to do with healthy debates ... but only with slick marketing techniques aimed at discrediting others"? **1 point**
- 2.** The average resident of low-income countries uses roughly two tonnes of natural resources each year. How much do people in high-income countries use? **2 points**
- 3.** The *New York Times* received 2500 complaints in 2015 after dropping its long-standing column about what game? **1 point**
- 4.** In the 1930s, Pearl Kendrick and Grace Eldering led development of a vaccine for what deadly childhood disease? **2 points**
- 5.** How many planets have astronomers found in our galaxy: at least 50; 500; or 5000? **2 points**
- 6.** Which famous Canadian singer lent her music to a 2019 Broadway show? **1 point**
- 7.** Which of these is not a common migraine trigger: cheese, broccoli, red wine? **1 point**
- 8.** The United Nations University runs institutes around the world. Where is its headquarters? **1 point**
- 9.** Of all books published in the US, translations from foreign languages make up only three per cent. True or false? **1 point**
- 10.** Do walruses sleep in the water, on land, or both? **1 point**
- 11.** Haloumi cheese comes from what island? **1 point**
- 12.** Name the secret intelligence service James Bond 007 works for. **1 point**
- 13.** What was so special about the invertebrate a nine-year-old New Zealander recently found in his Christchurch backyard? **2 points**
- 14.** Geographically, how many countries comprise Southeast Asia? **2 points**
- 15.** According to legend, what animal killed the Ancient Greek playwright Aeschylus? **1 point**



**16-20 Gold medal    11-15 Silver medal    6-10 Bronze medal    0-5 Wooden spoon**

**Answers:** 1. Pope Francis. 2. 26 tonnes. 3. Bridge. 4. Pertussis (whooping cough). 5. At least 5000. 6. Alanis Morissette. 7. Broccoli. 8. Tokyo. 9. True. 10. Both. 11. Cyprus. 12. M6. 13. The worm tortoise shell on his head. 14. Eleven. 15. An eagle, when it dropped a

PHOTO: GETTY IMAGES

# PUZZLE ANSWERS

From Page 98

## Sudoku

3	1	6	9	7	2	8	4	5
7	9	5	4	8	1	3	6	2
8	2	4	5	3	6	9	7	1
9	4	3	7	1	8	5	2	6
5	6	2	3	9	4	1	8	7
1	7	8	2	6	5	4	9	3
4	3	9	6	5	7	2	1	8
6	5	1	8	2	9	7	3	4
2	8	7	1	4	3	6	5	9

## Spot The Difference



## Crossword

1	U		2	S		3	C		4	D		5	W		6	C		7	N		8	W							
9	N	E	P	T	U	N	E		10	A	L	L	G	O	N	E													
	H	R	S							E	R				A	W													
11	A	D	U	L	T				12	P	A	P	E	R	B	A	C	K											
	P	C	O							E	L				E	D													
13	P	N	E	U	M	O	N	I	A						14	T	R	A	P	S									
	Y									E					N							Y	T						
										15	S	O	R	C	E	R	E	S		17	S	E	S						
18	E									P					T								19	A					
20	C	A	L	V	E					21	E	C			22	E	C		23	C	E	N	T	R	I	C			
	L	E	U							R					A							S	E	L	R				
25	I	G	N	O	R	A	N	C	E													26	H	E	L	L	O		
	P	D								O					I							S	I			I	B		
27	S	N	I	P	P	E	T															28	A	M	N	E	S	I	A
	E	D								Y													R	E				H	T

## Colour Pathways

This is one possible solution:





## WORD POWER

### *Making Cents*

*The centrepiece of this quiz is cent, from the Latin centum – think centimetre, century or centipede – which often means ‘one hundred’. Turn to the next page for answers.*

