

*Create Wealth,  
Enjoy Health*

Sunrider® . . . *My Choice*



**SUNRIDER®**

1

# About Me

- My Story
- My Choice
- My Success
- My Goals



# 2 Making Money Can Be Easy if . . .

In today's economy,  
traditional methods  
of making money are risky,  
time-consuming,  
and expensive.



# *Traditional Ways to Make Money*

- **Stock Market/Real Estate:**  
Very risky and unstable.  
Usually requires a big investment.
- **Working Longer Hours:**  
Poor quality of life.
- **Savings in the Bank:**  
Low interest rates that don't keep up with inflation.
- **Owning a Store or Business:**  
Usually requires big up front investment with low profit margins.



# *The Best Way to Create Wealth*

## **The Best Business:**

Owning your distribution channels  
for a minimal investment with Sunrider.

**Making money can be  
easy if you choose  
the right company.**



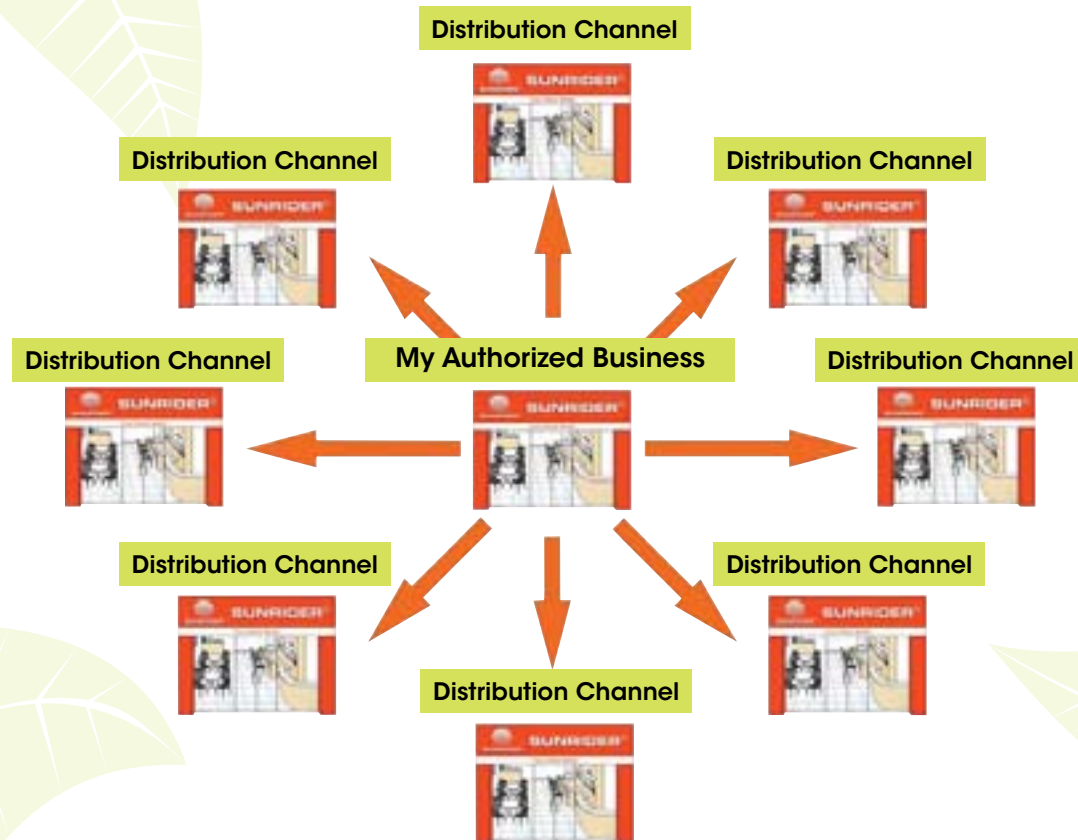
**SUNRIDER®**

*Simply the Best™*

# 3

# Franchise Concept

## Fast Profits Through Distribution Channels



# *Franchising Benefits*

- The most successful business system.
- Develops distribution channels.
- Many distribution channels create **brand recognition.**
- Helps you achieve your optimal goal quickly.



# SUNRIDER

## *The Best Franchise-like System*

For a low investment, Sunrider gives you the benefits of franchising without all the difficulties. We help you become the owner of a franchise-like business.

### *We offer:*



- The Best Support



- The Best Company



- The Best Products



- The Best Business Plan



# 4 Why Choose **SUNRIDER:** *The Best Support*



Sunrider has invested hundreds of millions of dollars to provide you with professional support, management, operations, infrastructure, and service.

