

**Size:** 10 x 7 ½” (horizontal format), staple bound  
**Pages:** 12, including front and back cover  
**Spreads:** 3 (front and back)

>>Cover. Single photo or collage (up to 5 pics)<<

>4Life Logo with tag<

>Inside front cover: 3 to 5 “snapshots” with captions .... Suggestions: an executive meeting, the home office building (maybe angled shot looking up at logo on building), the warehouse/manufacturing line (needs to look bright, clean, busy and productive), product (would be awesome on manufacturing line with numerous bottles rolling off line one after another), a shot of convention (something human and personable)<

>>page 3<<

>head<

**Strong. Stable. Substantive. Growing.**

>body<

The core principles behind everything 4Life does are science, success and service. It’s these principles—combined with a commitment to a balanced lifestyle of supplements, proper diet, exercise and stress management—that allow us to enhance people’s physical and financial well-being.

We’ve always operated on the belief that the immune system is key to health and that it impacts all other systems of the body. Recent research has shown that we’ve been right on track and has linked the immune system to heart disease, Alzheimer’s diseases, obesity and many other disorders. They’ve also reaffirmed why we developed the 4Life<sup>®</sup> Transfer Factor<sup>™</sup> family of products in the first place, to provide the most advanced immune support available to people everywhere.

4Life Transfer Factor is the only product of its kind. We produce it following good manufacturing practice (GMP) standards and using patented processes to extract transfer factors, tiny messenger molecules that communicate immunity information from one entity to another, and deliver them as part of a full line of highly-effective dietary supplements.

A strong company and an exclusive and innovative product line aside, 4Life is about the distributors who take the 4Life message of health, improved immunity and financial freedom to the world. 4Life Distributors change people’s lives for the better every day and, in the process, enjoy one of the most lucrative compensation plans available, the Life Rewards Plan.

>sidebar, show 4Life product icons with the following caption.<

4Life offers a complete line of high-quality products for general health, weight management, personal care and animal health.

>>page 4<<

>head<

## 4Life's Purpose

>body<

4Life is committed to positively impacting peoples' lives worldwide through:

- **Science**—providing a higher quality of life and better health with 4Life<sup>®</sup> Transfer Factor<sup>™</sup> supplements, the most advanced and most scientifically validated immune system support available today.
- **Success**—offering people the opportunity to achieve personal financial freedom through the 4Life Opportunity and Life Rewards Plan.
- **Service**—reaffirming our commitment to stay progressive and build on the principles of experience, integrity, dedication to quality and humanitarianism.

>>page 5<<

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**Science. Success. Service.**

>head<

## A History of Success

>body<

In 1996, 4Life Chief Executive Officer David Lisonbee learned about the power of transfer factors and realized their potential to support and teach the immune system. He recognized the impact transfer factors would have on health worldwide. Having previously co-founded a \$200-million network marketing company, David knew the power of network marketing for taking products to the world. So, in 1998, with 4Life Transfer Factor as its flagship product, David and his wife, Bianca, founded 4Life.

Under David's strategic leadership, 4Life has grown exponentially, firmly solidifying our leading position in the competitive nutritional supplements market as well as the business market. *Inc.* magazine ranked 4Life the fifteenth fastest growing privately-held company in America on the *Inc. 500* list in 2003. And the same year, 4Life was ranked number three on the Utah 100 list, which picks the fastest-growing companies in Utah from over 11,000 applicants.

>Testimonial—position graphically as callout if possible<

*“In just three years, our dreams have come true. We never imagined that the decision to enter 4Life would impact our family’s well-being so dramatically.”*

—Herminio and Yadira Nevarez, 4Life Distributors, Puerto Rico

>Down left edge of spread possibly, insert David, Bianca and Greg’s pics and bios. May need to span edges of both pages or across bottom of both pages, depending on fit.<

>subhead<

## Executive Leaders

>body<

>David pic<

### David Lisonbee

#### Chief Executive Officer

David brings more than two decades of experience in health education and network marketing to leading 4Life. He has driven the company’s recent record growth and its rank as number 15 on *Inc. 500’s* 2003 list of the fastest-growing privately held companies in the United States.

>Bianca pic<

### Bianca Lisonbee

#### Co-founder

As co-founder, Bianca helped build 4Life into the highly successful company it is today. She has more than 20 years of experience in the industry and co-developed the 4Life BioSignature<sup>®</sup> assessment.

>Greg pic<

### Greg Martin

#### President

Greg brings 16 years of experience in the network marketing and health supplements industry to 4Life. Twice in his career, he has led companies to rankings on *Inc. 500’s* list of the fastest-growing privately held companies in the United States.

