Welcome to ViSalus. Welcome to the family.

ViSalus was founded with the intention to create something great; something that would stand the test of time. Most importantly, our vision was to unite passionate people toward one common mission that would positively impact people across the world.

We are proud of our top tier Executive Management Team, unparalleled product innovation, lucrative compensation & incentive programs, industry leading technologies, and turnkey training systems that have been put in place. However, we have always remembered that the potential of ViSalus lies not in the components of our company, but in the power of our community. Thanks to the rapidly expanding number of people who—just like you—share our passions, we are pleased to see the ViSalus™ mission realized every day.

Quality of Life. Better Health. More Prosperity for all. That is what ViSalus™ is about.

This Welcome Guide will start you on your journey down the road to success. We trust you will find this summary of our company, products, and income opportunity both informative and inspiring.

We encourage you to begin by committing to your personal Body by Vi™ Challenge, and then focus on sharing the Challenge with others to become the next ViSalus Rising Star.

Have confidence that although you may have joined ViSalus™ for yourself, you will never be by yourself. The power of the ViSalus Community will be behind you every step of the way.

Here’s to the start of your transformation, and to those whom your story will inspire!

Your Partners,
Ryan Blair, Blake Mallen and Nick Sarnicola
ViSalus™ Founders
Congratulations on making one of the best decisions in your life!

Your decision to join ViSalus™ is a choice for transformation. Whether you desire to transform your life, improve your health, or increase your prosperity, ViSalus™ welcomes you to our community.

Thanks to the efforts of our talented and passionate Distributor network, ViSalus™ is widely respected as a leader in wellness, weight-loss, and fitness. That is why every member of the ViSalus™ team is fully committed to helping you achieve your goals; a responsibility not taken lightly.

The Body by Vi™ Challenge will be the cornerstone of your transformation. In as little as 90 days, you can get in the best shape of your life, save money and win prizes. Innovative and great-tasting, ViSalus™ products are all based on combining the best natural ingredients with modern science—making your part easy. Use the products, achieve life-changing results, and then share your experience with others. It is that simple to promote the Challenge and earn income with ViSalus™.

ViSalus™ offers the training and resources you will need to get your business off the ground quickly and successfully. Vi-Net™, our proprietary online community, will arm you with tools to attract and retain customers, grow your network, and much more.

Interested in maximizing your ViSalus™ earning potential? Achieve the rank of Director within your first 30 days and become a Rising Star. You will be rewarded with companywide recognition and a lifetime of added financial benefits.

This Welcome Guide is designed to help get you started. It is filled with detailed information about our products, programs and business-building resources—everything you need to promote the Body by Vi™ Challenge successfully and make your business thrive.
FREE Benefits for ViSalus™ Distributors:

- Wholesale pricing
- Weekly & Monthly income streams
- Company Conference Calls with ViSalus™ Founders, Management & Top Producers
- ViSalus™ Vision Call for weekly Distributor Education
  Dial (507) 726-3356
  Access Pin 55741#
- Body by Vi™ Membership Call for weekly Health and Product Education
  Dial (507) 726-3356
  Access Pin 55741#
- Online management system for tracking customers and team
- Personalized websites, online shopping carts, account information, and access to order history make it easy to do business with ViSalus™
- Web and Print Center Marketing tools to help you promote the Challenge to other potential customers & distributors
- On-demand Training accessible online, all the time! Check out the Training Videos, Audios, PowerPoints, Documents, and other tools in the ViSalus Academy Success Training section of Vi-Net™
- Live Company Webinars and Training Events will help you advance your skills
- Tax advantages associated with a 1099 business
- Upline mentorship—incentivized to help you succeed
- Distributor Relations for answers to your questions. Call 877-VISALUS or email info@visalus.com

About the Company

The ViSalus™ Story

Founded in 2005, ViSalus™ emerged from the vision and commitment of three distinctively individual young entrepreneurs, Ryan Blair, Blake Mallen and Nick Sarnicola. Despite their varied backgrounds, they shared a common bond of being people who experienced hardships and victories in their personal lives, and adversities and successes in their business lives. The result of these experiences has been a complimentary blend of passion, work ethic, and skills that, when combined, helped them create something special.

Blake and Nick met through their association with a high tech Network Marketing company known for promoting entrepreneurship. Both quickly achieved top-distributor status at extremely young ages through hard work and youthful resilience. When the company ended up failing due to circumstances outside of their control, Blake and Nick experienced first-hand the sting of broken promises and the weight of responsibility for the thousands of team members who had followed their vision. Inspired to prevent such a devastating situation from ever happening again, the pair channeled their entrepreneurial drive and leadership abilities into creating a solution that would always put Distributors first and stand by its commitments.

