

# Achieve<sup>®</sup>

FEBRUARY 2008

**NAM-DEUK KIM  
& JUNGYUN LEE**  
Executive Diamond



## INDULGE IN SIMPLICITY

Artistry essentials

**OFF TO A GREAT START**  
The new Product Intro Pack

**GET IN ON THE CONVERSATION**  
Opportunity Zone

QUIXTAR<sup>®</sup>

My Life.  
My Business.  
My Way.



## Artistry Time Defiance 3D Lifting Serum

**SEE AND FEEL THE DIFFERENCE – INSTANTLY!**

Formulated with the latest in anti-aging technology, ARTISTRY® TIME DEFiance® 3D Lifting Serum is your at-home alternative to a mini face-lift, without the recovery! This powerful serum contains two exclusive complexes that deliver results you can see and feel, for immediately firmer, visibly lifted skin, and results that get even better with time.

Go ahead; see the amazing results for yourself. Share this product with your customers! For additional info on selling TIME DEFiance skin care products, get the ARTISTRY Sales Kit (40-0687) at [www.quixtar.com](http://www.quixtar.com) > Resource Center > Retailing Support

ARTISTRY TIME DEFiance 3D Lifting Serum  
10-3426 1 oz. 94.50  
★P2605B7560Y6490



Dermatologist Approved



**DEFY AGE BEYOND PROCEDURES**

# Features



*A deer grazes beneath bluebird houses that were erected by Quixtar employees.*



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## Beautifully uncomplicated

For any woman who wants to simplify her beauty routine, ARTISTRY® essentials skin care and makeup is a beautiful solution.



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## The best place to start? Right here!

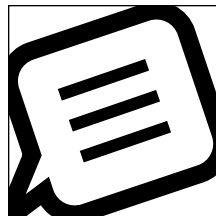
Beginning February 1, new IBOs who order the revamped Product Intro Pack at registration will get 50 PV and a friendly introduction to their QUIXTAR® products.



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The path they were following was rerouted, but that didn't stop Nam-Deuk Kim and Jungyun Lee from staying committed and achieving Executive Diamond.



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What's on your mind? Share it with Quixtar execs and employees through the Opportunity Zone blogs – for fast feedback, interesting conversations, and behind-the-scenes happenings.

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This month, qualified Diamonds and above are gathering in Maui to talk strategy and transformation at Diamond Club

## COMMUNITY

**29 Beauty Begins with Heart and Easter Seals** Helping kids with autism live better lives

Coming next month:

- PERSONAL ACCENTS™ retailing
- Setting up a home office
- A profile of new Executive Diamonds Alfredo and Silvia Medina

Let us know what you think. Send comments, questions, and suggestions to [editors@achievemagazine.com](mailto:editors@achievemagazine.com)

Be sure to check What's New at [Quixtar.com](http://Quixtar.com) to weigh in on questions for our upcoming "Talk Back" column.

QUIXTAR®

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*seeing is believing.*

TURN YOUR PASSION FOR FASHION INTO PROFITS — SELL PERSONAL ACCENTS IN A GROUP SETTING!

*personal  
accents™*

ALL THE RIGHT ELEMENTS

Invite your family and friends to experience PERSONAL ACCENTS™ fashion jewelry, accessories, and fragrances in a group setting. You'll discover it's wildly enjoyable, fabulously entertaining, and unbelievably easy to give your business a beautiful boost by selling all the right elements.

For PERSONAL ACCENTS jewelry, fragrances, and merchandising materials, **contact a QUIXTAR® Independent Business Owner, visit [www.quixtar.com](http://www.quixtar.com), or call 800-253-6500.**





## A matter of fact

Have you ever found yourself so involved in today's activities and tomorrow's plans that you forget about yesterday's accomplishments? That's not uncommon for the people in this business. People like you who are goal setters and entrepreneurs – and focused on the future.

Yet when you talk to folks about starting a QUIXTAR® business, why not take a moment to share these great achievements? Facts like these will help new IBOs better understand the company that stands behind them.

HERE ARE  
10 FAST  
FACTS ABOUT  
THE BUSINESS  
TO SHARE  
WITH OTHERS

1. For the fourth consecutive year, *Internet Retailer* has ranked Quixtar as the top online retailer in the Health & Beauty category, placing 22nd overall based on web-generated sales.
2. Carl Rehnborg, founder of the NUTRILITE® brand, created and sold the first known multivitamin/multimineral in North America.
3. Today, NUTRILITE is the world's leading brand of vitamin, mineral, and dietary supplements (based on 2006 sales).
4. Each year, this company produces 156 billion vitamin tablets, food bars, powdered drinks, and meal supplements.
5. The NUTRILITE brand is the only global vitamin and mineral brand to grow, harvest, and process plants on their own certified organic farms.
6. ARTISTRY® is one of the world's top five best-selling prestige brands of facial skin care and colour cosmetics for over five years (based on a Euromonitor Consultancy study of 1998–2003, 2005 global retail sales).
7. Alticor, Quixtar's parent company, operates 65 R&D labs worldwide, staffed by 400 scientists, engineers, and support personnel.
8. This company holds more than 700 patents with 500 pending.
9. Since its launch in 2003, our One by One Campaign for Children has given more than \$39 million worldwide.
10. Globally, this business has paid out more in performance-driven bonuses to IBOs than any other direct-selling company in history.

There you have it: 10 terrific sound bites that reflect the legacy of this business and the commitment of everyone associated with it. The facts, we believe, speak for themselves.

Steve Van Andel  
Chairman

Doug DeVos  
President

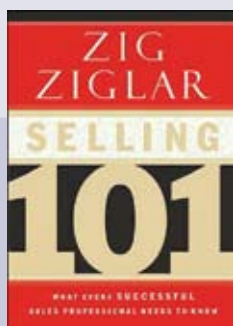
# On Your Reading List

Busy people are the most productive people; IBOs prove it time and again. Recently, on the Sales Speak blog at [www.opportunityzone.com](http://www.opportunityzone.com), we heard what you're reading for inspiration, motivation, and sales success.

Here are just a few of the many outstanding recommendations that came in through comments on the blog. You can also get an idea of what IBOs are ordering through our Partner Store at [Quixtar.com](http://Quixtar.com). Visit [Barnes.com](http://Barnes.com) and [Noble.com](http://Noble.com) and click on "IBOs are reading" on the left side of the screen. There, you'll find a dozen of the most popular purchases.

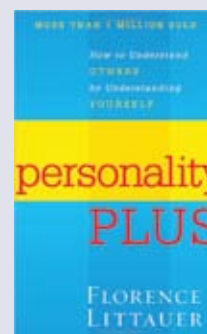
## ***Selling 101: What Every Successful Sales Professional Needs to Know*** by Zig Ziglar

Here's a sweet little book you can carry with you. It's a clear, concise manual on becoming a professional persuader ethically and effectively. Covers everything from finding customers to closing sales.



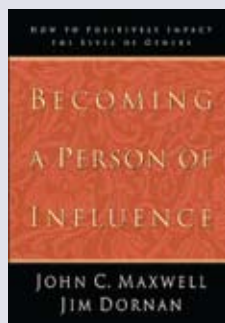
## ***Personality Plus: How to Understand Others by Understanding Yourself*** by Florence Littauer

When we know who we are and why we act the way we do, we can begin to understand ourselves and improve our behavior – enhance our personalities – adapt our communication style to meet others' needs. Littauer helps us examine our strengths and weaknesses, accentuate our positives, and minimize the negatives. She also suggests that we begin to understand that others are different, but by being different, they are not wrong. Immensely insightful read and incredibly helpful in dealing with customers, co-workers, and teams – not to mention, spouses, family, and friends.