>>Page 6<<

>>somewhere on page include line with “Science” darker than others/highlighted.<

**Science. Success. Service.**

>head<

## A Leading Product, Unmatched Expertise

>body<

The innovation behind 4Life Transfer Factor is fairly new, but the benefits of this amazing molecule aren't. More than a half century ago, Dr. H. Sherwood Lawrence discovered that he could transfer an immune response for tuberculosis from a donor to a recipient. He concluded that it was a factor in an extract from the donors white blood cells that transferred immunity to the recipient. He named the substance *transfer factor*.

Since, scientists and physicians have spent an estimated \$40 million on valuable research and published hundreds of scientific papers to show that transfer factors safely communicate immune information from animals to humans as well. They've learned that cow colostrum (first milk) and chicken egg yolks are some of the most abundantly available sources. They've found that transfer factors educate naive immune cells about a present or potential danger and pass on a plan for action as well as suppress an overactive immune system, boosting or balancing it as needed.

Today, 4Life has capitalized on these findings and these abundant sources to bring the benefits of transfer factors to the world. And we made sure to develop the best one possible. In fact, we own the patent on extracting transfer factors from chicken egg yolks. Independent studies show that 4Life Transfer Factor products increase immune cell activity up to 437 percent more than other products or herbs alone\*. And the quality and efficacy of 4Life Products are recognized—4Life Transfer Factor products are featured in the 2003 and 2004 *Physician's Desk Reference for Nonprescription Drugs and Dietary Supplements (PDR)* and in a segment of PBS's syndicated *American Medical Review* program.

>Testimonial—position graphically as callout if possible<

“Being a mother of six, I've found a way to help my children stay healthy. I'm excited to share the power of 4Life Products with the world.”

—Tina K., 4Life Distributor, Washington, U.S.

>flyspeck in main content area<

\*Test results obtained by a blind study conducted by Dr. Anatoli Vorobiev and his team at the Russian Academy of Medical Science. Cancer containing cells were subjected to cytotoxicity testing. Samples containing 4Life Transfer Factor from cow and egg sources were tested individually and in blended forms for incubation periods of 24 and 48 hours to determine the most beneficial combination and activation time.

>Down left edge of page, R&D's pics and bios.<

>subhead<

### Research and Development Leaders

>body<

>Doc H. pic<

**William J. Hennen, Ph.D.**  
**Chief Scientific Officer**

William (Bill) oversees the development of all 4Life Products and their innovative ingredients. His 14 years of experience as a researcher and professor of drug design and development ensure that 4Life remains the forefront of innovative product development.

>Cal pic<

**Calvin McCausland, Ph.D.**  
**Vice President of Research and Development**

Cal plays a key role in developing 4Life's innovative health supplements and researching their effectiveness. During his career, he has developed over 500 supplements of which several billion dollars-worth have sold.

>>Page 7<<

>>somewhere on page include line with "Service" darker than others/highlighted.<

**Science. Success. Service.**

>head<

**A Commitment to Quality**

>body<

4Life is not only committed to taking better health and financial freedom to people everywhere, 4Life is committed to delivering the best possible product. 4Life has developed and licensed patented extraction processes for our 4Life Transfer Factor products. We own our own manufacturing facilities. And we follow industry-standard good manufacturing practice (GMP) guidelines established by the FDA and industry leaders. GMP principles ensure that manufacturers of pharmaceutical, dietary supplement, cosmetic, food and other products follow safe, effective practices. By adhering to GMP guidelines and our own unsurpassed quality assurance process and stringent attention to detail, 4Life ensures that every 4Life Product delivers premium quality and potency.

>>page 8<<

>Photo/photos<

>>page 9<<

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**Science. Success. Service.**

>head<

**An Opportunity Full of Rewards**

>body<

4Life backs our products with the most generous, most accessible compensation plan in the network marketing industry—the Life Rewards Plan. This plan includes the most lucrative commission structure available along with unrivaled bonuses, recognition and incentive trips.

The Life Rewards Plan includes:

- The highest payout in the industry—as high as 64 percent compared to 25, 30 or 40 percent with other companies—ensuring that the majority of profits goes back to those who make it, 4Life Distributors.
- Regular payouts, with up to four checks each month.
- A true infinity payout that reaches deep into each organization.
- Bonus pools that reward both new and veteran distributors alike.
- Monthly incentive trips to world-class resort locations.
- Regular recognition for members at every level of the 4Life family.
- A global opportunity available to people worldwide.

Combine all this with 4Life’s superior distributor support and insightful corporate vision and you have an unmatched opportunity!