They had the vision—Life, Health, and Prosperity for all; they found the first product—a revolutionary cellular technology, the Vi-pak®, but they knew they would need help building a solid corporate foundation. They needed a visionary entrepreneur with the experience and proven track record of growing startup companies into long-term mainstream successes. They then found Ryan Blair.

Ryan was 27 years old and had just sold his interest in his third successful company that he both created and ran. But life had not always been easy for Ryan. He was born into a family burdened with addiction, poverty and poor health. His youth was full of pain and suffering until, at the age of 18, he had the great fortune to find a successful mentor who nurtured and honed Ryan’s innate talent for business. Coming from this background, the mission of ViSalus was magnetic, and Ryan agreed that ViSalus would become the vehicle for him to pay forward both the hard lessons and good fortunes he had experienced.

United by their desire to transcend their pasts and to make a positive impact on others, the three Founders worked and sacrificed to build the ViSalus™ of today. Now supported by a strategic partnership with Blyth, Inc., a publicly traded billion dollar global leader in Direct Sales, and with the guidance of a top rate Executive Management Team, ViSalus™ touches thousands of lives daily, putting an end to cycles of poverty and poor health in homes and communities throughout the world.

Mission Statement:
Three Important Principles

The commitment to innovation and excellence, which initially inspired the creation of ViSalus Sciences®, supports and guides our continued growth. ViSalus™ will always stand behind three very important principles:

1. **The Independent Distributor is always Number One.**
   While ViSalus™ works with a sophisticated network of scientists, doctors, researchers, product developers, technologists and manufacturers, the most important person in the company is and always will be YOU — the Independent Distributor who brings our unique products and opportunity to the world.

2. **Products with a Purpose.**
   All ViSalus™ products must meet our uncompromising requirements for quality, deliver meaningful health benefits and must be consistent with our mission of impacting the Life, Health and Prosperity of everyone we can reach.

3. **Commitment to Direct Sales Channel.**
   ViSalus™ will never forget that it is our Distributors who create our success and enable us to achieve our objectives. Regardless of how wonderful a product is or how profitable the market may be, our priority is to provide a lucrative and exclusive business vehicle for our Independent Distributors. Our Distributor force will always be the only means of profiting from our products and the market demand they fill.

ViSalus stands for Life, Health and Prosperity. With integrity, transparency, excellence, and relentless passion as our backbone, ViSalus™ is about enriching Life, Health, and Prosperity across the world.

**Life:** The ViSalus™ Community is fueled by a culture of like minds, positive environment and perpetual development to foster quality relationships and memorable new experiences.

**Health:** Through the Body by Vi™ Challenge and industry-leading products, ViSalus™ promotes health transformation and provides the means, education, and support to make good health a priority for all.

**Prosperity:** Rooted with a deep passion for entrepreneurship and philanthropy, ViSalus™ provides a vehicle for those who seek financial freedom and desire to improve the conditions of those around us.
A road map to better life, health, and prosperity… The Body by Vi™ Challenge!

Good health. It provides a foundation for who we are, and who we can become. Without it, we have nothing. ViSalus Sciences® is committed to helping people live healthier, more enriched lives. The Body by Vi™ Challenge will help you achieve good health on your own terms, and have fun while doing it!

Whether you are looking to lose weight, improve energy or fill the nutritional gaps in your current diet, ViSalus™ can help you reach your goals. The Body by Vi™ Challenge is your first step toward achieving a healthier life.

Even more, with ViSalus™, we reward you for sharing your results with others. Our business model provides a way for you to earn an income for doing what you would already do naturally—share success! It’s simple, it’s easy, and the ViSalus Community will be with you every step of the way!

Get started. Get healthy. Get success!
Real Results for Anybody, Any Body

The Body by Vi™ Challenge is a comprehensive reward program for people who take advantage of ViSalus™ health products and support tools to transform their bodies. While all participants receive savings on their eating out and grocery bill and improved overall health, additional rewards include over $100,000 per year in free product, prizes, and vacations for the best transformations!

It’s not about weight loss, it’s about Lifestyle!

Every 90 days, ViSalus™ rewards our best Body by Vi™ Challenge success stories with priceless life experiences. From tropical vacations to free ViSalus products, it’s all about the celebration and lifestyle of better health.

Grand Prize: Hollywood Transformation Vacation!

Our Grand Prize Winners each quarter are flown out to beautiful Hollywood, California for a VIP experience like no other!