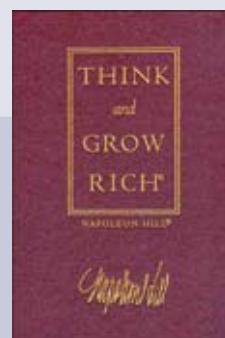
## ***Becoming a Person of Influence: How to Positively Impact the Lives of Others*** by John C. Maxwell and Jim Dornan

How can you not read a book with a title like this, especially when it's written by a favorite business author like Maxwell? This gem is about how influencers act with integrity, listen with intent – understand, support, connect, and empower people. A highlight of this book is the explanation of integrity as an inside job rather than something determined by circumstances or based on credentials.



## ***Think & Grow Rich*** by Napoleon Hill

A classic motivational book. A must-read for anyone serious about maintaining focus and reaching their goals.







When it comes to beauty, most women want simple solutions to meet their everyday needs. No fuss. No guesswork. That's what ARTISTRY® essentials offers you and your customers. Invite your customers to say goodbye to long hours in front of the mirror! Introduce them to ARTISTRY essentials skin care and makeup and let them get a gorgeous look in just a matter of minutes – with easy-to-use skin care and makeup at an affordable price, its beauty that makes sense for a woman's busy, active life.

#### **"Keep it simple!"**

It is estimated that over half of the population is pressed for time. With this in mind, the ARTISTRY brand division at Alticor conducted a survey of 200 women and found the following to be true:

- On average, women spend about \$50 a month on beauty products.
- A few of the top beauty products women report that they can't live without include: lip colour, basic skin care, and mascara.
- All survey respondents commented that they're looking for an easy answer to great skin and beautiful makeup.

The survey results speak for themselves – it's clear that ARTISTRY essentials skin care and makeup products are your solution to giving customers exactly what they're looking for – simple skin care and makeup products that take the guesswork out of beauty, in minutes!

#### **The bare maximum**

With thousands of beauty products available, what makes ARTISTRY essentials stand out? The essentials are products that your customers will want to buy. Take a closer look and you'll see why:

**ARTISTRY essentials systems** – three-step skin care with products that pack natural ingredients to help skin be its absolute best throughout the day, every day – instantly.

- **hydrating Skin Care System** – best for normal-to-dry skin, this three-step system provides continuous hydration throughout the day.
- **balancing Skin Care System** – best for combination-to-oily skin, this three-step system controls oil all day long.
- **bonus beauty** – each Skin Care System includes a FREE travel bag!





# ARTISTRY® essentials BEAUTIFULLY UNCOMPLICATED



**ARTISTRY® essentials supplemental products** – products for skin that needs a little extra care.

- **anti-blemish** fights blemishes.
- **moisture plus** helps skin retain moisture.
- **soothing creme** calms stressed skin and reduces redness.

**ARTISTRY essentials Makeup Kits** – three custom kits to enhance your natural beauty in light, medium, and dark shades come complete with five essential beauty products that every woman wants – 100% mineral foundation, concealer, eye and cheek colour quad, mascara, and lip shine.



**bonus beauty** – each Makeup Kit includes a stylish bag and how-to application book, plus two makeup brushes for easy application.

*“ I love that in five minutes, with five products, I can be out the door! And it's so simple – I don't even have to think twice about what colours to use or what to recommend to my customers. As I merchandise, and bring new people into the business, ARTISTRY essentials helps me offer a simple approach to skin care and colour cosmetics that women can easily translate into their own lives and businesses. ”*

– Julie Harstad, QUIXTAR® IBO

“When I think of the essentials Makeup kits, I think of a great ‘Emergency Roadside Kit’ for the busy lady! Whether you’re a working professional, or a working mom, you probably keep stashes of makeup in the car, the office, your purse, or wherever, just in case something comes up and you need to touch up quickly. That’s why the ARTISTRY® essentials kits are so great – they have everything you need to get into ‘survivor mode’ and apply beautiful makeup in just a few minutes!”

– Lorna Basse, QUIXTAR® IBO and Professional Makeup Artist

Watch for ARTISTRY® essentials national ads in 2008 – Featured in *O, Oprah Magazine, Real Simple, Allure, InStyle* and *Redbook*.

#### Simple to sell ...

Now that you know ARTISTRY essentials stands out from the competition ... share this great info with your customers. Here are some simple tips to help you achieve smooth, successful sales with your customers:

**To sell skin care**, begin by determining your customer’s skin type.

**Why?** To make sure she is using the right ARTISTRY essentials Skin Care System for her unique skin type.

**How?** By asking two simple questions ...

**1. Do your cheeks feel tight or dry in the morning?**

If her answer is “yes,” recommend the essentials hydrating system. If her answer is “no,” ask her question #2.

**2. Does your T-zone become oily during the day?**

If she answers “yes,” recommend the essentials balancing system.

**To sell makeup**, start by determining your customer’s skin tone.

**Why?** To select the right essentials Makeup Kit with shades that complement her natural skin tone.

**How?** Use the mineral foundation to evaluate her skin in natural light and look for the shade that most closely matches her skin tone. The foundation shade that matches will determine which makeup kit is right for her – light, medium, or dark.

**Selling ARTISTRY essentials is as simple as that.**

**And making \$100 in retail profits is perfectly and positively doable as demonstrated in the chart below:**





	ARTISTRY essentials	Clinique
Basic three-step system	✓	✓
NUTRILITE® all-natural ingredients	✓	
Clinically proven and dermatologist tested	✓	✓
<b>Cleansers</b>		
Gentle cleanser	✓	✓
Non-stripping cleansers	✓	✓
Patented exfoliation technology	✓	
Soap-free cleanser	✓	
<b>Toners</b>		
Tones	✓	✓
Exfoliates	✓	✓
Preps skin for lotion	✓	✓
<b>Lotions</b>		
UVA protection	✓	
SPF-15 UVB protection	✓	
Patented environmental protection (Veil of Protection)	✓	
All-day hydrating	✓	✓
All-day moisturizing	✓	✓
Softens and smoothes skin	✓	✓

### The ARTISTRY essentials DIFFERENCE

At \$47 suggested retail, ARTISTRY® essentials Skin Care Systems are priced competitively with Clinique<sup>†</sup> 3-Step Systems. And ARTISTRY essentials offers more benefits and protection for your skin.

<sup>†</sup>Trademark: Clinique (Clinique Laboratories, LLC, New York, N.Y.).

### Expand your knowledge; expand your beauty business.

Great products mean great potential for growing your beauty business! Check out these amazing tools to help boost your business with ARTISTRY essentials:



**ARTISTRY Skin Care Sales Kit** makes every ARTISTRY sale a success and offers three simple ways to sell ARTISTRY skin care. Each kit provides all the training, products, and literature materials you need in one kit! And the new Drop & Shop technique (box #2 of the kit) is the fastest and easiest way to start selling ARTISTRY essentials to everyone you know! Learn more at [www.quixtar.com](http://www.quixtar.com) > Resource Center > Retailing Support > Artistry > Sales Kits & Refills > Artistry Skin Care Sales Kit

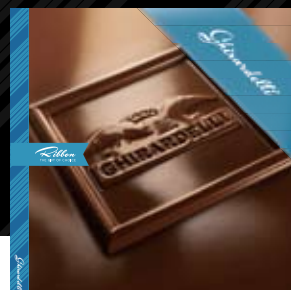
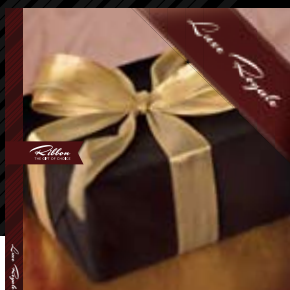


**QUIXTAR® University** is your source for sales training on ARTISTRY essentials and other leading brands offered through Quixtar.

