

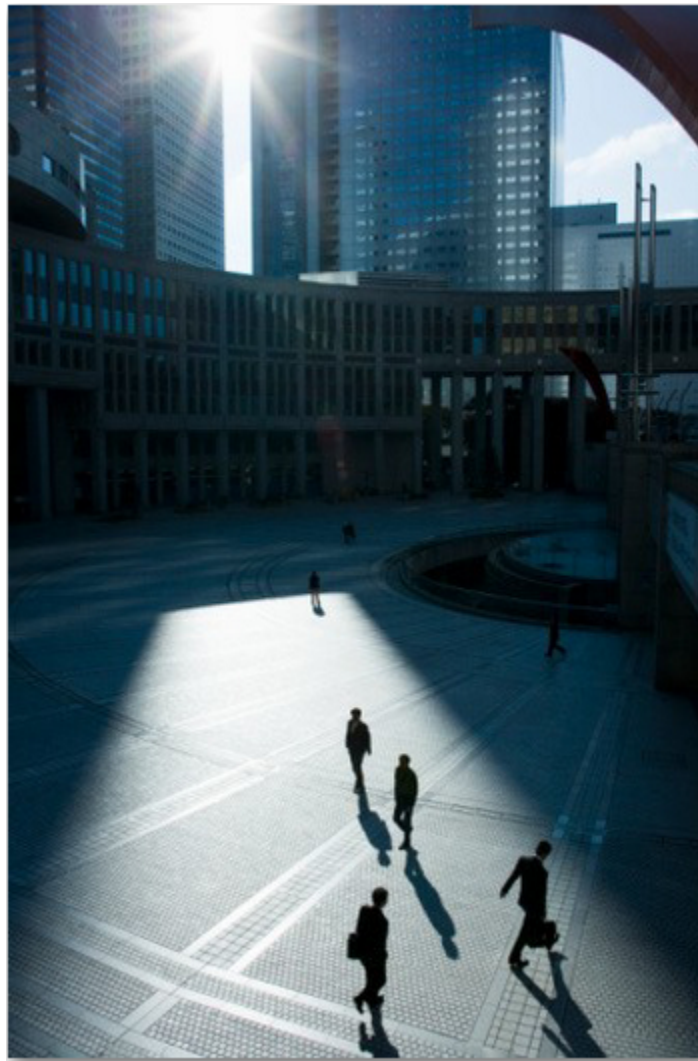
A look-through business profile - 0 -

of :

TriVita Inc.

Feel better today. Healthier tomorrow.

The Story | Business Operation | Investment Opportunity | Community Outreach



TriVita | The Story

- 1 -

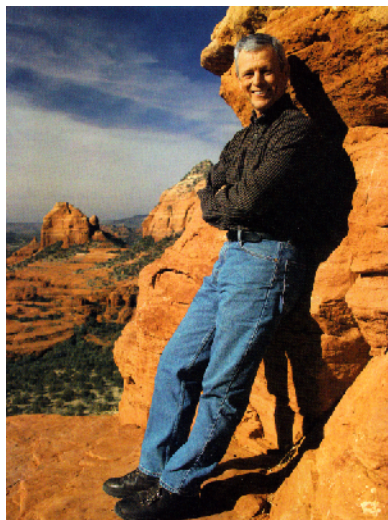


TriVita brings new discoveries for people's good health

The old adage, "If you have your health, you have everything" comes clearly into focus with TriVita, one of the world's most respected health and wellness companies. Since 1999, TriVita has been at the forefront in providing people with the finest, science-based nutritional supplements. The explosive growth in wellness industry and new revolution in personal/self health care that has been gaining large-scale publicity in recent decades as we are learning it through our non-stop media broadcasting every hour, every day such as in television, radio, publications and via internet, are strongly showing increased interest and awareness from much more people living in today's restless world to be pro-active to take care their own healthiness, and companies that do business in wellness industry such as TriVita are developing and organizing their resources to take advantage of this booming industry.

From number-one selling B Vitamin supplement (Sublingual B-12) to first-class product designed to address illness-causing inflammation (Nopalea), TriVita provides products that enable customers to experience and benefit from the finest natural substances. As a unique healthy living company, TriVita is not only focusing its products, services and programs to enhance physical health of its customers, but also to enhance their emotional and spiritual health since TriVita believes that to feel your best (physical, emotional and spiritual) is the only way to live your best. TriVita applies two important concepts to build a person's whole health :

- ☞ By using the health-strengthening power of **nutrients**.
- ☞ By addressing the importance of **nurturing** practices for physical, emotional and spiritual health.



The - 2 - wellness journey of Michael Ellison (TriVita's founder and CEO)

TriVita is founded by Michael Ellison, a successful entrepreneur from Arizona. Michael has been teaching the fundamentals of wealth creation for over thirty five years. At a young age, he had an incredible breakthrough in his understanding of wealth building, and more importantly, how wealth can be used to sustain important causes. Michael applied this knowledge when he founded Ellison Media Company in 1971. Ellison Media's business is to help organizations expand globally in their quest to help people find physical, emotional and spiritual health.

Despite being greatly successful in his business life, Michael was experiencing a personal health crisis thirteen years ago at the age of 50. During the time of his health crisis, although being fit and having a disciplined fitness routine, Michael had a health crisis, which brought him to a point where he could not function in the day-to-day business operation. In fact, after several months of testing at the Mayo Clinic Medical Center, doctors advised Michael to sell his businesses and retire to his ranch, where in time, he could recover and live a normal life. "I was told that if I did not change the way I thought about my health and my life, I would die prematurely and have no quality of life", Michael says. In shock and not knowing where to turn that day, Michael then went on a personal wellness journey that would eventually lead him to discover profound wellness principles - **The 10 Essentials For Health And Wellness** - that would bring Michael the best days of his life.

The founding of TriVita

After discovering the keys to health, Michael - whose heart burned with a flame of passion to help others experience greater health - shifted his focus from organizations to individuals, his mission and passion became sharing that information with others, and encouraging them to begin their own wellness journey. Michael decided to take a leap of faith and turn his passion into a living and breathing company. His vision was to create a company that would not only share the knowledge and understanding of achieving greater wealth and wellness experience, and has the resources to utilize the latest scientific research to create the finest nutritional products available in the market that would produce wellness experiences so powerful that people would want to share them with others, but further a company that was driven by helping people fulfill their life's purposes.



It was three years into Michael's wellness journey that he then formed TriVita in July 1999. TriVita is built by Michael and his co-founder friend, Barry Borthistle. Barry joined and supported Michael in his wellness mission, and together they launched TriVita with seven staff members, one wellness consultant and an immense passion for wellness. TriVita launched its first media campaign in 1999 to promote its first products by using direct-selling infomercials through its affiliated television and radio networks. In 2000, Dr. Alfred Libby - one of the world's foremost authorities on therapeutic nutrition - joined TriVita's medical advisory board to formulate his revolutionary invention of B Vitamin supplement - Sublingual B-12 - which added to TriVita's first line of products. The first TV and radio infomercials for Sublingual B-12 were aired in 2000.

Working on TriVita, Michael took his³-message of wellness and wealth to a more personal level, teaching people how to nurture their wellness and build wealth to accomplish the meaningful things in their life. He invited people to embrace the 10 essentials - these cornerstones of good health can make a difference between a life of passion and purpose, and a life of illness and disability. Michael shares these wellness essentials with people everywhere through TriVita's science-based products and wellness information.

The name TriVita originated from two Latin words : Tri (meaning **three**) and Vita (meaning **life**). TriVita's name is a reminder that every person is a special, integrated being of three dimensions - physical, emotional and spiritual. We at TriVita encourage balance in all three areas in order to experience complete wellness and quality of life. At the heart of TriVita's name is a holistic approach to wellness and understanding that says we must have the energy (physical health) to allow us to do the things we love and a purpose to do them. As essential as the physical health, we must have an emotional state dominated by positive emotions (emotional health) and spiritual feeling of being connected to God (spiritual health), and a purpose for our life - these three attributes are the foundation of achieving true health and complete well-being.

TriVita's Vision

"To help people experience wellness and sharing their wellness experience with others."

TriVita's Mission

"To empower anyone who wants to live a life of joyful, vibrant, good health and pursue meaningful purpose."

The vision and mission are the forces that invigorate and drive everything TriVita does through its products, services and wellness community, and with the 10 essentials as the foundation of TriVita's health philosophy. The vision and mission themselves speak TriVita's core belief of which TriVita believes that many of the diseases we are experiencing are not our heritage, but are influenced by lifestyle. TriVita believes each of us can change the way we think about health, that we can move from being treatment-focused to being wellness-focused. TriVita also believes that every person has purposes that are meaningful and important in each person's life - and that wellness and wealth resources can help them fulfill those purposes.

TriVita today

Since TriVita's founding, Michael has developed programs and systems with organizations that have raised more than a billion dollars. He founded companies such as Ellison Media Company, Ellison Research and GDF Fulfillment Solutions that would further the causes he believes in. These companies are TriVita's corporate affiliates, they play an instrumental role to help TriVita research, develop and market its products and business programs plus take care product fulfillment for all TriVita's customers. TriVita's alliance with these companies contributes significantly in extending Michael's spiritual purpose of helping people create wealth and wellness.

Going from its humble beginning in 1999, TriVita has been consistently producing above-average growth every year for its business - there have even been a couple of years with 100% growth levels. Throughout the years, TriVita's customers from all ages that incorporate its non-business members (regular customers) and business members (affiliate members or business affiliates) are living their everyday lives with vibrant fitness, and sharing their wellness

experience with others. To date, over 2-4-million people have ordered TriVita products and their lives have been touched by TriVita organization in three fundamental ways :

- Science-based products that create a wellness experience.
- A unique philosophy of good health through “the 10 essentials for health and wellness” that guides each person to understand and practice ten healthy living habits towards a balanced physical, emotional and spiritual health.
- A solid, residual-income investment opportunity that is designed to help anyone build wealth.

TriVita's international community of wellness seekers is driven by Michael Ellison's burning passion to help others experience greater health, today the wellness community has grown into a global community of people pursuing health and purpose where vitality, energy, healthy emotions and a relationship with God are the foundational stones of the lives of community members. The TriVita Community has grown into a big membership base supported by health care professionals, a medical advisory board, leading medical institutions, major universities, research laboratories and dedicated employees all working together to support greater wellness for those who desire it. TriVita hopes that this growing wellness community will become an influence of change - reversing the devastating trends we see today of obesity and lifestyle-related diseases impacting the lives of millions of people.

As a premier nutraceutical company in wellness industry, TriVita is always looking for new ways to promote health. The TriVita Product Team is tirelessly working on several other new products, including a children's multi-vitamin. TriVita continues to carry forward its mission to support its customers by helping them become and remain healthy enough to live their dreams. TriVita is maintaining its consistent growth today and offering exciting products designed to help people stay vibrant and healthy in a fast-paced, stressful - and often toxic - world, and to provide wellness solutions for its valued customers.

TriVita | Business Operation

A. Products



Product philosophy

TriVita's product philosophy is to achieve the maximum absorption of targeted nutrients with advanced nutrient delivery systems. TriVita uses the most effective delivery systems in all its nutritional products such as B Vitamin supplement (Sublingual B-12), heart health supplement (HCY Guard), stress management supplement (Adaptogen 10 Plus) and bone nourishment supplement (Bone Builder). TriVita's science and development department has researched

and instituted the means to ensure that no⁵-matter which TriVita's supplements customers choose, they can be assured to get the nutrients each of their body needs to stay healthy.

TriVita's nutritional supplements are always created by a team of experts that includes doctors and nutritionists who have a deep passion for wellness. TriVita's dedication to effective nutrient delivery systems, doctor-formulated nutritional essentials that contain the purest raw ingredients, and TriVita's commitment to sterile, up-to-date production processes results in the most superior supplements available today. From general nutrition to weight loss, TriVita has over 15 top-quality products to help its customers achieve their wellness goals.

TriVita's compliance standards are an important component of its product development and marketing efforts. TriVita only makes claims it can substantiate with controlled and qualified studies by third-party researchers. The integrity of a product's claims is an important component of the brand.

TriVita has targeted three primary categories for its product development : *healthy aging*, *weight loss* and *performance*.

Making a difference in people's life is the driving force in TriVita's product development strategy. While the story-telling of a product is important to the marketing effort, product efficacy is more important in achieving the wellness people desire in their life. That is why TriVita seeks to create highly absorbable, natural products with special delivery systems.

Product safety : TriVita's #1 priority

Almost every day we hear about product recalls. Often the damage done to people is permanent and can't be fixed. At TriVita, product safety - and the safety of all members - is TriVita's #1 priority.

Quality Control. When you buy a product, the cost of manufacturing is included in the price. And included in the cost of manufacturing is the cost of Quality Control (QC). Quality Control helps ensure that you are getting something that will work as expected, without putting you in danger.

Trouble begins when the demand for low-cost products conflicts with the need for safety. To lower costs and prices, some manufacturers may skip the important QC step. Sometimes we see two products that appeared the same, but the cost of one is much lower than the other. Do you ever wonder why ? Often, it's because Research and Development - as well as Quality Assurance (QA) and Quality Control (QC) - have been left out.