Winners from our Male, Female, and Couples categories enjoy a day of pampering at the city’s finest spas and salons with complete style makeovers, rock star treatment in their own private photo shoot and a night on the town in Hollywood! And if that’s not enough, there is also a tropical cruise!!
3 Simple Steps to starting your Body by Vi™ Challenge

Step 1: Set Your Goal

If you were to set a personal health goal to be accomplished in the next 90 days, what would it be? For millions of Americans, elusive goals like “I want to lose weight” or “I want to get in shape” can remain just out of their grasp for years on end. Just think about how many fad diets, extreme fasts or insane workout videos many have tried without lasting success.

This 90–day program gives you everything you need. With great products that produce results, meal plans and exercise trackers, you can customize your personal Challenge to fit your life. Want to train for a marathon? Build lean muscle? Lose 20, 50 or even 100 pounds? Declare your goal to achieve a reasonable, healthy target over the next 90 days. If you need more time to get to your ultimate end point, simply set intermediate goals in chunks of 90–day time periods and focus on accomplishing your first Challenge goal before you move on to your next Challenge.

What happens after 90 days? Start a new Challenge! Start again with a new goal or take your previous goal to the next level with another chance to win prizes, save more money and build upon your already growing business.

Step 2: Start Your 90–Day Challenge & Track Your Progress

- Visit the Body by Vi™ Section inside Vi-Net™ and follow the steps to enter your Challenge Goal, Story, and start your 90–Day Countdown. Be sure to check back frequently and update your progress.
- Call the Body by Vi™ Welcome Line to listen to a short recorded message to get you moving in the right direction. Call: 507-726-4010
- Call the live Body by Vi™ Membership Call Thursdays at 7:00pm pst to get education and inspiration to propel you toward your Challenge goal. Call: 507-726-3356 pin 55741#
- Visit the ViSalus™ Event Calendar and plan to attend local events to get inspired and learn more about ViSalus products and income opportunity.
- Marketing Tip: Take progress photos once a week, or at the very least once a month, in the same location so you can visually document your transformation. These will come in handy when you are promoting the Challenge to others.

Step 3: Enter To Win

Follow these simple steps to ensure your chance to win free product, cruises and a Hollywood Transformation Vacation:

1. Log–in to your Vi-Net™ Account once you have received your products and are ready to begin the challenge.
2. Click on any of the Body by Vi™ Banners
3. Click the "Enter to Win" button on your screen
4. Follow the instructions to enter your official Before and After pictures, results and to share your story
5. Each 90 days, enter a new goal, whether you want to keep losing weight, building muscle, getting fit, or simply continuing to eat healthier—renew your commitment to yourself. And remember, prizes are awarded every 90 days, so you have an opportunity to win based on your testimonial and results.

GOALS
Set S.M.A.R.T. goals:

- **Specific**: Avoid broad, over-reaching goals. Be precise about what it is you plan to achieve
- **Measurable**: Identify a way to quantify your success
- **Achievable**: Do not set yourself up for failure by over-extending
- **Realistic**: Do an honest self evaluation to determine if you are capable of meeting your goal
- **Time bound**: Set the amount of time you need to achieve your goal in a healthy way.

Refer 3, Get your next month FREE!

If you’ve ever been on a diet or fitness program before, you may have noticed that your rate of success is much higher if you can get others to join you on your quest. Since we believe this is the best way to achieve your health goals, we want to reward people who share the Body by Vi™ Challenge with others by giving them their product for FREE!

Our “Refer 3, Get Your Next Month FREE!” offer pretty much says it all… Help 3 people join and stay on the Body by Vi™ Challenge with others by giving them their product for FREE—month after month.

Of course this offer isn’t just for you, so if your friends each get 3 people to join them, their product can be free as well! Talk about value… What could be better than losing weight or getting fit for free?
A Kit to Fit Every Goal

For each month of your Body by Vi™ Challenge, you will receive a Challenge Kit, full of the products you need to help you achieve your goals, the online and offline support to help you along the way, and our Health Flavors™ for fun and variety.

Choose the Kit that best matches your goal and start your Challenge today!

Balance

*Balanced nutrition to start your day*

Includes 30 meals. Try a shake a day for breakfast and start the morning right.

Shape

*For weight loss or lean muscle results*

Includes 60 meals. Replace 2 meals per day with this “shake mix that tastes like a cake mix” to lose weight. Supports healthy muscle development for active lifestyles.

Core

*Energize an active lifestyle with total nutrition*

Includes 30 meals. Optimal nutrition, anti-aging, cellular support and healthy energy products to support everyone from the extreme athlete to the weekend warrior.

