



In Great Company

4Life[®]
TOGETHER, BUILDING PEOPLE™





No matter what you're looking for—
fantastic **health** support, unrivaled
time & financial freedom, or the
chance to truly **make a difference**
in the world—with **4Life®**, you're
in great company.

Who we are

*Short
and
Sweet*



4Life® was built on the firm ground of three basic principles: Science, Service, and Success.

Science

Promoting superior health and quality of life with the revolutionary and state-of-the-art immune system support of 4Life Transfer Factor® products.

Service

Reaching out to build people, families, and communities around the world through the 4Life Opportunity and the humanitarian efforts of Foundation 4Life™.

Success

Providing people an unparalleled opportunity to achieve their dreams and realize personal financial freedom through the 4Life Opportunity and Life Rewards Plan™.



The heart of 4Life®

At the real heart of 4Life is an interest in seeing people excel on all levels. We call it *Together, Building People*.

Together—Our success depends on your success. There's a sense of community between 4Life employees and distributors that captures the very reason why true teamwork is so powerful. You belong somewhere— 4Life.

Building—Bettering lives starts with you. As you embrace the products and Life Rewards Plan™, you'll realize there's no better company than 4Life to help you discover fantastic health support, tremendous financial growth, and personal empowerment. And it's up to you to share your newfound wisdom with others, in turn making their lives richer than before they discovered 4Life.

People—As a 4Life Distributor, you embrace the philosophy that every single person in the world is individual and different. And we couldn't agree more. At 4Life, we focus on personal needs, personal motivations, and personal dream fulfillment.

There's no limit to what we can accomplish when we work together—whenever a 4Life Product is sold, whenever 4Life Distributors meet to discuss the opportunity, and whenever 4Life corporate team members and distributors work to build, uplift, and edify. *Together, Building People*. That's 4Life.

Research and Development

Our in-house Research and Development team is always in perpetual motion, exploring new and innovative ways to support wellness through the immune system. And if that weren't enough, 4Life also has a Health Sciences Advisory Board, made up of physicians, biochemists, immunity experts, nutritionists, and formulators.

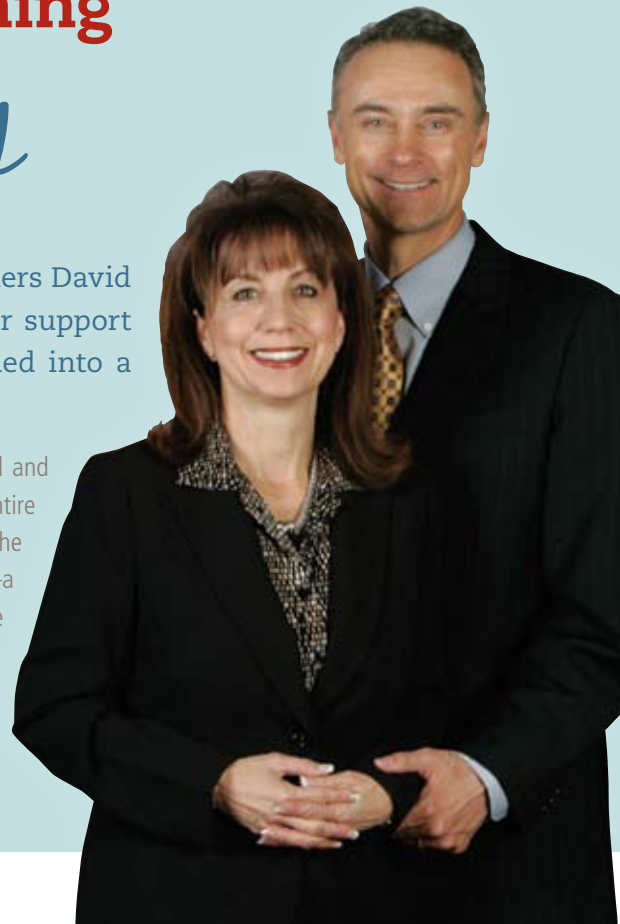


Every great story has a beginning

Here's ours

The 4Life® story begins with two distinct individuals: Co-founders David and Bianca Lisonbee. What began as a simple desire to better support their own health and the health of their family quickly turned into a quest to provide optimal living for people all over the world.

During the course of more than 20 years of researching nutritional supplements, David and Bianca realized that the immune system was the key to supporting the health of the entire body. When most people were looking in remote locations for exotic fruits that would hold the key, David looked within the human body. What he found started a wellness revolution—a patented extraction process for tiny molecules called transfer factors. Transfer factors are so unique, so revolutionary, and so effective, that David and Bianca knew they simply had to bring them to the world through the genius of network marketing.



Transfer Factor

Transfer factor molecules form the core of your immune system's intelligence. Unlike vitamins or minerals that simply boost the immune system, transfer factors boost, instruct, and balance. When it comes to *transferceuticals*—the science of extraction, delivery, testing, and innovation of transfer factors—4Life® is a bona fide category creator, and we don't plan on stepping down.