The TriVita process. TriVita implements a strict and thorough QA and QC procedures to ensure the safety of its products. Specific items that undergo quality assurance and quality control are for example :

Ingredients - Some natural products or ingredients are simply unsafe. TriVita does not add ingredients to its products that are known to be or even thought to be harmful, no matter what the claimed benefit may be. TriVita's "physician formulas" are designed by people with the training and skills to know what works well to promote health, as well as what may be harmful. When raw ingredients are bought, they are tested for safety and purity. If any unsafe substance is spotted, it is immediately rejected.

Manufacturers - TriVita selects manufacturers⁶ that meet Good Manufacturing Practices (GMP) standards (similar to those followed by FDA-regulated drug manufacturers) and are certified to produce pharmaceuticals - the highest standard of manufacturing for nutritional supplements. Even though the supplement industry doesn't require all its manufacturers to meet GMP guidelines, TriVita is going further to meet these guidelines so its customers will get the best possible product. Whether the ingredients are from another state or another country, TriVita manufacturers will take the time and use the latest technology to ensure the purity of the products and the safety of TriVita's members. Some of the key elements that TriVita adopts in its quality control and assurance processes to ensure the quality, safety and efficacy of its products :

- ☑ We hire auditors to inspect our plants to ensure we meet these guidelines.
- ☑ The raw materials we use in our products are tested to be certain there are no impurities.
- ☑ Tablets and capsules are manufactured to the formula specifications.
- ☑ We send out a portion of our finished product to be tested by an independent lab to make certain the proper ingredients are in the bottle.
- ☑ Our products are packaged using GMP.
- ☑ We control the storage environment in our plants and warehouses to ensure product freshness.

TriVita strives for quality above all else

It's easy for any company to announce they have the best products available. TriVita products are truly unique and so far above in quality than anything you would find in retail stores. All TriVita products have physician-approved formulas and are guaranteed to meet the highest manufacturing standards possible. TriVita is proud of its products' high efficacy and their results, shared by countless satisfied customers.

There are three key dynamics that make TriVita products so unique from all nutritional supplements in the market as well as to help TriVita deliver the best wellness experience to all customers :

- ➡ TriVita uses the most bio-available ingredients with unique delivery systems that have been scientifically studied and validated.
- ➡ TriVita has 10 key product foundational values that assure all products are formulated and manufactured to the highest industry standards.
- ➡ TriVita continually fields strong educational efforts, both in person and through promotional materials, to help people achieve their optimal wellness goals.

Scientific research and testing : the foundation for TriVita's quality essential nutrients.

TriVita's quality formulas are developed using the latest science. TriVita's scientific research and development department constantly reviews the latest research before they develop a nutritional supplement's formulas. Scientific studies are conducted on each formula, at every stage of development and manufacturing, to ensure customers are getting an effective, essential nutrient to help them stay healthy.

Pure raw ingredients and sterile manufacturing conditions. Each ingredient is tested at research laboratories. When sourcing for raw materials, TriVita looks for the purest ingredients from known quality suppliers. TriVita tests raw ingredients for their purity as well as finished goods for ingredient and labeling consistency. Quality is never sacrificed for profit - TriVita knows that the best ingredients deliver the best results to customers and their families. All TriVita's nutritional supplements are manufactured in plants with sterile production

environments. Each individual who takes TriVita's supplement can trust that the ingredients indicated on the box's or bottle's label are the exact same ones the person will get.

The TriVita's quality. TriVita's dedication to quality goes beyond its nutritional formulas. The wellness consultants at TriVita receive special training on products. Part of their training involves how each formula can positively impact each member's health issues. If you are a member, when you call to discuss your health needs, they will be able to help you choose the best nutritional essentials to address your specific needs.

TriVita is so committed to all members' health and wellness, that it offers all members a no-questions-asked money-back guarantee. If for any reason you are not satisfied, simply call us and we will exchange your product, offer you a credit or give you a refund when you call us within 60 days of ordering.

Partnerships with the scientific communities

In order to confirm that the formulas used in a supplement are going to work the way they have been designed to work and to validate the product claims, TriVita has developed partnerships with accredited universities (such as Arizona State University - ASU, Yale's University of Bridgeport), medical schools, research hospitals and other medical institutions to facilitate product research, validate study data and develop groundbreaking, premium-quality products. These products are brought to market through national multimedia campaigns. TriVita wants its products to be tested to ensure they benefit its customers' health and wellness.

Medical institutions. TriVita has established relationships with prestigious medical institutions to provide research support to the products and claims of the wellness products offered to its members.

Major universities. Arizona State University manages the research projects ensuring the methodologies used are acceptable for review in the scientific world. ASU enlists researchers in renowned universities and medical institutions to conduct controlled product studies.

Long-term customer relationship

TriVita continues to bring to the marketplace new, powerfully effective products - formulated using the finest ingredients available and based on the latest science and technology - that directly address its members' wellness concerns. TriVita has been successfully establishing a fruitful, long-term relationship with its millions of customers by giving an outstanding care and service to its customers that is rare in corporate world, and through constant effort to research and develop new products that give its customers the best health and wellness experience money can buy.

Great relationship between TriVita and its customers has been an important factor in TriVita's success to build an impressive track record in retaining its customers. Many of the first customers TriVita acquired from its first media campaign in 1999 are still with TriVita today - a growing number of satisfied customers helps generate more repeat sales for TriVita which helps increase its profits consistently.

TriVita's members also receive current and important educational information on health and wellness through TriVita's free subscriptions such as product catalogue, health and wellness magazine *VitaJournal* and wellness newsletter *Weekly Wellness Report* - delivered via email

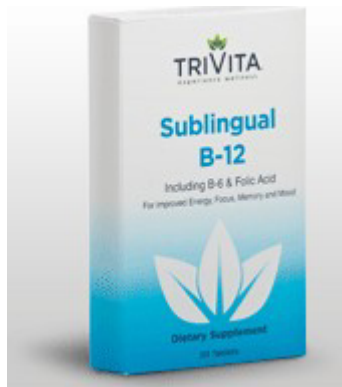
address. Through wellness information,⁸ many members have changed their views and thoughts about health, and this allows them to make better, informed decisions that positively impact their lives on a daily basis.

Flagship products

To succeed in creating a sound, economic prospect, a company must have durable, competitive-advantage products - referring to products that possess attributes such as unique quality, market need and customer appeal - which can't be substituted with any other product.

TriVita succeed because its broad range of products have durable, competitive-advantage qualities that are not found anywhere else, thus consumers who want to get a product with the quality such as TriVita's, they have to purchase it from TriVita.

Besides product's attribute, the use of power of media in marketing strategy such as television and radio infomercials of which TriVita possesses a comprehensive expertise in direct-response marketing to expose its targeted messaging to large audience, has brought fabulous success for TriVita in acquiring thousands of new customers each month. From its first product launch until today, TriVita has received countless product testimonials from grateful members, their testimonials are posted in TriVita wellness publication *VitaJournal*. The following profiles will give you key details on some of the TriVita's flagship products.



Sublingual B-12

Sublingual B-12, invented and patented by Dr. Libby, is TriVita's most sought-after product by an ever-expanding, aging population. Sublingual B-12 is a Vitamin B-12 supplement with the addition of Vitamin B-6 and Folic Acid in a tiny tablet. Dr. Libby invented Sublingual B-12 because regular B Vitamin pills just don't work - a regular pill only increases blood levels of Vitamin B-12 in body by merely 1.2% because it has to pass through digestive system. Sublingual B-12 also functions as an alternative supplement to substitute painful and expensive B-12 injections.

Sublingual B-12 works by placing this tiny tablet under your tongue ("sublingual" means under the tongue), it quickly dissolves under the tongue, bypassing the digestive system altogether and is instantly absorbed into the bloodstream. From there, B Vitamins go to work quickly to recharge your energy, mood and mental clarity. Other vital benefits of Sublingual B-12 include :

- ☑ Increase vitality.
- ☑ Lower risk of developing heart disease, stroke and Alzheimer's.
- ☑ Support restful, rejuvenating sleep.

Dr. Libby's hospital studies confirm that over 90% of the vitamin content in Sublingual B-12 reaches the bloodstream and other clinical studies show that Sublingual B-12 raises blood plasma levels on average by 90%.

Sublingual B-12 had instant success soon after its first media infomercials launch, and to date, over 11 million boxes of Sublingual B-12 have been sold to more than a million people in United States and Canada (that's over 330 million B-12 tablets !). Most new customers that purchase Sublingual B-12 are finding out about the product via its TV infomercial. Sublingual B-12's TV infomercials are the longest-running commercials on television. Sublingual B-12



indeed creates a tremendous opportunity for TriVita in raising the awareness of B Vitamins' importance in health maintenance.

Energy Now!

Energy Now! was formulated, developed and introduced as a natural compliment to Sublingual B-12. Whereas Sublingual B-12 focuses on boosting energy, mood and mental clarity, Energy Now! focuses on creating fast energy that you can use right away and helping replenish your energy daily. You can find plenty of energy-type products in the market, but they overwhelmingly resort to using sugar and caffeine for stimulation. When these products are taken, the effects of their stimulants usually lead to undesirable health conditions such as anxious and fatigue at the end. Energy Now! is totally different from all energy-boost products as it uses no sugar, caffeine or other artificial stimulants - so it has no unpleasant side effects. It gives you a natural, quick boost of energy because it contains a blend of nutrients such as natural antioxidant polyphenols, green

tea and cocoa which helps increase oxygen delivery and help maximize energy production. It also contains CoQ-10 and Vitamin B-1, B-2 and B-3 which helps improve mental clarity, mood balance and energy production.



Adaptogen 10 Plus

Adaptogen 10 Plus is one of the most groundbreaking products in TriVita's product line. Adaptogen 10 Plus is formulated to combat the damaging effects of daily stress on your body and your health.

Adaptogen 10 Plus's main ingredient is a unique category of plants known as **Adaptogens** which discovered in cold, harsh regions of Russia and Asia. These plants have been used for centuries by the healthiest people in the world. Adaptogens are renowned for their ability to help the body cope with stress, these exclusive herbs can adapt to difficult environments and still thrive. A single 1 oz serving of Adaptogen 10 Plus combines three key ingredients in one - Adaptogens, Antioxidants and Aloe Vera - that have all been shown to help alleviate the damaging effects of stress. These powerful ingredients help your body adapt to and recover from four types of stress : mental, physical, emotional and environmental.

Here's how Adaptogen 10 Plus works :

☑ When used every day, Adaptogen 10 Plus helps relieve stress-related damage in your body's cells and systems.



☑ Adaptogen 10 Plus offers astounding stress-relief benefits you can feel : controlled calm, increased mental and physical performance and much more.

☑ Adaptogen 10 Plus's natural ingredients work together to help your body's cells and systems to adapt to stress, get stronger, combat damaging free radicals and improve nutrient absorption.

Leanology

Called *The Smart Weight Loss System*,¹⁰ Leanology is the only product of its kind in the market - a physician-formulated weight loss system developed for healthy, sustained weight loss. Leanology has three essential components needed for successful, sustained weight loss :

☑ Leanology Capsules : for burning up excess fat and helping reshape the body. Leanology Weight Loss Capsules contain **Converta** - a proprietary blend of stimulant-free nutrients which converts stored fat into energy. Converta has been clinically proven to burn more body fat and promote lean body mass.

☑ Leanology Nutritional Shakes : for low calorie meal substitution. Leanology shakes give you the right balance of 40% carbohydrates, 30% protein and 30% fat. The balanced nutrition in Leanology shakes helps satisfy your hunger for hours.

☑ Leanology Appetite Control Chews : for in-between-meal snack substitute and appetite control. Leanology chews is an ideal, healthy snack alternative that has low calorie - each of these great tasting Chocolate Mocha soft chews has only 25 calories - which will help curb your appetite within minutes and you will be able to resist those high calorie snacks like cookies, candy and greasy chips. By reducing your calorie intake, you will lose weight. Leanology chews is scientifically-formulated and physician-approved, these chews contain a key ingredient called **Pinnothin** oil - clinically proven to help curb the appetite within minutes. For added appetite control power, Leanology chews also contain **Hoodia** (a cactus-like plant that was traditionally used to help reduce hunger during long desert journeys) and CLA (an essential Omega-6 fatty acid).

B. The 10 Principles Of Healthy Living

Life truly is a journey - a journey of discovery that can create health, freedom, peace, energy and joy for you and those you love. You deserve the health and happiness you were created to have. Good health is a gift to be treasured and nurtured every day. To achieve a complete health, there is a need to find a balance between the physical, emotional and spiritual areas of our life, TriVita joyfully shares the 10 essentials of physical, emotional and spiritual health to serve and help its members and all other people experience wellness. TriVita has joined with professionals in the medical, nutritional and emotional health fields to develop the following 10 Principles Of Healthy Living guide as a principal tenets for anyone seeking greater wellness to practice, to help each person develops habits and attitudes that will enhance and integrate each one's physical, emotional and spiritual parts.