Transformation

*Transform your body and get maximum results fast!*

Includes 60 meals. Want the fastest weight loss results? The Transformation Kit also features appetite control, essential oils, metabolism booster and healthy energy products.

Take the Challenge! There is no better time than NOW to make your health a priority.

Thousands of people across the nation have experienced inspiring health transformations. Why not be next?

You can save money, win prizes, and get in the best shape of your life with the Body by Vi™ 90–Day Challenge.

TRANSFORM YOUR BODY
Lose weight and get in shape with great products, tools, and support!

SAVE MONEY
Less than $2 per meal! Refer 3 friends and you can even get your products for FREE!

WIN PRIZES
Over $100,000 in prize value each year. Cruises, Vacations, and more!

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The products found in the Body by Vi™ Challenge Kits will power your 90–Day Transformation!
Vi-Shape® Nutritional Shake Mix

At the centerpiece of each Kit, and the foundation of the Challenge, is Vi-Shape® Nutritional Shake Mix, a delicious shake that you can take once a day to help maintain a healthy weight or twice a day to accelerate your weight loss or fitness results.

Easier to use and better tasting than many leading competitors, Vi-Shape® Nutritional Shake Mix is specially formulated to:

- Maintain lean muscle, while helping to burn fat*
- Boost your metabolism*
- Control hunger*
- Support heart, digestive and bone health*
- Improve concentration
- Provide good nutrition

With a "sweet cream" base and an assortment of Health Flavors that let you add variety and health benefits, Vi-Shape® can be anything you want, any day you want it. We even provide fast and fun recipes so you can try our favorites, or create your own and share them with the ViSalus™ community.

Vi-Shape® Stands Above the Competition

A shake for breakfast can help you maintain healthy blood sugar levels, help curb hunger and get protein rich nutrition in a shake that can’t be beat. No other shake compares in quality of proteins, blend of proteins, comprehensive nutrition, key nutrients (fiber, prebiotics and more) and taste!

The Value of a Good Shake

To get the nutritional value found in just one serving of Vi-Shape®, you would need to eat all the food pictured below. And it would cost over $100 and 8,600 calories. Who has the time, energy, or appetite for that?

In addition to Vi-Shape®, the Body by Vi™ Challenge Kits include a wide variety of products to help boost your results, and help you achieve your specific goals!
Innovative Products That Deliver Results

Shape-Up™ Health Flavor Mix-Ins

Give your Vi-Shape® Shake a burst of flavor and health benefits with Shape-Up™ Health Flavor Mix-Ins. Try all five flavors alone or mix and match to create your own delicious and beneficial combinations!

Strawberry Phyto Power
Packed with 50 strawberries worth of Phytonutrients, the powerful active parts of fruits, vegetables and plants.

Banana Energy Charge
Boost your energy with a blend of Guarana, Green Tea, Siberian Ginseng and Cordyceps.

Peach Complexion Care
Promotes healthy joints and vibrant skin to help you look and feel younger.

Orange Everyday Defense
Supports healthy immune function.

Chocolate Cardia Care
A concentrated blend of polyphenols from rich dark chocolate that have healthy heart benefits.

Vi-Slim® Metabolism Boosting Tablets
Give your metabolism a boost and help your body burn fat naturally with patented ingredients to maximize energy and calorie burning. No harsh stimulants, no caffeine, no jittery feeling.

Vi-Trim® Clear Control Drink Mix
Curb hunger, and fight the stress of dieting with this patent-pending formula. Vi-Trim® is colorless and flavor-free, so it mixes perfectly into your shake or favorite beverage.

Nutra-Cookie™ Mini Meal Protein Snack
These delicious, all-natural, cookies are the perfect mini meal the whole family can enjoy! Available in Chocolate Chip or Oatmeal Raisin flavors, and packed with nutrition, fiber, protein, calcium, immune support and 2.2 servings of fruit and vegetable nutrients.

Deter-Mints™ Crave Control Mints
A revolutionary advancement in snacking control designed for those cravings that sabotage healthy eating. Fool your taste buds with this simple mint and feel full and happy, enough to let the craving pass.