Don't miss this informative, beneficial online training for IBOs at [www.quixtaruniversity.com](http://www.quixtaruniversity.com)

# Common dilemma: WHAT TO GIVE AS A GIFT

## Unique solution: RIBBON GIFT COLLECTIONS



**When I say *Ribbon*, what comes to mind? Cheery, bright, gift, wrap, happy? When I say Gift & Incentive Program, do you think *Ribbon*?** These *Ribbon* Gift Consultants, IBOs like Joe Pici, Fran Fabbro, and Bob and Diana Touchston, think of *Ribbon* for their own gift giving and for all their customers' gift needs. They have introduced the concept of *Ribbon* Cards and Albums to family, friends, neighbors, and small businesses. As a result, they are making retail profits every month, just by sharing *Ribbon* with others. As an IBO, you can too!

*Ribbon* is a unique solution to a common dilemma. What to give to someone special, what to offer as an incentive to employees, what to provide as a giveaway at an event.

*Ribbon* is the solution to it all. *Ribbon* enhances the joy of giving. *Ribbon* is the business of making people happy. *Ribbon* is the Gift of Choice.

### Easy does it for selling and giving

As Fran Fabbro explains, "Giving gifts is something people always do no matter what their budget is. With *Ribbon* Gift Collections, you don't have to convince someone to take vitamins, change the detergent they use, or switch to a different skin care system. It's an easy (and faster) way to start selling."

An IBO who is successful at selling *Ribbon* Cards/Albums builds confidence and establishes a loyal customer base. By doing this, an IBO is more apt to feel comfortable expanding their product portfolio to include NUTRILITE® and ARTISTRY® products, based on their customers' needs for health and beauty products.

"Personal touch and connection with people is what sales is all about," according to Joe Pici. "People don't just buy product, they buy you. If they trust you, they're more apt to listen to you and buy from you."

Joe elaborates, "Because *Ribbon* is all about gift giving and connecting with people, it's an ideal way to begin selling. That's why I teach gift and incentive to my group. Everyone gives gifts and everyone is looking for the perfect gift. The *Ribbon* Gift & Incentive Program provides that. It's easy to sell and it's easy to give – and the gifts are easy to redeem. People like easy."

“  
That's why I teach gift and  
incentive to my group.  
Everyone gives gifts  
and everyone is looking  
for the perfect gift.  
”

### The Gift of Choice is always the perfect gift

Bob and Diana Touchston find it fun and exciting to sell *Ribbon* Cards/Albums. Bob compares the array of Gift Collections to a basket of fruit. "It's all fruit in the basket, but each piece is a different kind – and different kinds appeal to different people. The 19 Gift Collections of this year's program vary in content and price, yet they all offer phenomenal choices."

Bob confesses it's easy to come up with features and benefits on a product like *Ribbon*. Everyone gives some kind of gifts, and with so many Gift Collections and selections in this program, it's easy to find the perfect solution for each customer. Even if you haven't sold before, you can sell *Ribbon*. The Touchstons have discovered that *Ghirardelli*® and the *I Do!* Wedding Gift Collections are two of their biggest sellers, especially now that they have participated in bridal shows and connected with wedding consultants in their local area.

Suggested retail price points vary from the *Variety* General Gift Collection at \$25 to the *Luxe Royale* Specialty Gift Collection at \$750. Other popular specialty collections for friends, family, co-workers, and neighbors include *Guy Gear*, *PERSONAL ACCENTS*® Jewelry, *Ghirardelli*, all at a \$50 suggested retail price, and *Pamper* at a \$40 suggested retail. For small businesses, *Variety* and *Unique* General Gift Collections are the most appealing.

*Ribbon*  
THE GIFT OF CHOICE





Customers checking out the Ribbon Gift Collections at an event.

What Gift Collections you share with prospects should be tailored to their needs and budget. If you show them every single collection, you're apt to overwhelm them. Target their needs and budget. Speak their language, show them collections that fit their gift-giving needs, and work within their budget. If someone tells you they want to spend \$50, demonstrate you heard them and reply by suggesting Gift Collections at a \$50 suggested retail price, such as *Unique*, *Delicious*, *Arrival*, *Guy Gear*, and *PERSONAL ACCENTS*®.

#### Where to start selling Ribbon – consumers or businesses?

Most IBOs who sell *Ribbon* regularly suggest other IBOs start by giving *Ribbon* as a gift and then asking family and friends if they're interested in purchasing *Ribbon* Gift Collections to give as gifts to others. Everyone gives gifts, and the topic of gift giving is a great conversation starter, especially near the holidays. But don't stop there ... other huge gift-giving opportunities besides Christmas include Valentine's Day, Mother's Day, and Father's Day.

Fran Fabbro always tells new IBOs, "The *Ribbon* Sales Kit is the best tool you'll ever get. Experience the *Variety* Gift Collection inside it and see what it's like to redeem your gift. Don't worry about memorizing every single gift in each collection, but do try to remember key brands that are familiar to people."

If possible, Fran likes to go through each piece in the *Ribbon* Sales Kit with a new IBO, and then go on their first sales presentation to a business. Fran comes from a human resources background, so corporate presentations are a welcome challenge for her.

She often reminds others before presentations, "If you present the *Ribbon* Gift Collections with confidence and passion, it's all that matters." As Fran points out when she trains others on selling, "People will trust and respond to you if you communicate clearly – and sincerely."

Joe Pici recommends IBOs think about what they can do for a customer with *Ribbon*. He teaches value propositioning. If your customer is a friend looking for the perfect gift for his brother, suggest the *Guy Gear* Card/Album. If she is your neighbor who wants to give her teenage nieces a gift, show her the *Sweet! Teen* Card/Album. If you're calling on a manufacturing company, let them know how you can help them increase productivity with *Ribbon*. If you visit an auto dealership, tell them you can assist them in boosting sales with an incentive program. Offer the customer value beyond just the product.

Answer the question that's dancing through their heads as you present *Ribbon* to consumers: Is this the perfect gift solution? Respond to the questions that a businessperson wants to know – What's in it for the company? For my employees? For my customers?

Unwrap the possibilities of *Ribbon*.

An easy gift for customers to give.