Patents

4Life was the first company to license the rights to the patented extraction of transfer factors from cow colostrum, but we didn't stop there. We now hold two exclusive patents: The extraction process for transfer factors from chicken egg yolks (6,468,534) and exclusive manufacturing techniques (6,866,868).

Introducing transfer factors to the world through network marketing would have been enough for most companies. But not 4Life. We were just getting started...

Nanofractions

Long thought to have no immune activity, 4Life has pioneered the research and study of nanofractions, which are light-weight immune molecules that instruct the immune system. Through patent-pending technology, 4Life scientists have extracted nanofractions from cow colostrum and chicken egg yolks.

Making good time

- 1990s**—David Lisonbee begins his research.
- 1997**—David has his epiphany in the library.
- 1998**—David and Bianca license the first patent and bring 4Life Transfer Factor® Classic to market. First 4Life office opens in Orem, Utah.
- 1999**—4Life advances Transfer Factor technology to produce the first 4Life Transfer Factor Plus® product formulation.
- 2000**—4Life moves to Sandy, Utah; opens office in New Zealand.
- 2001**—4Life opens office in Japan.
- 2002**—4Life launches 4Life Transfer Factor Cardio®, the first Targeted Transfer Factor® product; opens office in Australia.
- 2003**—4Life is ranked 15th fastest-growing company by *Inc.* magazine; opens office in Korea, and distribution points in Europe and Russia.
- 2004**—4Life launches the Transfer Factor Advanced Formulas; opens offices in Mexico, Singapore and Malaysia.
- 2005**—4Life patents its exclusive manufacturing techniques and launches new products, including 4Life Transfer Factor RioVida®; opens offices Taiwan and the Philippines.
- 2006**—4Life launches 4Life Transfer Factor Belle Vie®; opens office in Thailand.
- 2007**—4Life opens offices in Colombia and Spain, and a distribution point in India.



Come and get *yours*

A top-notch product like 4Life Transfer Factor® is a tremendous financial opportunity in itself. But 4Life® wasn't about to stop there. We combined the marvel of 4Life Transfer Factor with a brilliant, balanced, and generous compensation plan for an opportunity that can be truly life-changing.

The beauty's in the balance

Whether you're a brand-new networker, or experienced in the business, our Life Rewards Plan™ pays out handsomely. We've got programs that enable you to earn money right away*, and incentives that reward you long after you've established your successful 4Life Business.

*Distributor earnings vary as a result of numerous factors; therefore, earnings statements made in 4Life's printed materials and on its website are not intended to guarantee a particular outcome, but rather to show what is possible based on a broad range of 4Life Distributors' historical data. To review 4Life's annual income disclosure chart, or to receive the most current distributor earnings information available, contact Distributor Services at 888.454.3374.

Power Pool

By participating in the Power Pool, you have the potential to earn extra money for yourself, build that solid organization, and start moving up the 4Life® ranks of achievement. And if all that weren't enough, you can also be entered to win the Great Escape, a five-star luxury vacation to an exotic location.

Rapid Rewards

You take home a cool 25 percent on the first LP order placed by every new distributor you personally enroll*.

Infinity Commissions

With 4Life, the rewards keep on coming... and coming... and coming. Our payout depth far exceeds many other network marketing companies, helping you take advantage of one of the best aspects of network marketing—the magic of residual income.

*The first and second level payouts for the first LP order are reversed. The enrolling distributor receives 25 percent and the immediate upline distributor receives two percent. The next upline distributor receives five percent. The remaining payout continues according to the plan until all levels are paid out. Applies only to first orders.



Up to
64%
Payouts
—
Infinity
Commissions

4Life in the spotlight

Russian Federation

4Life Transfer Factor® products have been recommended by the Russian Federation for use as immune modulators in Russian hospitals and clinics. This historic announcement was the result of 10 separate clinical trials and two experimental studies extolling the benefits of 4Life Transfer Factor products.

Physician's Desk Reference

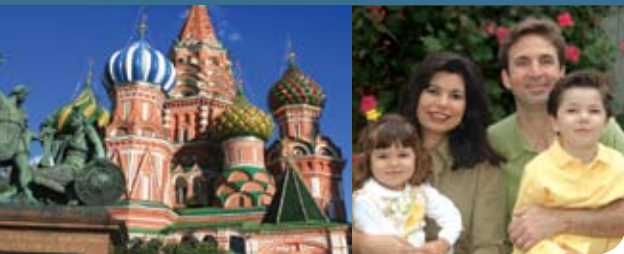
Since 2003, 4Life Transfer Factor products have been listed in the *Physician's Desk Reference For Nonprescription Drugs and Dietary Supplements*, the standard supplement guide for physicians that can be found in physician offices, hospitals, and pharmacies in the United States.



Inc. magazine

4Life was listed as the 15th fastest-growing, privately-held company in the United States by *Inc.* magazine.