Nutra-Cookie vs. the Competition

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<th>Retail Brands</th>
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<tbody>
<tr>
<td>Vegetable &amp; Fruit Antioxidants</td>
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<td>NO NO NO NO NO NO NO NO</td>
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<td>Pre-biotic</td>
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<td>Immune Support Ingredients</td>
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<tr>
<td>Fullness Support Ingredients</td>
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<tr>
<td>Full Serving Fiber</td>
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<tr>
<td>Protein</td>
<td>9 g</td>
<td>10 g 4 g 6 g 2 g 10 g 8 g 5 g 5 g</td>
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<td>Carbs</td>
<td>19</td>
<td>15 20 24 19 43 45 31 24</td>
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<tr>
<td>Calories</td>
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<td>140 150 160 120 120 230 170 150</td>
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*Nutra-Cookie™ vs. the Competition

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Promoting Tips

- Give out samples of Deter-Mints™ to people at cocktail hours, or when the cake comes around at a birthday party
- Talk about the fact that a craving usually only lasts up to 20 minutes, but the dangers of giving in can put on weight that lasts for years
- Pull out a bowl of chocolate and let people sample Deter-Mints™ at your Challenge Parties
- Share information about the revolutionary ingredients that went into the product and how they work
Vi-pak® Total Health System

A comprehensive and complete health system featuring a patented anti-aging formula proven to support your health at a cellular level

Total Health System

ViSalus Vi-pak® Total Health System is formulated with ingredients that make it easy for anyone—men, women, young and old—to receive better nutrition for optimal health. The result of Dr. Seidman’s knowledge from 25 years of research and study, Vi-pak® includes four powerful anti-aging and health supplements in a convenient pack that’s manufactured in a state-of-the-art facility that meets all the current Good Manufacturing Practices (cGMP) requirements.

Vi-pak® is a carefully calibrated formula that has been pre-packaged in easy-to-use, AM/PM packets.

Vi-pak® vs. the Competition

<table>
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<tr>
<th>Ingredients:</th>
<th>ViSalus Vi-pak®</th>
<th>Pharmanex Lifepak®</th>
<th>Herbalife Formula 2 Multivitamin</th>
<th>Natures Way Once Daily Multi</th>
<th>GNC Ultra Mega Gold</th>
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<td>10,026</td>
<td>17,500</td>
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<td>N-Acetyl Cysteine (mg)</td>
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<td>345</td>
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Essential Oils

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<tr>
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</table>

Vi-pak® Promoting Tips

- Take your Vi-pak® daily and talk about its benefits
- Give out Vi-pak® literature and teach your Body by Vi™ customers to add on a Vi-pak to their Challenge Kit to increase their performance and amplify results.

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NEURO™
Boost your energy, your body and your brain with healthy energy! Fight tiredness and help focus with a unique, patent-pending blend of energy ingredients.

Smart Energy Drink Mix
Lift the mental fog and tiredness with a brain boost from NEURO™—a revolutionary healthy energy drink from ViSalus™. Many energy drinks can give you a quick burst of energy, but let you crash, leaving you feeling more tired than ever. NEURO™ is a patent-pending blend of energy-enhancing ingredients without the excessive sugar or caffeine found in other drinks. It’s a comprehensive brain health supplement that concentrates on feeding your brain with nutrients to help support enhanced mental clarity.

- **Rhodiola Extract:** promotes stamina and endurance*
- **DMAE:** an organic fish compound that can help support brain function*
- **Arginine:** a naturally occurring amino acid supports vascular health*
- **Vitamins B & E:** support energy*
- **Can be mixed hot or cold; add to favorite beverages like hot tea or lemonade**

NEURO™ vs. the Competition

<table>
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<th>Ingredients</th>
<th>NEURO™</th>
<th>Red Bull</th>
<th>5-Hour Energy</th>
<th>Monster</th>
<th>Rock Star</th>
<th>Full Throttle</th>
<th>Sobe No Fear</th>
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<td>No</td>
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<td>No</td>
<td>No</td>
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<td>80</td>
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<td>70</td>
<td>151</td>
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<td>Yes</td>
<td>No</td>
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<td>1000</td>
<td>1870**</td>
<td>1000</td>
<td>1892</td>
<td>2000</td>
<td>1000</td>
<td>10</td>
</tr>
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<td>Rhodiola for endurance</td>
<td>YES</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<td>Green Tea</td>
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<td>No</td>
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<td>No</td>
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<td>Est. Price per serving</td>
<td>$1.60</td>
<td>$1.99</td>
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<td>$1.99</td>
<td>$1.99</td>
<td>$2.49</td>
<td>$2.19</td>
<td>$2.04</td>
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</table>

* estimate based on their marketing materials. ** Blend of taurine, caffeine. Estimate 1500mg taurine.

NEURO™ Promoting Tips
- Teach people they can replace their morning coffee, afternoon soda, or unhealthy energy drink with a NEURO™ that perfectly complements their on-the-go lifestyle.
- Pour NEURO™ into your water or other beverages in front of others and let them see NEURO™ in action.
- Send out NEURO™ literature & samples to people who need extra energy.
- Promote NEURO™ to people using our Body by Vi™ Challenge Kits for extra energy and for hydrating benefits that support a healthy metabolism.

