

Achieve[®]

JANUARY 2008

**GANESH
AND NEHA
SHENOY**
Executive Diamond

A photograph of Simply Nutrilite product packaging, including two white cans with green and orange labels and a white box with a green label, all featuring the 'SIMPLY' logo.

EATING BETTER MADE SIMPLE

Simply Nutrilite

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ARTISTRY®
essentials

Features



The front lobby of Quixtar Headquarters in Ada, Michigan.

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Voilà!

Here it is – the new *ACHIEVE*® Magazine! Redesigned, refreshed, and refocused on the information, profiles, and trends that are important to you and your growing business.



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Reach new customers ... Simply

There are 16 million busy families out there who want to eat better, but they don't know where to start. They need *SIMPLY NUTRILITE*™ – and they need you!



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Know more, do more, sell more

It's what *QUIXTAR*® University is for. This online learning resource offers business and product training that's designed for your success.



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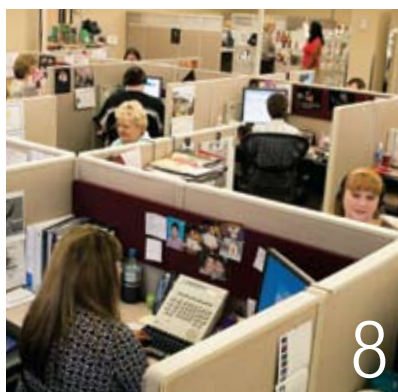
Trading in the good life

With the right attitude and their *QUIXTAR* business, new Executive Diamonds Ganesh and Neha Shenoy have seen so many of their dreams come true.

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Coming next month:
ARTISTRY essentials, Diamond Club preview, and a profile of new Executive Diamonds Nam-Deuk Kim & Jungyun Lee.

Let us know what you think. Send comments, questions, and suggestions to editors@achievemagazine.com

QUIXTAR®

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Voilà!

Here it is – the new *ACHIEVE*®! We're excited and we hope you are, too. We designed this new publication to better address the needs of every IBO, and to provide more of what's important to you.

The new *ACHIEVE* is more than just a pretty face. Look inside to find:

- More** retailing tips.
- More** recognition.
- More** business information.
- More** education and training updates.
- More** profiles on how IBOs like you are creating business success.
- More** glimpses behind the scenes of the Corporation.
- More** relevance to what you do every day.
- More** opportunities for interaction.

Interaction? Absolutely! We want to hear from you. We want you to share your successes and challenges, retailing tips and experiences, story ideas, what inspires you, any community involvement you're proud of, even personal tales of your experience as an IBO. You can start by telling us how you feel about this new magazine. Your feedback will help us ensure that *ACHIEVE* continues to be an important tool for your business.

The new publication reflects the changes we're making as part of our business transformation. Our intent is to support you in as many ways as possible to promote growth in your own business.

Welcome to the new *ACHIEVE*!

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The theme for 2008: *transformation*

*We're transforming
the business, so
you can transform
your future.*

You've probably heard a lot about the QUIXTAR® business transformation. As we enter a new year, you'll continue to hear more: new products, new types of support, new ways to earn income – all part of our effort to help IBOs be more profitable and improve the appeal of our business.

The new types of support include providing the training and education you've asked for, adding more Sales Advisors to expand our level of personal service, and advertising in national media to increase consumer interest for the products you offer.

One more example is in your hands right now: the new *ACHIEVE*® Magazine. When we evaluated our communications as part of the transformation initiative, we saw opportunities to move closer to our goal of helping more IBOs make more money sooner. Our flagship publication seemed like the logical place to start.

So as 2008 launches, so does the new *ACHIEVE*. This publication combines the news and recognition you've always counted on from *ACHIEVE* with the product information featured in the former *WYW* Magazine, plus retailing tips, business trends, training news, community involvement, and profiles of IBOs at all levels in the business. As you can see, the magazine also has been redesigned, and it will be mailed free of charge each month to all active IBOs.

The content in the new *ACHIEVE* complements the direction of the business for this new year: the earning power of retailing great products, the shared expertise of IBOs who are building strong, balanced businesses, and the experiences of IBOs who've achieved dreams of different sizes.

We have a year filled with excitement and opportunity ahead of us – and what better way to kick it off than with a fresh new magazine? Happy reading!

Steve Van Andel
Chairman

Doug DeVos
President



DELICIOUSLY SOFTER HANDS

NEW! ARTISTRY CRÈME CARAMEL HAND CREAM

Wrap your hands in the delicious scent of creamy caramel blended with warm vanilla. Just one hint of this decadent aroma will attract attention wherever you go. And not only does it smell amazing, this lush cream nourishes with vitamin E, sunflower, and jojoba seed oils to leave your skin feeling soft, smooth, and perfectly moisturized.

ARTISTRY® Crème Caramel Hand Cream
★P330B960Y960 10-4842 2 fl. oz. 12.00

What's not to love? For more information on how to sell Crème Caramel Hand Cream, check out the Purse-to-Purse Planning Guide in the ARTISTRY Skin Care Sales Kit (40-0687).



Spotlight > Quixtar Customer Support

The right support from the beginning

This spotlight is the first in a series of articles designed to introduce you to the people behind your QUIXTAR business.

"How can I get accredited?"

"Where can I find my LOS Tree online?"

"My order didn't arrive. What do I do?"

When IBOs have questions, QUIXTAR® Customer Support has the answers. In this department, hundreds of desks line the aisles, hundreds of hushed voices answer queries, discuss new products, and plan schedules, and hundreds of computer keyboards buzz with activity.

All of these people – and all of the technologies they use – are focused on supporting your business.

"Every person in this department is dedicated to enhancing the IBO experience."

As Monica Stitt, Director of Customer Support, explains, "Our role goes beyond answering the phones. We're involved at every level of the experience, partnering on product and marketing initiatives, planning and scheduling, evaluating processes and technology, and communicating information efficiently and effectively."

Sure, you'll hear a friendly voice when you call Customer Support. Yet there's so much more that goes on beyond the scenes.

Education comes first

It all starts with training. Every employee in

Customer Support has to have a full understanding of IBO and customer needs regarding products, business, and technology.

The department has two fully outfitted training rooms, complete with computers and current product literature, where newcomers learn the fundamentals – and where everyone gets education on new products and business enhancements. Education is ongoing and training sessions are offered on a regular basis.

Customer Care Associates (CCAs) are the first contact for all business, product, order, and support needs. They receive three weeks of intensive training, including plenty of emphasis on call center and knowledge management tools, before manning the phones for the first time.

The CCAs have their own support team, too. Content Experts assist in resolution of escalated issues and offer guidance and instruction; Quality Assurance Analysts monitor calls and interactions with IBOs and customers, giving ongoing and constructive feedback to help CCAs provide the best experience; and the Administrative Support Center prepares all inbound/outbound manual workloads.

Representing you

Because Customer Support hears directly from you with questions, feedback, and concerns, the staff offers a unique perspective on the IBO



Key Communicators from Customer Support sit on corporate teams to ensure you get the best experience.



Hundreds of Customer Care Associates are trained to help with a wide range of IBO issues, from product and ordering assistance to business and technical support. There's a group of CCAs dedicated to Spanish-speaking IBOs as well.

“We want the support to be simplified and intuitive for the IBO, so we build confidence in-house through our training programs.”

— Judy Kadish, Manager of Customer Support

experience. The Center of Excellence (COE) plays an important role in representing your interests.

Key Communicators from the group are involved at the onset of new projects and initiatives – from product launches and business enhancements to website updates and process changes.

COE is also responsible for developing and organizing the training materials that go to the CCAs as well as conducting the training session themselves. They also maintain the content for the knowledge management program and the training manuals and test the systems throughout the department.

Putting it all together

Imagine what it takes to coordinate the hundreds of CCAs and the technologies that keep them informed and productive.

Like anyone else, the CCAs take lunches and vacation days, and they participate in regular training courses, which can take them away from their work for periods of time. The Resource Management group is responsible for scheduling to ensure there's always the right amount of staff in the environment.

That includes analyzing work volume, forecasting, adjusting staffing mixes, developing contingency plans, monitoring accuracy, and maximizing efficiencies.

The Call Center Technology group evaluates, employs, and supports the various technologies used within the department, like call center routing, Interactive Voice Response, monitoring tools, and online support.

So, if you thought Customer Support consisted solely of representatives answering your phone calls, think again. This group brings together a variety of disciplines centered on a single objective: “Our goal is to offer proactive support to our IBOs,” says Monica Stitt. “We want every contact to be a world-class experience.” ■

Training classes are always in progress, giving new hires the in-depth information they need and keeping all staff on top of the latest products and business updates.





Reach new customers SIMPLY!

*Great taste and easy choices
appeal to busy families ...*

Talk about simple! Laura knows where to find new SIMPLY NUTRILITE™ customers – they're everywhere!