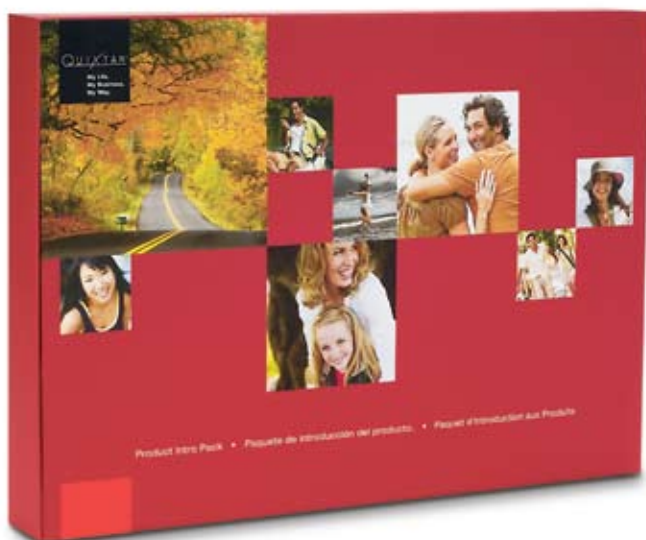
A unique gift for people to receive.

The perfect way for you to start selling and make a profit. Begin the business of making people happy today!

**To learn more about selling the *Ribbon* Gift & Incentive Program, visit [Quixtar® University at Quixtar.com](http://Quixtar.com), or order the *Ribbon* Sales Kit (AD-1600) online!**

“  
The *Ribbon* Sales Kit  
is the best  
tool you'll ever get.  
”





**NEW PACK AND  
PRICING AVAILABLE BEGINNING  
FEBRUARY 1, 2008**

## The best place to start? Right here!

The fastest way for a new IBO to make money in a QUIXTAR® business is to sell products. And the best way to get started with retailing is to experience those products firsthand.

That's where the QUIXTAR Product Intro Pack comes in!

It features some of our easiest-to-sample, easiest-to-sell products. It gives new IBOs the knowledge to share them and sell them – the key to building a long-term, successful business! It incorporates changes, based on your input, regarding product mix and pricing.

And by purchasing this pack, IBOs can meet one of the qualifications for certain QBI-related incentives.

### What's inside?

- XS® Energy Drink (3 cans, assorted flavors)
- SIMPLY NUTRILITE™ Twist Tubes (10 tubes, 2 flavors)
- SIMPLY NUTRILITE Food Bars (2 bars, assorted flavors)
- TRIM ADVANTAGE® Protein Bars (3 bars, assorted flavors)
- NUTRILITE® Rhodiola 110 (10-tablet sleeve)
- ARTISTRY® Skin Refinishing Lotion
- *Ribbon Choices* Gift Card/Album ("live" gift card lets IBOs select the product of their choice)
- A beautiful, full-color overview with product information, SKUs, and available retail support



So when you register a new IBO, suggest that they purchase the Product Intro Pack. It will give them a true taste of what their QUIXTAR products have to offer. And if you're a new IBO and haven't yet ordered this pack, go online and add it to your cart!

**Product Intro Pack**  
★P2500B5000Y7000 **E-9745 70.00**

**Special Registration Offer:** Starting February 1, new IBOs earn 50 PV when they order the pack at registration – that's **double** the normal PV!



1

The AMT, or Alternative Minimum Tax, has been misinterpreted as a tax for only the rich. However, because the AMT has been adjusted only twice in the last 30 years, it's starting to catch the middle class, too. Some indicators that you may fall into this category:

- Own a business, rental properties, partnership interests, or S-Corporation stock.
- Gross income above \$100,000.
- Large numbers of personal exemptions and/or itemized deductions.
- Applied incentive stock options (ISOs) during the year.
- Large capital gain.

For more information, go to <http://finance.yahoo.com/how-to-guide/taxes/12810>

2

Top 10 states for most favorable small-business taxes:

- South Dakota
- Nevada
- Wyoming
- Washington
- Florida
- Mississippi
- Alaska
- Alabama
- Texas
- Michigan

For more information, go to <http://money.cnn.com/galleries/2007/fsb/0711/gallery.Top10BestStates.fsb/index.html>

3

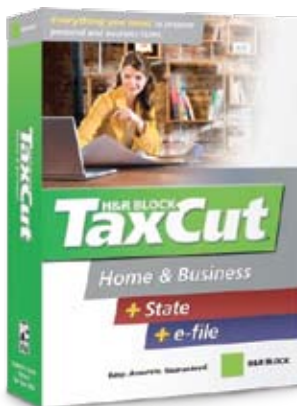
Don't overlook your deductions. If you're at least partially self-employed, you may claim these deductions whether you itemize or take the standard deduction:

- One-half of your self-employment (Social Security and Medicare) tax.
- 100% of self-employed health insurance premiums for yourself and family.
- Contributions to self-employed retirement plans, such as EPs, SIMPLEs, and defined-contribution plans.

Source: [hrblock.com](http://hrblock.com)

## Tax Talk

Need help filing your quarterly taxes? Tax software packages like TaxCut or TurboTax Home & Business can help you take control of your business taxes – affordably.



TaxCut<sup>†</sup> Home & Business is an all-in-one resource for preparing personal and business returns.

TaxCut features:

- Complete business coverage for all types.
- Business tax planner.
- Business depreciation assistance.
- 1099-MISC/W-2/K-1 preparation and printable forms and reports.

Buy TaxCut for \$89.95 at [www.taxcut.com](http://www.taxcut.com)



TurboTax<sup>†</sup> Home & Business, an easy-to-navigate tax program designed specifically for the self-employed. TurboTax:

- Finds write-offs, including home office, travel, and supply expenses.
- Reveals your most profitable depreciation method for business assets.
- Uncovers commonly overlooked deductions by industry.

Buy TurboTax Home & Business for \$74.95 at [www.turbotax.com](http://www.turbotax.com)

<sup>†</sup>Trademarks: TaxCut (H&R Block Digital Tax Solutions, LLC., Kansas City, Mo.); TurboTax (Intuit, Mountain View, Calif.).



Nix distractions and procrastination

## Build your time-management skills

The clock is slowly ticking, your eyes are wandering to everything but your work, and you're distracted by the littlest things. Sound familiar?

Even though procrastination can be a constant battle, you can nix it with these valuable time-management skills:

- Break each project into smaller and easier tasks.
- If you don't have time to finish a large project all at once, complete one of the smaller tasks and return to the project later.
- Group similar tasks together to help avoid time wasted when switching between activities. By working on similar tasks, you'll already have the correct mindset you need to transition from task to task.
- Set aside at least five minutes to manage your time for the next day. This can easily be accomplished with these two tools:

1. **Planner** – Plan ahead daily by plotting out your schedule and jotting down a to-do list. Include projects, meetings, and events. And every Friday, create a to-do list for the next week. It may help to include the times of the meetings and events, along with the deadlines of all the projects. Most people function at different levels of effectiveness during different times of the day as energy levels fluctuate – so schedule the most important and difficult tasks during the times you have the most energy.

2. **Calendar** – Plan long-term by keeping a calendar near your desk where you can record future projects. Include projects that you'll need to be reminded of or want to keep fresh in your thoughts. Also record appointments, meetings, and events that you've already received notice of or scheduled.

Other ways to stay focused and motivated include chewing gum to help you concentrate and keeping your to-do list next to you as a reminder. In fact, it's a good idea to highlight the most important tasks on your list with a bright color. When your eyes wander during a moment of distraction, they'll be drawn to the colors to help remind you of your priorities.

*Clip and save*

## TIME-MANAGEMENT TIPS

- Break large projects into smaller tasks.
- Group similar tasks together to avoid wasting time when switching activities.
- Schedule the most important tasks during the times of the day when you have the most energy.
- Take five minutes to create a to-do list for the next day.
- Every Friday, create a to-do list to remind you of your schedule for the next week.
- Use a planner to keep track of your daily and weekly schedule.
- Use a calendar to keep track of your monthly and long-term schedule.