# *Why Choose* **SUNRIDER:** *The Best Company*



- Dr. Tei-Fu Chen is a world-renowned herbalist, with a degree in pharmacy. Dr. Oi-Lin Chen is a gifted medical doctor.
- They are experts in the health and wellness industry and highly regarded business pioneers.
- Sunrider is a family-owned business.
- No one is more passionate and dedicated to Sunrider and your success than our owners.

# The Best Company:

## 27 Years of Success



- Sunrider is financially strong and stable.
- Founded in 1982, 27 successful years of experience.
- Operating in over 42 countries and districts.
- Millions of IBOs and customers around the world.
- Over 7,000 retail stores in China and the rest of Asia.
- Donates millions of dollars to charities such as UNICEF, Make-A-Wish Foundation, and Lifeline Express.

# The Best Company: Awards & Honors



**2008**

Sunrider Korea awarded the Korea Marketing/Distribution Grand Prix (Grand Prize) for excellent customer service.



**2008**

Fortune Delight® awarded "World Health-Care Products Brands Top 100" at the 2008 Asia-Pacific Economy Council.



**2007-2008**

Sunrider donates millions of dollars to charities such as UNICEF and Make-A-Wish Foundation.



**2007**

Sunrider China receives Product Exemption from Quality Surveillance Inspection Certificate and Product Exemption from State Inspection Plaque.



**2007**

The AVA Certificate of Commendation awarded to Sunrider Singapore Manufacturing and in 2005 the AVA Bronze Award for "Grade A" Certification.



**2005**

The Israeli Olympic Team chooses Sunrider as its only Food Supplement Company sponsor for the 2008 Beijing Olympics.



**2004**

The image of Dr. Tei-Fu Chen graces a set of four postage stamps issued by the State Postal Bureau of China and the China National Philatelic Corporation.



**2002**

IFANCA Industry Award – Halal Company of the Decade Corporation.

# The Best Products

We have invested hundreds of millions of dollars in essential technologies to offer you the highest quality products for the best value. Our herbal products are not fads or cures, but concentrated, healthy nourishment for the body.



# The Philosophy of Regeneration™



The blueprint for every Sunrider® product, the Philosophy of Regeneration™ is the reason why Sunrider® products are unique, effective, and high quality.

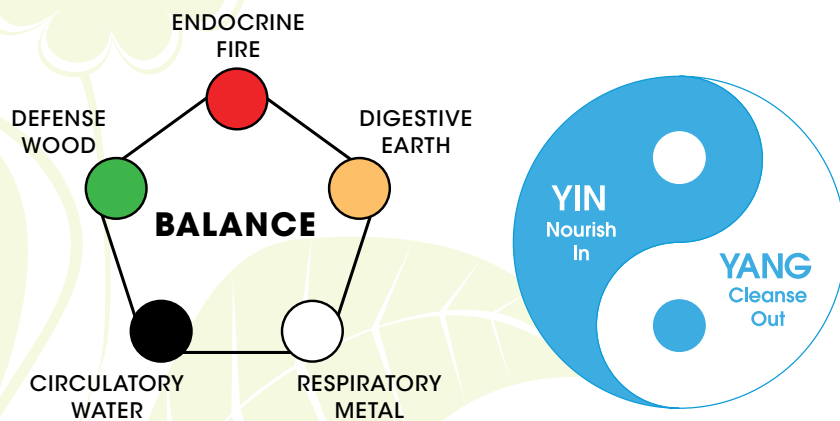
## Four Principles for Optimal Health:

### 1 Nourish + Cleanse = Balance:

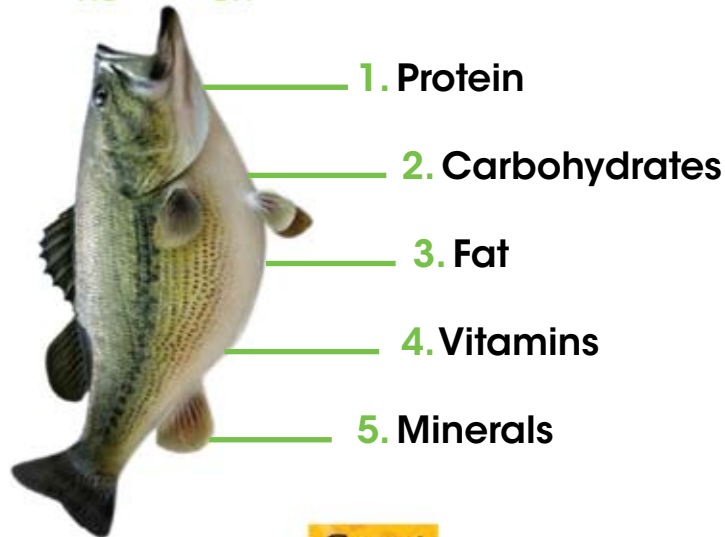
Sunrider® products nourish (yin) and cleanse (yang) to achieve balance for optimal health.