"When I'm waiting to pick up the kids, I'll eat a bar because I haven't had time to eat, myself. Other busy moms will ask me what I'm eating. So, I'll give them a sample right out of my car. They try the bar and the next thing I know, I have a sale!"

– Laura Guerin, IBO

Laura's customers are among the 16 million busy families out there who want to eat better. They know about antioxidants and omega 3s and calcium. But they don't have time to compare labels and they don't know where to start.

Rescue them, before they make the move to the fast-food lane, with your line of SIMPLY NUTRILITE bars, drinks, and supplements. They're better, great-tasting choices that cater to on-the-go lifestyles. You have what busy families need – now go forth and spread the word!

Designed to sell

SIMPLY NUTRILITE products are profitable to sell at suggested retail prices. They're priced competitively, and they were developed to appeal to a specific, well-defined audience – remember those 16 million busy families?

You see these consumers everywhere: They're at sporting events and dance recitals. They're sitting by you at work, at the 6 p.m. soccer practice, and at the away game on Saturday morning.

According to our research, they want to make better nutrition choices but their busy lifestyle forces them to compromise. They don't have the time or the desire to do research. They want something good that fits their lifestyle – and that's where you come in.

The key idea of the products and all the support materials, including the website, is to keep it simple. SIMPLY NUTRILITE products are great-tasting, competitive products that are easy to understand and fit what your target buyer wants. With your downline sales teams making 40 cents on every dollar, what could be simpler?

A bridge between two brands

If you've found a customer who understands diet and nutrition, eats the right foods, and watches their vitamin intake, congratulations! You've found a customer who's ready for NUTRILITE® products.

But SIMPLY NUTRILITE parents behave differently. You'll notice that:

- She's carting two kids to soccer practice and one to dance class.
- He's leaving work right on time to get to day care before it closes.
- They're buying a cooked rotisserie chicken at the market so the family can have a sit-down meal.
- They're unhappy with the sugars and empty calories in the snack and drink machines, but they compromise because they're too busy to change.

Here's how to approach them: Suggest a SIMPLY NUTRILITE Cherry Almond Food Bar instead of a candy-coated granola bar. Antioxidant Juice instead of a soda. A Twist Tube added to a bottle of water. Supplements they can carry with them easily and take when they have time.

They see how easy it is to eat better, just by using SIMPLY NUTRILITE products. And soon they're ready for more help with their nutritional needs. That's when you bridge the gap between SIMPLY NUTRILITE and the world's leading brand of vitamin, mineral, and dietary supplements (based on 2006 sales): NUTRILITE.

So if you want to introduce NUTRILITE to a whole new audience, it's a great idea to start "simply"!

"I can easily sell (a customer) on the value of the SIMPLY NUTRILITE Women's Supplements as a great way to get everything she needs, including her Daily Multi, Cal Mag D, and two other supplements. When they're prepackaged in a 30-dose supply, they are more convenient and fit her budget better. Then, she is more likely to buy other products too."

– Padmaja Atmakury, IBO

SELLING MADE SIMPLY!

You find your customers ...



Get ready ...

The SIMPLY NUTRILITE™ Sales Kit makes a strong case for retailing. Not convinced? The calculator on the enclosed CD-ROM lets you run different profitability scenarios to calculate how many products to sell, at what price, to how many customers. Or, simply, "If I sell this, I can make that."

Use the kit to get new customers, recruit with products, and teach your downlines to sell, as part of the balanced business initiative.

1. Leave-behind Cards describe SIMPLY NUTRILITE products and leave a space for you to add your business and contact information.
2. All of the SIMPLY NUTRILITE products, in every flavor, are included in the kit. You can taste each one and have a flavor story to tell when you let your customers sample.
3. Gift bags and tissue brighten your presentations.
4. The Selling Made Simply Sales Guide helps you learn all about the SIMPLY NUTRILITE target market. Get tips on approaching customers, starting a conversation, handling objections, and closing the sale.
5. The CD-ROM contains the profitability calculator, and it links you to additional support and information, from SimplyNutraLite.com to QUIXTAR® University, from the animated online ads to the national publications targeted for the consumer ad campaign.

The Roadmap to Success (not shown) is your guide to the SIMPLY NUTRILITE Kit. It explains why these customers need these products.

New IBO? Find out how buying the kit (one of the qualifying product packs) can help you qualify for QUIXTAR Business Incentives. Go to www.quixtar.com > Manage My Business > Compensation, Awards, & Incentives > 2008 Incentives (QBI) and check out the New IBO Incentives Flier.

SIMPLY NUTRILITE Product Introduction Kit
★P5170B15000Y15000 **40-0722 150.00**

Get set ...

Your primary buyer? Sixteen million busy parents who crave convenience and great taste – but are too busy to compare labels. These families squeeze every second of time out of a busy day. They're overcommitted, stressed, and making it all happen. They have a child in three after-school activities and the Honor Society. Or they have one in band and another on the debate team. Or one applying to college, another in middle school, and a ninth-grader in a travel league.

Your secondary buyer? Anyone else whose work, play, and life uses up more than 24 hours a day. Your friend who travels, is writing a book, and plays in a garage band. Your co-worker who serves on a board, takes classes at night, and is remodeling her home. These time-pressured people know they should eat better ... but don't, yet.

And go ...

You're armed with a compelling business reason to promote the products. You know your sales process and how to find your customer. You have your SIMPLY NUTRILITE products! On the next page, you'll see how a sampling and substitution tactic might work with your SIMPLY NUTRILITE customer – and how Quixtar is leading customers to the brand.

Simply substitute

Your customers are devoted consumers of the easy, the fast, and the flavorful. Why not approach them with SIMPLY NUTRILITE™ products and suggest a switch? Trade them their high-calorie, low-nutrient snacks and drinks for your equally delicious but nutritious SIMPLY NUTRILITE choices.



Food Bars are bursting with omega-3 fatty acids, antioxidants, and satisfying servings of fiber and protein. Substitute for candy bars, chips, and salty snacks.

Chocolate 10-5475 *Sweet & Salty* 10-5478
Cherry Almond 10-5476 *Tropical* 10-5477



Antioxidant Juices add antioxidants to your diet with no artificial colors or flavors. No preservatives. No cholesterol. No artificial sweeteners. No added sugar. Substitute for sugary sodas or expensive coffeehouse drinks.

Berry 10-5521 *Tropical* 10-5479



Twist Tubes make water more flavorful. Four varieties help with hydration, immunity, joint health, or adding antioxidants to your diet. Substitute for more expensive, premixed vitamin water, slow-dissolving drink crystals, or hydrating drinks.



Blueberry – Antioxidants 10-5484 (shown above)
Raspberry – Joint Health 10-5482
Strawberry/Kiwi – Immunity 10-5483
Tropical – Sport 10-5485 (shown left)



Supplement Packs contain the essentials in easy-to-carry daily packets, instead of bulky bottles. Substitute for the less wholesome supermarket vitamins your customers take, stressing variety and convenience.

Men's Pack 10-5480
Women's Pack 10-5481

And your customers find you!

You spread the word on new products within your network of friends, family, and existing customers. And now it's Quixtar's turn to help customers find you and increase their interest in SIMPLY NUTRILITE products, with a national awareness campaign in 2008!

Simply media

SIMPLY NUTRILITE print ads are appearing throughout 2008 in issues of *People*, *Time*, *Cooking Light*, *Health*, and *O, The Oprah Magazine*. Online banner ads are rotating on MSN, Yahoo!, Blue Lithium, iVillage, Time.com, People.com, and Oprah.com. Your potential customers are out there, noticing them all.

SimplyNutraLite.com

Customers visit this fun shopping site, learn about the products, and order a free sample. The site stores contact information for IBOs, keeping you front and center in the sales picture.

Gabrielle Reece – Simply

Gabby is a superstar athlete, model, and parent. She's a busy mom with two daughters, and a third child on the way. Gabby says, "SIMPLY NUTRILITE products help busy moms make smarter choices for their families."

Watch for appearances by Gabby, SIMPLY NUTRILITE ads, locally based promotions, and other media events throughout 2008. Find schedules and information on Quixtar.com.



SIMPLY

NUTRILITE™



Become an Artistry Specialist

Starting an ARTISTRY® beauty business means more than just owning your own business – it also means you've decided to build a business focused on beauty, specifically skin care and colour cosmetics. Whether you're already a product expert, or just beginning, ARTISTRY offers the support to confidently begin sharing ARTISTRY products with others. And it's easy, especially if you begin with skin care. Learn why you should begin with skin care, and then, how to get started selling immediately with the Skin Care Sales Kit.

Based on three simple sales approaches, the ARTISTRY Skin Care Sales Kit offers all the how-to information you need – from learning about the brand to building customer relationships, to closing the sale. Start selling ARTISTRY skin care and earning beautiful profits today!





Why Start with Skin Care?