## Business Training: Skills for Your Success

Training is an essential part of your business success, and QUIXTAR® University offers the training resources you need, when you need them.

As an Independent Business Owner, you're smart to invest time in becoming an expert in what you do – selling products to make a profit and sponsoring others to do the same. The training offered at QUIXTAR University can help you do both.

Take advantage of the professional insight and targeted business learning that's been designed for one purpose: to help you succeed.

### The payoffs of business training

You better understand how a sale happens and can therefore repeat your success – because you apply a proven process you've learned through training and perfected with your own unique delivery. You don't have to wonder, "Wow, how'd I do that?" You can say, "Wow, that's a great strategy. I can't wait to try it again!"

You gain trust and confidence from people you share the opportunity with – because you've taken the time to develop a true understanding of the business you're

in, how it works, and what it has to offer. When your knowledge appears to be second-nature, sincere, and real in the eyes of your listener, the "magic" unfolds.

Quixtar offers you a fantastic business opportunity that's supported by great NUTRILITE®, SIMPLY NUTRILITE™, ARTISTRY® essentials, and *Ribbon* products.

And you've got impressive marketing tools to go with them – Personal Websites, Quixtar.com, catalogs, brochures, samples, and more!

Yet it's you, the voice and heart of this business and these products, who will ultimately be rewarded by taking advantage of the training offered through QUIXTAR University – training that will teach you the skills you need to make the most of everything Quixtar offers.





# WHEN ONE DOOR CLOSES

Nam-Deuk Kim & Jungyun Lee  
Executive Diamond





Nam-Deuk Kim and Jungyun Lee's life together is one of contrasts.

From Korea to the States. From the frozen cornfields of Iowa to the muted colors of the Northwest. From a West Coast lifestyle they enjoyed to an East Coast transfer they endured. From the confines of employment to the unparalleled independence of a QUIXTAR® business.

"My brother first tried showing me the (QUIXTAR IBO Compensation) Plan when I was in school," Nam-Deuk shares, "but I had no intention of listening to him."

An electrical engineer by training, Nam-Deuk met Jungyun while working on his master's and Ph.D. in Iowa. "Back then, we didn't have the internet to research schools, so we sent for brochures. Out of 50 schools, my family chose the cheapest," he replies with a laugh.

Jungyun, who earned a bachelor's degree and worked one year in textile design in Korea, was encouraged by a former professor to seek her master's in Iowa. "My professor had graduated from there," Jungyun explains, "and fashion merchandising was becoming a big industry in Korea."

After reflecting a moment, she adds, "It's kind of crazy that Nam-

**Name:** Nam-Deuk Kim & Jungyun Lee

**Home:** Andover, Massachusetts

**Previous occupations:** Nam-Deuk designed security features for digital media, Jungyun worked in textile design

**Children:** Hyun Rae, 10, Won Rae, 7, baby due in March

**Hobbies:** Nam-Deuk enjoys gardening and playing Wii® with his boys; Jungyun loves talking with others and reading

**Favorite family activity:** Being active outdoors

Deuk and I both grew up in Korea but ended up meeting at a church halfway around the world."

### Discovering happiness

Their shared faith has been the glue that's held Nam-Deuk and Jungyun together since those days in Iowa.

"It's a large part of who we are and shapes how we try to live our lives," he says.

So naturally, after moving to Oregon where Nam-Deuk landed his "dream job" – designing security features for digital media – the couple's first order of business was finding a place to worship.

"We discovered an awesome church community that became like family to us," he shares.

The Kims also discovered their love for the Northwest. With its mild weather, laid-back lifestyle, and

breathtaking scenery, the area proved ideal for raising a family.

"Our boys were little then, so I stayed home with them," says Jungyun, who was also working on her MBA at the time. (Hyun Rae is now 10 and Won Rae is 7.) "We loved exploring the area on the weekends, hiking, crabbing, and clamming."

"It was almost like heaven," Nam-Deuk comments.

Until, suddenly, it wasn't.

"I got the news that I was being transferred to Boston," he recalls. "My company had acquired another business and needed me to transfer our technology to their product."

Like the fog that's so common in the Northwest, the Kims' dream life lifted one day and was gone.

### Another door opens

"It was painful realizing we were not free to choose where we lived," Nam-Deuk says. "We missed our friends from church the most."

As the Kims sought to adjust to their new surroundings, they also began looking at small-business opportunities for Jungyun. "The cost of living was more than we were used to, and we were still making mortgage payments on our Oregon house," she says.

*continued*

Then Nam-Deuk's brother – the one who'd repeatedly encouraged them to look at the QUIXTAR® opportunity – called.

"After five years of him asking, we finally agreed," Nam-Deuk says.

The couple was surprised to find the business "wasn't what we'd thought it was. We began researching the company – separating facts from opinions, and suddenly we began to see possibilities," he says.

What started out as a plan to keep their heads above water soon turned into something much bigger.

"Our initial goal was to make enough to cover the mortgage each month. We hardly dared to hope for more," says Nam-Deuk.

However, they soon discovered a large Korean community in Boston. "We also wanted to share the opportunity with our friends in Oregon and others we'd made while in school," he adds.

Soon the Kims were traveling to the Northwest, the Midwest, and points in between. On weeknights, they presented the Plan closer to home. In two-and-a-half short years, they reached Diamond and Nam-Deuk walked away from his job.

### Reasons to celebrate

These days life at the Kim household has become a never-ending parade of happiness.

"As Executive Diamonds, we have so many people downline achieving their goals it gives new meaning to the term EDC," Nam-Deuk says, pausing for effect: "Every Day Celebration."

Recalling the hours once devoted to his job, he's happy to have the time back to join in the celebration. "We love the people in our organization and enjoy seeing them grow personally as well as professionally.

"We're very confident about Quixtar," he continues, adding that opportunities abound to share about the superior products and the option of becoming an IBO. "All it takes is a question like, 'In your active lifestyle, do you find it challenging to eat healthy?' or 'Are you satisfied with your income?' to get people talking.

"One of our favorite products is Nutrilite's The Perfect Pack for your health. In fact, the entire line of NUTRILITE® products is outstanding and easy to retail with all the support the Corporation provides."

Interjects Jungyun, "We're also very excited about the launch of the SIMPLY NUTRILITE™ line. It's just one more evidence of the Corporation's dedication to innovation."







So, has their QUIXTAR® business lived up to their hopes and dreams?

"When we got transferred here, it was a very difficult time for us," Nam-Deuk says. "But it became an opportunity for us to think about our future and decide how we want to live the next half of our lives."

*"This business has allowed me to take control of my life. Unlike in a job, I get to call the shots and I can't be replaced."*

Even more, "It's added great meaning to our lives, because we can be of help to others and hopefully inspire them to pursue a future ripe with choices."

A fitting metaphor from a gardening enthusiast.

#### Life at its best

"We have a hundred-square-foot garden," Nam-Deuk explains. "I plant it and care for it, and Jungyun enjoys harvesting it."

What doesn't get eaten often ends up being given away at business meetings, he adds, a wry note of humor in his voice.

Nam-Deuk also jokes about the enthusiastic games of baseball and bowling that ensue between him and his sons on their Wii® gaming system. "We put on boxing if we feel we need more exercise," he laughs.

Actually, with the encouragement of his mentor, Nam-Deuk participated in the Orange County Marathon – his first – which was sponsored by Nutrilite in January.

