

Thailand Dream

Exclusive interview with Dr. Phartchai Ruensit

By Jeffrey Warner



Phartchai Ruensit, also known as “Dr. Tan,” sat with a relaxed demeanor while at one of his homes located on the outskirts of Chiang Mai.

A bright-orange Lamborghini was parked out-front and support staff were waiting semi-patiently on the periphery of a room that is airy and embellished with a high ceiling and wooden flooring. Phartchai carried with him “no worries” and an encouraging message about liberating oneself from socioeconomic-based limitations.

“You can choose how to live your life,” said Phartchai quietly yet confidently (in Thai). “Whatever you would like to be, you can be.”

“People have to first know what they want in life,” he later added. “Most people base life on perceptions [of their current life circumstances]. However, the most important things [necessary for success] are knowledge, wisdom and a true understanding of your life and what you want” and then manifesting these initiatives.

Although he nowadays experiences life as a multi-millionaire, Phartchai merely seven years ago had neither a deep wallet nor was he living [in Thailand, for this matter] the philosophy and lifestyle likening that of the American Dream – the ideal that true freedom involves the opportunity for prosperity and upward social mobility achieved through hard work. Basically, at least in the United States for example, this concept could, for many, essentially be about living freely in the sense of becoming liberated from employment via building a self-sustaining business.

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Life is about ‘What can I give to other people?’”



Phartchai is a native of Chiang Rai and was born into what he deems as a “warm” family of farmers who, like most Thais [and nearly everyone worldwide for this matter], “worked very hard” in order to make ends meet. Likewise, Phartchai was particularly distraught regarding the extent to which financial debt was crippling the family’s prosperity and ability to spend quality time together.

While traditional Thai culture generally grants the youngest child in a family the ticket for college study [if possible, and generally in-hopes that he or she will later assist the family financially], Phartchai – the seventh of eight siblings – was chosen due to his potential and willingness to

study. Likewise, he earned a degree in psychiatry and worked for 19 years as a psychiatrist at a Thai government-run hospital in Chiang Rai, where he eventually served as deputy director.

Regardless of his professional success, the daily grind began taking its toll on him, and neither his nor his family’s living conditions had improved to the point where he was satisfied.

“I was a success in my career, but not in life,” said Phartchai. “I was just working and working and working, with the objective that I wanted to have a happy life. But no matter how hard I worked, I only achieved an income, not happiness for my family. When I compared my life with a

senior in my workplace, in the end, they retire, but they don’t have time or money. They don’t have good health.

“One of my main passions is helping people,” he added. “But what I perceived before is, even though I like to help people, how can I help when I am not successful? The poor cannot help the poor.”

Phartchai maintains that success and true wealth involve the extent to which one can freely pioneer the course of his or her life – especially in-terms of being liberated from “limitations,” which may include an inability to realize one’s full potential due to time and money constraints. To him, the capacity to which one can pass this wealth onto others is also an essential component.

“We want to be free; we want to share ourselves with others,” said Phartchai. “However, ambitions and dreams don’t necessary pay the bills. What most people are looking for is to live a healthy life by having financial freedom, time for themselves and their family” and do what they want to do.

Likewise, he began fully realizing that there’s more to life than a career. And while at a crossroads in life – deciding whether to accept a full scholarship and earn his Doctorate Degree in the United States – he became involved full-time with Unicity International and has since mastered business components related to earning an income that requires minimal effort to maintain.

Unicity is a North America-based company that produces nutraceuticals, which are dietary products that provide medical or health benefits – including the prevention and treatment of disease, varying from those addressing weight management and nutrition to personal care. In Phartchai’s case, Unicity also operates in-conjunction with the network



marketing initiatives of Unipower, Team and the Happy Life Project.

How this Happy Life Project basically works is – using the concept of “leverage of power” – Unicity provides the products for distribution and consumption, while Unipower and Team respectively provide the training program and communication tools required for building a networked team comprising people who share a common goal: freedom, rooted in having the financial resources and time necessary for living a healthy life.

Phartchai built a core team, which built another team – all of which are consuming products that are providing benefits in-terms of health and finances – and he collects a commission. With about 200,000 people worldwide working under him in this tiered network, it's perhaps needless to mention that he and his family members have been liberated from any previous financial woes.

He now knows about “the other side of work” and the “fruits” related to owning his own business and is one of the most influential people in the

Unicity network worldwide in-terms of being viewed as a role model for his related success.

“This is something I had been looking for all of my life,” said Phartchai. “The Happy Life Project is one of the paths that has allowed me to achieve a happy life and retire in a short period of time.

“Life has become that I can help other people have a better life, without the feeling that I have to do anything,” he added. “Every day, I like to see the smiles of people and them having a better life. Every day, I live my life with happiness because I have no concerns, no limitations.

“My inspiration is my mother. Now, I can take care of myself [and her], without any worries, without limitations. We can take care of each other, without obligations, and spend time together.”

Regardless of his financial security, Phartchai maintains that “Money is a tool for certain types of pleasures, but it is not everything, even though you cannot live without money. I'm rich

now to the point of not just material success, but to the point of spiritual success as well...I don't know how to be poor again.”

Financially and spiritually liberated, Phartchai's primary life objective nowadays is inspiring others to envision living life beyond their current socioeconomic landscape and realize their dreams. Likewise, he conducts consultations and trainings, in addition to seminars for people sometimes numbering in the tens of thousands. He's happy.

“One person has one life,” said Phartchai. “You're not born to just go to work and let your life be what it is. Life is about, “What can I give to other people?”

With his childhood dream of being a teacher, Phartchai said with a smile that “Now I am a teacher and a doctor [helping others], together. Now I can give and share with other people, with happiness...” 