While the ARTISTRY® brand is made up of both skin care products and colour cosmetics, the ARTISTRY Skin Care Sales Kit focuses specifically on skin care. Why? Because when it comes to building your beauty business, skin care is the best place to begin. By focusing on skin care, you'll create loyal customers, encourage repeat business, and most importantly, turn a profit quickly and consistently if you gain customer loyalty!

Customer Loyalty

When it comes to colour cosmetics, women love to experiment! They'll often go wherever colour is to try out the latest trends and makeup tricks. But when it comes to skin care, customers will stay loyal to products that offer remarkable results for their individual skin type. Every woman wants a gorgeous complexion, so when she finds a product that gives her noticeable, compliment-producing results, you're apt to sell her products again and again. Satisfactory results from the product combined with outstanding service earns her loyalty.

Repeat Business

Keep your customers coming back to buy from you! Without a doubt, your customers will love the incredible benefits they experience from ARTISTRY skin care and won't want to be without. You can help here. Make sure you follow up so they will continue to purchase month after month. This is how you create steady repeat business. And because skin care products have predictable use-up rates, you'll know when to call your customers so they will place another order with you. Following up with your skin care customers is not only recommended, it's essential for success. It's also the perfect opportunity to suggest complementary products to their daily skin care routine – like ARTISTRY essentials anti-blemish or soothing creme.

Profitability

Add profits to your pocket ... consistently! While selling any ARTISTRY products at retail value will result in extra money for you, focusing on ARTISTRY skin care is where you'll see the highest profit potential. Keep sharing the products with others, and you'll see amazing results in your beauty business profitability and your overall success. Suggest complementary products and boost your business even more.

Selling Skin Care – as easy as 1-2-3



The ARTISTRY® Skin Care Sales Kit offers everything you need to confidently, credibly, and successfully begin making sales right away. Inside each sales kit you'll discover an ARTISTRY Manual, which will help you to learn about the brand, products, and how to get your beauty business started. You'll also discover three boxes representing the three unique ways to sell ARTISTRY skin care: Purse-to-Purse, Drop & Shop, and the No-Tox Party. Complete with everything you need to put that particular sales approach into action, these individual boxes

contain everything from step-by-step instructions and full-size products, to talking points, scripts, and so much more!

Go ahead, jump in! Take a closer look at what you'll find in every ARTISTRY Skin Care Sales Kit and how to use it when talking with various customers. And remember, there is no right or wrong place to start. Begin where you feel most comfortable, but if you're new to selling, go ahead and start with box #1 (Purse-to-Purse), then move to box #2 (Drop & Shop), and then go for box #3 (No-Tox Party).

1

BOX 1 – PURSE-TO-PURSE

What is it?

A type of on-the-go selling that can happen whenever and wherever, with products that you carry in your purse! Kit comes complete with a step-by-step Sales Guide to help you learn how to strike up a conversation about your products and how to make an easy sale on the spot. And the mini cosmetic bag makes toting products simply sophisticated!

Why it works

This type of "on-the-go" selling was created to focus on experiential products that make it effortless to strike up a conversation with a new

customer. And the sales are so easy because the products practically sell themselves! Share your product testimonial with anyone you come into contact with. Be sure to tell them why you love it, whether it's the scent of the hand cream, or even the way your skin feels after using it. Your own story will help sell the product in an instant.

Who is it for?

The Purse-to-Purse sales approach is perfect to use with any woman, anywhere! Purse-to-Purse uses products that appeal to a wide variety of women. The key is that these products are demonstrable, or experiential, making it easy to strike up a conversation and get your first sale! Now, you're ready to move to box #2.



BOX 2 – DROP & SHOP

What is it?

A type of one-on-one selling that allows customers to try it before they buy it. Once you've gained customers with Purse-to-Purse, you're ready to build steady business by moving on to box (step) #2. All-in-one kit includes everything you need to simply sell ARTISTRY® essentials skin care and the ARTISTRY Microdermabrasion System. From making the "drop" to making the sale, this kit is packed with all the necessities. This provides all the products, supplies, and literature materials you need to start conducting your own Drop & Shop appointments. And helpful talking points make customer interactions effortless and skin care sales a breeze! This is how you build steady repeat business... by following up after you drop off products and after they've purchased products.

Why it works

This sales approach allows customers to try it before they buy it. A three-day, risk-free trial allows the customer to experience the ARTISTRY difference for themselves. You do very little; simply drop off the products and let the results make the sale for you!



Who is it for?

The Drop & Shop technique is ideal for any woman interested in taking steps to improve her skin. If she doesn't currently use a skin care system, or is using one but wants to try yours, you could recommend she try an ARTISTRY essentials Skin Care System. Or if she's happy with her current skin care system or isn't sure she has time for a three-step system, you might recommend she try the ARTISTRY Microdermabrasion System.

2

Boost your ARTISTRY beauty business with the Skin Care Sales Kit, and you'll be earning beautiful profits in no time! To learn more about the ARTISTRY Skin Care Sales Kit and for more training, visit www.quixtar.com

BOX 3 – NO-TOX PARTY

What is it?

A type of group selling that educates customers on anti-aging skin care in a fun, relaxing environment. All-in-one kit comes with everything you need to host your own anti-aging girls' night out and to educate others on ARTISTRY TIME DEFIANCÉ® products. Get all the products and supplies you need as well as a helpful set-up guide, script, how-to DVD, and a flip chart to make holding a No-Tox Party simply effortless.

Why it works

This approach helps you share the TIME DEFIANCÉ anti-aging alternatives to the latest dermatological procedures like microdermabrasion, chemical peels, and even mini face-lifts! Age-defying products are an excellent way for you to build sales beyond basic skin care and maximize your profits. That's why it makes sense to start with on-the-go selling, move to skin care basics, and then continue to build your sales with age-defying products.



Who is it for?

No-Tox Party is ideal for any woman who is interested in preventing, or reversing, the signs of aging. She may be aware of and intrigued by procedures such as line-relaxing injections or microdermabrasion and is interested in non-invasive alternatives to give her the results she wants.

3

Ribbon
THE GIFT OF CHOICE



THE BUSINESS OF MAKING PEOPLE

The business of making people happy and your business profitable begins with the *Ribbon* Gift & Incentive Program. It's true! Pure joy comes from making someone happy with a special gift or reward that lets them choose just what they want – the perfect gift – the Gift of Choice. A *Ribbon* Gift Collection – seven General and 11 Specialty Collections, all bursting with popular brand names and appealing gifts.

So, for whom and when is *Ribbon* appropriate? Well, your most immediate response is most likely family and friends and employees of your customers ... and your reply to when is probably birthdays, anniversaries, Thanksgiving, and Christmas. But think a bit more on this. Consider the beauty of *Ribbon* Gift Collections for Valentine's Day, Easter, Administrative Assistant's Day, Mother's Day, Graduation, Father's Day, showers, and weddings. Valentine's Day is almost a \$17 billion dollar gift holiday. Sure, this figure includes everything and everybody who shopped Valentine's Day in 2007, but it demonstrates the amazing potential of *Ribbon* Gift Collections as Valentine's Day gifts. The average guy spent \$119 on gifts for his sweetheart. And women spent an average of \$85 on their guys!

Determine who you want to give gifts to this Valentine's Day and then find a *Ribbon* Gift Collection that's

perfect for the recipient. Consider your customers and who among them may may be in need of a gift or two. But don't stop with Valentine's Day. Mother's Day and Father's Day are also huge gift-giving occasions and certainly a huge opportunity for your *Ribbon* Gift & Incentive business. We suggest you and your customers plan for the entire year. *Ribbon* Gift Collections are the perfect gift for virtually every occasion and everyone,

so why not encourage customers to plan ahead with you and give *Ribbon* all year long.

Making gift lists is the most recommended method for determining who, when, and what for *Ribbon* gift-giving needs. It encourages you to plan ahead and keep organized. It also helps you sell more *Ribbon* Gift Collections. You can make your own gift list as an example, and while talking about *Ribbon* and gifts and occasions with your customers, you can create their gift-giving lists for them or have them create their own ... whatever they prefer. First, determine the first two columns with your customer, then after you introduce the *Ribbon* General Merchandise and Specialty Collections to them by sharing printed albums or by viewing the electronic showcase at

there's an amazing potential to sell Ribbon Gift Collections for Valentine's Day gifts

Tracey's Gift-giving List 2008

Who	When and Why	What <i>Ribbon</i> Gift Collection
Cindy	February: Valentine's Day	<i>Pamper</i>
Timmy	March: 13th birthday	<i>Sweet!</i>
Jackie	April: Administrative Assistant's Day	<i>Ghirardelli®</i>
Brittany	May: College graduation	<i>Unique</i>
Mom	May: Mother's Day	<i>PERSONAL ACCENTS™</i>
Dad	June: Father's Day	<i>Guy Gear</i>
Heath & Jill	August: Wedding	<i>I Do!</i>
Abby	September: Housewarming	<i>Cuisinart®</i>
Aunt Betsy	November: Thanksgiving-hostess gift	<i>Delicious</i>
Robin	December: Christmas	<i>Treasure</i>



HAPPY

ordermygift.com, discuss which Gift Collections would be ideal as a gift for each person on the list. By making a gift list and discussing the year ahead, there's a strong possibility you will arrive at six to 12 different gift-giving needs that can easily and quickly be solved for your customer with one of the 18 *Ribbon* Gift Collections.