Going...
going...
global



FROM the very beginning of 4Life®, we've looked outward. David and Bianca Lisonbee always knew they wanted to take 4Life to people throughout the world... and that's just what they've done. 4Life's history has consisted of one surprising discovery, innovation, and patent after another. And our early success positioned us to introduce **4Life Transfer Factor®** and the **Life Rewards Plan™** to the globe. Today, 4Life is *Together, Building People* in more than 40 countries. With our seamless compensation plan, myriad web marketing tools, and personalized websites, building a global business has never been easier.



**Where will you take
your 4Life® Business?**

You're never far from a 4Life office—we're in Australia, Colombia, Japan, Korea, Malaysia, Mexico, New Zealand, the Philippines, Singapore, Spain, Taiwan, and Thailand.

Meet the 4Life®

family



David Lisonbee Chief Executive Officer

His title is chief executive officer, but David Lisonbee considers his role to be more that of a “lead explorer.” David’s persistent curiosity constantly pushes the frontier, and he knows what he’s doing. He’s led other companies to repeated fame, not to mention landing 4Life® at 15th on *Inc.* magazine’s fastest-growing privately-held company list, being named one of Utah’s Entrepreneur’s of the year, co-authoring a book on transfer factors, and securing a record list of patents. Watch out for David. Once he gets going—he doesn’t stop.



Bianca Lisonbee Co-founder

After meeting Bianca Lisonbee, people just want to try harder, do better, and reach for a more successful life. In other words, she’s inspiring. Yes, she’s the co-founder and she brought more than 20 years of industry experience to 4Life, but it’s the creative way Bianca thinks that sets her apart. Born on a ship as her parents immigrated to America, she knows what it means to work for a dream. Her insights, sense of humor, and desire to make a difference for good in the world make Bianca a favorite speaker at 4Life events. Like the ship she was born on, she truly is unsinkable.



Steve Tew President

After you meet Steve Tew, you might just forget that he’s a CPA and start sharing your most hopeful dreams and desires. Why? Because he gives you confidence that you can achieve anything with 4Life. Steve’s personal confidence comes from decades of experience. He’s been the vice president and chief financial officer at ShapeRite Concepts, Park City Group, Mrs. Field’s Cookies, and Price Waterhouse Cooper. No small names in that list. You see, Steve’s used to shaking things up—all around the world.



Bruce Redd Executive Vice President and Chief Administration Officer

You won't meet a kinder person than Bruce Redd, and it's quite a bonus that this man has also had a distinguished career as an entrepreneur and has served as a key member of corporate teams. As executive vice president and chief administration officer for 4Life®, Bruce has always been a builder. He's the guy who turns vision into reality. Bruce has been involved in network marketing his entire adult life, having worked both as a distributor and as a key employee in the home offices of three major multilevel marketing companies.



Trent Tenney Senior Vice President of Marketing

Trent Tenney is exceptional in his ability to connect with and understand people. After just a few minutes with Trent, you'll completely forget that he is a high-powered executive, and will probably find yourself laughing harder than you thought possible. Starting off in sales and marketing at Zions First National Bank and Bank of America, Trent left the world of banking to oversee the publication of more than 200 alternative and preventative health publications at Woodland Publishing, and then to develop niche markets for health and direct sales publishing.



Mark Ostler, CPA Chief Financial Officer

Although Mark Ostler has served in the roles of vice president, controller, and CPA for several leading companies, he chose 4Life for the unbeatable combination of genuine people and an outstanding opportunity. Mark travels the globe and has actually accumulated more travel miles than any other 4Life employee. Known as the "bulldog" for his ability to get things done (and his self-acclaimed title as an "efficiency fanatic"), it's no wonder 4Life keeps sending him from one country to the next.



Calvin McCausland, Ph.D.

Vice President of Research and Development

Since 2002, Cal McCausland has overseen more than 10 clinical trials for 4Life Transfer Factor® products. But that's just a piece of Cal's long, distinguished career track, a career which entails more than 36 years of experience in the health sciences. Cal has developed over 500 supplements (of which several billion dollars-worth have sold, and several remain top-selling products), and has earned the Pokrovsky Award and the Kosigin Award from the Russian Federation. Along with Dr. Emma Oganova, Cal has been instrumental in opening the market for 4Life Products in the Russian Federation.



This is the **end...**
and the

beginning

This is the end of the brochure... but what you've learned is the beginning of living a whole **new life**.

Living 4Life® is about more than taking products and having more money in the bank. It's about creating a different lifestyle for yourself and your family. It's about making a difference, in your neighborhood and halfway around the world. It's about setting and reaching your individual and family goals. It's about supporting and rooting for your fellow distributors, your friends. It's about companionships, camaraderie, and unrivaled commitment. It's about making 4Life a very essential part of everything you do and everything you are.

Join us... and together, we'll live 4Life!







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www.4life.com