BY Sarah Chassé

- 1. beneficent** – A: charitable.  
B: all-powerful. C: blissful.
- 2. centaur** – A: ancient sculpture.  
B: king’s adviser. C: mythological creature.
- 3. accentuate** – A: make shorter.  
B: highlight. C: mispronounce.
- 4. centigrade** – A: Fahrenheit.  
B: Kelvin. C: Celsius.
- 5. nascent** – A: emerging.  
B: having a sweet or pleasant smell.  
C: bankrupt.
- 6. epicentre** – A: brain stem.  
B: exact opposite. C: focal point.
- 7. effervescent** – A: unimportant.  
B: acidic. C: high-spirited.
- 8. incentivise** – A: enrage.  
B: motivate. C: sell for profit.
- 9. acquiescent** – A: obedient.  
B: greedy. C: shimmering.
- 10. licentious** – A: disputed.  
B: lewd. C: infested with lice or mites.
- 11. docent** – A: midwife.  
B: Venetian nobleman.  
C: tour guide.
- 12. eccentric.** – A: offbeat.  
B: selfish. C: assorted.
- 13. florescent** – A: feminine.  
B: flowering. C: fermented.
- 14. centrifuge** – A: spinning machine. B: bomb shelter.  
C: hurricane’s eye.
- 15. reticent** – A: penny-pinching.  
B: virtuous. C: silent.
- 16. centurion** – A: person aged 100 years. B: Roman army commander. C: middle of a graph.
- 17. reminiscent** – A: stimulating memories. B: getting hotter.  
C: generous.

## Answers

- 1. beneficent** – (A) charitable. A beneficent person might volunteer at a homeless shelter.
- 2. centaur** – (C) mythological creature. According to ancient Greek lore, the centaur was half-man, half-horse.
- 3. accentuate** – (B) highlight. Does this dress accentuate my waist?
- 4. centigrade** – (C) Celsius. Using the centigrade temperature scale, water boils at 100 degrees.
- 5. nascent** – (A) emerging. The nascent tech company put three major competitors out of business in its first year.
- 6. epicentre** – (C) focal point. Last month's earthquake was so massive, it shook towns more than 100 kilometres from its epicentre.
- 7. effervescent** – (C) high-spirited. With his effervescent personality, Greg is always the life of the party.
- 8. incentivise** – (B) motivate. After months of remote work during the pandemic, how will employers incentivise people to return to the office?
- 9. acquiescent** – (A) obedient. We're hoping a good dog trainer can turn Fido into a more acquiescent pup.

**10. licentious** – (B) lewd. "I like the play, but it's a bit too licentious for high school actors," the drama teacher said.

**11. docent** – (C) tour guide. "This painting is from Picasso's famous blue period," the docent said.

**12. eccentric** – (A) offbeat. Clara's outfits are an eccentric mix of neon patterns and lacy headbands.

**13. florescent** – (B) flowering. Luisa's garden is so florescent, you can barely see her house.

**14. centrifuge** – (A) spinning machine. Many beekeepers use a centrifuge to extract honey from honeycombs.

**15. reticent** – (C) silent. Milo is a chatterbox, but his wife is more reticent.

**16. centurion** – (B) Roman army commander. In the Roman army, a century was a group of 100 men commanded by a centurion.

**17. reminiscent** – (A) stimulating memories. The movie's style is reminiscent of old westerns.

---

### VOCABULARY RATINGS

**5–9:** Fair

**10–14:** Good

**15–17:** Word Power Wizard



# *What's Behind* **THE NAME?**

*The brands featured all offer high-quality products, communicate well with their customers and have strong brand identities*

# What's Behind THE NAME?

*When brands consider their customers' needs on the individual level, and make a positive difference, their capacity to improve their products and services becomes stronger*

---

**IN THE FACE OF THE COVID-19 PANDEMIC** that has lasted for more than two years, companies and brands have quickly realised the need to adjust their operations to help support consumers. This adjustment has seen strong and more adaptable brands flourish, and grow the trust their customers placed in them. Agile and innovative companies have continued pursuing fresh breakthroughs and upgrades in their products and services to help their customers overcome the pandemic, and life beyond. These breakthroughs have been executed with confidence, and that strong execution earns confidence out in the market, particularly given the difficult times.

For brand operators, the biggest challenge they have faced in the past two years is that the pandemic has completely rewritten people's lives. Face-to-face communication with relatives, friends or colleagues seems to have diminished, replaced by longer periods of time spent at home. Today, everything is increasingly solved remotely, using digital technology.

