

RISING STAR: JEUNESSE GLOBAL®

Jeunesse Global® was born into the hearts of an incredible couple. Wendy Lewis and Randy Ray are visionaries—

people who can see the future before others. Theirs is an incredible business story—one that has captivated the hearts and minds of millions, and their reputation in the direct sales profession is already legendary.



Randy Ray
Founder - CEO
Chief Executive Officer



Wendy Lewis
Founder - COO
Chief Operations Officer

So far, Jeunesse® has paid out over \$122.5 million dollars in commissions. *Sales are up 125% year-to-date.* This past January alone, Jeunesse® generated over \$20 million USD in sales. From zero to \$126 million in three years—now that's incredible. But don't be fooled—these aren't just arbitrary figures—they're growth indicators that speak volumes of what's to come.

How did Jeunesse® achieve such powerful growth so quickly?

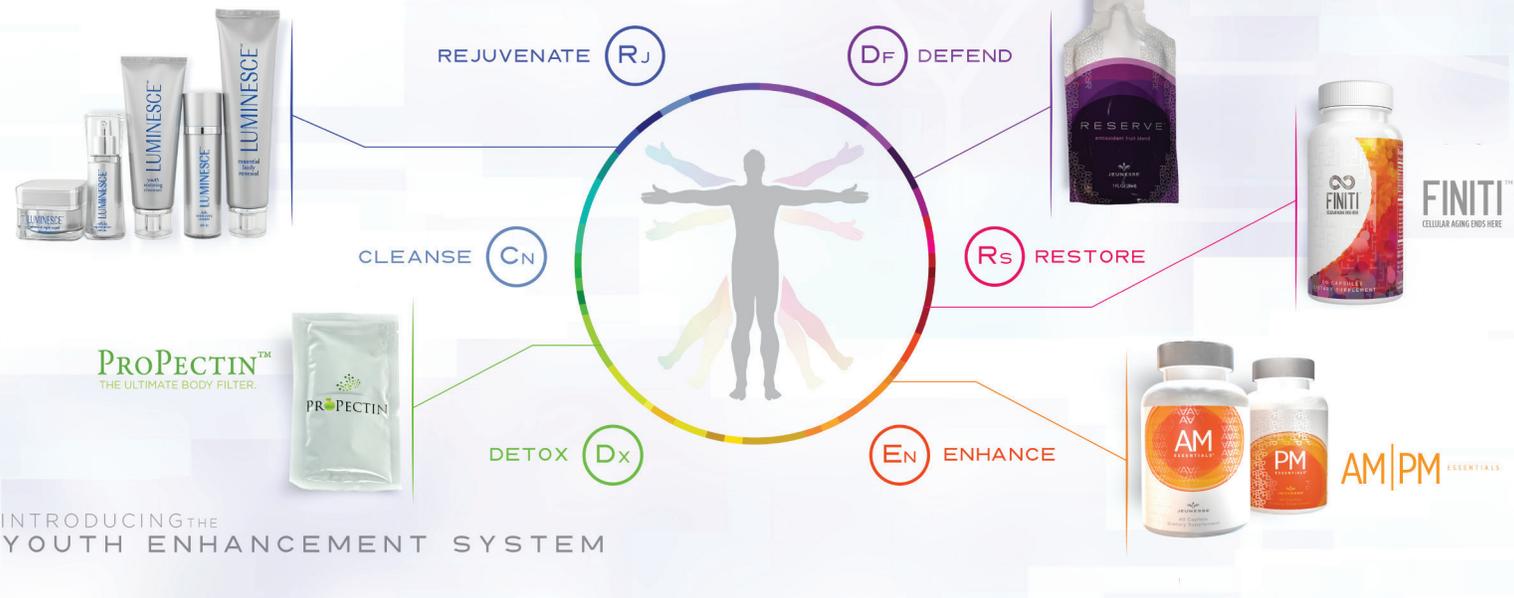
By executing a focused, strategic game plan that includes exclusive, ground-breaking technologies and a collection of first-to-market game changing products. Add in a truly global platform featuring over 20 international offices and shipping to more than 80 countries around the world, and you can quickly see how we're perfectly positioned and on track to become a billion-dollar international brand. Our unprecedented growth and success is exciting news for our network of worldwide distributors, especially when you consider Jeunesse® was born in 2009 with a chance encounter and an incredible doctor.