When you're selling *Ribbon* Gift Collections to customers to give to family and friends, you're making gift giving more pleasurable for the purchaser as well as the recipient. You're also making a profit for your business. It's the joy of *Ribbon*.

To learn more about the *Ribbon* Gift & Incentive Program, visit Quixtar.com.



To get started selling *Ribbon* Collections, be sure to check out the *Ribbon* Sales Kit (AD-1600). It includes everything you need to initiate a profitable *Ribbon* Gift & Incentive business.

I asked myself, "Do I think I can sell these (*Ribbon* Gift Cards/Albums)?"

The answer was yes. I gave them as gifts, and I followed up with my family

and friends to see if they needed to give any gifts. That's how I got started!

~ Jeff Stone, IBO

I started my Gift & Incentive business by listing people I knew and people

I also knew of, personal and those with businesses. I would just go to them

at Christmas and make the sales. Pretty soon I realized, "Why restrict this

to the holidays? What about the many other times people need to give gifts?

Then I focused on business giving – even thank-yous for clients, or for

customer service "I'm-sorry-you-had-a-problem," gestures. There are so

many situations that this program solves.

~ Terri Wright, IBO

Start working with people you know. Make your family and friends aware that

you can help them with every gift-giving need. Once they've experienced it,

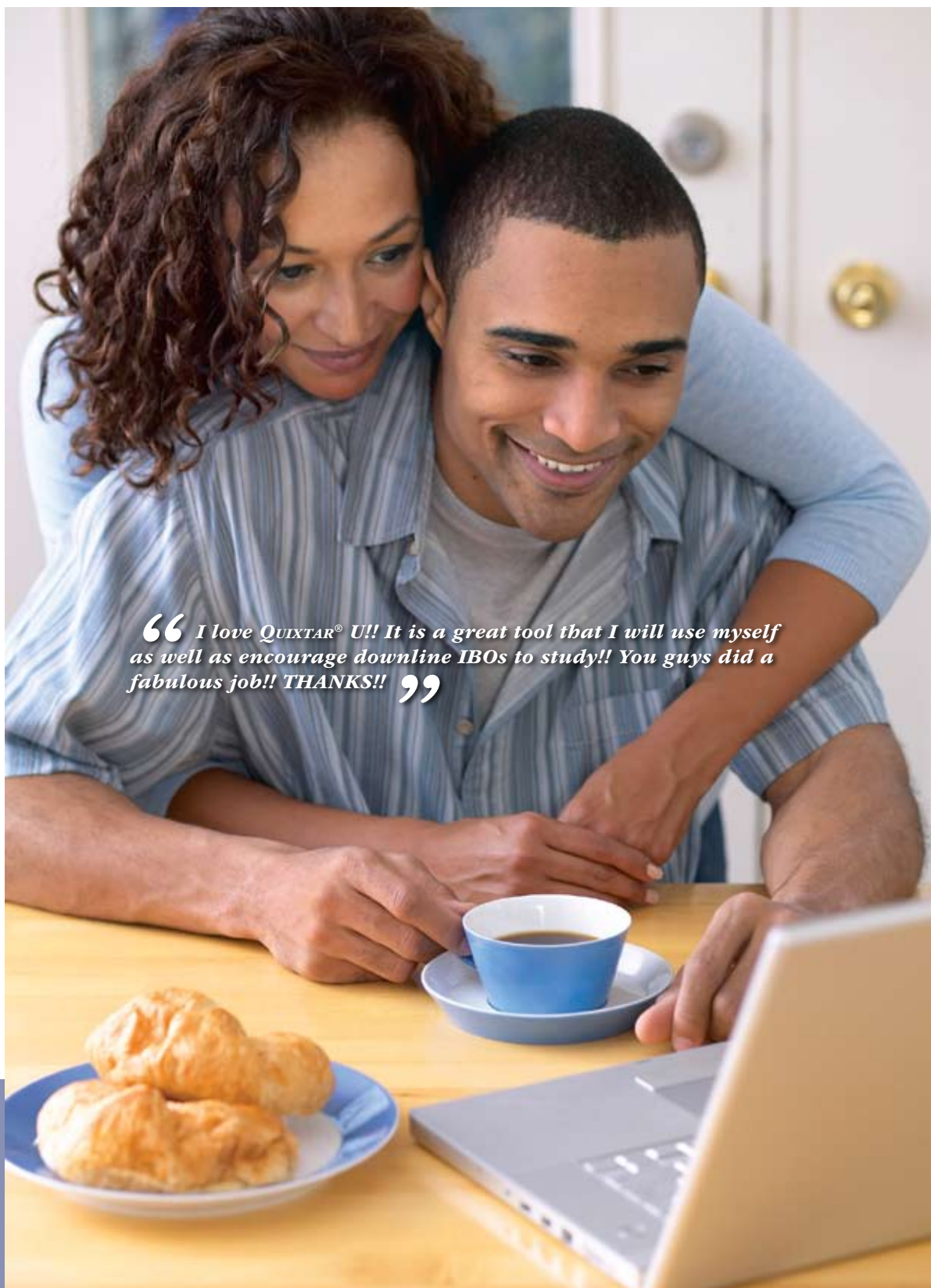
and you see how easy it is, make a list of people you are familiar with who

work in business such as insurance, real estate, and mortgages.

Ribbon Gift & Incentive Program is my favorite product. It's quality, value,

effortless for the giver, and if there is ever a question, the service is impeccable.

~ Joe Pici, IBO



“ I love QUIXTAR® U!! It is a great tool that I will use myself as well as encourage downline IBOs to study!! You guys did a fabulous job!! THANKS!! ”

“THANK YOU, THANK YOU,
for setting up this training. I have
been an IBO for some time, and I
really need this because I have never
been a salesman and have trouble
with sales. THANK YOU!”

Know more, do more, sell more.

It's what **Quixtar University** is for.

QUIXTAR® University offers you a wealth of training resources in a variety of formats, including online, instructor-led, podcasts, and print.

Whether you're just getting started growing your independent business, learning about products that you're interested in, or expanding your retailing efforts, you owe it to yourself to take advantage of QUIXTAR University.

Here is a snapshot of what you'll find:

1. Three categories of business training – Getting Started, Basic Business Skills, and Product Expertise – cover all your business bases.
2. A selection of courses within each category – Targets specific subjects related to that category. Choose one, or choose them all. Take them at your own pace.
3. The courses are free – and they've all been designed to be clear, easy, and effective. Plus, you control when, where, and how you take your courses, how much time you spend, and when you want to spend it. QUIXTAR University picks up right where you left off, each time you return.
4. There are also exciting instructor-led training programs that can educate and motivate any size group. Dynamic, professional trainers make the latest product and sales information come alive in your location of choice. Consider one of many instructor-led programs to help your group experience success. Find out more

about the instructor-led course selections at www.quixtar.com and watch for more new business training on the way. We're continuing to develop additional options to help you build your business, your way.

Curious about what we're talking about? Here are some of the courses we deliver at QUIXTAR University:

- *Introduction to Selling and Building a Balanced Business*
- *Know the Product*
- *Prepare for the Sales Conversation*
- *Make a Successful Sale*
- *Start Selling!*
- *ARTISTRY® Brand*
- *SIMPLY NUTRILITE™*

Visit QUIXTAR University and see for yourself!

Why it's worth it.

Because the training is designed around your business, your products, and your customers, it's on-target information. And real information translates into real results and real profits.

Plus, it's actually fun to do. No kidding.



“I enjoyed the courses and think they will be of great value to both new and experienced IBOs alike.”

“I believe this is an excellent way to educate new and seasoned IBOs. I work for a Fortune 500 company, and this is the type of training that's utilized within the company I work for. Thank you, Quixtar, for giving your IBOs the most up-to-date resources to grow their business. I'm proud to be an IBO.”

“This is a WONDERFUL addition to an already perfect business model. Great idea. Thank you soooooo much. I LOVE IT!!!”



Cubic Mobile Phone by Cubic Telecom

This simple block-shaped camera phone is both Wi-Fi and GSM compatible, has a color screen, and holds a long battery charge. It might not be as flashy as some phones on the market, but it's great for two things: making phone calls and sending text messages internationally.

Affordable global calling is made possible by the phone's SIM card, which can be transferred into most other cell-phone carriers' unlocked phones.