Consider five horses pulling a chariot. The five horses represent the body's five major systems. If one horse runs too fast or too slow, it will affect the other horses and tip the balance of the chariot. The chariot only runs smoothly when all five horses run in harmony.

Similarly, our body enjoys health when all five systems are balanced.



# The Philosophy of Regeneration™



**2 Foods, not chemicals:** The body is designed to recognize foods, not chemicals.

A fish breaks down into protein, carbohydrates, fats, vitamins, and minerals. However, mixing those chemicals back together will not make a fish. What's missing is the **life structure** that your body recognizes as food.

**3 Variety:** There is no perfect ingredient: each ingredient has a strong point and a weak point. Variety is necessary for a healthy, balanced body.

# The Philosophy of Regeneration™

## 4 Formulation & Concentration:

Dr. Chen leverages the strength of one ingredient to cover the weakness of another in his formulas. To manufacture his formulas, Dr. Chen developed a trade-secret manufacturing process that extracts and concentrates the beneficial nutrients while minimizing the negative aspects of ingredients.

Dr. Chen can implement the Philosophy of Regeneration™ because of his expertise, knowledge, and creativity.



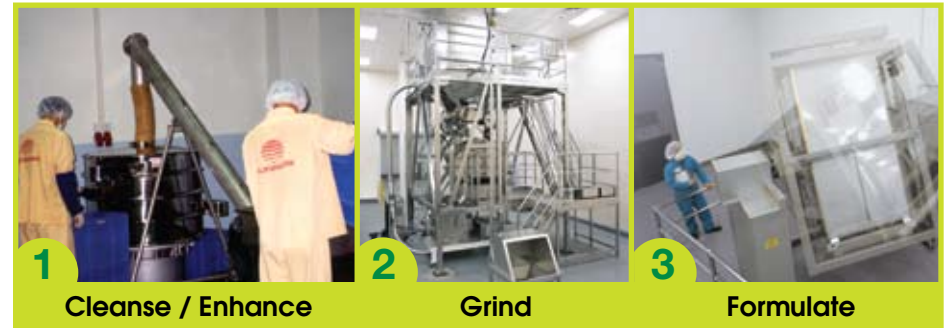


# The Philosophy of Regeneration™

## 4 Formulation & Concentration:

**State-of-the-Art Manufacturing:** Sunrider researches, develops, and manufactures our own products according to the Philosophy of Regeneration™.

- Sunrider® products are the highest quality and cannot be duplicated by anyone else.
- We own approximately two million square feet of premier manufacturing space worldwide.
- We have invested hundreds of millions of dollars in our state-of-the-art facilities.
- We use pharmaceutical-grade machinery, specially customized for our trade-secret process.
- Our facilities and production methods are safe, clean, ethical, green, and conform to good manufacturing practices.



# The Best Business Plan

## SUNRIDER

- The greatest earning potential with commissions paid from the company sales volume.
- Immediate retail profits by selling Sunrider® products.
- Generous leadership commissions, profit sharing, and travel rewards.
- Leverage time and money by developing distribution channels.
- Opportunity for long-term, residual income.
- Real success stories.



# The Best Business Plan: Company Payout

**Conventional retail businesses:** you only earn retail profits.

**Other businesses:** you only earn commissions based on your personal organization.

You can earn the greatest profits by developing your distribution channels with Sunrider:

Retail Profits



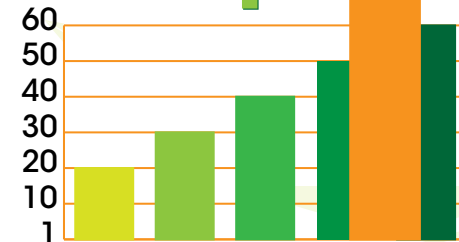
Commissions based on your personal group sales volume



Commissions based on the company sales volume



Profit Sharing and Bonuses for contributing to sales growth



# 5 The Best Business Plan: Testimonials

## Nancy Donahue, Montana

### **Before Sunrider**

Nancy was a full-time mom, wife, and homemaker for 17 years before Sunrider.