Vimmunity
Immune system support with a proprietary blend of herbal and nutritional ingredients for occasional use.

Goodies and Gear
Shop MyViStore.com for Shaker Cups, tape measures, and pedometers to track your success and other items to promote your business. Check out the online resource library for flyers, banners, note cards, business cards, advertisements and other tools to promote the Challenge.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. ViSalus™ specifically makes no medical claims or otherwise for the treatment, prevention, cure, or mitigation of disease."
Quality You Can Count on!

Products from the brightest minds made from the finest ingredients

The ViSalus™ Scientific Advisory Board is responsible for reviewing ingredients and final formulas to help ensure they are safe, effective, and among the best–tasting nutritional products in the industry today.

Two key members include Dr. Michael Seidman, M.D. and Dr. Steven Witherly PhD.

Dr. Michael Seidman is renowned for his work in the area of Anti–Aging nutrition and herbal therapies having been awarded multiple government patents for his ground–breaking research funded by the National Institutes of Health for nearly 25 years.

Dr. Steven Witherly, author of Why Humans Like Junk Food, is a leading expert with over 30 years in the fields of Food Science, Nutrition, and Product Formulation. His extensive career includes high–level product development positions at many world recognized food and health companies.

The Scientific Advisory Board also includes experts in Microbiology, Nutrition, Chemical Analysis and more.

Supported by Science

Our team of scientists, doctors and research and development experts search out and find the highest–quality herbs and botanicals from around the world with the latest scientific advancements to formulate our products. In addition, they adhere to strict quality–control guidelines to ensure our products deliver promised results.

Commitment to Excellence

All ViSalus™ products are manufactured in cGMP (current Good Manufacturing Practices) facilities that are F.D.A. inspected including pharmaceutical grade procedures. Our process includes testing of all ingredients for potency and purity, testing during blending to ensure adequate dispersion, testing during the batch to ensure consistency and testing of finished products to guarantee label claims now and for years in the future. We also send product samples to independent testing labs for heavy metal analysis, making sure our products meet our strict requirements.

Real Results

The Body by Vi™ Challenge can help. Want to burn fat? Lose inches? Build lean muscle? Our thousands of satisfied customers confirm that ViSalus™ products deliver the results you desire.

Powerful Education

ViSalus™ provides its Distributors with comprehensive product training. Through our live events, product education materials, training calls, and online tools, we put product education at the top of our list to ensure that you have the knowledge and support you need!
“Facts Tell. Stories Sell.”
Create Your Own Testimonial

A personal testimonial is one of the most powerful promoting tools you will ever have. People naturally respond to the emotion behind a personal success story.

**Step 1: Your “Before”** Write a few sentences about how you feel about your health and your body right now. Write down the goals you are going to work toward achieving. Your goals may involve energy, vitality, sleep, weight loss, muscle gain, performance, or more. What other wellness goals would you like to achieve? Include dates. Be sure to take a photo to document your before. We recommend a full view picture of you, and then attach it to the page.

**Step 2: Your “After”** Start using ViSalus™ products every day. Every two weeks, go through your list of health goals and write down any progress you’ve made using the products, dating each entry. Be as specific as possible, and stay realistic. For example, “I lost 22 lbs.” You should not suggest that a medical condition or disease was cured, reduced, relieved, or removed by using the products. When you have attained results, take another picture, ideally in the same place as your before photo, and date it.

**Step 3: Show and Tell.** Use your “Before” and “After” stories and photos to let people know what can be achieved using ViSalus™ products. Be enthusiastic about having achieved your goals using the products—and let others know they can feel that way, too.

**Promoting Tips**
- Show people exactly how much weight you lost or how good you feel, and tell them how you did it by documenting your success using the Body by Vi™ Challenge and Vi-Net™ tools.
- How much money did you save over last month on your grocery and dining out bills? Take note of your savings and share it with potential new members.

“I lost 34 pounds in less time than I expected, and went from a 36 pants to a 30. And my wife, well lets’ just say she didn’t have far to go but WOW! She looks amazing. I started sharing my results with a few, who then told a few, and it built from there. This simple process has led to impacting the lives of thousands of people, and helping them lose thousands of pounds, creating better health for them. In that process many members of my team earned FREE BMW’s. Because of the incredible people in our team, I fired my boss and I am excited about helping others. WOW! I can’t believe I get paid for helping others have better Life, Health, and Prosperity!!

— Bryan B., Ambassador
It’s not what you have to lose. It’s about what you have to gain.