Yet many brands are adapting with unprecedented determination and stronger long-term commitment to consumers. For example, some companies introduced new technologies to enhance product functions, or comprehensively strengthen digital services.



As David J. Lieberman, author of *Executive Power* states, “it is difficult for companies to avoid adjusting their jobs in response to environmental changes or downturns.” Those companies that do cope and manage to achieve restructuring and important improvements are to be congratulated. Yet one thing is clear – the dedication these brands have shown towards their businesses and their customers has been driven by a commitment to Corporate Social Responsibility (CSR), something the pandemic challenged.

## THE PANDEMIC LED MANY SUCCESSFUL BRANDS TO EMBRACE NEW TECHNOLOGIES

CSR is a company’s commitment to improving society. In recent years, in addition to major impacts such as global warming and industry’s push for net zero emissions, a deeper appreciation exists for sustainable

practices in industry and business. Despite the impact of the COVID-19 pandemic, many companies and brands have remained true to their original corporate intentions and continued to persevere.

Change, more than ever, is front-and-centre in business. If a company is able to execute change in a timely and cost-efficient

manner, while maintaining its core values and market strengths, it can achieve success.

Yet in order to make any change meaningful to customers, brands have to communicate consistently and deliver these changes in ways that customers expect.

This means ensuring supply chains are well-stocked, that customer service is second-to-none, and business operations run as smoothly and as delay-free as possible.

Congratulations to all the brands and companies that enjoy this level of success in the market. They are fundamental to the economy. 

## A DEEPER APPRECIATION EXISTS FOR SUSTAINABLE PRACTICES IN INDUSTRY



PHOTO: GETTY IMAGES

Great Eastern celebrated its 114th Anniversary with the Senior Management Team and employees.

## Celebrating 114 Great Years and beginning of a new chapter in Great Eastern



Great Eastern Life Malaysia Chief Executive Officer,  
Dato Koh Yaw Hui

Great Eastern celebrated its 114th anniversary recently in full swing with the Senior Management Team and employees from Great Eastern Life Assurance (Malaysia) Berhad and Great Eastern General Insurance (Malaysia) Berhad.

The event was made festive with lots of games and prizes to be won as employees got to celebrate the auspicious event physically after a 2-year hiatus.

In conjunction with the anniversary celebration, Great Eastern unveiled its new brand promise, a commitment to help customers achieve their goals and aspirations by protecting them against life's uncertainties and empowering their financial freedom.

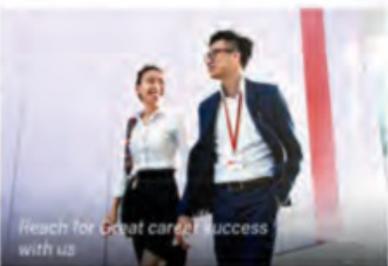
"Putting our customers at the heart of what we do has been integral to our success for the past 114 years. As we journey on, our new brand purpose elevates our continued commitment as the insurer of choice for life, to empower our customers to achieve their goals and Reach for Great", said Dato Koh Yaw Hui, Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad.



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✉ [wecare-my@greasternlife.com](mailto:wecare-my@greasternlife.com)

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### Reach for Great

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**SINCE THE START OF THE PANDEMIC,** many people have been looking for help to boost their general immunity, as well as to manage their health, weight and digestion. Among these aids are supplements such as 21st Century's comprehensive range of probiotics capsules. These dietary supplements can help to colonise the gut with 'good' microorganisms or bacteria to support body health and wellness, and maintain the health of the digestive system. Probiotics enhance the health of the microbiome (community of microorganisms) in the gut, restore the microbiome balance after illness or treatment, and promote a more healthy immune system.

21st Century employs advanced preservation techniques to ensure the live probiotics can be delivered to your digestive system. With advanced formulation and packaging technology, these probiotics are protected from external heat and moisture, without the need for storage in the fridge.

21st Century Healthcare, Inc is one of the largest international



manufacturers of the highest quality vitamins and nutritional supplements in the USA. 21st Century products are shipped directly from the USA state-of-the-art facilities to Singapore and Malaysia, so the health supplement company can assure customers of quality and freshness. And the range of products covers the needs of all the members of a family – from the youngest children to grandparents and great-grandparents.