- Physical Health -

1. Breathe Deeply - Air is the cornerstone of life. Every moment of every day your body exchanges carbon dioxide for oxygen to keep each cell in your body alive and functioning. A rich supply of oxygen can make the difference between feeling tired and stressed, and youthful and focused. Take at least five deep breaths from your abdomen several times a day.

2. Drink Water - Water is essential for everything your body does. In fact, 70% of your body consists of water ! Nutrient absorption, blood flow, respiration, elimination and your ability to see and hear require adequate consumption of pure, clean water. Your body cannot effectively store the water you need throughout the day. Drink at least eight glasses of water every day.

3. Sleep Peacefully - Sleep is the only time¹¹ -your body has to repair and rejuvenate every organ and system in your body. Sleep deprivation causes cellular damage and limits the production of enzymes and hormones your body needs to keep your cells healthy, and prevent premature aging. Sleep also has a powerful impact on your emotional health - it eases stress and helps you cope with ups and downs of your day. Strive to get eight hours of sleep every night.

4. Eat Nutritiously - Food has a powerful impact on your body. Every day, food, in large part, determines how you feel and how your body functions. A balanced diet, rich in whole foods, combined with quality nutritional supplements created to meet your specific needs, will give you the energy, emotional balance and mental clarity you need to go through your day, and the disease-fighting strength you need to build and maintain a healthy, active life.

5. Enjoy Activity - Your body was created to move, and move often. Activity increases your blood circulation, speeding oxygen, nutrients and water to your cells. Your Lymphatic System requires activity to purge your body of deadly toxins. Activity also triggers your brain to release health-giving hormones and enzymes that lift your spirit while they bolster your immune system. A small investment in daily, moderate activity will enable you to reap tremendous health benefits.

- Emotional Health -

6. Give and Receive Love - As you give and receive love, freely and generously, you will be blessed with meaningful, lifelong relationships and cherished memories that will bring joy in happy times and, strength and peace in difficult times.

7. Be Forgiving - By forgiving yourself and others of past and present mistakes, real or perceived, you will gain freedom from negativity and guilt that will strengthen you and those you love.

8. Practice Gratitude - Sincere gratitude will lift and inspire you. Recognizing and appreciating all you have, empowers you to find and express true joy.

9. Develop Acceptance - When you develop the ability to identify and accept the circumstances in your life you cannot change, yet strive to make positive changes whenever and wherever you can, you will discover lasting peace and hope.

- Spiritual Health -

10. Develop a Relationship with God - You build a relationship with God in the same way you build a relationship with those around you - through sharing and listening. By offering a simple prayer daily, you will enjoy a sense of well-being you will not experience any other way.

C. 10 Foundational Values

As competitive as the nutritional supplement industry is, TriVita offers its customers an advantage - a set of foundational values that ensures a complete satisfaction for customers. The foundational values serve as the integral standards TriVita practices in providing the finest

supplements and the best customer-12-experience possible as well as to provide continuing education programs for family physicians.

1. Physician-Approved Formulas - TriVita's medical board uses their extensive health and nutrition knowledge to approve proprietary TriVita's supplements based on the latest scientific research and the health and wellness concerns of whole members.

2. Patented Absorption Systems - Unlike other supplements that can be difficult to absorb, TriVita's supplements are developed for maximum absorption and effect.

3. Controlled Laboratory Studies - TriVita products undergo medical studies and trials at accredited universities and medical centers to ensure their effectiveness.

4. Purest Natural Ingredients - TriVita uses the highest-quality, essential nutrients available to create effective, body-friendly formulas without caffeine, mood-altering stimulants or harmful chemicals.

5. Pharmaceutical-Grade Quality - TriVita voluntarily adheres to the strict manufacturing guidelines of the Good Manufacturing Practices (GMP).

6. Third-Party Testing and Certification - In addition to its own quality control, TriVita commissions third-party testing and research to guarantee that its products are full potency and meet all regulatory standards.

7. Quality-Controlled Packaging and Production - TriVita puts safety as a top priority in its packaging and manufacturing. Each product is inspected at least 10 times and two safety seals are used per package on all ingestible products to guarantee safety, freshness and product potency.

8. Dedication to Continuing Medical Education for Physicians - TriVita partners with the American Academy of Family Physicians (AAFP) and the American College of Family Physicians (ACFP) to provide continuing education programs - teaching family physicians to share natural health solutions with their patients.

9. Medical Advisory Board - TriVita's advisory panel of Board Certified physicians provide TriVita with the latest information on scientific developments and testing methods.

10. Complete Customer Satisfaction Guarantee - TriVita promises to provide the best customer experience feasible and offers a 60-Day Money-Back Guarantee on all products.

TriVita highlights these key elements each time when designing a health and wellness supplement. As a result, customers can be assured they are receiving high-quality products.

D. TriVita's Health Professionals

The health care professionals at TriVita dedicate their time to ensuring the supplements' formulas are of the highest quality. Dr. Brazos Minshew, Chief Science Officer, is the primary formulator of new TriVita essential nutrients and manages testing and continuing medical

education programs. Scott Conard, M.D.,¹³ founder of TienaHealth Medical Group, is a health care expert on Vitamin B-12 and is a spokesman for the self-health care revolution.

Brazos Minshew is in charge of formulating the best, new supplements possible. He is dedicated to bringing greater health and wellness to TriVita's members. He combines his extensive background in medical science, naturopathy and alternative treatments to create lifestyle and nutritional solutions to prevalent health challenges. A gifted educator, Dr. Minshew enjoys teaching TriVita's 10 essentials for health and wellness to both medical professionals and anyone interested in getting and staying healthy.

Scott Conard is a dedicated family practitioner who leads TienaHealth Medical Group, an Irving, Texas-based practice which serves more than 40,000 patients. Dr. Conard is considered a national expert on disease prevention and impact of lifestyle on health, he also teaches medical students and residents at a local medical school. TienaHealth also conducts clinical trials.

E. Medical Advisory Board

In addition to health care professionals, to further ensure scientific-quality formulas, TriVita has created a Medical & Professional Advisory Board to assist the company in its efforts in staying abreast of current scientific developments - including nutritional studies - and provide input on the latest, most effective testing methods.

Samuel N. Grief, M.D., Ph.D.

Currently the Medical Director in Department of Family Medicine at the University of Illinois - Chicago, Dr. Grief is Board Certified in Family Medicine, he received his medical degree from McGill University in Montreal - Quebec and is a CME instructor. His main specialties are obesity management, nutrition, diabetes and dermatology. He has authored research studies in a variety of professional publications. Dr. Grief has also done extensive work with homocysteine management and antioxidants, and has appeared on television and radio programs discussing health issues and preventive measures. He holds professional associations with the American Board of Family Practice, American Medical Association, Society of Teachers of Family Physicians, American Academy of Family Physicians, the College of Family Physicians of Canada and others. He resides in Chicago, Illinois.

Dr. Tammy Pon, MD

Dr. Pon is a Functional Medicine Physician at Designer Health Concepts, P.A. in Dallas - Texas. She received her medical degree from the University of Texas in Houston. She has completed specialty training in Age Management and Acupuncture, she has focused on working with patients to enhance their health through whole food supplementation, nutraceuticals and homeopathy. She teaches student doctors on the importance of physical, emotional and spiritual health. Dr. Pon is a practicing physician for over 12 years, working with patients of all ages and she was named Doctor of Medicine by University of Texas Medical School. Dr. Pon is Board Certified in Family Medicine, her studies have been published in Plasmid and American Academy of Family Physicians Home Study Self-Assessment Program. Dr. Pon has lectured on topics such as the use of alternative medicine for menopausal patients and the teaching of children to develop life-long healthy eating habits. She is married, has two children and lives in Dallas, Texas.



Dr. Nathan S. Bryan,- ¹⁴ -Ph.D.

Dr. Bryan is Professor of Molecular Medicine at The University of Texas Health Science Center in Houston. His specialty is Cardiovascular Physiology. Dr. Bryan joined the faculty of the Institute of Molecular Medicine at University of Texas in June 2006 and was honored as one of the University's Accomplished Young Investigators in 2007. Dr. Bryan has published over 20 peer-reviewed papers.

F. TriVita's Corporate Partners

TriVita's media expertise, consumer knowledge and business operation are built and managed through a strategic alliance with three other companies - its sister companies - all founded and owned by Michael Ellison. TriVita has three sister companies :

Ellison Media Company (EMC) - Founded by Michael Ellison in 1971, Ellison Media quickly grew into a national presence in the Christian media industry. Ellison Media specializes in local, regional, national and international media placement in both the general and Christian markets. EMC has over 30 years of experience in direct response marketing employing television as its primary direct response medium. Ellison Media has fabulous success with highly responsive long-form television programs, it has been an instrumental player in the success of some of the largest broadcast ministries in history. EMC also has extensive experience in multifaceted marketing campaigns such as designing and executing short-form DRTV (Direct Response Television), long-form DRTV, radio spots, market analysis, telemarketing, publications, internet, web development and optimization, direct mail, print ads and e-commerce. Ellison Media has purchased airtime in over 100 countries worldwide, with programming going into almost 200 countries and tracked results on every significant Christian station in U.S. and Canada as well as most mainstream media cable, broadcast stations and networks. The following case studies represent some of the major successes achieved by Ellison Media in helping other companies develop their media marketing campaigns.

James Robison and LIFE Outreach International (LOI) - LOI has ministered to literally millions of people around the world with food, medical supplies, shelter as well as spiritual nourishment through their daily syndicated television program. EMC has significant contribution in advising on direct response elements for over 20 years.

TriVita Inc. - Ellison Media was responsible for developing the front-end direct response strategy, which included placement of long-form television and radio infomercial programmings, Direct Response print and web-based direct marketing response marketing. EMC helps TriVita spread the message of health and wellness through TriVita infomercials broadcasted on television and radio - these infomercials have aired over 200,000 times. As a result of Ellison Media Company's direct response strategies, TriVita :

- Acquired over 2,000,000 customers via radio, television, print and web.
- Sold over 11 million units of its flagship product - Sublingual B-12.
- Ranked in the top 20 frequently aired television infomercials by *Response* magazine.
- Expanded its Direct Response activities internationally.

Christian Broadcasting Network - Ellison Media Company managed a major satellite event in which over 165,000 people attended and over \$14 million in pledges were raised. This was the largest single fundraising event at that time in the history of Christian media.

Ellison Research - A full-service marketing research firm dedicated to providing clients with levels of service and responsiveness they have not experienced before. Ellison Research has helped numerous non-profit organizations and medium to large-size corporations enhance their ability to succeed by providing quantitative and qualitative research information and analysis. As TriVita's sister company, Ellison Research has highly skilled group of professional conducts focus groups to determine the desires and needs of Trivita's members to further improve product offerings. Some of the amazing things, major business accomplishments produced by Ellison Research's clients are listed as follows :

- Managed over \$20 billion in financial assets.
- Sold 9.1 million cars and trucks in the last year.
- Sent multiple football teams to college bowl games.
- Helped feed, clothe and educate 12 million people in nearly 100 different countries.
- Produced one of the nation's most popular syndicated radio programs.
- Published 60 million copies of literature.
- Designed the Super Bowl championship ring for the Pittsburgh Steelers.

Over decades of providing superb-quality personal service tailored to the needs of each client, along with its high level of confidentiality, Ellison Research has managed to build an impressive client list that includes the following array of organizations and brands (either directly or in partnership with their branding or advertising agency).



- | | |
|---|---|
| <input type="checkbox"/> General Motors Corporation | <input type="checkbox"/> Audi |
| <input type="checkbox"/> The Coca-Cola Company | <input type="checkbox"/> Bank One |
| <input type="checkbox"/> IBM | <input type="checkbox"/> Life Outreach |
| <input type="checkbox"/> International | |
| <input type="checkbox"/> BMW | <input type="checkbox"/> Mitsubishi Motors |
| <input type="checkbox"/> Macy's Department Stores | <input type="checkbox"/> Ford Motor Company |
| <input type="checkbox"/> Samsung Electronics | <input type="checkbox"/> The Arizona Republic |
| <input type="checkbox"/> Fairmont Hotels & Resorts | <input type="checkbox"/> Daimler-Chrysler Corporation |
| <input type="checkbox"/> World Vision | <input type="checkbox"/> Hibernia National Bank |
| <input type="checkbox"/> Arizona State University | <input type="checkbox"/> PETsMart |

GDF Fulfillment Solutions - GDF (Global Duplication and Fulfillment) has been providing fulfillment services for over 15 years. Founded in 1989, GDF utilizes the latest technology and equipment to stay competitive at the forefront of an industry that is constantly changing : providing e-commerce fulfillment as well as traditional order fulfillment. The GDF team is



made up of industry experts who are on hand to address any client's questions or problems that may arise. GDF has been consistently delivering a world-class service to diverse clients ranging from mom-and-pop shops to nationally-known corporations, one of those clients is TriVita - GDF has shipped over 6.5 million TriVita orders and its total quality assurance is unparalleled, ensuring Trivita's members get their orders in a timely and accurate manner.