While most people are initially attracted to ViSalus™ by their desire for a healthier life, sooner or later they realize there is opportunity for so much more—a richer, more rewarding lifestyle. Along with the added confidence and improved self image that comes with a physical transformation, ViSalus™ also offers opportunities to build new relationships, create lasting memories, contribute to community, increase financial and time freedom and even get a new BMW. These are but a few ways you stand to gain with ViSalus™.

Living the Vi-Life

Exciting Rewards and Incentives: ViSalus™ Bimmer Club

Over 1,000 Qualifiers, ages 18–84, and still counting

By reaching the rank of Regional Director ($12,500 in group sales) or higher, ViSalus™ distributors can qualify for the exclusive Bimmer Club and become eligible for a monthly car bonus of either $300 cash or $600 toward a new black BMW.

Both a reward and an effective marketing tool, your new BMW is the ultimate Business Driving Machine, and will open the door with potential new distributors curious to know how they too can get theirs for free.

Life-Changing Education

The ViSalus™ Event Experience

The best way to feel the energy of the ViSalus™ Community is to come to any of our Local, Regional or National events. You will benefit from valuable training on how to build your business and earn more income, hear inspiring stories of physical and financial transformations and learn about the newest products and business tools. Nothing brings the ViSalus™ Mission to life like seeing it all in person. Get registered for an upcoming event and experience it for yourself!

ViSalus Academy Success Training

Learn the beliefs and skills it takes to become the best person you are capable of being. ViSalus Academy is a step–by–step Success Training system designed to help develop you as a leader within the ViSalus Community.

Partnered with SUCCESS Magazine

Your Vi-Net™ Pro subscription also includes a monthly subscription to SUCCESS magazine, a publication featuring the best and brightest minds in the world of business and entrepreneurship.

In addition to audio CD’s each month, you also receive access to a massive library of audio books to help you develop a million–dollar mindset.
The ViSalus™ Community Helping Children in Need

The ViSalus™ Body by Vi™ Challenge has helped thousands of people achieve their personal health and fitness goals and enjoy greater financial prosperity along the way. To celebrate this prosperity in the spirit of contribution, ViSalus™ is proud to promote the Body by Vi™ Community Challenge, an initiative that allows you to donate our Vi-Shape® Nutritional Shake Mix protein meals to children and families who don’t have the means to get the nutrition they need each day.

Today in America there are more than 15 million poor and undernourished children who face immediate and life–long risk to health, growth and school achievement. Each Vi-Shape® pouch provides 60 kid-sized meals (30 adult-sized servings).

For just $24, you can donate 30 Vi–Shape® Nutritional Shake kid-sized meals to children in need and ViSalus™ will match each donation meal for meal. You can make a big difference with even a modest donation. Just one of many ways the ViSalus™ community strives to give back.

ViSalus™ Distributors have already supported:
- Food Bank of the Rockies, Colorado
- Murrietta Community Church, California
- Orlando Children’s Church, Florida
- Marysville Food Pantry, Ohio
- Food Connection, Tacoma, Washington
- Hill of Hope, California
- Kingston, Jamaica Schools
- Utah Food Bank Services
- Samaritans House Food Bank, Baker County Florida
- The Homeless Families Foundation, Columbus, Ohio
- First Baptist Church, Kenoya West, Virginia
- Louisiana Cares
- Mercy Giving Warehouse, Newport, California
- North Texas Food Bank
- Blood N Fire, Muncie Indiana

Many food banks appreciate the Vi-Shape® Shake as an alternative "shelf stable" protein because families can tire of peanut butter or canned fish. "So easy a child can make one," is another big reason Vi-Shape® is popular with charities.
Become a ViSalus Rising Star!

For those looking to maximize their potential, the Rising Star Program provides a lifetime of added benefits for Distributors who achieve the rank of Director within their first 30 days!

The best way to do this is to:

First, refer 3 Customers to the Challenge so you are positioned to get your product for free every month!

Second, refer 3 Distributors to the Challenge, and have at least $2,000 in GQV (total Group Qualification Volume) and you will be promoted to Director. Do this in your first 30 days and you are a Rising Star!

Rising Star Benefits:

• Companywide Recognition.
• Earn a bonus in the ViSalus™ Rising Star Weekly Enroller’s Pool just for qualifying!
• Qualify to earn a bonus from companywide revenue…every week!

Get with your upline mentors right away and put together a game plan to help you get your product for free next month and become a ViSalus Rising Star!

Promoting The Challenge Your Pathway to Prosperity

How Do I Make Money?

Having a ViSalus Sciences® business puts you in the driver’s seat because you control your career. The level of success you can achieve is limited only by your personal dedication and desire.

