

**Improving Lives  
Around the World**



**SUNRIDER®**



**Are you trying to live a better life and  
pay for important needs?**





**Do you have time to enjoy the people  
and things you love?**



**Are you interested in helping others  
improve their lifestyles?**





**Are you looking  
for a healthier,  
balanced  
lifestyle?**



**SUNRIDER**

**Unfortunately, many of us  
are facing a harsh reality.**





**Baby Boomers.**

**Only 7% of people  
will be financially  
independent  
by age 65.**



Source: [statisticbrain.com](https://www.statisticbrain.com)



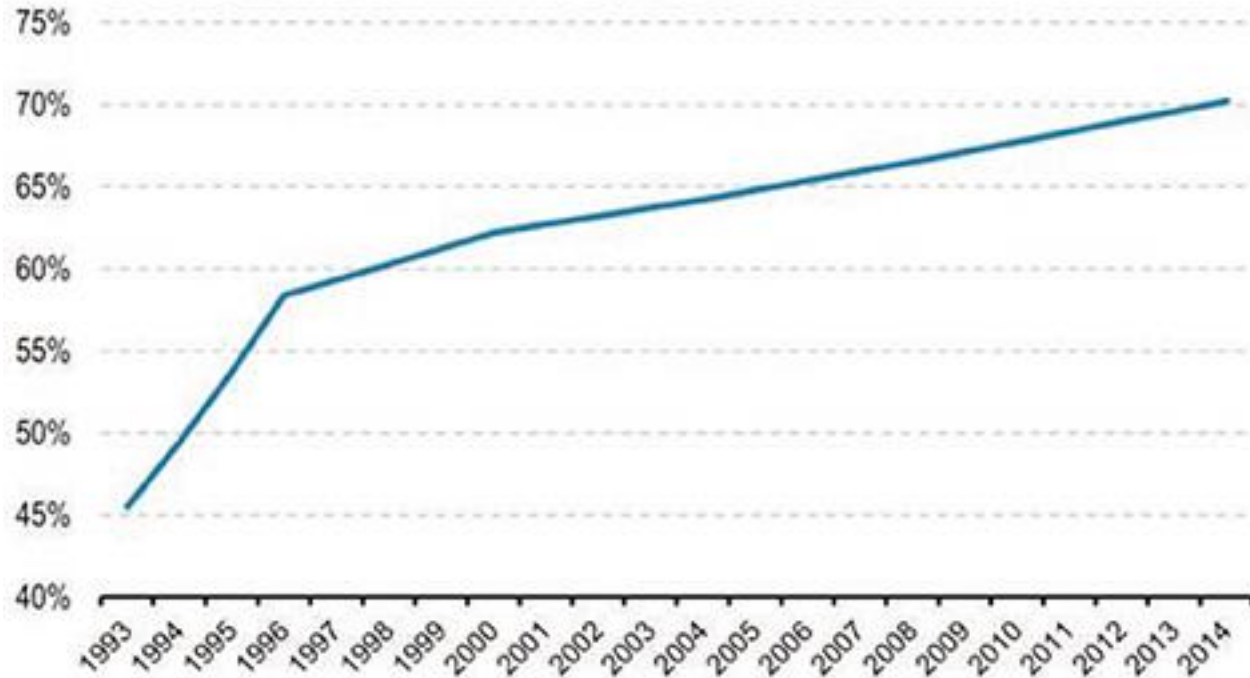
# Generation X has more debt and are less wealthy than their parents.



Source: Bloomberg.com



# 54% of Millennials say debt is their biggest financial concern. 42% say debt is overwhelming.



Source: Mark Kantrowitz analysis of National Center for Education Statistics data | WSJ.com



**71% of college graduates have student loans. The average loan debt is \$30,000.**





**Obesity is common, serious, and costly.  
69% of US adults are overweight or obese.**

# THE WORLD NEWS

Since 1883

YOUR NUMBER ONE SOURCE FOR HEADLINES

\$1.00

## AMERICA IS GETTING FATTER

IMPACT BEING FELT ON  
HEALTH CARE COSTS.

IMPACT OF OBESITY  
REACHING INTO THE  
WORKPLACE

"A WEIGHTY ISSUE" IN  
EVERY STATE



**1 out of 3 children  
are overweight or obese.**



We understand your challenges.