Headquartered in the Phoenix area, GDF Fulfillment Solutions is a member of the Direct Marketing Association and Better Business Bureau (BBB).

TriVita media infomercials in North American markets

There are well over 200 television and radio-16-stations across U.S. and Canada that broadcast infomercials daily for TriVita's flagship products such as Sublingual B-12. The following items are numerous television and radio stations in several U.S. cities where TriVita infomercials are currently aired.

TV Station	City / Market	TV Station	City / Market
WFXG	Augusta	KSBI	Oklahoma City
WNLO, WIVB, WKBW	Buffalo, Toronto	KETV, KPTM	Omaha
WJYS, TLN	Chicago	WACX	Orlando-Daytona Beach-Melbourne
GTN 23, WTVM	Columbus	KESQ, KDFX	Palm Springs
KTAQ	Dallas-Ft. Worth	WBPH	Philadelphia
KCNC	Denver	KPHO	Phoenix
WDIV, WKBD	Detroit	KGW, KPXG, WPME, KOIN	Portland
KTXH, KHOU, KTRK	Houston	KSPX	Sacramento- Stockton-Modesto
WIPX, WTTV	Indianapolis	KUSI	San Diego
WDAF	Kansas City	KTLN, KKPX	San Francisco- Oakland-San Jose
KDOC, KPXN	Los Angeles	KSTW, KOMO	Seattle-Tacoma
WNOL	New Orleans		

Radio Station	City / Market	Radio Station	City / Market
WIND AM	Chicago	KKLA FM, KTLK AM	Los Angeles
KRKS AM	Denver	WMCA AM, WABC AM, WWRL, WBZO FM, WRCN FM, WLVG, WCBS FM	New York
KKHT FM	Houston	KLNG	Omaha
WBRI	Indianapolis	WNTP AM	Philadelphia
KCNW AM	Kansas City	KKYX	San Antonio
KSHP AM, KDWN AM	Las Vegas	KFAX AM	San Francisco- Oakland-San Jose

TriVita | Investment Opportunity
Make health : your business !

As an important part of people live a healthy, experience with others, wealth for its members enhance their financial

For those who make helpful to help families, experience a true health in Any of you whether you immediate cash flow or a million dollar business, investment system to help specialized business and nutritional products are

and radio infomercials, newsprint and internet, but there is a rewarding investment opportunity for people to become a partner with the company and take advantage of a booming wellness industry to create a steady residual income stream.



TriVita's vision and mission to help fulfilling life and share their wellness TriVita is also focusing on building and for anyone who seeks to well-being.

health their passion, just being friends and other people find and their daily lives, pays joyful dividends. are a new business owner seeking direct-sales veteran building a multi-TriVita has created a cutting-edge you build true wealth through a income opportunity. TriVita's already being sold through television

The wellness revolution and next generation of wealth. Wellness industry began to emerge in the 1990s and it's still a very young industry compared to its sibling - health care industry. Both wellness and health care industries are revolving around health, but each has different objectives towards health. When we look at health care industry, It's quite ironic to learn that of the hundreds of billions of dollars we spend on health care, most has very little to do with improving the quality of health of each person. Health care expenditures for instance in U.S. amounted to over \$3 trillion that are spent on health care and pharmaceutical products and services that for the most part are developed to either treat the symptoms of a disease or eliminate the disease. It's not so surprising to observe that there is little or no correlation found



between health care spending and overall health improvement per capita - in fact, there are many types of illness and disease that have become prevalent in this new millenium that resulted from the choices we made in the past such as not getting enough of proper nutrients our body needs, sedentary lifestyles and poor eating habits. Since health care industry is focusing on sickness, that is to cure illnesses, it would more appropriately be called the "sickness industry", and this industry is not the kind of industry that opens a vast opportunity to build great wealth in upcoming decades.

The wellness industry, on the contrary, gives a complete focus towards fulfilling the wellness needs of each individual. What wellness industry does towards health is very much opposite from what health care industry does. Wellness industry provides products and services that are designed primarily for healthy people - those individuals without an existing disease - to make them feel even healthier and look better, to slow the effects of aging or to prevent diseases from developing in the first place. Even though it's mostly people with good health who normally subscribing to wellness products and services, in the last decade we have seen millions of people moving from health care industry to wellness industry to look for alternative healings for their health problems - they are not only yearning to be free from their health difficulties, but many more of them realize how important it is to have a robust health for the improved quality of their lives and for the reduced of their long-term health care costs. Due to

its position as a relatively new industry, not¹⁸-too many people recognize the enormous power of wellness industry, the power that lies in its vast financial opportunities and health-enhancement resources that all of us can utilize to create and maintain better health, wealth and life, which has propelled this emerging industry into a \$200 billion business in only a short decade.

For anyone who aspires to build greater wealth, there is great opportunity lies ahead within the most economically vibrant industries that offer a very lucrative advantage for individuals who seriously thinking to start their own business or to become entrepreneurs. One of today's most dynamic industries with much further growth expected to occur in the next decade is wellness, and as a mega business, wellness industry represents an extraordinary economic prospect that is created not just for a chosen few, but for literally millions of "ordinary people" - individual entrepreneurs - who desire to create great wealth in this newborn economic sector where millions of people spending billions of dollars to further their wellness.

This group of people are individuals who actively cultivate a healthy living lifestyle and always looking for ways outside a conventional medical establishment to allow them to be healthier. More than half of this group are those from upper middle economic class and most of them are baby boomers (people from age 50 and over). Today, there are lots of boomers who spend a fortune to buy products that actually make them younger in terms of having a healthier body, more acute senses and a sharper mind (note : baby boomers are the first generation in history who refuse to blindly accept the aging process). In total, this group of wellness consumer spends more than \$100 billion annually on vitamin and food supplements. Other than baby boomers, there are literally millions of people from other different age groups, economic backgrounds and various health challenges that are eager to learn about all new approaches to their vibrant health. So how are people learning about all these approaches towards their healthiness ?

Certainly, they are not going to get these services through doctors since doctors, drug stores, pharmaceutical companies and hospitals are mostly part of the sickness industry, and for decades until recently, most scientists and public health care administration leaders are viewing preventive care as a kind of lip service. What's interesting in recent years is that numerous scientific studies are now confirming what a few million North American people seem to have known all along : there are thousands of efficacious treatments to make people feel their best and healthier, to reduce the effects of aging process or to prevent detrimental health conditions from taking place. Though, you can possibly find some product or service lines for wellness in certain health establishments, but the majority of treatments designed for health and fitness are hardly can be found in commonplace business centers.

The unique thing about wellness industry is that universally people come to know about the latest breakthroughs in nutritional supplement and other diverse healthy living products and services from only one place : from other people. A lot of companies that operate in wellness industry are utilizing the time, effort and often capital from individuals to help communicate their products or services to others through a direct selling method or one-on-one/word-of-mouth communication that also widely known as network marketing because this technique is found to be the most effective approach until these days to change someone's way of thinking and teach them about a new service, a method or a merchandise - it's basically a new way of doing something that they wouldn't have gotten by reading a magazine, surfing internet or watching television.

So if you want to learn about wellness, the best way is through someone - a friend or a family member - who has had a wellness experience. You might also stumble upon wellness through your own first-hand experience when one of these health-healing treatments working for you, but in most cases, watching positive changes in someone else's health can powerfully change your general perception about health and wellness. If you are someone who never explores alternative medicine outside the boundary of long-established health care system, then usually not until you bump into a wellness experience, you are probably not going to realize that there are these abundant, natural health treatments for fulfilling your health and wellness needs on a daily basis beyond the capability of prescription pills or pharmaceutical drugs, and upon discovering this wellness experience, you start to find out that there is a whole wellness industry out there with all these sorts of unique product and service that can work on improving the quality of your life and at the same time, lowering the costs of your health maintenance.

A “great boom”. Over the next 10 years, as worldwide economy is projected to double its household wealth to over \$150 trillion, at least \$15 trillion of this new wealth will represent new entrepreneurs coming to the table, they were not born into wealthy families, but who choose to build their own fortune in new and emerging industries where this enormous wealth is being created. Wellness and direct selling/network marketing are two of the strongest emerging industries among other sectors such as e-commerce, specialized investment & asset management and next-generation communication & transportation technologies where this growth of new wealth will occur.

TriVita is one of handful companies that have combined the best of wellness and network marketing industries. For one thing, network marketing is both the oldest method of sales communication and also the newest, this method of communication represents the cutting edge of intellectual distribution of which we are seeing why so many *Fortune 500* companies jumping into the direct selling arena. Network marketing is now a \$100-plus billion global industry and it has grown steadily over the last 20 years with over 53 million people worldwide



involved, yet as impressive as this is, the real growth in this industry has only just begun. In the coming decade, network marketing is estimated to multiply its growth exponentially because of the ever-accelerating pace of many technological advancements as demand for new, innovative products and services that target end users and business-type organizations is surpassingly increasing, each of this product and service needs their feature to be told in the marketplace - the kind of information which no amount of flashy TV ads, sprawling internet pop-ups and

big billboard ads can effectively tell. At the current rate of increase, it's forecasted that at least some 100 million people will enter network marketing industry in approaching decade. From wellness industry, demand for new products and services that promote better wellness and stronger health is increasing steadily at rapid pace, our aging population that includes the big group of baby boomers and many senior citizens are actively looking for natural solutions that can enhance their physical and mental performance, and help them look youthful and great, in addition to that, our younger generation from kids to adults are more than ever going to need the right nutrition that can fulfill their everyday needs of good, nutritional supplementation for maintaining their overall health in this day's hectic living.



Wellness and network-20-marketing have natural relationship in which they are connected perfectly as one massive force in financial world, network marketing provides a systematic business-building model influenced by person-to-person style of learning where this concept is widely utilized by many companies and individuals who build business in wellness industry. When you have the infrastructure, expertise (manpower) and capital to combine the economic power of network marketing and wellness industries as some companies do, this convergence of forces brings a huge financial advantage, creating a “great boom” of unprecedented economic opportunity that enables entrepreneurs to create a satisfying lifestyle and - at the same time - tremendous new wealth.

Within the next 10 years, worldwide economy will create over 15 million new millionaires and wellness is one industry where some of these millionaires will represent. You have the opportunity to start now and become one of them. To reach your financial-success destination, you need the right vehicle to get you there - TriVita is the right vehicle that can take you to where you want to realize your financial dreams and fulfill your life's purposes. TriVita, being a major player in wellness business, has well-established corporate systems and in-depth expertise you will need to reap bountiful financial rewards from wellness industry. Investing in wellness industry offers a unique opportunity for you to make a positive difference in health, wealth and happiness not only for your own life and your family's, but also you will be adding enrichment to the wellness and personal fulfillment of many other people. In so doing, you will be making a valuable contribution to your community, your nation and the world.

TriVita Business System : introduction

In addition to its wellness product and service innovations, TriVita also offers an one-of-a-kind investment opportunity for individuals to create a substantial cash-flow business that has a competitive asset value, this investment is what we call **TriVita Business System (TBS)** or **TriVita Business**. TriVita Business is an integrated, **home-based business system** that TriVita creates to enable ordinary individuals to build a successful business without taking out so much of their time, effort and capital. Since TBS is a pre-built business system, and it's independently owned and run by individual business owners also known as TriVita Business affiliates, it's recognized as well as a personal franchise. Quite differently from all franchise and other business opportunities in the market, TriVita Business has a very distinctive business model that offers so much flexibility and efficiency for its business affiliates to run and grow their TriVita Business without being restrained by many stiff rules and obligations that carry expensive monthly maintenance costs as found in most franchise businesses. What's more, TriVita Business can also be owned and operated by a corporation, so if you own a company, you can as well partner and do business with TriVita as a corporate-entity organization.

The business model that makes up TriVita Business is known as **TriVita Business Model**. TriVita Business Model is the revolutionary approach that TriVita has developed to move its wellness mission forward. Michael Ellison (TriVita's founder and CEO) points out that by emulating the best business practices from several industries, TriVita is able to create a powerful and unique TriVita Business Model. TriVita Business Model brings a straightforward direction and simplicity that takes the guesswork and hard work out of building a business and gives entrepreneurs a clear track. Though, there is no magic bullet to build wealth by taking a

business path, but with an effective-21 -corporate-support system in place combined with the experience and expertise of qualified people and proven tools of which all of them are provided by TriVita, it's feasible for you to create a successful TriVita Business.

TriVita Business embraces a simple formula - **learn**, **share** and **grow** - to give people greater opportunity for success. In applying this formula, first of all, you need to learn the system and embrace it. Once you learn the system, share it with others by using the business and marketing tools from TriVita such as a product catalogue and your personalized websites. The



last part of the formula is to grow your business by helping others learn and share the system. By working with a well-known company such as TriVita, you are strengthening your business's credibility. TriVita's noteworthy success in health and wellness industry has served the company to establish powerful business-growth systems. Currently, TriVita owns various copyrights and trademarks, and holds several product patents. With TriVita Business's formula, your business can run and expand without solely depends on your effort and skill, the system within TriVita Business gives the average person, who may lack recruiting and business-development skills, all

the tools needed to be effective recruiters and business builders.