The Cubic Mobile runs about \$140 – a reasonable price to pay for making international phone calls at big discounts. For more information, check out www.cubictelecom.com/phones/

The Gadget Guide covers the latest tech products, and how they can help you save time and money and improve productivity in your independent business. The Gadget Guide will appear periodically in ACHIEVE®.

The Gadget Guide

Keeping you plugged into technology trends

The technology we use is evolving and changing almost every day. To get ahead, you have to keep up with the latest innovations – and we're here to help!



Gateway One by Gateway

This all-in-one processing system is available in three different models: the basic GZ7108, the mid-level ZX190, and the multimedia-oriented GZ7220. The Gateway[†] One is designed to compete with the Apple[†] iMac[†] and features a built-in widescreen LCD display, notebook-sourced Intel[†] components, and a smooth slab design. Other innovations include tool-less drive bays and true expansion possibilities.

Even with these state-of-the-art features, the Gateway One is priced competitively, ranging from \$1,300 to \$1,800. To learn more, go to www.gateway.com

Flash Padlock by Corsair

Corsair's Flash Padlock[†], featuring auto-lock hardware security, is the best way to secure your data when you're on the go. The security hardware was designed to prevent any unauthorized access or "brute force" attack to the data on the USB drive.

With the Flash Padlock, you can program in a custom PIN to lock/unlock your data. It has an easy-to-use keypad, lock/unlock indicator lights, and it's fully plug-and-play, requiring no software or drivers.

The price ranges from \$30 to \$40, depending on the number of gigabytes. To find out more, go to www.corsair.com



[†] Trademarks: Flash Padlock (Corsair Memory, Inc., Fremont, Calif.); Gateway (Gateway, Inc., Irvine, Calif.); Apple and iMac (Apple Inc., Cupertino, Calif.); Intel (Intel Corporation, Santa Clara, Calif.).



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a new
*personal
accents*
signature fragrance



Trading in the good life

Ganesh & Neha Shenoy – Executive Diamond



Name: Ganesh and Neha Shenoy

Home: South Lyon, Michigan

Previous occupations: Ganesh was a recruiter, Neha was a business consultant

Children: Aditya, 4, baby due in March

Hobbies: Ganesh practices Tae Kwon Do and Neha loves to cook

Favorite family activity: Boating

It's a beautiful, sunny day. High, puffy clouds reflect in the water of the pristine lake below. Twenty feet from the shore, Ganesh Shenoy looks out the window of his office as he describes how living near the water is a lifelong dream-come-true.

"I grew up near the Arabian Sea," he says, his voice growing wistful. "That's why every room in this house has a view of the lake." Not only because it feeds his soul, but because it's an ever-present reminder that with the right attitude and the right vehicle – namely, a QUIXTAR® business – dreams really can come true.

Path to success

Growing up middle-class in India, "My parents always told me that education was my number-one priority," says Ganesh. "Go to a good school. Get a good education. Find a good job. That's the path to financial security."

That path led him to the United States to pursue a master's degree in mechanical engineering. With his schooling nearly completed and a promising career awaiting him, Ganesh came to a crossroads: he was introduced to the QUIXTAR business.

"I was excited when I saw the bonuses you could earn, in addition to the nearly unlimited potential for income." Ganesh registered that same day. And even after starting his

job, he devoted as much time as possible to his fledgling business.

"My parents' only concern was that I wasn't allowing myself enough downtime," he comments when asked about their initial reaction. "They were more concerned about my health – *Was I getting enough sleep? Was I eating well?*" he says, than they were about him stepping off the prescribed path to success.

They needn't have worried. "I was taking my NUTRILITE® supplements!" he responds, a smile in his voice.

"The biggest challenge was learning the art of building a network," he continues. There's a big difference between networking and simply sponsoring people into the business, he explains. "I was able to get people in, but I couldn't keep them in. Within a couple weeks or months, they'd just fade away. I needed to learn how to build myself up so I could lead others and teach them to do the same."

When asked if he found support from his upline in this process, he replies, "Big time. They kept me alive in the business."

A business, he's quick to point out, that's unique in the amount of support it offers, from the Corporation with its "hundreds of innovative products" and business training to an IBO's upline mentors with their "many man-hours of experience."

continued



Ganesh found himself on a life-changing journey. “Before the business, I was a true introvert. In fact, I found out later that a couple of classmates didn’t bother showing me the (QUIXTAR® IBO Compensation) Plan because they couldn’t see me telling a single person about the business! It goes to show you can’t predict who will grab this opportunity and run with it and who won’t.”

By focusing on his dreams and working closely with his upline to improve his confidence and communication skills, Ganesh mastered the art of building a network.

Then, during Emerald qualification, Neha joined the journey. And the scenery suddenly became a lot more interesting.

Becoming partners

Like many couples from India, the Shenoy’s marriage was arranged by their parents. While it wasn’t love at first sight (they met just 10 days before they married), they’ve grown to love and respect each other immensely.



Neha’s sparkling voice joins the conversation: “We spoke over the phone for about a month before the wedding.” She shared how she wanted to use her MBA to “climb the career ladder.” He told her about the business he was building. “I was so sold by Ganesh’s confidence and focus,” she states, “that I knew this was the boy for me!”

She had some nagging doubts about his business, however. Why was Ganesh focusing on this venture when he had a great career ahead of him? What if it lost money or – worse yet – failed after he’d walked away from his job?

Following their wedding, Neha started working as a business consultant. “I was on the job for about six months when I began calculating what I was making versus what our QUIXTAR business was pulling in. When I saw the numbers, it hit me how much I hate waking up to an alarm clock!” she jokes. “I decided that it was time to get involved in the business.”

Ganesh was only too happy to let her take a proactive role.

“Neha is such an asset to me and our team,” he says. Not only is she a good communicator who gives clear advice, she also possesses “amazing clarity on how to get things done.”

Learning the ropes was easy, she says. “You’re experiencing the products, talking to others about them, meeting new people, and getting them involved. It’s a gradual process, but it’s not difficult.”

Today, Neha uses those communication skills to tell others about the lifestyle she and her husband now enjoy thanks to their business (which includes international bases in India, Singapore, Australia, and the United Kingdom).

“It’s wonderful being able to be full-time parents while working from home,” she says. (Aditya is 4 and a new baby is due in March.)



"A lot of professionals talk about spending quality time with their children. We get to have quality time multiplied by quantity time multiplied by two."

The view from the top

"We love hanging out at home and walking around our neighborhood," says Neha. With its wooded trails, formal gardens, and waterfalls, it's an oasis from the 9-to-5 grind they left behind and the many, many hours (and miles) they devoted to building their business.

"Diamond helped us overcome financial worry and build this dream house," Ganesh says, "but Executive Diamond is helping us truly enjoy this awesome lifestyle."

As much as they love their home, the Shenoy's recently decided to relocate to Atlanta.

"We want to be able to enjoy the water year-round," explains Ganesh, who likes his water liquid, not frozen.

"Because our business extends to literally every state, we can live anywhere. That's a flexibility you don't have in conventional business."

But as Neha points out, QUIXTAR® is anything but conventional.

"The company's working hard to beat the competition in terms of product development and packaging. Quality, variety, and convenience are making the SIMPLY NUTRILITE™ products hot sellers in our organization," she says.

The Shenoy's embrace a healthy, active lifestyle that extends beyond the NUTRILITE® products they love to use and share.

Ganesh practices Tae Kwan Do twice a week and has already achieved his blue belt. Neha can often be found in her favorite room, the kitchen, watching the Food Network™ and creating tantalizing vegetarian dishes for her family and their guests.

"When people comment, 'You're really lucky,' I often think to myself, 'Was it really luck or was it that my husband made a decision to work smarter?'" Neha asks.

Sharing the vision

"I've told Ganesh I joined this business because he helped me to understand the bigger picture," says Neha. She's witnessed countless times what she calls "the magic in my husband" when he helps other professionals get it, too.

That's why the Shenoy's feel the most important thing they can do for their downline is to reward their efforts with a celebratory day at their property.

"We love having people to our home to eat, play pool, and enjoy the lake," Ganesh says. "Boating just brings people together. It helps them believe, 'We can achieve this lifestyle, too.'"

Belief is big, he says. As big as having a dream to believe in.

But for many people, their dreams stop short at attaining "the good life."

"Everybody has a so-called good life," Ganesh points out. Family, friends, work, and home: they're what make life worth living. "But you can have a great life – a life full of *more*." ■



Sangchul & Jihoon Yoon
California

Above and beyond

Sangchul and Jihoon Yoon met after they left Korea and started graduate school in the U.S. Both were confident, driven, achievement oriented students who shared an excitement about the opportunities that awaited them.

Sangchul had earned his degree in marketing and, shortly after he and Jihoon married, he took a job in a law office as a legal assistant. Jihoon, who'd studied fashion design, worked in the industry for a few years and then, after the couple's first child was born, opened her own store.