As you share the Body by Vi™ Challenge with others, you have a unique opportunity to become a Distributor and earn money month after month. Earn when new Customers join the Challenge or purchase other ViSalus™ products based on your referral, or even build a team of other Distributors like you and earn larger financial rewards and incentives.

ViSalus™ makes it easy for you to start your very own business promoting the Challenge! It gives you the flexibility to decide how much time you want to put into it. Whether you want to move quickly, or take your time

Tax Advantages of being a ViSalus™ Distributor

It is important you realize that before you even make a dollar through your ViSalus™ business, just by becoming a ViSalus™ Distributor you can save money every year through the tax advantages of being a home-based entrepreneur. Be sure to get with your accountant to learn how you can maximize this benefit.

Understanding The Power of 3

The best way to get your ViSalus™ business started is to invite some friends over to your home for a Challenge Party so they can try the products and hear about the Body by Vi™ Challenge. Your support team will help you out, but the key is to keep it casual and fun.

First, focus on finding at least 3 people who want to be Challenge Kit Customers so that you can get your product for free each month. Once you’ve done that, you’ll want to find 3 people who are interested in becoming Distributors and promoting the Challenge. Help them do what you just did, and you’re on your way!

It’s the Power of 3, and it lets you earn 3 kinds of income through ViSalus:

1. Immediate Income: Get paid every Monday for referring new Customers and new Distributors to the Challenge.

2. Recurring Income: Get paid over and over again as all of the Customers in your referral line continue to use ViSalus products.


Example Illustration:

Simply sponsor 3 Distributors who each have 3 Customers on a Balance Kit every month, and duplicate that effort through 8 levels of referral and you could earn $72,324 per month just from your Team Commissions!

 fail this example by 95% and still make $3,616 per month!
Whether you have smaller or massive income goals, promoting the Body by Vi™ Challenge allows you to capitalize on two very important wealth principles:

**Wealth Principle 1: Leverage**
As you build a team of Distributors, you can earn income from your team’s efforts as well as your own, allowing you to leverage your own time to increase your earnings.

Imagine being given a choice to receive either $100,000 right now or one–cent that doubles in value every day for just 28 days. Which would you choose? Most people would take the $100,000 thinking that this is the larger amount. They would be ignoring the power of leverage and duplication.

That little one–cent coin doubling every day would add up to over $1.3 Million by day 28!

The ViSalus marketing program allows you to harness this power of leverage and duplication!

Be your own boss, have unlimited income potential, and be in control of your own time; just some of the reasons why there’s no recession in the world of ViSalus™. Whether the economy is up or down, you have the ability to earn income by promoting the Challenge.

**Wealth Principle 2: Residual Income**
If you had the choice to do something once and get paid once, or do something once and get paid over and over again, which would you choose? Most would say the second, but the fact is the majority of people do not enjoy the luxury of earning a Residual Income.

With consumable products and a simple program to follow, you will earn commissions month after month as your Customers and Distributors stay on the Challenge. Do something once, get paid over and over!

**Here are the Facts…**

**It’s SIMPLE!**
Having success with ViSalus™ boils down to first becoming a product of the product and focusing on your personal Challenge goal. Once you have your own success story, then you can share it with others and help them to do the same. Transforming bodies and changing lives is EXCITING! It’s something that when we know the secret to it, we should talk about it every day to everyone, anyway! Be exited, have fun, and follow the proven steps.

**You CAN Do it!**
No sales experience? Never owned a business? Not sure you will know what to do? No problem! There are plenty of people just like you already experiencing their physical and financial transformations thanks to ViSalus™. There is a proven road map for success in place and as long as you bring a deep desire and work ethic to the table and remain coachable, this can work for you! The only way you fail is if you quit, so remove that as an option right from the start and you can reach your goals!

**It’s about helping others!**
While accomplishing your own personal Life, Health, and Prosperity goals may be the initial reason you joined ViSalus™. Ultimate success comes from understanding it’s not about you, it’s about helping others. The money you earn is a direct reflection of the lives you impact. The larger the impact, the greater the income. Focus on offering health and financial solutions to those who need them and your business will grow. Help enough people get what they want and you will have everything you want!

*Thank you for helping us bring Life, Health, & Prosperity to the world, one person at a time!*
Discover Transformation

As a ViSalus™ Independent Distributor, you’ll have the opportunity to work when and how you want to and make a real difference in people’s lives.

Imagine yourself:

• A successful entrepreneur
• Working your own schedule
• Having more time for family and friends
• Living the lifestyle of your dreams

Welcome to the team. Your life transformation starts now!