As a 21st century company in the health and wellbeing industry, 21st Century Healthcare is constantly launching new products that will benefit consumers.

● Visit [www.21stcentury.sg](http://www.21stcentury.sg) or [www.21stcentury.com.my/](http://www.21stcentury.com.my/)





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# SUNWAY INTERNATIONAL SCHOOLS

*Giving students the best educational start in life*



**SUNWAY INTERNATIONAL SCHOOLS (SIS)** are part of Sunway Education Group (SEG), a pioneer of private education in Malaysia more than 30 years ago. Owned and governed by the Jeffrey Cheah Foundation, SEG institutions cover the full range of educational programmes from kindergarten to university doctoral studies for both Malaysian and international students.

For many years, SIS has been gaining popularity with forward-thinking families who want to move away from rote learning and old-fashioned education methods and give their children the very best education and start in life. SIS is recognised for looking to the future and preparing students for jobs that do not exist today.

During the pandemic, SIS supported the school community with uninterrupted online education, after-school activities and events. It also provided parents with resources to support their children. SIS plans to continue the digital model of learning in the near future to support the needs of students unable to physically attend school. “Going digital during the pandemic allowed us to extend our reach past traditional physical borders,” said Mr Heath Kondro, Principal of Sunway City Kuala Lumpur. “We will keep our digital footprint as dominant as it was during the pandemic.”

To continue providing quality education to the nation-builders of the future, SEG has invested in a new eight-acre GreenRE Platinum certified Sunway International School Sunway City KL campus. This will open its doors for learning in January 2023.

● Visit [sunwayschools.edu.my](https://sunwayschools.edu.my)



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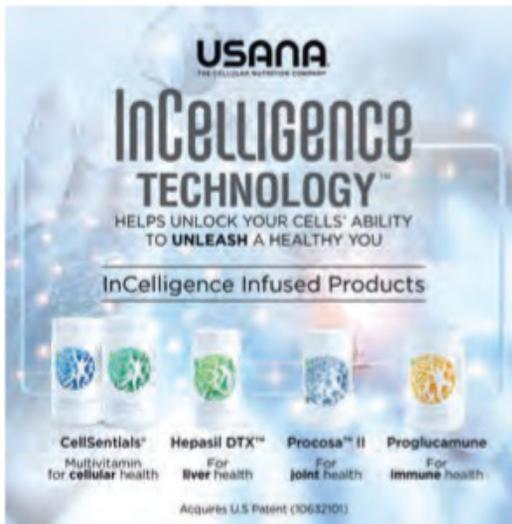
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Campuses : Kuala Lumpur (BUBJ001) | Iskandar Puteri (JUBB006)

OWNED AND GOVERNED BY THE JEFFREY CHEAH FOUNDATION Registration no. 200701042917 (800946-1)

# USANA

*Creator of a superior nutrition system designed to nourish the human body at a cellular level*



## LATIN FOR 'TRUE HEALTH', USANA

was founded in 1992 by Dr Myron Wentz with the vision to create 'The Healthiest Family On Earth'. Dr Wentz, an internationally recognised microbiologist, immunologist, philanthropist and pioneer in the development of cell culture technology and infectious disease diagnoses, has dedicated his life to finding solutions to the world's health concerns and, in doing so, created a superior nutrition system designed to nourish the human body on a cellular level.

Today, USANA is a global

business and leader in the health and wellness industry.

USANA goes beyond the industry standard by producing pharmaceutical grade nutritional supplements that are safe, complete, balanced and potent. USANA's patented InCelligence Technology® is an advanced approach to nutrition, and supplements designed with this groundbreaking technology optimise communication between the body's cells and nutrients in the formula through targeted signalling pathways that help protect the longevity of healthy cellular function. Thousands of world-class and Olympic athletes trust their health to USANA.

Next year USANA plans to launch a series of new innovations, including weight management products and beauty collagen.

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f [www.facebook.com/USANAMYS/](https://www.facebook.com/USANAMYS/)

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## HYBRID

### Hybrid Technology

Allows incompatible formula ingredients to be joined into a single formula.