TriVita Business is using the power of internet that allows business owners to manage many aspects of their TriVita Business online via TriVita's comprehensive Online Business Center (OBC) called **myTriVita** (website : www.trivita.com/businesscenter/secure/login.aspx), this web-based business center is an internet office where all the tools necessary to monitor, market and build a TriVita Business are found. Using online business hub at myTriVita website, you can order products, monitor your business's sales transactions at any time - anywhere 24/7, send email messages, audio/video programs or newsletters to your customers and prospects. TriVita even supplies an online help desk (built inside myTriVita) to help answer business questions. There are more features and tools from myTriVita that provide core support for managing and developing your TriVita Business. On the next sections, we will take you to explore much more about TriVita Business Model and the roles of TriVita organization and its corporate partners in ensuring your success in business.

TriVita Business System: a 21st century business model

It's rather fascinating that in today's information age where you can find vast information on how to build a successful business, not many people are really successful, in fact, millions of people every year who start a business of some sort are facing seemingly endless winding roads and hard challenges that consume so much of their energy, health and financial resources without producing noteworthy growths. Too many hardships to handle, dismal profits and broken spirit are what prompting over 70% small business owners out of business within just a relatively short period of time (10 years or less).

What hinders so many people to establish a business that thrives is that there is no proven business model and system in their business that capable to guide them to bring to fruition their business objectives and lead them to financial freedom. TriVita Business Model is created with a main purpose to enable an average person to own and grow a successful business relatively easy and comfortable without going through many trials and errors that can waste a lot of time, energy and money which at many times not able to bring satisfactory returns. TriVita is taking a completely different way from many other companies out there in

creating a unique business model to help 22 -you and many people find wealth and wellness, and TriVita Business Model fits TriVita's health and wellness mission perfectly.

Owning a TriVita Business gives you the built-in systems to help grow your business that no other company has. These systems have extensive capabilities to ...

- ➡ Acquire your customers.
- ➡ Build each of your customer's value and longevity.
- ➡ Ship and handle your customers' orders and needs.
- ➡ Research, design and manufacture life-changing, scientifically proven products.
- ➡ Guide and teach you how to manage and expand your business.

TriVita Business System is entirely supported by TriVita's sound corporate systems that collectively work as a business conversion system to help build your business for you - you simply feed the system with your prospects, TriVita will convert them to become customers or business owners that propel your business. TriVita Business's conversion system brings you in touch with interested people - those individuals who are truly interested in seeking wellness and wealth - rather than cold prospecting that has left many small business operators with countless rejections and bankrupt emotions that will not create success. At the heart of TriVita Business, there are three integral components that define TriVita Business : **acquisition**, **service** and **growth**. These components provide the framework of how TriVita Business works and they offer tools to operate and promote the business.

TriVita Business System : component 1 - acquisition

With Acquisition component, TriVita has created the most potent and effortless way to find customers. For many businesses whether they are small or big, finding customers is always a challenging task and it's a problem faced by many business owners. The ability to find customers is truly critical given the fact that customers are sources of revenue or income, the better the competence to acquire a lot of customers and retain them for many generations, the greater the economic prospect a business will possess.

Media Acquisition Program (MAP). The Acquisition component has a unique media cooperative program called Media Acquisition Program (MAP) or also known as **Co-Op Advertising Program** which essentially created by TriVita to solve the major problem of finding new customers. MAP or Co-Op Advertising Program is a voluntary program that gives an option to TriVita Business owners to expand their customer base beyond the limit of their own contact list or people network. Co-Op Advertising Program simply lets you get customers without putting any marketing effort - you won't be speaking to any person.

Participating in MAP means you are cooperating with TriVita for obtaining your business's customers where instead of recruiting customers by solely counting on your selling skill, you can simply share TriVita's advertising and marketing efforts in which TriVita will do the hard work of prospecting and bringing in customers from its international media campaigns (such as from television and radio commercials) through corporate partnership with its sister company - Ellison Media - that provides global marketing expertise and interactive media infrastructure, and you can conveniently get these customers directly from TriVita at current selling rate which is based on the volume of response generated by TriVita's corporate advertisements.

There are multiple marketing channels that TriVita utilizes to recruit customers, TriVita spends millions of dollars each year broadcasting several of its chief products (for instance Sublingual B-12) on television and radio infomercials (such as The Shopping Channel, Golf Channel and

Christian-based media programs), newsprint-²³ and world wide web. Presently, TriVita products are used by millions of customers in North America, TriVita's series of infomercials are some of the longest-running commercials on television, the products' top quality and consistent multimedia exposure through national media placements further enhancing TriVita's brand name and credibility as millions are exposed to them every day, and these competitive advantages, in return, they pull in thousands of new customers for TriVita every month.

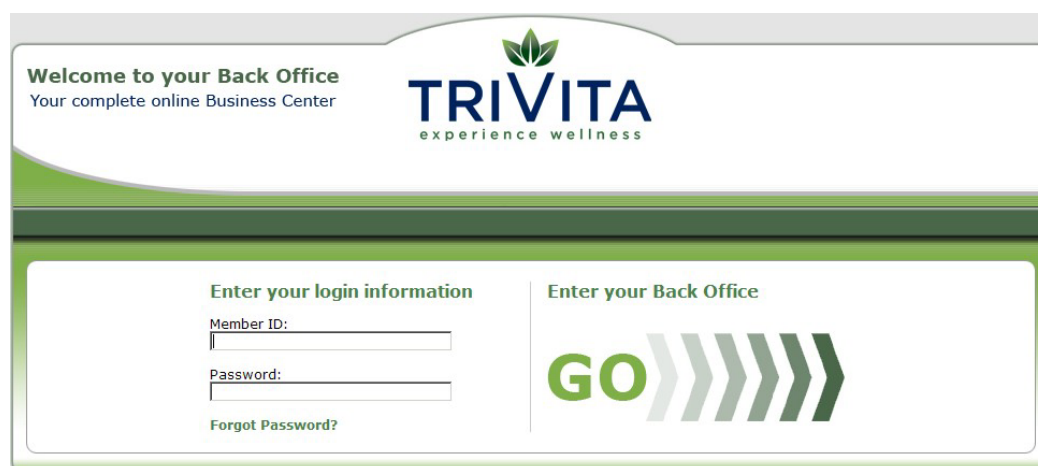


From its inception in the early days of TriVita's corporate formation, MAP program has generated more than 1.6 million customers for TriVita Business owners. This customer-acquisition program has been running strongly in helping thousands of TriVita Business affiliates go beyond their personal warm markets and build thriving businesses, this co-op advertising plan has also developed a decade-plus reputation for quality results. MAP program is going strong with many TriVita Business owners utilize the customer-acquisition advantage of this program to boost their business, for one reason is because you can simply co-op with TriVita on a relatively small scale and get predictable results which eliminates the risk of lost advertising revenue due to ineffective ad campaigns. TriVita's MAP program helps your business attain customers without the need to rely on family and friends. This business benefit of Co-Op Advertising Program really puts confidence among business affiliates in the long-standing trait of the program and many of business affiliates are sharing the program with others who want to take their TriVita Business to new heights.

Another reason that has MAP program works so well is back-end marketing. It is back-end marketing that makes TriVita stand out as a premier wellness company that takes a unique, one-on-one approach to connect with existing customers through after-sales marketing services. TriVita periodically sends a catalogue and a wellness tabloid each month with health education and product profile information, including special product offers, which encourage media contacts/MAP contacts (the customers brought from marketing campaigns) to reorder more products. This back-end marketing technique is a major factor in getting existing customers to develop a positive experience and a special bond with TriVita, that in turn, will naturally move them to make more product repurchases. TriVita performs multiple touch points beyond this each and every day to create loyal customers.

TriVita's Co-Op Advertising Program works based on a very simple concept of which you can directly buy and own TriVita's customers and share in the profits of their future product purchases. TriVita takes the funds (from your purchase to acquire customers) and apply to media airtime of which this process normally takes 30 to 60 days. TriVita purchases airtime in advance based on budget reservations. The beauty of co-op advertising is that it practically

provides you with an acquisition tool to help-24 -you acquire your customers from TriVita's MAP contact database. This acquisition tool is basically a reservation system which exactly built inside your TriVita Business back office to serve you to reserve the quantity of customers you are going to order, TriVita will fulfill your order within two weeks and deliver the customers directly to your back office (located at myTriVita website). The following is a sample of myTriVita business center.

The image shows a web browser window displaying the TriVita Back Office login page. At the top, there is a header with the text "Welcome to your Back Office" and "Your complete online Business Center" on the left, and the TriVita logo (a green leaf icon above the word "TRIVITA" in blue, with "experience wellness" in smaller green text below) on the right. Below the header is a green horizontal bar. The main content area is white and contains two sections. The left section is titled "Enter your login information" and has two input fields: "Member ID:" and "Password:". Below these fields is a link that says "Forgot Password?". The right section is titled "Enter your Back Office" and features a large green "GO" button followed by four green chevron arrows pointing to the right.

Another aspect you should know about co-op advertising is that media contacts are non refundable due to the nature of the direct response media industry and its limited opportunities to receive refunds from stations and networks on any media time purchased. Keep in mind that co-op advertising is not a commodity since it has to be planned, executed and fulfilled, therefore, it's important for business affiliates when making a reservation (to purchase customers), to set the number of customer (for acquisition) as accurate as possible, as TriVita will use business affiliates' acquisition volume to plan and forecast its media purchasing.

For TriVita as a company, the MAP program is an important tool to help the company spread its health and wellness message effectively and inexpensively to many more people in many more communities and cities with the help from the business owners who are active in sharing their wellness experience with others. TriVita is genuinely invited business-minded individuals to partner with the company to bring forth its wellness message and corporate mission through TriVita Business investment opportunity without seeking chances to gain any profit from the partnership, but entirely devoted for the betterment of their wealth and well-being, and MAP is a rare way of sharing revenue between business owners and TriVita in which TriVita is contributing greater share of know-hows, time and financial resources to serve and support each of its business affiliate's customers.

Seeing from a business standpoint, MAP program has its ultimate purpose to enable TriVita Business owners to experience perpetual earnings and business growth through a customer-acquisition cooperation with TriVita. When you participate as a business affiliate to obtain media contacts through TriVita's co-op formatted program, you are automatically receiving a royalty right for life to earn compensation on each acquired contact's lifetime purchasing dollar value as long as you are an active TriVita Business owner. When a customer orders any of TriVita products, the active business affiliate is compensated for the product sales and the continual product purchases of that customer. And when that customer refers another customer, you will also receive income from his or her referral. The pay structure for compensation is defined through TriVita's compensation plan (page 36 to 38) based on commissionable orders placed by the media contacts.

For the reason that MAP contacts are potential passive-income producers for TriVita Business owners, the customers that you own are considered assets for your business which can be valued in three ways : (1) personal purchases made by customers, (2) referrals that they bring in and (3) their referrals' personal purchases. These three areas of value are driven by TriVita's back-end marketing efforts through its catalogues, wellness-promotion journals, weekly wellness newsletters and 24/7 customer support service. Business affiliates can also support TriVita's back-end marketing efforts by performing follow-up efforts with their own customers that can enhance sales volume from their customers' orders and grow their business's compensation.



TriVita Business System : component 2 - service

Acquiring customers is only one part of TriVita Business Model. The second part of the business model is centralized on servicing customers and business affiliates, providing them with very best after-sales service and business support, this is one of the greatest attractions for entrepreneurs who choose to go into TriVita Business. The Service component is linked together with the Acquisition component to support its operation, it works specifically to help entrepreneurs run and grow their business smoothly by servicing their customers and giving them a full support for their business needs. The Service component is built inside TriVita Business Model so that entrepreneurs won't have to use much of their efforts and time to tackle many aspects of their business operation themselves, and moreover, there are no extra fees TriVita Business entrepreneurs have to pay from their own pocket for getting this invaluable service.

Post Acquisition Marketing System. Within Service component, there is a specialized system which was developed to coordinate and administrate all elements of TriVita's post-acquisition customer service that geared towards servicing customers' needs around the clock, this system is called Post Acquisition Marketing System or Post Acquisition Support Service (PASS). This customer service & support system for serving TriVita's customers is managed by a group of professionals with more than 100 years of combined media experience in catalogue, broadcast and online marketing.

TriVita's informative television and radio campaigns bring in thousands of enthusiastic customers every month and TriVita maintains an active communication with all customers through the creative and exceptional efforts from TriVita's team of writers, art directors, graphic designers and producers as they handle all TriVita's back-end marketing tasks, these talented individuals create TriVita's websites, monthly product catalogues and health-education journals available in both print and online, email campaigns with wellness information and other print and online pieces to help build your business.

Beyond human resources, TriVita believes in- 26 -a consistent approach to retaining customers by marketing to them directly. Through well-crafted marketing pieces such as full-color catalogues showcasing TriVita products, also the inspiring and educating *VitaJournal* (a full-color wellness publication), TriVita connects with its customers. More than 12 million catalogues and copies of *VitaJournal* have been sent to existing and prospective customers since the first publication. These regularly scheduled printed items are controlled through an extensive database and segmentation process that minimizes the cost of mailing. Through product offers and promotions, TriVita manages and tracks customers' needs to provide the products and services that are most likely to meet customers' interests and demands. Each printed publication is specifically designed to promote and educate wellness and inspire people to make better lifestyle choices.