### **Success Story**

After just two years as a Sunrider, Nancy purchased her first Sunrider car.\* In the years since, she has bought more cars, traveled around the world, earned money for her children's college funds, and met many amazing people.\* At 68 years old, she feels the best she ever has, and her earnings with Sunrider are nearly \$2 million!\*

### **Optimal Goal**

Nancy's optimal goal is to see the Donahue Team of 150 leaders also earn that much by enlarging and extending their reach across the United States. "We have a vision and a message to share—Sunriders want the best in life, and Sunrider is simply the best!"



\* The earnings stated above are not necessarily representative or typical of the earnings Sunrider Independent Business Owners (IBOs) can or will earn through participation in the Sunrider Compensation Plan. These statements should not be considered as guarantees or projections of your actual earnings or profits. The average annual income of Sunrider's active IBOs was \$2,627 in 2007. An active IBO is an IBO who has purchased 50 SV or more in 2007. As with any other independent business, success results only from dedicated sales efforts, hard work, diligence, and leadership.

# The Best Business Plan: Testimonials

## Jonathan Sugai, Hawaii

### Before Sunrider

I was a college student with many part time jobs. I enjoyed my freedom as an entrepreneur but needed many things going on at once to make ends meet.

### Why I Chose Sunrider

"My family has been part of Sunrider for over 25 years and as a second generation Sunrider, I've always known that the business with this company was in my destiny. I've seen...how the business supported my family with additional income and the best health through the years, and the lives that we have changed personally by sharing Sunrider.

Sunrider was a natural fit for me after college because of the huge income potential and the fact that our brand of doing business is the best.\* We are partnered up with the best company that is a privately owned family run business. Our products are the best because we are backed by owner expertise, the best research & development, and state of the art manufacturing."

### My Success Story

"Our business plan is the most generous and rewarding and has generated almost \$200,000 of additional income for my family in 2008."\*

### My Optimal Goal

"My goal is to earn at least \$30 million from Sunrider and to create a minimum of 30 Sunrider millionaires in their 30s.\* My mission is help make the world a better place by sharing Sunrider with everyone everywhere."



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# The Best Business Plan: Testimonials

## Lorraine Eastburn, Arizona

### Before Sunrider

"Before joining Sunrider, I was a full-time hairdresser and mother of two small children. At the time, I felt trapped in my circumstances. Daily, I felt worn out from standing and servicing my clients and smelling chemicals—in addition to the never-ending work at home as a young mother."

### Why I Chose Sunrider

"My first Sunrider miracle was getting my energy and happiness back. Within the first week I knew I wanted to share Sunrider with everyone! I did this and became a Business Leader within three months. I stayed at that rank until I fully understood that I needed to share the business opportunity with the very best people I could find. After realizing this, my business quickly quadrupled as well as my rank!"

### My Success Story

"Now, I powerfully share Sunrider as an amazing and unlimited income opportunity. I exemplify financial freedom and time freedom. \* Last year, I earned almost \$100k working my Sunrider business part-time while still running my hair salon. \* I believe we can earn any income we choose if we set our mind and heart to it. I have noticed, however, that the people who do the best in this business are those who can focus, commit, love, and give generous service to others. I'm elated to have received the latest SVBB check for \$10,000." \*

### My Optimal Goal

"My optimal income goal with Sunrider income is to earn \$50,000 a month consistently. \* By achieving this, I know that I will have served many and blessed their lives with Sunrider health and wealth!"

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# Product Packs & Gift Sets



- Most popular products, easy to learn and use.
- Great for demonstrations or gifts.
- Sell Product Packs and Gift Sets to earn money right away.



# Simple System



**Sign up at [www.sunrider.com](http://www.sunrider.com) to join!**

**As an Independent Business Owner, you can own a world-class, franchise-like business.**

**First, set a goal of developing at least 100 customers as your base. Then, every month:**

- 1** Consume or sell at the retail price at least US\$200 per month,
- 2** Find at least 10 new customers and develop at least one new Independent Business Owner,
- 3** Follow up to maintain your 100-customer base (at least 50 VIP Customers and 50 Retail Customers).