While seeking treatment for chronic knee pain, CEO Randy Ray visited world-renowned Beverly Hills cosmetic surgeon and dermatologist, Dr. Nathan

Jeunesse's success has not gone unnoticed. In October of 2012, Wendy Lewis was recognized as being one of "The Most Influential Women in Direct Selling" by *Direct Selling News*. That same year, Jeunesse® ranked number 82 on the *Direct Selling News (DSN) Global 100: The Top Direct Selling Companies in the World*.

Newman. Dr. Newman shared his clinical work on adipose stem cells with Wendy and Randy, which included a facial serum he had developed to minimize premature aging without resorting to surgery—cutting-edge technology without the cutting. Randy and Wendy immediately knew this would be a product worth pursuing. Plus, they already had the experience and resources to take what promised to be a huge success to an international market. And with that, Jeunesse® was born.

Since its inception, Jeunesse® has broken the mold. We're not the same old story of skincare and supplements. Jeunesse® helps people reach their full potential in youthful looks, healthy living, and embracing life. Today, Jeunesse® is redefining youth with innovative products and a culture of business and family that cares.



PRODUCT SCIENCE AND TECHNOLOGY.

Jeunesse® is a category leader with products everyone wants and needs. What makes our products so unique? We offer a select line of personal care and nutritional items featuring exclusive, breakthrough sciences not offered by any other MLM company in the world.

- The **Jeunesse® Youth Enhancement System**, or **Y.E.S.**, was carefully developed to combine powerful benefits into a mutually complementary and cohesive system. Y.E.S. enhances youth by working at the cellular level to target the very health of our cells.
- **Jeunesse® stem cell technology** utilizes growth factors derived from stem cells to support our body's natural ability to renew, restore, and rejuvenate the skin. This type of innovation is revolutionary and has already changed the way we see and understand the aging process.
- The **LUMINESCE™ skincare line** was developed by famed cosmetic surgeon Dr. Nathan Newman and is based on the aforementioned patent-pending stem cell technology to obtain incredible results. The entire line of products work together to gently transform and restore life to aging skin.
- **ProPectin™** is natural apple pectin that supports the elimination of unwanted contaminants from the body. It is the only product ever endorsed by Dr. Michael Nobel, co-founder of the Nobel Charitable Trust and relative of Alfred Nobel, founder of the Nobel Peace Prizes. It is also the only pharmaceutical-grade apple pectin product on the market that is soluble for instant and maximum absorption.

- **RESERVE™ antioxidant fruit blend** includes the superstar ingredient *resveratrol*, which is known to provide a wide range of benefits and promises to be one of the most effective anti-aging tools available. RESERVE™ is an excellent defense against the threat of environmental damage from free radicals.
- **AM & PM Essentials™** are formulated to give us all the vitamins and nutrients our bodies need. They contain synergistic blends of special ingredients that help maintain healthy biorhythms, support critical biological processes, and combat the signs of aging around the clock. Endorsed by acclaimed physician Dr. Vincent Giampapa, a leading authority on anti-aging, AM & PM Essentials™ are backed by years of clinical research and studies.
- **FINITI™**, our newest product, is based on Nobel-Prize winning research and contains patented *TA-65®*, the only supplement shown to effectively and safely enhance the length of critically short telomeres—protective caps on the ends of our chromosomes. Over 8,000 studies show the connection between short telomeres and the signs and symptoms of aging. **CELLULAR AGING ENDS HERE.**

By focusing on the health, longevity, and renewal of cells, our products help people enjoy vibrant, youthful results that last. People are seeing, feeling, and sharing the Jeunesse® story like never before.

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POWERFUL GROWTH, MEASURABLE RESULTS. The Jeunesse® commitment to research and development, ground-breaking technologies, innovation, and offering the latest technology for distributor development continues to be validated globally by customers in more than 80 countries. With worldwide sales of \$60 million dollars in 2010, \$65 million in 2011, and certified sales of \$125.7 million in 2012, Jeunesse® has now gained the recognition it deserves as a company with historical record-breaking results in sales growth. Jeunesse® launched on September 9, 2009 at 9:00 p.m. (09/09/09) with a handful of trusted customers and committed distributors. Three years later, we have been embraced by more than 85,000 customers and more than 140,000 active distributors around the world. The Jeunesse® staff has also expanded greatly. We now employ more than 200 hardworking individuals committed to providing a 24-7, superior level of service to our customers and distributors. We truly offer a global platform.