"The idea was for me to have more time to spend with our daughter," says Jihoon. "But anyone with retail experience knows that's not how it works out. Having your own store demands a lot of time." So when their second child was born, she decided to close the store and stay home.

With Jihoon immersed in taking care of the children, and Sangchul taking on the role of primary provider, the Yoons began to rethink what their QUIXTAR® business could mean to their lives. They'd become IBOs a few years before but hadn't been particularly motivated to build the business. Both wanted success and achievement, and both wanted to recapture some of the high expectations they'd had in

college. Yet the primary motivation to begin taking their business seriously was their children.

"When the second baby is about to arrive, you get to thinking that doing all right isn't good enough," says Sangchul. "Like any parents, we want the best for our children. We knew we'd need to make some changes and set some new goals if we were going to fulfill the dreams we had for them."

They started immediately. In fact, when Jihoon was in labor, Sangchul listened to some motivational tapes to help get over his shyness and build self-confidence about meeting new people. Jihoon, although outgoing, took longer to warm up to attending the meetings and making presentations.

"I had the convenient excuse of not knowing what to do with the children," she says. "Our youngest had some medical problems and we couldn't leave him with just anyone. So I'd tell myself I had to stay home and Sangchul had to go by himself."

A new commitment

But once Sangchul and Jihoon started seeing growth in their business, they realized what could happen if they both worked harder and made a real commitment. So they worked together to sharpen their presentation and leadership skills, and decided simply to pack up the kids and take them along to meetings so that the couple could attend together. Within a few months, they were able to hire a nanny.

"Up to that point we'd been stuck on all the reasons why we couldn't do any better than we were," explains Jihoon. "Now we focus all our energy on how we can make it work."

Sangchul and Jihoon even adopted a new motto for their business: *Go beyond what you think you can do.*

It's a motto they try to model for their organization and for their children – Irene, now 6, and Patrick, 4. They caution new IBOs never to settle, always to reach.

"Usually the biggest barriers to success are the ones people set up themselves," says Sangchul. "Our organization is proof that once you break through those barriers, things really get exciting."



Jitu & Rima Allam
Ontario

"The purpose of life is life with purpose," says Jitu Allam.

In spite of having successful careers, Jitu and Rima came to see their family's financial future in the success of their QUIXTAR® business. Even more, they're finding fulfillment in being an organization that focuses on impacting people's lives and finances in a positive way.

Rima quit her professional job after they reached Platinum to focus full time on building their business. Jitu is an IT architect and works for a Fortune 500 company. He says, "There are many variables for succeeding in a corporate environment. Why bet your future on it?"

Working together has brought the couple closer in their marriage. Rima says, "Instead of separating from each other every day to go to our jobs, we now complete each other."

Jitu admires Rima for her positive outlook and how she's able to make the best of every situation. She pays attention to the details – he's the opposite. But he says it's her kind and caring heart he loves the most.

Rima says, "I appreciate Jitu for his sense of adventure and how great he is at being a friend, mentor, and dad."

The couple spends every free minute with their son, Amey, 10, and daughter, Anoushka, 4. Jitu reflects, "The kids think we're heroes, and that's priceless."



Viktor & Olga Batt
Washington

Although this is Viktor and Olga Batt's second time achieving Emerald (their original business is in Germany), it's no less sweet. Says Olga, "This business is our life, our hobby, and our avenue for helping others – all over the world."

Originally from Russia, the Batts returned to their ancestral homeland of Germany in the early '90s. "Our goal was to start over and build something of our own," says Viktor, who used to spend up to a year at a time at sea as an engineer on commercial ships.

When Olga discovered they could build a home-based business selling the products they loved, she declared it to be their "*Glückstag* – our lucky day."

Since then, she says, "We've been able to decide how much time we want to put into our business and work around the things that are important to us," like their children, Kristina and Viktor, now grown.

Several years ago, the Batts expanded their business into the U.S., primarily in the Russian and Ukrainian immigrant communities. "It's wonderful reaching this level in the States while building such close friendships half a world away," marvels Olga.

The financial growth they've experienced as well as the travel they've enjoyed building an international business make QUIXTAR "a fantastic opportunity we long to share with others," says Viktor.



Jordan & Janelle Keller
Pennsylvania

"You're never going to stop a winner from winning." That's an attitude Jordan and Janelle Keller reflect every day.

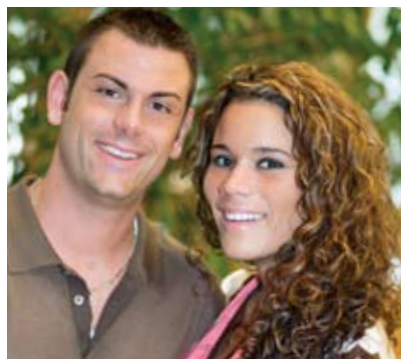
A three-sport athlete in high school, Janelle went through college on an athletic scholarship to become a probation and parole officer. Jordan was a college wrestler and became a high-school teacher and coach. They were at a good, but busy, place in their lives when the athletic trainer at Jordan's school showed them the QUIXTAR IBO Compensation Plan.

"I was excited right away," says Janelle. "The presenters were so positive and enthusiastic about their business and their lives. It was infectious."

Jordan didn't catch the fever at that point but says the people he met in the business soon changed his mind.

"Janelle and I know what teamwork is all about, and the coaching and leadership in this organization is amazing," he says. "Everyone is so encouraging and uplifting that it's impossible to sit on the sidelines for long."

Today, taking any kind of timeout is rare for the young couple. "We might spend an occasional afternoon reading and relaxing. Or take some time to go for a ride on our mountain bikes," says Janelle. "But we love building our business. We're passionate about 'winning' every day of our lives. Who needs a rest from that?"



Paul & Morgan Kopecky
Kansas

Morgan Kopecky discovered early how to make school fund raising worth her while: simply add an upcharge to every item she sold.

That tickles her husband, Paul. "I love Morgan's mind for business," says the smitten newlywed.

Paul, who has a degree in finance and communications, also displayed entrepreneurial spirit as a youth. "It wasn't uncommon for me to make a couple hundred bucks on a Saturday selling reclaimed golf balls." In high school, he owned lawn care and screen-printing businesses.

Holding down a job, however, proved more challenging. "I've been fired from nearly every one," he admits.

Thankfully, Paul learned about QUIXTAR® his sophomore year of college. "My big sister sponsored our parents, who sponsored me."

By the time he graduated, job searching was the farthest thing from Paul's mind. He was having too much fun – and success – sharing the QUIXTAR opportunity with others.

"I love seeing people overcome their obstacles and achieve their goals," he says. "As mentors to new IBOs, we play a part in that by helping them develop self-confidence and leadership skills."

When Paul met Morgan, a successful hairstylist who owned a salon, he threw his powers of persuasion into overdrive. "He told me the day after we met he was going to marry me," she says. And eight months later, he did.



Adan & Francisca Ledezma
Arizona

"We're adapting to a whole new world," Adan Ledezma says of his and Francisca's first year away from their jobs.

Finally, they can chaperone their kids' field trips, purchase the name-brand shoes their boys (Anthony, 14, Christian, 12, and Emmanuel, 5) desire, and extend their travels beyond weekends.

"It was hard leaving the kids every day," recalls Francisca, a former preschool teacher.

Adan, employed by a nonprofit agency as director of diversity, agrees. "They're the reason we built our QUIXTAR business. Even with both of us working, we couldn't accomplish more than paying our bills month to month."

Now, not only do they have control over their time, the Ledezmas also have control over their finances. "We pay cash for everything," he says. "If we don't have the money for it, we don't buy it."

But no amount of money could purchase the satisfaction they feel spending time together as a family. Whether they're working out at the gym, watching a movie together at home, or simply sitting down to a good meal, a sense of peace and freedom prevails.

"You get used to this lifestyle really quick!" Francisca says. "Our boys never complain when we head out to share the business with others, because they know it's the reason we have so many choices."



Seung & Hui Yang
California

A few years back, Seung Yang's job in computer site administration was eliminated. Suddenly, he and Hui, a full-time homemaker, had no source of income to support their family of three – soon to become four in a matter of weeks. (Eve is now 5, Ele, 16.)

"It was very stressful," Seung admits.

That's why, when a colleague dropped off some CDs about QUIXTAR, he decided to give the business a second look.

"At first, I didn't think it was for me," he says. "Yet I was intrigued that so many professionals were involved." The deeper he dug, the more he liked what he uncovered.

"There's no opportunity like it," states Seung, who emigrated from Korea in 1987. "We have so much more freedom in terms of time, and the income keeps getting better and better."

The Yangs also appreciate the quality of the products they represent, and the network of friends they've made through the business. "Our partners are such wonderful people," he says. "We love them dearly."

Perhaps the greatest satisfaction is sharing the hope they've found with others. Explains Hui, "This business, because of its low start-up cost, is available to everyone. It's so rewarding being able to offer not only a lifeline, but also the tools to help people build the life of their dreams."