*Fresh*  
and  
**CLEAN**

# Product Demonstration

Drink *Healthy*  
& be *Wealthy*



# Product Demonstration



# SunBreeze®

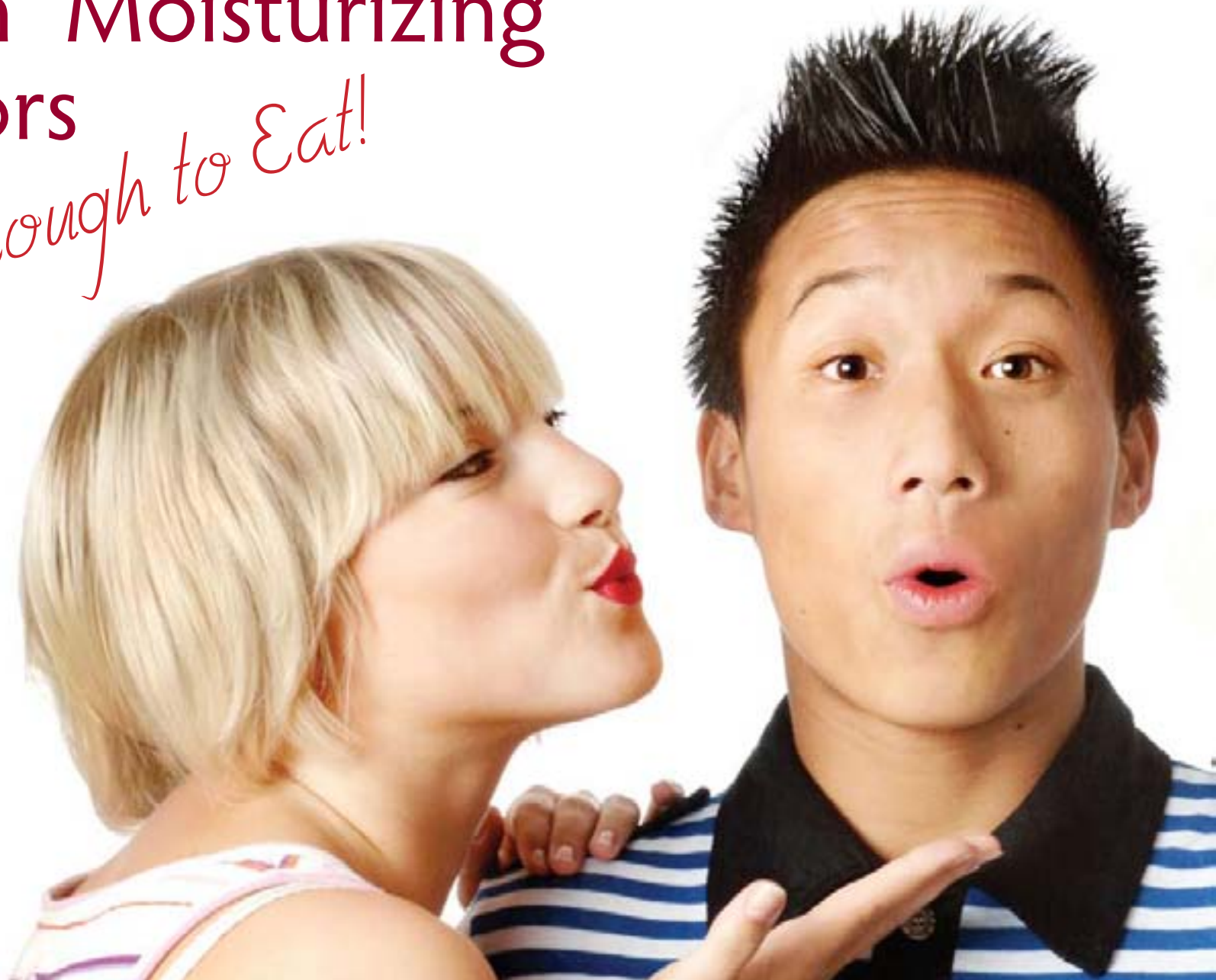
Essential Oil

Refresh & Soothe  
Muscles with  
SunBreeze® Oil



# Kandesn<sup>®</sup> Moisturizing Lip Colors

*Good Enough to Eat!*



# *Product Demonstration*

Kandesn®  
**PROTECTIVE  
FOUNDATION**  
SPF 15



*for Silky, Flawless Skin*

# Product Demonstration



*Unveil Clean,  
Beautiful Skin with*

**Oi-Lin<sup>®</sup>  
Cleansing  
Cream**



# *Product Packs & Gift Sets: Income Potential*



- Wide range of consumable products.
- High repurchasing rate.
- Easy to switch brands.
- Safe, high quality, unique, and effective.
- Award-winning products enjoyed by athletes, politicians, celebrities, and Sunrider entrepreneurs and customers around the world.
- Simple system for a great business!

# SUNRIDER

## *The Best Franchise-like System*



- The Best Support



- The Best Company



- The Best Products



- The Best Business Plan



*Thank you!*

*We hope you  
will join us!*



**SUNRIDER®**