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**HEALTHIEST  
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NSF International  
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What you see on the label is  
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Purity • Identity • Composition  
Strength • Quality

# novita

*Old Rules Redefined, Instantly with novita Instant Hot/Cold Water Dispenser W1 – The InstantPerfect!*

**WITH HUMBLE BEGINNINGS**, this year marks the 23rd year of novita, a milestone made only possible with your unwavering support. In gratitude, novita pledges to strive to serve you and your loved ones in the years to come, in both home and work spaces with professionalism and sincerity. novita looks forward to serving you even better in the pursuit of its next milestone.

novita is renowned in the industry and recognised by consumers for introducing the Total Wellness Perspective in Air.Water.Body., as well as its product technology and development, creative design, and outstanding 23 years of customer service commitments and after-sales support.

This year, novita is unveiling the latest **Instant Hot/Cold Water Dispenser W1, The InstantPerfect!**

Made in Korea, this unit redefines old rules, giving you extra time, excess space, more savings, quality purified water and energy efficiency instantly. Engineered with 4th Generation Technology, the W1 advances with



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enjoy greater energy efficiency with zero water wastage. Configured with a smart self-maintenance system sanitization, the W1 auto-sanitizes the internal water flow path once every 72 hours via electrolysis technology, for ease of mind.

Dispense your choice of water instantly at a hot, cold, warm and room temperature and rejoice with HydroNano™ purified water goodness to hydrate and revitalize your body today, and every day!

● Visit [estore.novita.com.sg](http://estore.novita.com.sg)



# OLD RULES REDEFINED



“ GIVING US



**EXTRA TIME**  
WITH LOVED ONES



**EXCESS SPACE**  
IN THE KITCHEN



**MORE SAVINGS**  
THE SMART WAY



**QUALITY WATER**  
TO REJOICE WITH



**ENERGY EFFICIENCY**  
CUT CARBON EMISSION

INSTANTLY ”



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LEARN MORE

# NUTRILITE™

*The pioneering vitamins and dietary supplements brand using the best of nature and the best of science*



**INSPIRED BY THE PHILOSOPHY 'BEST OF NATURE. BEST OF SCIENCE',** Nutrilite™ products boast the best of both worlds in terms of helping people lead healthier lifestyles.

Nutrilite founder Carl Rehnborg realised early in his life when food sources were scarce that he needed vitamins to supplement his food intake to keep him healthy.

After years of research and experimenting with plant nutrients, in 1934 Rehnborg developed his first multivitamin dietary supplement: the DOUBLE X. Packed with 12 vitamins, 9 minerals and 17 plant concentrates, DOUBLE X was the signature supplement that catapulted the brand to the one that

is loved and revered today.

Tracing ingredients has been fundamental to Nutrilite since its beginning. Today, on nearly 6000 acres of Nutrilite-owned certified organic farmland and nearly 100 partner farms, Nutrilite traces where the

ingredients in their supplements come from — from seed to consumption — because Nutrilite is proud of being ridiculously detailed, which helps the brand guarantee its supplements are pure, safe and effective.

Nutrilite is not only the first brand to use plant-based phytonutrient ingredients, it is the world's No.1 selling vitamin and dietary supplement brand and the only global vitamin and dietary supplement brand to grow, harvest and process plants on its own certified organic farms.\*

● Visit [www.amway.sg](http://www.amway.sg)

\*Source: Euromonitor International Limited.

**NUTRILITE™**



**From Seed to Supplement  
We ensure only the best reaches you**



**NUTRILITE IS THE WORLD'S #1  
SELLING VITAMIN AND DIETARY SUPPLEMENT BRAND**

Source: Euromonitor International Ltd; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2022.

 **NUTRILITE™**  
BEST OF NATURE. BEST OF SCIENCE.

# RICEFIELD

*Natural and pure, rice bran oil is very nutritious and rich in antioxidants*



## STARTING OUT AS A RICE IMPORTER

**IN 1990**, Tong Seng Produce was surprised to discover a little oil on some of its rice packaging some years later. After investigating how it got there, the importer discovered that it came from the rice itself. Delving into market research, Tong Seng Produce found that oil from rice bran was already popular in Japan because it was more nutritional and healthier than some other types of cooking oils. For example rice bran oil has a high smoke point, is high in unsaturated fats, free of trans fats, naturally cholesterol-free, is rich in

vitamin E, and contains the natural antioxidant  $\gamma$ -Oryzanol.