IMAGINATIVE BUSINESS TOOLS. Welcome to *Jworld™*! Jeunesse® is the first and only direct sales company in the world to develop a truly distributor-friendly social media monetization system that uses state-of-the-art technology to create social media marketing campaigns with sites like Facebook and Twitter. It's an all-new platform intended to help distributors develop, market, and execute a plan of attack using four distinct technologies. *Jbuilder™* allows distributors to send people to a replicated website to watch videos, request a free sample, and collect names. It is the ultimate lead capture system. *Jsocial™* lets distributors use social media sites to increase their online presence and penetrate the global market. They can also create their own videos and testimonials, or use corporate videos to market their Jeunesse® business. When friends or contacts 'like' or 'share' content, things quickly go viral. *Joffice™* delivers what distributors in the profession have been demanding for years—an enhanced, easy-to-navigate, better back office. And *Jmobile™* provides distributors the ability to stay connected to their global business with a free customized Jeunesse® app for all iPhones and iPads. Tap. Scroll. Send. Grow. *Jworld™* has been overwhelmingly received by our distributors; it has also become one of the technological advantages that is attracting new entrepreneurs to Jeunesse® every day. Once again, Jeunesse® proves to be *the* industry leader.

CULTURE. In 2012, Jeunesse® founded *Jeunesse Kids™*, our new charitable organization that makes it easy for our distributors to pay it forward and really make a difference. Jeunesse Kids™ is a corporate sponsor of *Global Village*, a 501(c)(3) non-profit organization staffed completely by volunteers. Global Village, co-founded by Muhammad Ali and Yank Barry, is already established in dozens of countries, giving Jeunesse® the ability to determine immediate needs and fulfill them in the most efficient way possible. Jeunesse Kids™ has raised enough funds to feed 2 million children, with a goal of 10 million by the end of the year. We like to remind our distributors that being a part of Jeunesse® can change their life, but being part of Jeunesse Kids™ will change their lives *forever*.

Jeunesse® events have a reputation for being the most spectacular in the industry. Last year, Jeunesse® celebrated its third anniversary with our international *EVOLUTION* conference at the Hong Kong Convention Center overlooking Victoria Harbor. More than 5,000 people from over 20 countries celebrated Jeunesse® culture, products, science, and

technology, and were then richly awarded with jaw-dropping recognition and a stunning parade of luxurious prizes.

DYNAMIC COMPENSATION. The *Jeunesse® Financial Rewards Plan* was specifically designed to recognize those new to direct sales. At Jeunesse®, we are particularly proud of the balance behind our plan that allows everyone, from top to bottom, the same opportunities to find success. It's that kind of balanced success that creates retention. It's another reason why we say, "At Jeunesse®, our distributors' personal economies are booming."

SHINING BRIGHTER. Jeunesse® had record-breaking growth in 2012 and is now positioned at number 82 on the *Direct Selling News (DSN) Global 100: The Top Direct Selling Companies in the World*, but the work has just begun. The Jeunesse® commitment to research, development, and product innovation continues. With the launch and immediate success of our newest youth-enhancing supplement FINITI™ in 2013, Jeunesse's future looks brighter than ever before.

HAPPILY EVER AFTER. Yes, some of our distributors are so enthralled with the Jeunesse® story that they actually use the fairy tale beginning of "Once upon a time..." when they relate their success to others. Jeunesse® is truly the most transformational company to hit the industry, one that is revolutionizing all aspects of direct selling through its unique, new-economy global business platform and cutting-edge Youth Enhancement System, impacting and touching lives all around the world. And while it's true that our Founders may have stumbled on a scientific breakthrough that set the stage for our dynamic growth, Jeunesse® continues to implement our strategic international business plan with military precision and an eye for adapting technologies today that other companies only think about tomorrow.

The Jeunesse® business plan is a powerful one for the ages. Just ask any of our distributors about their hopes and dreams for the future based on their experience with Jeunesse® so far. They're answer is unanimous: "The best is yet to come". And it is. At the end of the day, if you ask Wendy Lewis and Randy Ray their secret to success, you may be surprised to hear their answer: "It's all about giving joy and receiving joy."

JEUNESSE®. WE ARE GENERATION YOUNG.