Clearly, he has more energy than he lets on. Good thing, too.

"We're expecting a daughter in March," Jungyun reveals, clearly elated. "The boys have been wishing for a sister," she adds proudly.

Anticipating that life will soon get a wee bit busier, Nam-Deuk takes it all in stride. "Most of our work – phone calls, emails, paperwork – can be done from our home office while the boys are in school."

About 3:10 – the end of the school day – "it really gets busy" running the boys to music lessons, taekwon do practice, and art school.

Dinnertime is family time. Some evenings the Kims take a walk or bike ride together. Others, Nam-Deuk and Jungyun head out to show the Plan or attend Bible study.

"The longer we experience this business, the more we value the opportunity we've been given," he says. "It motivates us to keep building, because that's the best way to thank those you love." ■





**Pravin & Madhu Chheda**  
New Jersey

## Built from the heart

Pravin Chheda developed a passion for business early on. “It’s in my blood,” he says. As a teenager, he helped run his father’s grocery store. “He always said, ‘Whatever you do, Pravin, finish what you start.’”

That advice, combined with a deep faith and a love for people, is why Pravin and Madhu are Diamonds today. But it’s what they endured to get to this achievement that gave them a message they eagerly share with others.

“Make a plan,” advises Madhu. “You may face health challenges, like us. You may lose your job. But you can overcome anything while building a QUIXTAR® business and sticking to your plan.”

Growing up in India, both were raised to believe that education was the key to financial success. After completing a master’s in chemistry stateside, Pravin embarked on a promising career as a research scientist.

Madhu, who’d earned her master’s in chemistry back home, studied to become a sonographer after marrying Pravin and moving to the States. (She recently retired from her full-time hospital position.) The birth of their son, Jinen, completed their joy.

Then, in his early 30s, Pravin was diagnosed with Hodgkin’s lymphoma. Doctors believed it

was caused by the chemicals in his research. Suddenly, his career came to a screeching halt.

“It took a year of radiation and chemo treatments, and I had to walk away from research,” says Pravin, who took work in retail sales prior to learning about this business.

“Once you’ve gone through cancer, you *know* what life is all about,” interjects Madhu. “It’s about people and making a difference in their lives.”

### Seizing the opportunity

That’s why starting a QUIXTAR business seemed like a good fit for the couple. Not only would it allow them to build another income stream, it also appealed to their desire to spend more time with friends and family.

“Our goal with this business is to change people’s lives,” Pravin says. That includes Jinen and his wife, Pankti, who are Platinums.

Gratefully, the Chhedas had a secure Founders Emerald business in place before he faced his next health challenges: two heart attacks, a suspected case of stomach cancer, and the installation of a pacemaker.

“The doctors went in to remove my stomach and found no evidence of cancer,” says Pravin, who credits his good health to yoga, meditation, and positive thinking.

“The doctors love to see Pravin because he defied the odds,” Madhu says proudly. “Thanks to this business, we have goals and dreams and we’re happy. That’s the secret.”

With a clean bill of health and a world of people to help, Pravin is glad to be back at the helm of his QUIXTAR business. “We never thought of quitting,” he states.

“That’s because we built this business from our hearts,” Madhu explains.

Both praise the efforts of their team and upline for seeing them through Pravin’s recovery.

“Now I show two to three (QUIXTAR IBO Compensation) Plans a day,” he says. In addition to their thriving U.S. business, the Chhedas are building internationally, including in India, where they travel several times a year.

“People everywhere dream of freedom,” Madhu emphasizes.

“As long as they have a body temperature of 98.6 degrees,” says her husband, “we’ve got something to work with!”



**Francisco & Veronica Arevalo**  
Georgia

Though they grew up in different parts of Mexico, Francisco and Veronica Arevalo lived similar lives. Both left school before seventh grade and went to work to help their families survive. Both longed for a better life. And both were driven to make that life happen.

"When you're that poor, it's difficult to have hope for the future," says Veronica, who worked 12-hour days in a plastics factory. "Moving to the U.S. was an impossible dream. But I still dreamed it." So did Francisco, a construction worker. Eventually, amazingly, both made their way to the U.S. where they met, married, and started working together to shape a better future. When they saw the QUIXTAR® IBO Compensation Plan, they knew it was the "beautiful" opportunity they'd hoped for.

"Finally, we weren't limited by what we didn't have – money, education, or business experience," says Veronica. "Our faith, desire, and willingness to work gave us a truly equal opportunity."

The couple is especially proud of the legacy they're building for their children, Giovanni, 20, Thania, 16, Kevin, 9, and Francisco Jr., 7.

"We take full advantage of everything," says Francisco. "We gratefully accept mentoring, and we attend every event possible. We've seen how this business changes lives, including ours."

"Our children's lives will be different," adds Veronica, proudly. "The poverty stopped here."



**Leo Cid & Lisa Di Meglio**  
California

*"Tell me who you hang around with, and I'll tell you who you are."*

Leo Cid grew up hearing those words from his mother. One of eight children of hardworking Cuban immigrants, Leo's entrepreneurial spirit and desire to succeed led him to study international business. Eventually he started his own systems integration company.

Lisa shared Leo's solid work ethic and strong family values. She began working in a salon at age 14, then completed beauty school and launched her career.

"When we married," says Lisa, "we vowed to become financially secure *before* having kids so we could enjoy lots of time with them." But years of 90-hour work weeks, chaotic schedules, and unexpected debt made their goal seem impossible.

When Leo saw the QUIXTAR IBO Compensation Plan, he saw an opportunity to build the life they wanted. Still, he researched everything before mentioning it to Lisa.

"I knew she'd jump right in," says Leo. "I wanted to be sure it was the right move." It was.

Today, Luciana, 6, and Lorenzo, 5, make the business a family affair.

"We set goals, and the kids track them on a big red thermometer," says Lisa. "We celebrate successes together – with ice cream, movie night, Disneyland!"

"We're hanging out with our family," adds Leo. "We've become who we dreamed we could be."



**Mara Daidone & Paula Marshall**  
Maryland

Mara Daidone and Paula Marshall understand that the best journeys sometimes begin with challenges, changes, and leaps of faith.

Growing up, Mara's decision to become a doctor seemed unattainable. "My mom continually struggled to make ends meet," she says. "I was determined to have a high-paying profession so I could support her." Mara completed medical school on a military scholarship.

Meanwhile, Paula earned a business administration degree and worked various jobs before finding a career she loved as a firefighter paramedic.

After Mara finished 10 years of service in the Air Force, the couple moved to Maryland to live near the water and mountains.

"Between all the changes – leaving a career, selling my home, starting a landscaping business – I was overwhelmed," says Paula.

Mara's growing disenchantment with "insurance-driven medicine" added to the stress. And their busy schedules left little time for the hiking, skiing, and sailing they loved. So when Mara saw the QUIXTAR IBO Compensation Plan, she saw opportunity. Paula only saw "overload," but soon realized how the business could change their lives.

"Paula's so bighearted that the potential for helping people just drew her in," says Mara. "Our greatest joy is watching our downline succeed."

Paula agrees. "We love knowing we opened the door for them to take the first step."