Toby & Mia Ayers
Florida



Jose & Martha Bedoya
Oregon



Reagan & Carey Bender
Pennsylvania



Uichung Cho & Hyunkyoung Kim
Texas



Paras & Hetal Dagli
Texas



James & Regina Eum
California



Francisco & Consuelo Hernandez
California



Chris & June Lee
Oregon



Joel Leon Reyes & Emelia Quijas
Utah



Hemendra & Jyoti Rajguroo
California



Wonchul Shin & Moon-Gu Kim
California



Andrew & Marcia Unger
Maryland



Paul & Melissa Watson
Florida



Hee & Dongsoo Yim
California

Ruby



Carlos Saavedra & Lupe Saldana
New York



Richard Wu
California

Platinum



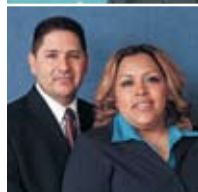
Celso DeJesus & Virginia Velasco
Roofing
Homemaker
(Adelmo & Socorro Rodriguez)
California



Guillermo & Idalia Gamboa
Self-employed
Homemaker
(Antonio Torres & Enriqueta Delgado Castaneda)
Arizona



Casimiro Garcia & Perla Munoz
(Maritza Contreras)
Colorado



Nicolas Gutierrez & Laura Rodriguez
(Ramiro Herrera)
New Jersey



Andy & Patricia Ho
(Raj & Sri Rekha Pagaku)
Texas



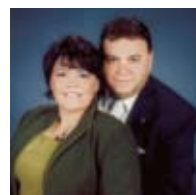
Kyoung Hwan & Young Kim
(Brandon Yun & Eun Lee)
California



Alexander & Fabiola Llanos
Operation Specialist
Investments
(Fernando & Alexandra Obregon)
Florida



Fidel Martinez & Basilisa Jimenez Garcia
Construction
Homemaker
(Julian Garcia & Domitila Jimenez)
Virginia



Ramon & Sonia Mendoza
Accountant
Paralegal
(Adelmo & Socorro Rodriguez)
California



David & Jodi Perez
(Debbie Bryan)
Virginia



Ruben & Fidelia Ramirez
Warehouse
Cashier
(Victor Bahena & Lidia Morales)
Illinois

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.

Lucrecio Alcaraz Alcantar & Xochitl Flores Heredia	Thomas & Judy Gordon	Soo Seok & Se Hwa Kim	Jin & June Namkung
Mauricio & Vilma Alvarenga	Elvin & Esmeralda Gramajo	Soonyoung & Jongsoo Kim	Miles & Kathleen Nirei
Joan Baez & Rosa Castillo	Parvinder & Sarabpreet Grover	Young Seok & Beok Ha Kim	James & Cindy Olsen
Manish Bathija & Chitra Nadig	Yvon Guerard & Johanne Bergeron	Sang Wook Ko	Leonardo Oros & Maria De La Luz Sanchez
Nick & Lauren Beisker	Mukesh & Subarna Gupta	Sharbel Lajud & Madelyne Castillo	Chang Soo Park
Jeffrey & Brooke Bennett	Michael Ham & Ji Young Choi	Hyue Ja & Keun Pyo Lee	Miguel & Edna Payano
Rakshit & Vaijayanti Bharadwaj	Hyeryung Han & Kyungjoo Lee	Irene Lee	Juan Perez & Amanda Feliciano
Lavanya & Mikir Bodalia	Jung Kyu Han	Kaesook Lee	Ebed Pineda
Ehiaguina & Laura Borha	Ruben Hernandez & Ana Severino	Kenneth Lee	Guillermo Pumarol
BJ & Faith Breon	Brian & Mary Jane Hill	Steve Lee & Jihyun Kim	Nancy Norisca Rodrigues Pereira
Mario Bustos & Marisa De Luna	Joanne Hong	Chun-Chi Liu	Daniel & Jin Hak Roe
Pedro Cecilio	Rodolfo & Carolina Hoyos	Hongping Liu	Keith Rollins & Lisa Paxson-Rollins
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Mikyung & Kisok Chon	Jeff & Becky Jantzi	Christopher Mark	Isaac & Francisca Santos
Mikyong Chu & Youn Jeong	Yongkun Jeon & Yoonseon Jang	Jose Marte & Carmen Alejo	Danny & Dee Shamburg
Benedicto & Tita Coloma	Meilan Jin	Brian & Judy McEachern	Nand Sharma
Rogelio & Christina Cruces	Hugo Jobin & Nancy Dube	Robert Mejia & Miguelina Plasencia	Steven & Diane Snow
Rigoberto Galeano & Susana Barboza	Anthony Kalloo	Richard Padley & Seh Ho Mendenhall	Lilian Tawill
Enrique & Suneiy Galvez	George & Eunchong Kanchanavaleerat	Edgard Mora & Lucy Baquero	Thomas & Silvia Villanueva
Rolando Gonzalez & Indira Toledo	Sheila Hsiu-Chu Kang	Rafael Valencia & Virginia Mora	Chuansheng Wang & Yun Shi
	Haeng & Jea Hwan Kim	Oman & Liz Morales	Juan Antonio & Helen Rubio De Yanez

Silver Producers

Terry & Carla Braswell	Fuxing Gu	Brian Marshall	Caroline Rhee
Teofilo Cazales & Guadalupe Tlatenchi	Marcelino Hernandez	Pedro Martinez & Olga Mandujano	Sergio & Maria Rivera
Juan Cebreros & Susana Rubio	Ichiao Huang	Nemesio Morales Hernandez & Sibilina Hoyos	Julian Rubio & Julia Avila
Oo Cho	Neil Joseph	Olguine Moreau	Minoche Saint Pierre
Randy & Teresa Clydesdale	Sukim Kang	Jose & Serapia Moreno	Wladyslaw Silkin & Edyta Silkina
Jeff & Jen Costa	Tomasz Kasjanski & Dorota Kasjanska	Blanca Parral & Obdulio Mora	Valdirys Torrenegra
Jose & Ana Diaz	Mi & Chong Kim	Yojanny Paulino	Ignacio Villa Perez & M. De Los Angeles Villa Reyes
Janis & Melissa Fridbergs	Randy Kiser	Pedro Manuel Plasencia & Arahi Merino	Jose Villegas & Susana Ehrenzweig
Joseph Gabriel & Chedlyne Buron	Justin & Kendra Liekhus	Samantha Poon	Vergilly & Coffie Winklar
Celso Sierra Galvez & Herlinda Guevara	Alvaro Lua Valencia & Rosa Maria Castillo	Ian & Sally Porterfield	Jayoung Yoon & Jaeyong Ahn
David & Maria Teresa Gaona	Gianelli Marquez	Joseph & Marie Prophete	

So, how's it growing?

The 2008 QUIXTAR® Business Incentives (QBI) Program kicked off on September 1. With \$60 million more in this year's program, IBOs everywhere are feeling the excitement with the potential to qualify for some great incentives – including new options that will get more money to more people.

Set your goals. Work toward them. And as you grow, you reap the rewards.

And those rewards are sweeter this year with some targeted incentives for new IBOs and customers. Like the \$50 cash award and a free shipping offer. Plus, 20% extra PV on qualified customer orders – something all IBOs can get excited about. These incentives are designed to help IBOs see results sooner, earn profit faster, and get started with retailing.

So, how's your business growing?

We want to hear from IBOs who are experiencing the benefits of these new incentives. Have you received a \$50 check for your efforts? How do you feel about the free shipping? What does the 20% extra PV mean to your business? Share your story and you may be featured in a future issue of *ACHIEVE®* Magazine. Just send us an email at editors@achievemagazine.com



According to a study by Deloitte & Touche, **92% of Americans think it's important for companies to make charitable contributions** or donate products and/or services to non-profit organizations in the community.



A study by Cone Inc. shows that **8 in 10**

Americans say that corporate

support of causes wins their trust in that company, while 86% indicated that they would be more likely to switch from one brand to another of similar or equal quality if the other brand is associated with a cause.



Share Beauty. Show Your Heart.

The ARTISTRY® brand is honored to partner with Easter Seals through Beauty Begins with Heart. This charitable venture gives the gifts of independence and hope to thousands of children with autism and their families.

What is Beauty Begins with Heart?

Beauty Begins with Heart is a cause-marketing program through which a portion of the proceeds from the sale of select ARTISTRY products goes to support Easter Seals. Quixtar partners with Easter Seals through the One by One Campaign for Children.

Quixtar donates to Easter Seals \$1 for every ARTISTRY Essential Hand Treatment (10-2205) purchased, 50 cents for each ARTISTRY Perfect Moisture Lip Compact (10-3400), and 100% of proceeds from each Beauty Begins with Heart T-shirt (93-5383) and Silver Cuff Bracelet (70-9687) sold.

What is “cause” marketing?