Keeping customers happy is one of the most important aspects of any business, another after-sales service TriVita develops to address customers' concerns and needs expertly and in a personalized style is employing a group of wellness consultants offering customers a service that can lead them toward greater shape and quality of life. TriVita's wellness consultants are available at all times to take product orders and address the questions or concerns your customers may have. Plus, TriVita offers health coaches who can work one-on-one with your customers to create customized wellness regimens.

From a business perspective, Post Acquisition Marketing System is essential to create above-average customer experience and to increase the average repeat sales rate per customer that is going to benefit both TriVita and entrepreneurs. TriVita has a touching competence through all these years in keeping its customers satisfied, which speaks to the company's strength. TriVita still keeps many of the first customers it acquired from its first marketing drive in 1999, this success is credited to TriVita's fine-touch marketing strategy to enhance the relationship with its customers and its well-managed corporate systems to always continue to develop and bring effective products to the marketplace and provide customers the best money can buy. As a TriVita Business owner, you have a peace of mind knowing that all your customers will continually receive a broad varieties of service and enjoy plenty of benefits as a TriVita's member such as the following features :

- ✓ **Exclusive 20% Member Discount** every day on every TriVita product - including our famous Physicians' Formulas.

- ✓ **Member Rewards** points (VitaPoints) redeemable for free products.

- ✓ A Dedicated **Health Support System**.

Customers have a full access to TriVita's health services department to receive health and wellness assistance and coaching from TriVita's health professionals. All personnels from medical advisory board, Member Services Department and wellness consultants are committed to give the best care to meet each customer's pursuit of health.

- ✓ **Autoship**.

Having autoship means that customers will never run out of essential vitamins and have the convenience to receive their vitamins by having their product orders being delivered to their doorstep automatically.

- ✓ "Members Only" Special Offers - TriVita's members receive monthly special discounts and promotions in every TriVita catalogue and magazine via mail and internet (**www.trivita.com**).

- ✓ TriVita wellness community news flyers.

- ✓ TriVita product catalogue - TriVita's 27 -catalogue mailed to your customers monthly at no cost to them and to you.



- ✓ TriVita's healthy living magazine *VitaJournal* - TriVita's health-education tabloid mailed to your customers monthly, we have health experts, writers, visual art directors and creative design professionals who involved each month in creating the whole contents of this health and wellness magazine, imagine that you don't have to worry about publishing a comprehensive periodical like this yourself, and of course you don't have to pay any penny to have this tabloid shipped to your customers. The *VitaJournal* is an exclusive review, featuring the latest health and wellness news, scientific researches around the world, healthy-eating recipes, motivational articles, health-education topics accompanied by recommended TriVita products and targeted messages from TriVita's doctors.



- ✓ **Email Health Alerts** - Customers will receive up-to-the-minute health and wellness information, tips, recipes and stories all about healthy living.



- ✓ **Weekly Wellness Reports** - Brazos Minshew, TriVita's Chief Science Officer, has created a new Weekly Wellness Report filled with critical health information. Brazos Minshew's interesting, easy-to-understand articles are written exclusively for the Weekly Wellness Reports periodical and emailed to TriVita's members.



- ✓ **No** future membership fees.
- ✓ Being a family member of a wellness community that is changing the way people think about health.

All these facilities and advantages designed to motivate regular purchases from customers at no cost to you, allowing your business to run with much less operating costs and increase its net profits in the long run. And it's you who will benefit from the continuing customer purchases this back-end marketing creates. By having TriVita takes care the back-end marketing aspects of your business on a daily basis, it gives you two main advantages as a business owner : helping you save big budget on customer-service marketing which can cost thousands of dollars or much more from your pocket if let's say you had to plan, design and execute it using your own effort, it's realistically demanding among businesses in general to deliver the kind of marketing results as effective and highly professional as TriVita's. In addition to saving money, from time perspective, TriVita's back-end marketing enables you to have a lot more freedom of time to do more of the things you want to do in life while at the same time you are able to use more free time to focus on expanding your business and have a full confidence knowing that your business is continually growing.

TriVita Business Services System. In addition to Post Acquisition Marketing System, TriVita also develops a similar back-end support system within Service component that is specially designed for TriVita Business affiliates to serve and guide them in operating and cultivating their business, to help them achieve greater wealth and well-being. This business service & support system for serving TriVita Business owners is called TriVita Business Services System or Affiliate Member Services. When venturing into business for yourself, it's important to have an effective support system in place. It's not just the moral support of family and friends you need, but the tangible support of qualified people and proven systems that create success. As a TriVita's partner, you don't have to employ your own money to build the entire business groundworks and management systems. You don't need an MBA or a background in business or marketing. You don't have to quit your daytime job, hire or manage employees or commit to a work schedule that robs your energy and health. The common picture in most typical businesses is that too often you have to mind every detail of operation in your business which puts you in multiple roles as a technical person, a manager and an entrepreneur, this way of managing a business can create more problems in a whole business process than you can handle, and you won't be able to find the time and have the physical and emotional energy you desperately need to focus on your business growth.

Running a TriVita Business is completely different. TriVita's expertise will help you along the way. By becoming a TriVita Business owner, you open the door to years of corporate experience and proven business tools available to you for help. TriVita Business Services has

large networks connected with experienced²⁹ executives, business services support teams and several corporate partners who are virtually the extensions of your business, they help you acquire, serve and retain customers. Having all these know-hows on your side means you can successfully build your business even if you have no experience.

TriVita's executive team members come from well-rounded backgrounds and have a variety of talents and interests. Having access to these experienced people means there is no need for you to hire marketing specialists, writers, graphic designers or anyone else to help build your business. Instead, you get to put TriVita's knowledgeable corporate executives to work for you, your customers and your business. The executive team has more than 100 years of combined experience in several important fields from business development, marketing to creative service and information technology where TriVita has it covered. TriVita's information technology support team keeps the technology facet of the business in full working order. The IT professionals ensures the company's computer systems run smoothly and are updated with the latest technology. These experts manage TriVita's customer data, business affiliate support systems and websites' functionalities such as product profiles, member account and payment portal.

Outside of TriVita's executive and business support teams, TriVita Business owners still further benefit from the combined professional experience of three corporate partners : Ellison Media, Ellison Research and GDF Fulfillment Solutions. Their business profile is outlined from page 14 to 16, these companies are the pillars of TriVita's everyday business transactions and strategic expansions, they support more than half of all functions within the company's business environment. TriVita's television, radio and internet-based acquisition campaigns are created and executed by Ellison Media Company, a well-respected multimedia agency. With more than 25 years of direct marketing experience, Ellison Media helps acquire new customers for TriVita, and more importantly, for your business.

To keep a competitive edge, TriVita partners with Ellison Research for its product research into the latest trends. Ellison Research provides TriVita with the latest market research information, accurate real-time customer tracking and its top-notch team conducts studies of customer preferences as it introduces new products and programs to the market.

Another corporate partner, GDF Fulfillment Solutions, takes care of inventory and shipments. At its state-of-the-art packaging and fulfillment center, a group of highly trained staff ensures that each package is safely and securely labeled and shipped in a timely manner.

So having a TriVita Business means you don't have to build your systems from the ground up, you do not have to sell, stock or ship any product. TriVita and its strong network of corporate partners have their systems in place and create a seamless coordination among themselves to take care all operations in your business for example stocking products, managing inventory, fulfilling product orders, handling customers' inquiries and taking care the day-to-day hassles of running a business. It's as easy as that !

Through TriVita Business Services, TriVita offers an unparalleled, multifaceted training and business support systems that help all business affiliates start and grow a successful business from day one, and inspire them to take their business to new heights. TriVita Business Services is managed by dedicated and highly trained business services consultants who work day and night to assist business owners with everything they need that involves all important


parts in their business from MAP customer-30-reservation to new business affiliate enrollment, product order processing, compensation, marketing and business management. TriVita Business Services consultants help ensure all new TriVita Business affiliates have their business set up properly, and that they understand the fundamentals and systems of the business. Business services consultants are doing everything they can to make your TriVita Business operating successfully, another business support service that they provide is handling questions about how to purchase customers through MAP, how to setup your compensation payments or how to use myTriVita.

In addition to a highly qualified human resource support team, every TriVita Business owner has complimentary access to myTriVita - TriVita's innovative business-management website where all the tools you will need to keep track of your business are available (myTriVita back office is shown on page 24). Using myTriVita business center, you can :

- Acquire customers using MAP tool by simply clicking on Co-Op Reservation menu option.
- Order products.
- Send wellness newsletters to customers, business affiliates or prospects.
- View all the customers and business affiliates you have in your organization. The following page displays an example of a business owner's organization.

SALES - GROUP LIST

This section details the contacts in your organizational database. These contacts can be both Members (customers) and Affiliate Members (earning compensation). The group list is a **drill-down system** - by clicking on the contacts' information, you can learn more about the buying history and use the information to follow up and support your Members and Affiliate Members.



Group List for Account **11638108**

Plan Details:

People in your organization: **673**

Active Period: **1/1/2011 to 1/31/2011**

Order through: **1/8/2011**

Group List Management

HIDE MEMBERS >> - Learn More

HIDE INACTIVE ACCTS >> - Learn More

REFRESH LIST >> - Learn More

SEARCH >>

Filter Group List:

INCLUDE >>

EXCLUDE >>


People displayed: 2
People hidden: 0

To expand by tier - click on the '+' symbol next to the tier indicator.
To return to a prior tier, click the account number listed in the lineage.

Lineage:11638108 11760160 View All												Page 1 of 1		<< Prev		Next >>	
#	Tier	E	Account	Name	Or	Title	Rank	Sts	Act	Src	Last Order	Phone	Qc	CurVP	TGV		
33	1		11760160	Esther Falletti	+	RM				BDS	11/8/2010	(617) 937-4831					
34	2		12308406	Dennis Falletti	+	M				GH	7/28/2009	0000000000					
Lineage: View All												Page 1 of 1		<< Prev		Next >>	

- Track your customers' product purchases at any time wherever you are.

➡ View monthly compensation. Using ³¹-myTriVita, you can follow your sales earnings each and every month up to 20-month period. The graphic snapshot of a monthly compensation statement can be seen on the next page.



Account	Name	Rank	Ord Num	Pay Value	%	Pay Amt
11914913	Basheda, Jean	RM+	9987017	\$100.76	21	\$21.52
13293281	Boyd, Belinda	M	10067431	\$103.99	21	\$22.21
11760160	Falletti, Esther	RM	10009941	\$44.13	21	\$9.42
13388274	Fontenot, Norris	RM	10050966	\$29.42	21	\$6.28
11925365	Ford, Terry	M+	9985552	\$43.37	21	\$9.26

- ➡ Access to Online Business Campus where you can find tutorials on the basics of TriVita Business, learn business fundamentals, take a training on how to navigate through the menus inside myTriVita and other trainings.
- ➡ Communicate with business services consultants 24/7 using online help desk tool.
- ➡ Get updates on TriVita's corporate news and developments, new-product launches, upcoming corporate events and business workshops.

TriVita also provides another human resource support center known as CARE, it's an acronym that exemplifies the experience each caller has when they speak with our consultants : Connect, Appreciate, Recognize and Educate. Our CARE center is more than a call center. It is the voice of TriVita, and with that comes the responsibility to treat each call as the most important call of the day. The CARE center is available 24 hours a day, seven days a week. Processing orders at 3 AM, the CARE center is a sophisticated support system that combines both live consultants and online support. Our consultants do more than take phone calls. They are genuinely concerned about you, and are dedicated to serve and support you in every aspect of your needs to experience wellness and build your TriVita Business.

In addition to myTriVita and CARE center,-³² there is also a unique business support program TriVita creates to give more opportunity for business affiliates to get familiar and learn more closely about TriVita as a company, to find more inspirations, ideas and positive learning experiences that will help build self-confidence and improve mindset of the business affiliates, and give them new approaches to take their business to a higher level. This program is basically an annual corporate conference event called *Galaxy Of Stars* event. Galaxy Of Stars is a unique international event that mixes business seminars with fun activities, it takes place in resort-type settings to let the business affiliates to relax, learn and grow. Galaxy Of Stars gives business affiliates wonderful opportunities to meet with TriVita's executive team members and other business affiliates and learn from each other. These annual events are packed with helpful guidances and information from TriVita's experienced executive team and feature lively seminars and entertainments, renown guest speakers, TriVita product presentations and award ceremonies.

The combined expertise and experience from TriVita's post-acquisition customer support professionals, executive and business support members, and from TriVita's corporate partners offer you unparalleled advantages to build a successful business - even without any prior business experience - and a valuable investment with ever-increasing underlying market value for long term. In many instances small-business starters and many other companies can't afford this level of experience, expertise and operation whereas TriVita Business owners have them at their fingertips. TriVita knows that starting a new business can be challenging and requires great amount of hard work, and for these reasons, TriVita has its corporate systems in place to help business affiliates succeed. TriVita's customer marketing and business services consultants, CARE center, myTriVita, Online Business Campus, information system and other systems are there as extensions of business for each business owner. All it takes is the desire to excel and the perseverance to put TriVita to work for your business.

