

FOREVER LIVING PRODUCTS



...where ordinary people
achieve extraordinary results



Helping people build better lives



- Founded in 1978
- 100+ countries
- \$2.1 billion global turnover
- Debt free
- \$1.5 billion assets
- In UK since 1993
- Award winning training and support
- £36m sales and growing
- Awarded Investor In People certification

Aloe Vera... the Natural Answer

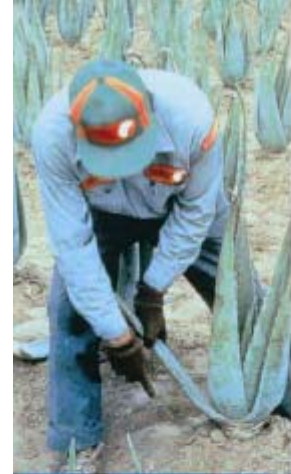


- A superb general tonic, rich in vitamins, minerals and important trace elements
- Natural deep cleanser
- Supports the immune system
- Maintains healthy skin and membranes, digestion and food absorption
- In use for thousands of years



Why Forever Aloe Vera?

- Unique patented stabilization process
- Organically grown: herbicide, pesticide and GM free
- Unfiltered inner leaf gel
- Cold pressing retains active ingredients
- Rigid quality standards ensure that our stabilised aloe vera gel is the closest thing to the plant itself



Not Tested
on Animals
PETA



FOREVER 

Growing Market

- Marketplace: £19m a day in UK
- 30 years consistent growth
- Market drivers...
 - *Desire for healthier, more natural lifestyle*
 - *In a world of pollution, stress, junk food, intensive farming etc...*



Superior Products

- **Total Body defence**
 - *Natural, nutritious health drinks*
 - *General health & mobility*
 - *Sports performance*
 - *Supplements*
- **Skin defence**
 - *Problem solvers & skin care*
 - *Daily care*
 - *Beauty & cosmetics*



Direct Marketing Strategy

- **TEAM MARKETING**

- *Forever partners with independent distributors*
 - Own business
 - Home-based
- *Powerful combination of business strengths*
 - Forever – economy of scale
 - Owner-run business – caring, flexible market response
- *Streamlined Marketing Approach*
 - Manufacturer > Distributor > Customer
 - Direct & rapid
 - Cuts out waste
 - Highly profitable



Benefits of Team Marketing

- **Benefits for the consumer**
 - *People trust personal recommendation*
 - *Personal service*
 - *Great customer care*
- **Benefits for the distributor**
 - *Home based business*
 - *Low investment - no stock - no staff*
 - *Flexible or part-time hours*
 - *Everyone deals direct with Forever*
 - *High return, high earning potential*
 - *Access to international markets*
 - *Royalty income*
 - *Promotes solid ethics & values*



Forever offers two opportunities

- Extra Income hobby business
 - Spare time - £100 to £600 a month
- Networking professional
 - Your business grows through three stages...

- Team Leader - £500 to £1200 a month
- Business Developer - £1000 to £4,000 a month (£12 – 50k pa)
- Network Leader - £50,000 to £250,000+ a year

- Either part-time or full-time at all stages

How we build a business

CUSTOMERS

You get: 35 – 48%

1. Spread the word
 - Be your own best customer and share your enthusiasm
 - Customer Trial Pack
2. People try your products
 - Look good, feel good
3. They love your products
 - Regular customers