Sapphire



**Alberto & Francisca Becerra**  
*California*



**Adela Christina De La O**  
*Texas*



**Albert & Isabel Deval**  
*California*



**Severo & Lorena Macias**  
*California*



**Kevin Ramanan**  
*Trinidad*



**Ignacio & M. Del Carmen Ramirez**  
*California*

Ruby



**Cindy Khor**  
*California*



**Joon & Alice Lee**  
*Ontario*



**Benjamin Myers**  
*New York*



**Domitilo & Mary Ramirez**  
*California*



**Wen Zhang & Yuqin Ma**  
*Texas*



**Edwin & Christine Antonio**  
Loan Agent  
Loan Processor  
(Renato & Marita Arellano)  
*California*



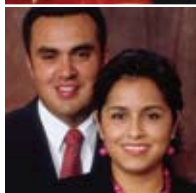
**Tracy & Sylvia Barton**  
Design Engineer  
Assistant Controller  
(Danny & Kresta Braswell)  
*Florida*



**Pradip & Rajashri Brahmbhatt**  
Computer Programmer  
Accounting  
(Jitin Handa & Pashmeena Makhija)  
*Illinois*



**Luis & Linda Curiel**  
(Julian & Mariza Avellaneda)  
*California*



**Romel & Cristina Del Rio**  
Mechanic  
Sales Consultant  
(Jaime Lopez)  
*Tennessee*



**Daniel & Krista Goldstein**  
IT  
Sales & Marketing  
(Glenn Moore)  
*Illinois*



**Heraldo & Mayra Gonzalez**  
(Felix & Martha Hernandez)  
*Florida*



**Atul & Anita Gupta**  
Software Engineer  
Homemaker  
(Vineet Aggarwal & Shivani Jalan)  
*Texas*



**Cindy Khor**  
Hairstylist  
(Andy Chuang & Olivia Wu)  
*California*



**Young Hwan & Sun Hee Kim**  
Letter Carrier  
Burning Board Programmer  
(Joseph Ho Sang & Helena Chung)  
*California*



**Surendra & Shanti Mishra**  
Sr. IT Manager  
(Neelesh & Pratima Singh)  
*Illinois*



**Jason & Chasity Pruner**  
Government Employee  
Probation and Parole Officer  
(Jordan & Janelle Keller)  
*Pennsylvania*



**Francisco & Gabriela Sanchez**  
Construction  
Housewife  
(Higinio Roman & Rosa Elene Vasquez)  
*Nevada*



**Benjamin & Janna Thompson**  
Manufacturing Sales  
Marketing  
(Charles Ruess)  
*Iowa*

**Gold Producers**

Primitivo Baltazar &  
Florentina Lopez

Hyun Sil & Sin Dok Chang

Dae IL Lee

Lorenzo Mejia & Susana Flores

Edith Rodriguez

Kevin & Debra Rouelle

Travis & Alison Sizemore

Johnson & Priscilla Wang

**Silver Producers**

Shabbir Adib

Navin & Cheryl Agarwal

Carlos Martin Aguilar &  
Ana Lilia Bustamante

Mohamed Aniff & Lakshmi Modipalli

Felipe Arellano & Norma Rangel

Areknaz Aslanyan

Christopher & Wendy Authier

Judson & Kara Ayers

Laura Balzano

Steven Beckner

Naresh & Vinod Bhandari

Hariram & Sarwattie Bhola

Rocky & Stacey Bishop

Maria Nieve Bisoño

Roger Borges & Mine Ekenler

Salimudeen & Indra Caliph

Alexis Castillo & Janet Delgado

Shuchan Cen & Fa You Zhang

Hyeeon Chang & Sung Hyun Han

Ravi Chawla

Eva Chiang

Eunjoo Cho & Kim Jaeyup

Sing Choi

James Christensen

John & Jane Chung

Greta Cleary

Ricardo Contreras

Martin & Carmen Odeth De La Cruz

Xu Deng

Jose & Margarita Diaz

Meng Meng Duan

Anatoli & Olga Ena

Sergio Escoto & Gloria Gonzalez

Hesam Fadaifar

Herold & Bibiana Figaro

Marcelo & Nelly Flores

Josh & Nikki Fordyce

Brian & Jennifer Frangipane

William Gamble

Bernabe Garcia & Lizeth Elenes

Julian Garcia & Domitila Jimenez

Raymond & Cicely Gay

Phillip & Donna Goldbeck

Miguel & Norma Gomez

Timothy & Donna Grady

Miguel & Maria Grajeda

Soo Mi Han

Igor & Valeria Haratin

Hector Hernandez & Nancy Zarate Soto

Juan Carlos Hernandez & Rebeca Paloma

Jared & Sonya Hoff

Dong Hong & Lian Shunji

Steven & Amy Houston

Yu Hu

Yu Yen Huang

Amanda Huser

Andrew & Ashlee Ilg

Moon-Kyu Im

Phaboriboune Inh

Kalen Jahnke

Andre Joannette & Caroline LaCroix

Chris & Amber Johnson

Jae Oh Joo & Kyung Ja Park

Antonio Juaquin & Evangelina Pena

Danny & Yoonkyoung Kim

Keumnan Kim

Kyung Sook Kim & Kyoung Chul Park

Nanjoo Kim & Kwang Bok Choe

Soonam & Dongyeob Kim

Clavis & Sharon Knight

Ann Ko

Sergey & Olga Kolodko

Derek Krueger

Shia Fong Lai

Tuck Wah Lai & Yoke Fun Chew

Scot & Denise Lane

Price LaPierre

Diondre Larmond

Ramon Lascano

Michael & Emmy Lau

Guadalupe Ledesma & Gloria Maldonado

Ian In Ho & Esther Chung Ae Lee

Sang Keun & Gun Se Lee

Young Lee & Jae Cho

Li Yun Pu & Ze Sheng Liao

Patrick & Dorothy Liao

Michael & Sally Liddicoat

Cho Lim

Connie Limas

Yu Xiang Liu

McKinley & Patricia Lloyd

Ronnie & Dana Long

Antonio Lopez & Marlene Marquez

Gabriel & Amy Macias

Bryan Mack

Claudi Marlouis & Bernadette Thelusma

Guima Martial

James & Jacqueline Matthews

Thomas & Elsy Matz

Oleksiy Mautanov & Vera Arkhipova

Jesus & Veronica Mendoza

Zack & Amanda Miller

Ben Mok

Bio Moncher & Lydia Francois

Terry & Deborah Moreland

Peter & Deborah Morrow

Pepito & Gaudelia Nacionales

Mikhail & Olga Okunev

David Oliveros

Cleto & Yolanda Ornelas

Juan Jose Ortiz & Pilar Peralta Ortiz

Kanagasabi Pancharatnarajah

Charles & Kelly Park

Daniel & Angie Park

Ilyoon Park

Martin & Lucy Park

Moon Bok & Hye Sook Park

Seon Mi Park

Young Ah & Man Gyu Park

Luke & Jenny Parker

Derek Peth

Gregg & Lesa Powell

Vladimir Pozdnyakov

Benjamin Puentes & Soledad Soto

Alejandro & Mariana Rafael

Kamalashiny Ragunathakurukkal

Thomas & Ana Rah

S. Ramirez Lopez & R. Barrios Martinez

Bruce & Cheryl Raymer

Juan Carlos Rodriguez & Raquel Orrego

Arnoldo Sanchez & Virginia Segura

Victor Sanchez & Maria  
Guadalupe Ortega

Anthony & Jessica Savini

Paul & Rose Say

Mike Sestrap

Muthuthamby Shanmuganathan &  
Jeevaguswary Shamuganathan

Saum Sharifi

Krishna & Taramattie Shivram

Evgeniya Sigal

Myong & Chae Sin

Viktor & Oxana Sitnyuk

Huanran Song

Min Young Song

Brian & Trisha Subler

Kai Tang

Bryan & Lisa Tobias

Delfino Trevino & Rebeca Bringas

David & Linda Turner

Thomas & Amie Utermoehl

Lonnie & Pam Valencia

Rosa Valenzuela

Martin & Antonia Velasco

Ethan Veno

Michael & Melissa Walters

Cathleen Wang

Zaiji Wang

Edward & Sarah Weidman

Bobbie Whitacre

Larry & Kathleen White

Quinton & Mikala Wilson

Tony Wimbish

Tony & Helen Yau

Vera Zadorojnaya

Ekaterina Zadorojnaya



2008  
**Diamond Club**  
MAUI, HAWAII



## Where leaders convene

Lush landscapes.