TriVita Business System : component 3 - growth & compensation

The third part of the business model will take you to learn the strategy for extending a TriVita Business and how you get compensated for your effort. Superb-quality products, customer-acquisition program together with full-scale customer service and business support systems are among the biggest attractions that make TriVita Business a too-good-to-be-true business to own, these vital elements give dynamic support to the performance of Growth component. The three components - Acquisition, Service and Growth - are the backbones of TriVita Business and working together as "business engine" to bring an extended assistance that is essential for the running and the continuing growth of your business. On top of everything, TriVita Business possesses several more competitive-advantage characteristics that attract many entrepreneurs seeking investment opportunity in a business that has a wonderful, economic prospect for long-term growth :



- ☐ **No** sign-up fee or initial capital to become a TriVita Business owner.
- ☐ A very low monthly maintenance cost.
- ☐ Unlimited growth potential.
- ☐ Significant profit margin.
- ☐ Huge tax advantages - By becoming a TriVita Business owner, you are eligible to take a bite out of your taxes while thoroughly enjoying the excitement of expanding your business. Small and home-based businesses are one of the fastest growing segments of

new business ownership because of the ³³-professional and business tax laws that allow small business owners to have the same tax benefits that large corporations receive. Now, you can work passionately on your TriVita Business plus also enjoy future tax deductions on your wellness product purchases, office equipments, property tax, utilities and other business-related expenses like transportation and advertising. These are just few examples of the many items that can be itemized and written off as legitimate business expenses. With many of these tax advantages, just think about how high percentage of your (business) earnings you can save.

❑ Valuable asset - A TriVita Business is considered a worthy asset with its well-established infrastructures, effective business systems and limitless cash flow power. In the financial market, the demand for established businesses with a strong profit-making outlook far exceeds the supply.

❑ Transferable asset - More than just a valuable asset, TriVita Business can also be inherited by family members and loved ones.

Many individuals have made the smart choice to become a TriVita Business owner and take full advantage of the many benefits of owning a TriVita Business. Other than ready-to-use business tools and systems that are available to enable business owners to start and run their business well, TriVita also develops a unique compensation scheme and easy-to-follow business development plan to help you accelerate your business growth. Business owners can grow a large customer-based business and earn a steady monthly income by working together with TriVita through TriVita Business Model. TriVita has a thriving community of business affiliates experiencing long-term passive earnings and business growth plus freedom



of time to make the most of their lives according to the lifestyle of their choice through acquiring customers, referring TriVita products and sharing TriVita Business opportunity with interested people who have passion for wellness and desire to enhance their personal net worth.

Profit-Sharing Plan & Business Growth. TriVita believes that helping others experience wellness and grow wealth should be handsomely rewarded, therefore, TriVita has setup a broad, but simple compensation system and a business-building blueprint to ensure a TriVita Business owner able to realize the maximum earnings growth and is in the right track to fully grow a successful wellness business whether they are new in developing a business or are experienced business builders.

Due to the fact that TriVita Business Model is uniquely equipped with fully-combined corporate systems that integrate information system and support tools for business management and marketing plus human resource support systems altogether, you can manage and expand a TriVita Business completely on your own without the need for hiring salaried workers - something most ordinary businesses around us will find it difficult to accomplish. TriVita Business Model is also perfectly suited for anyone who enjoys sharing TriVita Business opportunity and expanding a business network with other like-minded entrepreneurs.

3 ways to grow a TriVita Business. Business affiliates can achieve their goals of building a desirable size of customer base and revenue by following 3 principal guidelines for creating a profitable business :

☑ **Utilizing TriVita's Co-Op Advertising-³⁴ -Program.** TriVita Business most likely the only business model in the world that gives you an option to get customers without requiring you to talk to anyone - the option that you can hardly find in any conventional business. For business owners who may lack presentation and recruiting skills or feel uncomfortable to deal directly with common people, they can comfortably build their customer list by taking advantage of MAP. TriVita continuously run advertising that promotes its products in different forms of media, including television, radio, websites and print publications. People from the general public then respond by placing orders and the company put all of these folks in one large pool of advertising-generated customers. And finally, as a TriVita Business owner, you can participate in MAP program that enables you to buy the lifetime compensation rights of these customers and have them placed directly under your business organization, this means you will earn multiple streams of passive income each month on their product purchases for life.

☑ **Capitalizing your personal effort to build your personal customer base.** TriVita Business offers you a well-paying opportunity to grow a good-sized business and make a significant residual income just by referring TriVita products to or sharing them with all the people you know as well as reaching to many other individuals that will benefit from choosing TriVita's high-quality, nutritional products. You can capitalize your personal effort to build your own customer list by sharing your health and wellness experience with people - when you find this opportunity - is another great technique to enable you to expand your customer list beyond your existing warm markets, and focusing on this method, you are going to meet those individuals who are genuinely interested in your product.

For each new customer you refer to TriVita that purchases products (first order), you will earn a generous up-front bonus. This bonus is paid weekly. All second orders and subsequent orders placed by customers you personally bring in will then earn you residual compensation for all future purchases from those customers. TriVita Business gives you all the marketing and business tools such as your online store (www.trivita.com), brochures and catalogues to make referring easy. TriVita's unique customer tracking system provides real-time monitoring to assure you will be compensated for all your referrals and your customers' referrals also.

☑ **Leveraging the effort, time and capital from other business-minded individuals.** To build a significant business based on your effort alone will almost always take an enormous amount of money and time before experiencing adequate returns. By using TriVita Business opportunity and nourishing your business through multiple joint efforts with others like you, who share similar health and wellness passion and business orientation as you are, it's very doable to build up a large customer base and generate a substantial passive earnings in your business while employing a lot less time, money and effort from your own resource.

Building up a TriVita Business in a team-inspired environment gives you both opportunities in which you can actively manage and expand your business on your own and earn compensation from your personal effort while at the same time you can build relationship and business together with other business partners in your network (for example helping them learn operational aspects of their business, sharing your business-building experiences and assisting your business teammates on how to use various business management and development tools created by TriVita such as MAP, organizational database, audio/video presentation and product catalogue) of which their collective efforts will earn you deeper compensation.

Aside from your effort to bring in business builders to join your organization, overtime, some of your customers will want to join TriVita's business-ownership program themselves. When they do, they will grow their own customer list through personal referrals and customer acquisition (the use of media advertising co-op) as described in guideline 1 and 2 above. When this happens, you will also receive income from each and every purchase made by these business owners and their referrals for life - even though you have never met these other people or had anything to do with them. As your customer pool grows, you can qualify for a range of different bonus and commission payouts based upon your business career path status and growth level of your affiliates' business group.

3 ways to generate earnings. TriVita believes that your passion and effort in sharing TriVita's line of wellness products should be rewarded. As part of enlarging a TriVita Business, you are not only receiving recognition for your effort, accomplishment and leadership in your business organization through financial rewards (bonus rewards and lifetime royalties/passive earnings), but more than that, TriVita acknowledges your achievement by giving you an opportunity to advance through different career levels as you aspire to progress with your TriVita Business, and at each stage of your career pathway, you will receive special achievement awards that acknowledge your deep commitment for the growth of your business. TriVita offers you 3 ways to earn a generous compensation that follows the career level and pace you desire - no matter if you choose to build your business alone or with your team - without giving you any pressure (there is no weekly/monthly/annual sales target you have to make it), you are free to set your own business objective and growth rate you desire.

1. Weekly Bonus

2. Monthly Total Group Compensation

a) Member/Customer Commission

b) Affiliate Member Commission

3. Monthly Leadership Bonus

So how much will you earn ?

It's entirely up to you. No matter what goals you set, TriVita's wealth-building dividend program will help you reach them. Your effort determines your earnings. TriVita Business's profit sharing supports both the entry-level affiliate members as well as the full-time career business builders. We invite you to surf the following website to acquire an all-inclusive view on TriVita's proven, industry-leading compensation model and career hierarchy to success which will assist you as one important part in making the right decision to select the kind of business model that fits into your long-term financial goals.

TriVita Business System :- 36 -closing notes

Owning a franchise-like business like TriVita Business that gives business owners a system-ready business to run and grow with no up-front fee and a minimal operational cost, with a unique option to acquire customers from television and radio infomercials, and with outstanding supports provided by TriVita's two groups of support service professionals (Post Acquisition Support and TriVita Business Services units) that continuously working every day to serve all your customers' needs and your needs as TriVita's business partner, is an experience that is non-existent in today's financial world. TriVita Business owners also receive great tax benefits, have wonderful advantages to partner with a premier nutraceutical company like TriVita, and the business opens many doors for you as a business owner to make a real impact on people's true health by giving them life-changing wellness solutions, this positive contribution is exceptional value of the business that returning you more than just monetary rewards, you are going to gain personal satisfactions that will enrich your life and drive your business forward.

In a traditional business specifically when we look at small businesses, frequently business owners will have to spend great deal amount of time and energy to find new customers and serve the needs of existing customers, their business has to squander considerable cash for many segments in business activity for example product/service promotion, printing, publishing, accounting, salary, legal, technology/IT, inventory and shipping. Too many times small business entrepreneurs are overly busy with minding day-to-day responsibilities and paying too much attention on technical works of their business that they don't have any steam left to sit down and think on what strategies and steps need to be taken to produce more sales and create a sustainable growth for years ahead.

In TriVita Business, about 99% of all business-related works (from customer order, payment processing, account receivable, account payable, financial control, human resources to legal, research and development, information system, production planning, quality assurance and product shipment) are taken care of by TriVita and its corporate affiliates, the only crucial jobs left that you have to manage are creating marketing game plans for advancement and enduring progress of your business along with taxation. With this business model, you will avoid much everyday hassles and headaches of running a business, and more importantly, you will have more time rooms to comfortably plan the direction of your business. Although TriVita has built marketing infrastructure of MAP system that you can fully utilize to expand your customer list, at the end, the best way to accelerate your business is to penetrate your warm markets as well as cold markets and other market segments that still present sizeable opportunity that has not been ventured. For the taxation, it's your responsibility as a business owner to report your income, and there are several tax advantages that you can get from government through owning a business that it's simply not possible to realize if you are an employee or a self-employed.

It's a comfortable feeling to know that TriVita and its sister companies will virtually manage all your business needs on a daily basis from your customers' product ordering (via phone or website) to their product delivery at no charge to you. TriVita will also handle all your customers' concerns or inquiries, and you are free to interact with your customers in person whenever you need to follow up with them. Your specific needs related to your business such as your own product orders and marketing materials (product catalogue, wellness tabloid *VitaJournal*, products' pictures, presentation videos) are organized by TriVita's business services support teams and its experienced specialists from business development to creative service departments.

It is a dream of every business owner to be ³⁷ -able to generate a level of passive income that can surpass the sum of all their personal expenses on a monthly basis, they can choose when they want to get away from their routine business activities such as taking holiday trips to exotic places of their choice or spending time pursuing their hobby or worthy cause knowing that their customers' needs are taken care of professionally by the people and system that support their business, that their business operation will run just fine even though they are not physically there to run the business. Having TriVita on your side literally means nearly all crucial functions concerning your business affair are organized by TriVita and its affiliated companies since the first day you are in business.

It's extremely difficult to find a business model in today's business world that possesses these qualities of TriVita Business System which, as one of only few established business systems in the world, has full capability to deliver this kind of business performance. TriVita Business gives you business development tools and corporate resources that all together enable you to grow a multi-million dollar business without having need to spend a fortune from the beginning. The necessary tools to build a thriving business for long term are there in TriVita Business, it's just a matter of how you can creatively put these tools to use, and if you have a great strategy of your own to promote and develop your business, it will contribute much further power to propel your business expansion.

Besides MAP system and integrated business flow, other attractive feature of TriVita Business is multi-tier compensation system that rewards your performance generously each week and each month for every customer that you acquire via MAP or enroll personally. The earnings that you receive from customers is not one-time compensation, but passive income or in other words ongoing stream of income from various types of bonus (weekly bonuses, director bonuses and presidential director bonuses) and commission (customer commissions and business affiliate commissions). The more customers you have, the larger is your passive revenue. Aside from capital-intensive corporate infrastructures of MAP and compensation systems, there are other facilities such as CARE (business support center with over 100 wellness consultants across several countries such as United States, Canada and Australia) and myTriVita (internet-based business resource center) that provided to you to care for your business needs and advancements. The myTriVita back office gives you control as well to keep track of your business transactions and also serves as information center that supplies daily news surrounding corporate activities of TriVita organization and provides online educational tools for business owners to enhance their business skills and for personal mindset development.

To assist your TriVita Business gain the maximum advantage in today's e-commerce business world, you also get an internet store (www.trivita.com) at your fingertips to help you promote and operate your business in cyberspace that can be personalized with your Member ID (www.trivita.com/your_Member_ID) so all product order transactions via your website will be credited directly to you. Your website in essence serves as your web-based retail store where your customers and prospects can shop and find all types of wellness product and service they want to try.