In the year 2000, the Singapore company started importing rice bran oil from its partner factory in Thailand – the first Singaporean importer to do so. Primary research in supermarkets found that many consumers understood the benefits of rice bran oil, and despite

its premium pricing, they still chose RiceField rice bran oil.

RiceField recently updated its logo to the one below to stand out more on supermarket display shelves and make it easier for consumers to recognise. Although you may not realise it at first look, the logo now sits on the shape of a rice grain, because RiceField appreciates the wisdom of nature.



稻田 RICEFIELD

稻田牌 100% Pure

# Rice Bran Oil

纯净 米糠油

稻

田

米糠油

养生之稻

养生好油

*The Natural Gift of the Paddyfields  
The Essence of every Bran*



春  
耕

Sow in  
Spring

夏  
耘

Grow in  
Summer

秋  
收

Harvest in  
Autumn

冬  
藏

Preserve in  
Winter

*Available in all leading supermarkets and online marts in Singapore*

# MANULIFE

*Empowering Filipinos to live every day better, while making a positive impact*

## TO STAY COMPETITIVE, MANULIFE

continually seeks better ways to introduce best-in-class and relevant solutions to its customers, wherever they are in their life journey. By leveraging its 115-year experience in the Philippines and its wealth of expertise and capabilities to make insurance more accessible to more Filipinos, Manulife remains one of the leading global life insurers in the country.

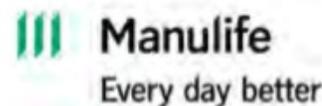
As it always puts customers first, Manulife helps address changes in consumer behaviours, attitudes and priorities so they can become more resilient amid disruptions and uncertainty.

During the pandemic, the insurer pivoted its strategies to be more accessible to customers, while prioritizing their health and safety. Part of this effort is Manulife's continuous enhancement of digital platforms like Manulife Online and ePOS so customers and financial advisors can manage their transactions digitally, without the risk of exposure at the height of lockdowns and quarantines. Manulife Philippines showed that in moments when they need it most, it is ready to be there for them.

At the height of the pandemic, Manulife made its term insurance products more affordable, and even extended grace period for premiums so protection remains accessible. For example, it introduced HealthFlex, which gives Filipinos the flexibility to choose the most suitable life and health insurance plan in both cost and scope of coverage. It also launched FutureBoost, a life and financial protection in one plan, which empowers its customers to take charge of their lives and supercharge their future.

Earlier this year, Manulife launched its biggest CSR initiative based on its Global Impact Agenda to inspire change for the better, by empowering sustained health and well-being, driving inclusive economic opportunities, and accelerating a sustainable future. By partnering with Gawad Kalinga, Corazon Sanchez Atayde Memorial Foundation, and Haribon Foundation, it helps create long-term value for communities and champion sustainability in the Philippines.

● Visit [www.manulife.com.ph](http://www.manulife.com.ph)





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to learn more about  
our plans.



# OROCAN

*The homegrown Filipino brand focuses on quality items that are of real value to users*



**THE OROCAN BRAND NAME WAS COINED IN 1984**, combining 2 words — ‘ORO’ and ‘CAN’. ORO is gold in the Spanish language, and signifies value or something precious. CAN, which is an English term for a container, refers to the company’s beginnings as a maker of pails and plastic drums.

Thus, the brand name literally means a gold container, which ensures customers that the brand focuses on providing value through its high-quality and durable products.

The brand has been around for almost 40 years, and it has prospered for so long because of the superior products that it continues to introduce to the market. The brand always makes sure that its loyal and

new users are kept in mind when developing new products.

Orocán is also renowned for producing excellent advertising campaigns that allows viewers to connect with the brand on a deeper level. It allows consumers to have an emotional connection with the brand which in turn produces brand loyalty.