>Testimonial—position graphically as callout if possible<

“Our first Power Pool check was for \$500. We’ve never been involved with a company with such integrity and wonderful bonuses!”

—Dale and Carol F., 4Life Distributors, Washington, U.S

>down right side of page<

>head<

## The 4Life Power Pool

>body<

The Power Pool makes earning extra money—even for the newest 4Life Distributors—simple. All that’s required is to enroll three or more new distributors in a month at 100 personal LP or more. When the new distributors reorder the next month at the same level or higher, the enrolling distributor receives a Power Pool bonus check. It’s that easy. Plus, Power Pool qualifiers earn entry in the Great Escape drawing for monthly five-day all-expenses-paid trips to exotic world-class resort locations.

>include Great Escape pic with caption as follows.<

With 4Life, all distributors can enroll three people the month they enroll as a distributor and receive their first bonus check soon after. Plus, they have the chance to win a Great Escape trip!

>>Page 10<<

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**Science. Success. Service.**

>head<

## **A Global Presence**

>body<

To accommodate our growing reach and our purpose of taking 4Life Transfer Factor and the 4Life Opportunity to people around the world, 4Life has operations in Australia, Japan, Korea, Mexico, New Zealand, Russia, Singapore and elsewhere. We operate out of an 80,000 square foot facility in the United States. And 4Life continues to develop additional global markets under one global Life Rewards Plan, looking outward and upward for the best possible avenues to extend solutions for health and wealth to people the world over.

>head<

## **A Bright Future**

>body<

4Life’s purpose of positively impacting the lives of people worldwide through science, success and service has allowed us to achieve an unrivaled position in the network marketing industry. By carefully examining each new opportunity and market, 4Life ensures that our success—and the success of 4Life Distributors—will hold strong and that each opportunity is the best approach for our business and yours. It’s these principles and this commitment that have created our success to date and that will guarantee that our future remains as bright as our past.

>Testimonial—position graphically as callout if possible<

“In just a few years, we’ve expanded our 4Life Business into over a dozen different countries. And it all started by making contacts right in our local community. There’s never been a better time to build a global business right from your own home.”

—Dave and Gabriela Daughtrey, 4Life Distributors, California, U.S.

>inside back cover<

>show a global map with the following countries highlighted/in a color: **Australia, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hong Kong, Ireland, Italy, Japan, Korea, Mexico, Netherlands, New Zealand, Portugal, Singapore, Spain, Sweden, United Kingdom, United States.** Include caption under photo:<

4Life continues to grow and expand globally. See the 4Life website at [www.4life.com](http://www.4life.com) for up-to-date information on 4Life’s global reach.

>Back cover. Recommend solid color.<

>graphic quotes in main section<

“I am confident in saying there is good science that explains why 4Life Transfer Factor works—and for me, it works really well.”

—Richard Bennett, M.S., Ph.D.

“4Life Transfer Factor is *the* immune booster I recommend to all my patients and their families. It has a dramatic positive effect on kid’s immune systems.”

—David Markowitz, M.D.

“4Life Transfer Factor is a safe and superior way to boost the immune system.”

—Suzette Lawrence, R.N., C.N.M., M.S.N.

>sidebar down one side of page 10. Bold=subhead. No pics of MAB members.<

### **Medical Advisory Board**

4Life’s Medical Advisory Board is comprised of leading physicians, biochemists, immunity experts, nutritionists and formulators who use 4Life Products in their professional and personal lives every day.

#### **William Hennen, Ph.D.**

Board President, Chief Scientific Officer of 4Life

#### **Cal McCausland, Ph.D.**

Vice President of Research and Development of 4Life

#### **Richard Bennett, M.S., Ph.D.**

President Applied Life Sciences, author

#### **Kenneth A. Bock M.D., F.A.A.F.P., F.A.C.N.**

Instructor in the Department of Family Medicine at Albany Medical College

#### **Edgar A. Guess, Jr., M.D., F.A.C.O.G.**

Clinical professor at USC Medical Center with an active wellness practice; former OB/GYN

#### **Suzette Lawrence, R.N., C.N.M., M.S.N.**

Practicing nurse and certified nurse midwife

#### **David Markowitz, M.D.**

Practicing pediatrician



**Vivienne Matalon, M.D.**

Medical director of TLC Healthcare and Health Map, practicing physician

**Cynthia Olson, N.D.**

Board certified naturopath and clinical nutritionist

**Robert W. Robertson, Jr., M.D.**

Former ER physician and director of emergency services

**Duane Townsend, M.D., F.A.C.O.G.**

Practicing OB/GYN, author, former professor

**>flyspeck<**

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