TriVita is progressively establishing and improving its corporate business systems to ensure your customers are receiving an unsurpassed quality of care. Delivering exceptional customer satisfaction is truly important for the company since it plays a significant role to allow TriVita to retain lots of its customers and create a strong customer loyalty for a long time which certainly

helps the company in a meaningful way to-³⁸-generate ongoing product purchases from the same customers for many years to come. A large number of customers who joined TriVita from early beginning are still with TriVita until now and continue to order products from TriVita regularly, these satisfied customers are a good example of TriVita's success in making a dependable business foundation which neatly described in TriVita's **10 Foundational Values** (page 12) as its organization's spiritual guideline.

Many people especially those who truly desire to transform and strengthen their health are attracted to TriVita not only for exclusive benefits they receive for good as TriVita's members at free of cost (page 27), its spiritual mission, 10 Principles Of Healthy Living tenets, but also as much for its superior-quality nutritional supplements which is one big reason why many customers are keep coming back to purchase the same product or products, or try different products. Other than product, TriVita's success of producing a highly consistent product reorder rate among its many customers also comes from a unique support system and an unconventional approach in customer service that have been developed specifically to assist customers with their individual questions or particular needs from A to Z related to health assistance, product order, product information, payment processing, shipment and many more.

One of the most central elements that truly distinguishes TriVita from all wellness companies is formation of specialized medical supervision board that assemble Board Certified physicians, wellness coaches and nutritionists who - in line with a medical board - contribute their unique, extensive medical practices and cross-disciplinary knowledges in medical science and nutrition that specifically focus on rebuilding and nurturing physical, emotional and spiritual wellness to enable each member/customer to experience optimal health within their body and on the outside.

TriVita's health specialists devote their valuable knowledge and experience in their own preventive health maintenance field to give customers customized healthy living coaching programs and various kinds of health assistance that can fit perfectly with their physical, emotional and spiritual fitness needs. The medical management team also dedicates a continuing effort to always utilize the latest scientific processes to bring to the market nutritional products that definitely will enhance people's overall health.

A wonderful opportunity awaits you as a TriVita Business affiliate. Owning a TriVita Business opens an amazing opportunity to make positive changes to many, many people's quality of wellness, how best or how healthy they feel in their everyday lives, and at the same time, you can also help them pave way to build greater wealth. No other company delivers the message and integrity of its products along with a continual flow of information that build its customers as a whole person and enhance their lives. From premium and natural ingredients to monitoring-controlled clinical studies of its products, TriVita is a leading authority on health and wellness. And with a business model that surpasses everyone's expectation, a richer and more fulfilling life is well within your reach.

We gladly welcome you to learn additional information about investment opportunity of TriVita Business and TriVita's wonderful array of nutritional products through a Business Presentation & Enrollment website (see page 43) or by calling our business service consultants with your inquiries.

TriVita | Community⁻³⁹⁻ Outreach

As a foremost health and wellness company, TriVita knows that without good health it's difficult to lead a full, meaningful and happy life. That's why its mission is to fight the war on disease and lead people to physical, emotional and spiritual well-being.



While good physical, emotional and spiritual health is vital to any person for attaining a respectable quality of life, TriVita knows that one can't focus on good health if they are poor, abandoned, abused, neglected or without enough food and clean water. And so TriVita encourages its staffs and members of the business affiliate community to make a difference in the lives of people around the world. Giving back to the community is a natural extension of TriVita's corporate mission, and for this worthy cause, TriVita has involved many individuals in its organization to take an active role to contribute to charity organizations and local communities TriVita supports through **TriVita House of Giving** charitable foundation by donating funds and volunteering their time to support various community outreach projects both locally and in other countries. Some of the charities TriVita House of Giving affiliates with are Red Cross, Life Outreach International (LOI), Faith House and PREHAB of Arizona. Through many outreach programs launched by these organizations, individuals of TriVita family are able to make a life-changing contribution, to lend a helping hand and share with those who are less fortunate, and help change the lives of people in need.



The TriVita House of Giving was established as a non-profit organization to be funded by TriVita, its workers and affiliate members. All donated funds are distributed to charities directed by TriVita House of Giving's board of directors. Donors will get receipts for each donation along with an annual donor statement.

Providing the essentials. Food and water are the necessary elements of life, and many millions of people in third world countries have neither. TriVita is working together with Life Outreach International (founded by James Robison) to fulfill the basic needs and infrastructure developments by providing food, water, housing, community development and emergency medical care in areas plagued by drought, famine and war all over the world. Each month, through a generous outpouring of time and money from individuals and corporations like TriVita, LOI feeds more than 375,000, many of them are children who would otherwise go hungry. LOI's water project, Mission : Water for Life, builds facilities for supplying fresh, clean water - the one essential for healthy living - to hundreds of thousands. The program drills wells in more than 20 nations, giving people in those countries a chance for a new life.



Across the board facts regarding the lives of people living in developing and poor countries display how sad the reality is in those regions where for instance water problems affect half of humanity. Some 1.1 billion people have inadequate access to water and 2.6 billion lack basic sanitation. Almost two in three people lacking access to clean water survive on less than \$2 a day, with one in three living on less than \$1 a day. At least 80% of humanity lives on less than \$10 a day. According to UNICEF,

22,000 children - in some of the poorest⁴⁰ villages on earth - die each day due to poverty. In terms of shelter, safe water and health, for the 1.9 billion children from the developing world, there are 640 million without acceptable shelter (1 in 3), 400 million with no access to safe water (1 in 5) and 270 million with no access to health services (1 in 7). In Africa alone, 85% of all illnesses in children under the age of 5 are caused by waterborne diseases. Concerning survival for children, 10.6 million children worldwide in 2003 died before they reached the age of 5 (same as children population in France, Germany, Greece and Italy) and another 1.4 million die each year from lack of access to safe drinking water and adequate sanitation. These numbers are only showing a tiny fraction of our world's biggest problems that impact the core aspects of humankind's lives on a giant scale.

Recognizing the great need of a better life in those third world nations, TriVita has raised hundreds of thousands of dollars via House of Giving foundation to support LOI in its effort to drill water wells in impoverished areas of the world. LOI water program in the last five years has helped supply 923 new wells, offering fresh, clean water to those in the world's drought and disease-stricken areas.

Helping families - changing lives. TriVita gives a loving support to community residents in Arizona area by partnering with PREHAB of Arizona - the name stands for PREvention and ReHABilitation - which offers domestic violence, homeless and youth programs at no cost to community members who qualify. This non-profit agency, incorporated in 1971, offers 18 programs for adults and youths. Its services include foster care services, youth programs, domestic violence shelters (a shelter for battered women), shelters for homeless families and counseling. In 2008, PREHAB of Arizona had its name changed to A New Leaf. Operating under a new name, A New Leaf continually expands in response to community needs and now offers over 25 different programs. TriVita's employees are actively working with PREHAB to touch the lives of those people who sometimes need a little help turning things around. Through domestic violence, homeless and youth programs PREHAB accomplishes its mission of Helping Families...Changing Lives.

Rebuilding lives. PREHAB of Arizona operates a local shelter in Phoenix with the name Faith House which was established in 1974. Faith House is a 24-hour emergency shelter and transitional housing program for up to 80 women and their children who leave domestic violence and abuse situations where they seek out caring support from Faith House. Dedicated to serve victims of domestic violence rebuild their lives, Faith House is more than a bed and a roof over their heads, the shelter also provides secure housing, training programs, counseling and intensive therapy services to women and children, residential guests and others in the neighbourhood who need assistance. At any given time, up to 50 children may be housed at Faith House, so there is also child care available and the shelter hosts holiday celebrations including clothing and supply drives throughout the year to create a family-friendly, positive environment.

TriVita has been supporting the activities of Faith House since 2001 by contributing volunteer hours and monetary donations. TriVita Business affiliates are also able to participate in Faith House by donating percentages of their business earnings to the program. TriVita donates a very precious goods to Faith House on a regular basis : the helping hands of volunteers. TriVita's volunteer members allocates hundreds of hours of their time each year helping out at Faith House. No task is too small or insignificant - volunteers do everything from helping with repairs to reading to children weekly. Realizing the holidays can be a time of stress and

loneliness, a group of employees make sure 41 families living at Faith House receive Easter baskets, Christmas presents and have a joyful time together to celebrate Independence Day. Others help paint and strip wallpaper inside the building to freshen up the appearance. In April 2004, TriVita House of Giving was honored with the "Donor Of The Year" award by PREHAB of Arizona for its outstanding contributions to Faith House.

Whether devoting volunteer time and giving away more than \$5,000 locally to Red Cross Grand Canyon Chapter disaster relief fund or reaching to those in need thousands of miles away, TriVita's outreach support through House of Giving continues to change people's lives.

Desire... Plan... Share...^{- 42 -} Your Way To Wealth And Well-Being



Living in a highly complex and unpredictable world that becomes increasingly competitive and pricey in this new age of economy, many times our dreams have been reduced to just keeping the bills current and our jobs secure. How things are as you see them in today's world can be less desirable and exciting than what you had hoped, wished or gained in the past. From one angle, our life experiences when we were growing up as children can be a good reminder of how we truly grew as a person, our imagination ran free with pure ideas and thoughts of what we think of this world and what things we desire to have or create in life, but unfortunately, life itself changes and becomes more complex as we grew older, our personal responsibility in daily life adds up, many of us can no longer find enough time and space to follow our true desires - to discover, to learn, to grow and to take action driven by our free imagination - as much as we were able to in those early lives, meanwhile slowly as time passes, we all turned to adults, and then (without realizing) our adolescence's rhythm of reality begins to set in and take control of our life.

The real world where you are at this moment, it does not need to remain your future. At TriVita, we believe the desires fueling our purpose in life are meant to be lived and fulfilled. You can rekindle your desire for achieving wealth and wellness. You can live out your life's purposes by helping others enjoy greater wellness and wealth with the help of TriVita. There is nothing more powerful than a burning desire connected to a purpose in life.

TriVita was founded not merely as a company that serves people's needs of better wellness and prosperousness, but as an expression of what Michael Ellison - the founder - describes : his burning desire to help people just like you find vibrant health and riches. Not just for you, but for you to share your newly discovered reality with others and advance the wellness and wealth mission of TriVita.

The consistent delivery of excellent product and service quality on product effectiveness, customer service, wellness coaching, product pricing, member reward programs, wellness magazine, payment processing, packaging, shipment and other parts of business process is accomplished from day to day as a result of continuous adjustments and improvements that are rooted in TriVita's management leadership on reaching, seeking, looking and dreaming of how to better serve each of its customers. Dreaming has been something we have done since opening the door at TriVita. Our big dream is that a lot more people will experience total wellness.

One profound wisdom that becomes an inspirational foundation of TriVita's vision and mission is the Law of Reciprocity. TriVita perceives that when you give a valuable product or service to mankind, you will be rewarded in abundance. Believing and trusting this law allows the company to focus on the services and products that truly make a deep impact on people's complete health. TriVita was instituted to share the faithful belief of its founder about living a life of purpose at which point we can live more abundant life and fulfill the purposes in our life when we have the wellness and wealth.

Our mission at TriVita drives every aspect of⁴³ our company, leading us to larger expression of our vision. Our values guide us in our day-to-day decision to never be compromised. Our performance is to be measured by a perpetual improvement process.

Our partnering with medical science and the guidance of a medical advisory board ensure that our health products, the product claims we make and the philosophy we embrace for health and wellness will transform people's lives.

The investment program in TriVita Business System is our deep aspiration to fulfill our wellness vision and advance our mission through cooperation with business-minded individuals like you. TriVita needs contribution from business owners because it allows the company to accelerate the spread of its wealth and wellness mission to much broader audience with higher cost efficiency. Business affiliates of TriVita who are active in promoting their business and corporate entity of TriVita are the pillars of TriVita's success.

It's only possible for TriVita organization to grow much faster into a large business network and wellness community as today through the wonderful works of business owners, and for this reason, TriVita is generously committed and supportive to guide and support you in every possible way to fulfill your financial dreams and ensure you are always in good shape (physical, emotional and spiritual) to enjoy your life to the fullest.

TriVita is here to serve your health and wellness needs, and to stand by you to help you reach your dreams. If there is something deep inside you that yearns for the opportunity to live out your desire for a purpose-filled life, to live in a prosperity of wealth and well-being while sharing it with others, TriVita was founded for you.

We at TriVita invite you to revive the desires of your youth and live the life of your dreams by owning and building a flourishing investment, a TriVita Business, in partnership with TriVita.

What's Next ?

We encourage you to browse our business website for additional details about TriVita organization and TriVita Business System. Our knowledgeable and friendly consultants are ready to serve and provide you with all information you need to understand every detail about TriVita and we are also committed to give you our expert advice and care for your wellness needs.

TriVita Business Services (TBS) Department

Monday to Friday | 8 AM - 5 PM (Arizona time)

Phone : 1-800-TRIVITA (874-8482) | Fax : 1-480-778-2992 | Email : support@trivita.com

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