Cause marketing is the partnership between a company or brand

and a nonprofit, charitable organization for mutual benefit. A cause-marketing program is intended to market a product or brand while at the same time raise money for a charity.

Why did Artistry launch the Beauty Begins with Heart cause-marketing program?

Alticor, Quixtar, and IBOs have supported Easter Seals for more than 23 years, raising millions of dollars in support of their programs and services. The ARTISTRY Beauty Begins with Heart program is just one more way IBOs and their customers can support this worthwhile cause.

People like doing business with individuals and companies they know give back to their communities. Quixtar and IBOs everywhere are proud to support Easter Seals through the One by One Campaign for Children and Beauty Begins with Heart.

How can I promote Artistry Beauty Begins with Heart?

The Beauty Begins with Heart program is a great conversation starter. As the data above indicates, people want to know what a company is doing to give back to the community.

To start the conversation:

- Wear your Beauty Begins with Heart T-shirt.
- Share the ARTISTRY Essential Hand Treatment with friends and neighbors.
- Give a special woman the ARTISTRY Perfect Moisture Lip Compact as a gift.
- Help a friend or neighbor find the “perfect red” with the ARTISTRY Perfect Moisture Lip Compact.
- Wear your Beauty Begins with Heart silver cuff bracelet.

Learn more about Easter Seals and autism by visiting autism.easterseals.com.



 **BEAUTY BEGINS
WITH HEART**

Success from Home Magazine – Better Than a Business Card



Success from Home Magazine's December issue is completely focused on Quixtar – and is available now! The entire issue has been prepared in collaboration with Quixtar, and you'll be proud to use it to introduce prospective IBOs to your business.

Success from Home Magazine is better than a business card. Share a copy, and you've provided a complete overview of this business opportunity – and its potential to help people live better lives. The magazine includes product stories, IBO profiles, articles on company history and support for IBOs, plus excerpts from well-known contributing authors and a special-edition DVD. Just follow up with your prospect after a week to see if their interest in Quixtar has grown.

Success from Home is not available via subscription. Like the QUIXTAR® business opportunity, this magazine has the best chance of getting into the right hands if IBOs share it. That's why Quixtar is selling it in packs of 10 –

a copy on your coffee table is nice, but the real value is in circulating numerous issues among those you know who are curious about Quixtar.

Order your 10-pack today via www.quixtar.com > Resource Center > Business Support Materials > Literature, CDs, & DVDs or by phone, 800-253-6500 – for just \$36 (that's only \$3.60 per magazine).

We know we have a fantastic business opportunity. Let's make the most of a unique tool like *Success from Home* to make sure others know it too.

Success from Home Magazine
40-0608 10-pack/\$36

National Advertising

SIMPLY NUTRILITE™ ads have run in *Time*, *People*, *O*, *The Oprah Magazine*, *Real Simple*, *Health*, and *Cooking Light*.

SIMPLY
NUTRILITE™



Gabby Reece – athlete, writer, fitness advocate, model, and supermom – will support SIMPLY NUTRILITE in upcoming promotions.

Also look for ARTISTRY® essentials advertising to start appearing in other national publications beginning this month.

ARTISTRY®
essentials

National Radio Advertising

Tune in to Sirius® Satellite Radio Channel 114 from 1–3 p.m. ET to find “The Good Life Show” with Jesse Dylan. Jesse will host a series of vignettes featuring guests talking about Nutrilite, which will air throughout his broadcast.



Brand Recognition opens
doors to your **SUCCESS!**

It can be difficult to sell products to customers who may know little or nothing about the brands you have to offer. That’s why Quixtar is launching some exciting new advertising and sponsorship campaigns ... to help customers get to know some of your brands and build your credibility.

Team Nutrilite-sponsored Athletes

Team NUTRILITE® has grown to include four world-class athletes. Joining super-fast record holders Asafa Powell and Liu Xiang are American-record holder Jenn Stuczynski and Olympic gold medalist Sanya Richards.



Asafa Powell



Liu Xiang



Sanya Richards



Jenn Stuczynski

Nutrilite Sponsorship Events

Nutrilite is a proud sponsor of the Orange County Marathon, taking place in California this month, and the Prefontaine Classic, being held in Eugene, Oregon, this June. Look for NUTRILITE stadium banners and signs, local newspaper ads, and national TV ads during these four events in the first half of 2008 too!



– Los Angeles, California • May 18



Boston Indoor Games
– Boston, Massachusetts • January 27



Powered by Tyson Invitational
– Fayetteville, Arkansas • February 9



Reebok® NYC Grand Prix
– New York, New York • June 3



IBOI and Quixtar strengthen partnership

In business as in life, changes and challenges are the rule not the exception. How individuals and organizations react to such events determine if the outcome is success, failure, or somewhere in between.

The year 2007 tested the IBOI and Quixtar with new changes and challenges that made the partnership between the two organizations stronger than ever. In fact, prior to the October meeting, the IBOI and Quixtar signed a new contract that reaffirmed their close working relationship.

Throughout the year, the Association and the Corporation drew from their occasionally different perspectives to develop and begin implementing significant changes to transform the business and elevate it to a greater level of success. Based upon the core goal of helping more IBOs make more money sooner, the Board provided key input to Quixtar that resulted in:

- A burst of new marketplace-driven products, including the sensational SIMPLY NUTRILITE™ and ARTISTRY® essentials product lines.
- New advertising spokespersons, such as Gabby Reece, as well as event sponsorships to drive more consumers to IBOs and new sales kits and training to help IBOs turn those consumers into customers.

- And an all-new QUIXTAR® Business Incentives Program that features rewards for new IBOs and increased cash awards for IBOs at all different levels.

At its October meeting, the Board continued to review and fine-tune with Quixtar the many transformation initiatives under development for '08, '09, and beyond. The Board also elected Bill Hawkins Chairman and Bob Andrews Vice Chairman of the Executive Committee for 2008 and announced the newly elected Board members starting three-year terms in January: Howie Danzik, Jim Dornan, Jody Dutt, Shivaram Kumar, Steve Woods, and Dan Yuen.

As is customary at the closing session of the October meeting, the Joe Victor Leadership Award was presented to a deserving Board member. The 2007 recipient was outgoing Chairman Jim Janz, who also was appointed to the IBOI's Governance & Oversight Committee. The Board also lauded Quixtar Executive Vice President Jim Payne on his commitment and contributions during recent years and welcomed Steve Lieberman, Quixtar's new Managing Director.

Have a comment or suggestion for the IBOI Board? Email the Board at iboai@iboai.com or visit www.iboai.com



Passing of the gavel from 2007 Chairman Jim Janz (right) to 2008 Chairman-elect Bill Hawkins.



Retiring Marketing Advisory Committee member Renate Snipes (left) with MAC Chair Sandy Hawkins.



Joe Victor Leadership Award: Jody Victor (left) presenting to Chairman Jim Janz.

Retiring Board members (from left): George Peintner, Sergio Rivera, Theron Nelsen, Danny Snipes, Jim Janz.





CONCENTRATED FRUITS & VEGETABLES

Fruits and vegetables? Most people don't get enough. In fact, only 32% of adults get three or more servings of vegetables a day, and only 28% get two or more servings of fruit a day. A two-tablet serving of Concentrated Fruits and Vegetables provides 10+ servings of phytonutrients. You can also try our chewables, or even a cranberry-raspberry Fruji Bar.

NUTRILITE Concentrated Fruits and Vegetables – Tablets

★P1305B3785Y3250 **10-0648** 60 Tablets **41.05**

NUTRILITE Kids Concentrated Fruits and Vegetables – Chewables

★P1025B2970Y2550 **10-0346** 60 Tablets **32.20**

NUTRILITE Concentrated Fruits and Vegetables – Fruji Bar

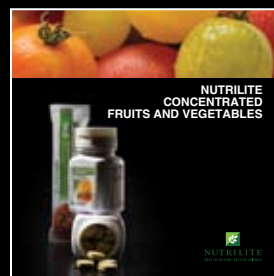
★P935B2715Y2335 **10-0356** 9 Bars **28.35**

In 2007, Jenn Stuczynski cleared 16 feet, setting the American women's pole-vault record. She says, "NUTRILITE Concentrated Fruits and Vegetables provides perfect assurance that you are taking in essential nutrients from a quality source."



This customer brochure provides updated competitive comparisons, facts about phytonutrients, and more about NUTRILITE organic farms, where some of our finest ingredients grow.

52-4917 10-pack **5.00**



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BEST OF NATURE. BEST OF SCIENCE.

DOMINATING THE SAND
MADE SIMPLE.



EATING BETTER
MADE SIMPLE™

GABRIELLE REECE KEEPS NUTRITION SIMPLE WITH SIMPLY NUTRILITE™.
A NEW LINE OF BARS, DRINKS AND SUPPLEMENTS TO HELP
YOU EAT AND BE HEALTHIER.

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