As a long-time Reader’s Digest Trusted Brand winner for plasticware, Orocán is preferred and trusted over its competitors by Filipinos because of its commitment to excellence through producing items that are not only affordable but of lasting quality. It is also continually developing innovative products that will make life better for consumers. Orocán products range from insulated water dispensers and ice box coolers to dish drainers, cabinets and trash cans.

● Visit [www.orocan.com.ph](http://www.orocan.com.ph)





# ANG ORIGINAL NA PLASTIK, PLASTIK NA PLASTIK PA DIN!

Orocan Icebox 30L



Orocan  
Utility Pail 12L



Also available in



# PANASONIC

*Leaders in Japanese quality, innovation and home appliances with the highest energy efficiency*

**TO CATER TO A DIVERSE MIX OF CUSTOMERS** at different stages of their lives and with very different lifestyles, Panasonic offers a range of home appliances at various entry levels.

Committed to producing prestige Japanese products, one thing that Panasonic doesn't scrimp on is quality. From washing machines and air conditioners to refrigerators, Panasonic has home appliances at every price point to retain and satisfy loyal customers. For example, first home owners might want only a basic refrigerator, while more established households might covet the mid-range bottom freezers or the recently launched high-tech Prime+ Edition Refrigerators.

This new range of premium refrigerators boasts the Prime Freeze feature that keeps meat, fruit and vegetables fresher for longer and

ensures that flavours, textures and colours don't change. They come with three key modes to suit a variety of needs, such as rapid freezing, quick cooling, and cool down.



Panasonic takes pride in being an industry leader in producing appliances that have the highest energy efficiency rating in the industry. Take, for example, the recently launched 2-Door No Frost Deluxe Refrigerator. With a 5-star energy Refrigerator-Freezer category rating, this model of refrigerator is not only highly energy efficient, but features good aesthetic design with sleek lines and

premium materials that suit any kitchen space.

● Visit [www.panasonic.com/ph/](http://www.panasonic.com/ph/)

## Panasonic

**Panasonic**



**PRIME<sup>+</sup> EDITION**  
Built to inspire wellness in your life

PRIME FREEZE    PRIME FRESH    nanoe<sup>X</sup>



Care for your well-being.



Clean and fresh with wellness in mind

Hygienic finishing from washing to drying takes the worry and hassle out of clothing care. Overall, CARE+ Edition helps enhance your wellbeing, making every day more lively and bright.



StainMaster+

ActiveFoam



Panasonic SmartApp

**CARE<sup>+</sup> EDITION**

WASHING MACHINES

HYGIENE CARE

DRY CARE

AI SMART WASH

SPLIT-TYPE & WINDOW TYPE  
AIR CONDITIONERS



Brave the new normal with care,  
thanks to nanoe™ X's 24-hour protection.

nanoe<sup>X</sup>



# SERVICE EXCELLENCE BUILDS SUCCESS

“To be successful, you have to have your heart in your business, and your business in your heart.”

THOMAS WATSON, IBM CEO

“A BUSINESS HAS INTEGRITY WHEN  
1. IT DOES WHAT IT SAYS IT WILL DO, AND  
2. SAYS WHAT IT DOES.”

WARREN BUFFETT, PHILANTHROPHIST

“Brands should think of themselves not as storytellers but storybuilders. We plant seeds of content and let our community build on it.”

AMY PASCAL, BUSINESS EXECUTIVE

“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”

JEFF BEZOS, AMAZON FOUNDER

“Your brand is what people say about you when you’re not around.”

WILLIAM A. PASMORE,  
BUSINESS PROFESSOR

“Attention to details [are] what makes the final piece superior.”

AHMED ALANSARI,  
AUTHOR

# *ideal vision* CENTER

*Most Trusted  
Ideal Care*



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**EXCELLENT  
Energy  
Savings**

**QUIETEST  
19dB**

**EASY  
To Clean!**  
Easily accessible  
Inner vent

Mitsubishi Electric  
**Star MEX**  
Air-Conditioner



MUY-GP10VF



MXY-2H20VF



MXY-3H28VG



MXY-4H33VG



MXY-4H38VG



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5-GREEN TICKS AIR-CONDITIONERS IN SINGAPORE**