Tranquil moments.

Pacific breezes.

Island hospitality.

Strategic discussions.

Product experiences.

Business transformation.

When the beauty of the Hawaiian islands is the setting for talking about the direction of the QUIXTAR® business, then it must be Diamond Club.

During this invitation-only business conference, qualified Diamonds and above meet with Quixtar executives to examine the business opportunity and plan for the future.

This year's Diamond Club takes place February 21–25 at the exclusive Grand Wailea Resort on Maui. Diamonds will be joining the Executive Diamonds who arrived the week before. Then the leaders will get down to business.

Of course, when a business conference is hosted in a locale like this one, there are also opportunities to take in the gorgeous vistas. Golfing, helicopter tours, and whale watching are just some of the activities available.

Diamond Club and Executive Diamond Club are part of the QUIXTAR Business Incentives Program. If you want your own invitation, be sure to make going Diamond your goal for next year!

# ASAFA POWELL WAS A WORLD-CLASS SPRINTER. NOW HE'S THE WORLD'S FASTEST MAN.

How did he do it? With natural talent, impeccable coaching, and NUTRILITE® DOUBLE X®, the world's best multi. A similar commitment to unbeatable excellence makes the NUTRILITE brand a natural fit for Asafa. So, while some may call our painstaking efforts to achieve the highest in nutritional quality and performance impractical or extreme, to us – and to Asafa Powell – it's merely a healthy obsession.



NUTRILITE®



BEST OF NATURE. BEST OF SCIENCE.™

VITAMINS, MINERALS, & SUPPLEMENTS





## Beauty Begins with Heart and Easter Seals: Helping kids with autism live better lives



According to the Centers for Disease Control, autism is the fastest-growing developmental disorder, impacting nearly 1.5 million people in the U.S.

Autism is a complex developmental disorder that makes it difficult for children and adults to relate to others in a meaningful way. It may mean delayed language skills or the inability to distinguish a parent from any other person. Children with autism may exhibit repetitive behaviors or difficulty communicating. Often these children are extra sensitive to changes in the environment or excess stimuli.

Although autism is four times more likely to impact boys, it can affect any child.

While there's no known cause or cure, people with autism, at any age, are capable of making significant progress through personalized interventions and therapy. And Easter Seals is the leading nonprofit provider of services for individuals with autism.

"As others seek a cure, Easter Seals is expanding services to offer treatment that makes a difference today," states Jim Williams, president and CEO of Easter Seals.

Through the ARTISTRY® Beauty Begins with Heart program, Quixtar donates a portion of the proceeds from ARTISTRY Essential Hand Treatment, ARTISTRY Perfect Moisture Lip Compact, and various logo items to Easter Seals autism services.

 BEAUTY BEGINS WITH HEART



*The One by One Campaign for Children calls QUIXTAR® Independent Business Owners, employees, and customers to rally around one unified cause: improving the well-being of children.*





# Speak Up

Want to speak directly to Quixtar's top executives? Join the conversation on Quixtar's Opportunity Zone, featuring real employees and executives writing about everything that goes on behind Quixtar's walls. Want to influence the company, share your opinion, and have your voice heard? Speak up at [www.opportunityzone.com](http://www.opportunityzone.com)

## Opportunity Zone

[www.opportunityzone.com](http://www.opportunityzone.com)

**Todd Krause, Quixtar's Director of Sales, said:** Over the past several years we (Sales) have relied too much on phone and email. I believe that for us to build credibility and stronger relationships with the IBOs we need to get out and experience their world firsthand.

**"Jeremy" said:**  
Couldn't agree more. Hard to tell what's happening on the frontlines from third-person perspective.

**"SP" said:** Hi, anything new about when the recordings of Rich DeVos and Jay Van Andel will be available for download?  
Thanks.

**Beth Dornan, Quixtar's Director of Communications, said:**  
These should post in a couple of days. I'll do a post and link when they're live at [Quixtar.com](http://Quixtar.com).

**Ada-tudes** offers perspectives from Quixtar's exec management.

**The Team Nutrilite Blog** is an inside look at NUTRILITE®-sponsored athletes and events.

**Inside Quixtar** is how we support the QUIXTAR® business opportunity and IBOs.

**Rocktucky Chef** shares reflections on the many facets of food and cooking.

**Sales Speak** is a spirited blog about shopping and selling.

**One by One** celebrates the community service efforts of Quixtar and IBOs.

**The Real Quixtar Blog** is an employee perspective from behind the scenes at Quixtar.

**Code Review** is written by several QUIXTAR IT employees.

**True IBO Stories** examines the human-interest aspect of IBOs' lives.

More blogs will be unveiled soon. We welcome your feedback on our blogs. If you have questions or suggestions for topics, please email us at [help@opportunityzone.com](mailto:help@opportunityzone.com)

# Ready for a CHANGE?

PRODUCT WISE 31

If you're looking to lose or maintain your weight, the Trim Body System Kit is a complete diet and exercise program to get you started.

## Need Inspiration?

Be sure to share the successes of "A New Way To A New You" participants with your customers who express interest in a healthier lifestyle. Testimonials like these are an outstanding way to demonstrate the effectiveness and ease of the Trim Body System plan.



*Begin. Be fit. Believe.*



Trim Advantage® Trim Body System Kit  
★P5170B14995Y14995 10-1997 164.95



**Jim  
Muscroft**

*before & after*

32 pounds lost\*  
Body fat from  
30.7% to 24.5%  
BMI from 34.9 to 20.8



### 2007 "A New Way To A New You" participant

*"It's amazing that after 12 weeks, I can't really think of any challenges I had. The program lays out the way you should eat, the vitamins you should take, the exercise you should do. You just follow the program. It's so simple."*



**Cathy  
Romero**

*before & after*

30 pounds lost\*  
Body fat from  
32.1% to 21.6%  
BMI from 30 to 20



### 2006 "A New Way To A New You" participant

*"The best thing about this program is that it teaches you how to incorporate healthy eating habits into your life and to exercise consistently. Not only did I lose the weight, I've undergone changes that have affected my whole life. I'm more confident and I have more energy – and my family has learned a lot about exercise and nutrition, too!"*

\*This amount of weight loss is not typical. Medical authorities recommend a weight loss of no more than 2 pounds/week.  
The Trim Body System is designed to encourage lifestyle changes that may result in lifelong weight loss



# ARTISTRY<sup>®</sup> essentials

**The first and only care and colour solutions that blend smart skin thinking with a simplified point of view.**

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hydrating  
lotion

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moisturizer plus

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