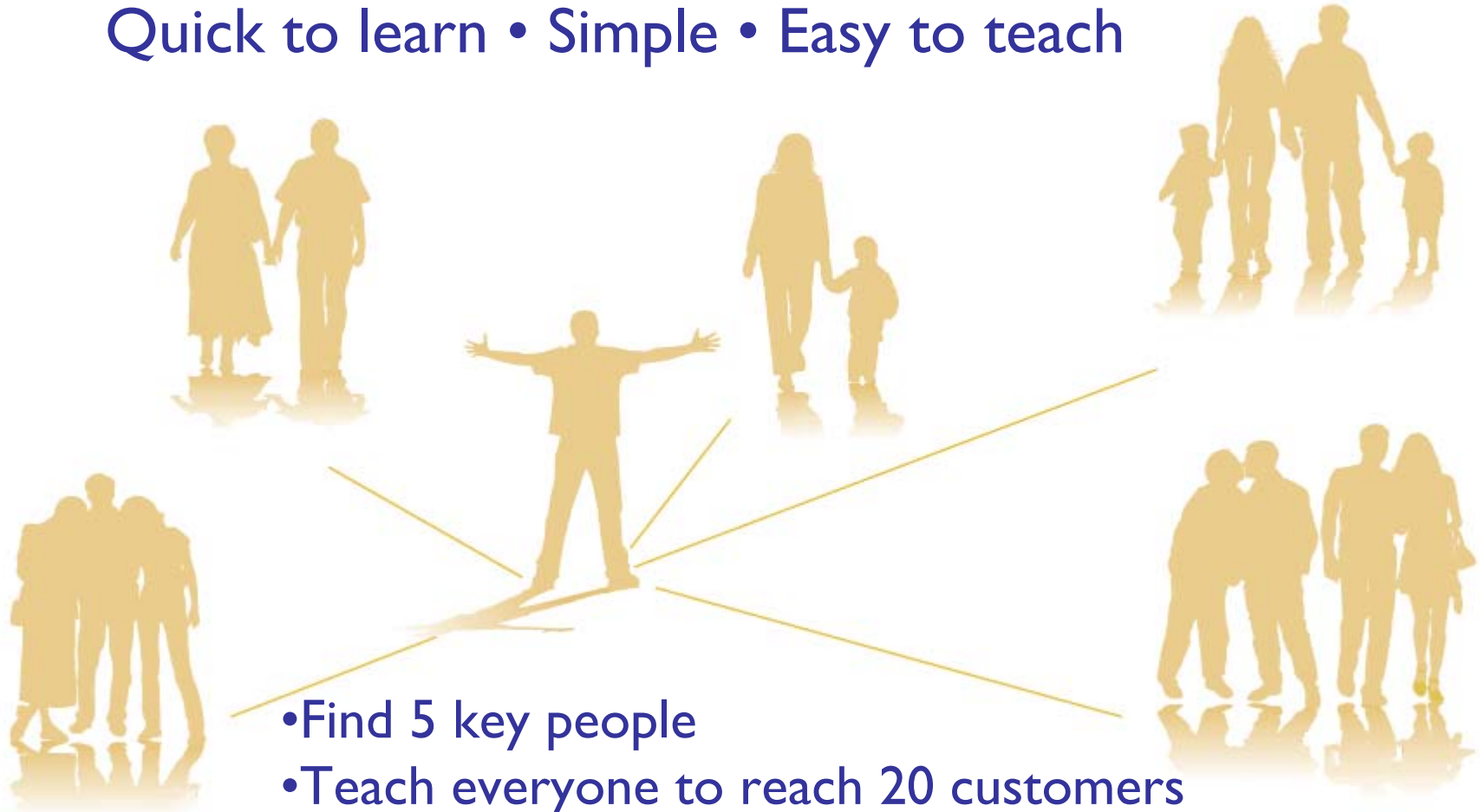
YOUR TEAM

You get: 3 – 13%

1. Invite to take a look
 - Phone or internet
2. Show an overview
 - Online or meet
3. Teach
 - Duplication

Team Marketing ~ a Simple System

Quick to learn • Simple • Easy to teach



- Find 5 key people
- Teach everyone to reach 20 customers
- Coach & train to duplicate

Proven, profitable system

Royalty Income

- *Help others build their team*
- *Your royalty: 2 – 9% (typical average 5%)*
 - *£1,000 - £2,000 a month per team leg*
- *3 Royalty legs ~ £36,000 to £70,000 pa*
- *5 Royalty legs ~ £60,000 to £120,000 pa*
- *No limit to number of Royalty legs you can have*



International Travel



Car Plan

Profit Share

- *Share in over £750,000 each year*



Formula for Success

Forever provides...

- World beating product range
- Training Seminars & Events
- Professional Advisory Board
- Sales & Marketing tools

SoaringTeam provides...

- Our proven business system
- Your own internet presence
- Online team-building tools
- Training & support
- Personal mentoring

You provide...

- Willingness to learn
- An attitude that won't be defeated at the first hurdle
- Investment of time and effort
- Self-motivation



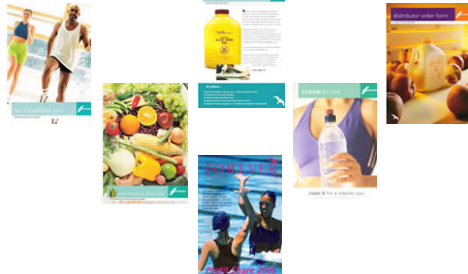
Dr. Peter Atherton



Dorne Parker



David Urch



Getting Started

- Register with Forever

- *Registration is free*
- *Access wholesale prices immediately*
 - Immediate profits
 - Fast Start Pack - £199.75
 - Range of fastest selling products (value £300+)
 - Essential training & marketing materials
 - » Training DVD – products, company & marketing plan
 - » Receipt pad, Product Manual, selection of flyers, Prospecting DVD & CD

- Join Soaring Team

- *Registration is free*
- *Dedicated to your success*
 - Personal sponsor for support & encouragement
 - Learn our proven business system
 - Your own prospecting website
 - Online presentation tools
 - Training (online & events)

What do You want from your own business?

- Extra Income
- To own your own business
- Meeting new people
- Achieve your true potential
- Work from home
- Financial independence
- More time & freedom
- Family-friendly work hours
- Helping others
- Secure retirement income

Travel, fun, new car, clear debts, education costs, lifestyle, pension...



From What You've Seen So Far

Maybe – see the potential, but need more information

- Business Presentation
- Evaluate products
- Get happily involved

No – see the potential, but not for you

- Can you recommend someone?
- Evaluate products

Yes – see the potential, get happily involved

- Business Presentation
- Evaluate products

*"If you always do what you've always done,
you'll always get what you've always got"*



Your next step – Getting Started

- Register with Forever
- First Steps Pack - £199.75
 - Range of fastest selling products (value £300+)
 - Essential training & marketing materials
 - Selection of brochures & leaflets
 - Training DVD – products, company & marketing plan
 - Receipt pad, Product Manual, selection of flyers
 - Prospecting DVD & CD
- Book on Online Training
 - Product Training
 - Understanding the Marketing Plan
- Book a Business Planning Meeting with your Sponsor
 - Decide what you want to achieve
 - Discuss how to get your customers and get your team started
 - Schedule your personalised training programme

Your next step – Find out more

- Information pack
- Attend a Business Presentation
 - Hear from other distributors
 - More detail
 - Payment Plan fully explained
 - Product Information