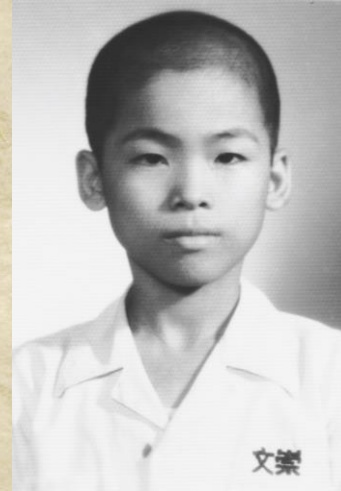
Real  
Solutions





# The Power of Nutrition

- Dr. Tei-Fu Chen was a frail boy raised in poverty in Taiwan.
- To improve Tei-Fu's health, his grandfather gave him herbal tonics based on ancient manuscripts.
- From his childhood, Tei-Fu realized the power of healthy, quality nutrition.



# Big Dreams

- Tei-Fu immigrated to the United States during a severe recession.
- He worked three jobs to provide for his small family.
- His dream of owning a successful business seemed impossible.
- But he was determined to succeed.





# Planning Success

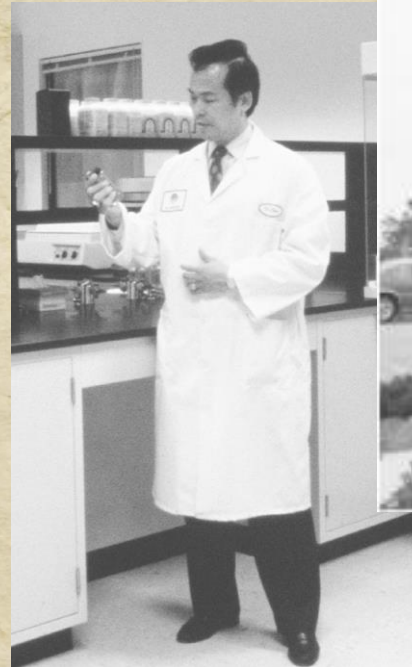
- Tei-Fu realized early that **3 out of 4** successful people own and develop their own business.
- He wanted to create a business opportunity for everyone.





# Opportunity for Everyone

- Tei-Fu started Sunrider International in 1982.
- He believes everyone should have the opportunity to improve their lifestyle and well-being.



# Sunrider offers a unique, different opportunity for everybody.



- **No** big start-up cost
- **No** big inventory
- **No** hard sales
- **No** overtime hours
- **No** degree needed
- **No** sales experience required



**Sunrider is a business on your terms.**

**All-in-one turnkey  
business, easier  
than a franchise, from  
the convenience of  
your home.**



**SUNRIDER®**



**Your time is very  
valuable. We  
want you to make  
the most amount  
of money in the  
shortest amount  
of time.**



**\$10,000 a day for 30 days is \$300,000.  
That sounds good.**



# But our business opportunity is based on the Power of Duplication.

Would you rather take \$1 and double it every day for 30 days?

If you chose to double your money, you would end up with \$530,000,000 instead of \$300,000.

Day 1 – \$1  
Day 2 – \$2  
Day 3 – \$4  
Day 4 – \$8  
Day 5 – \$16  
Doubling every day

**OVER**  
**\$530,000,000**  
**IN JUST 30 DAYS**





# The Power of Sharing the Opportunity and Products



# The Power of 15 Minutes

**Spend 15 minutes connecting with 2 people every day, sharing the Sunrider opportunity. You'll reach over 700 people in a year!**

**If everybody does this, the potential is unlimited.**



**The power of mentoring, sharing, helping,  
and showing people the way to success  
is one of the most important things.**



**SUNRIDER®**



**You are not alone.  
Our support team is on your schedule.**



This is not hype or your ordinary sales job.  
This business provides a **residual income**  
for generations to come.





**YOU CAN  
START MAKING**

**\$5,000,  
\$10,000**

**OR MORE PER MONTH,  
PART TIME, NOW!\***



\* 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 Business Plan. These statements should not be considered guarantees or projections of your actual earnings or profits. The average annual income of active Sunrider IBOs based on the months they were active was \$2,344 in 2014. An active Sunrider IBO is an IBO who has \$100 or more in IBO Sales in a month. As with any other independent business, success results only from dedicated sales efforts, hard work, diligence, and leadership.



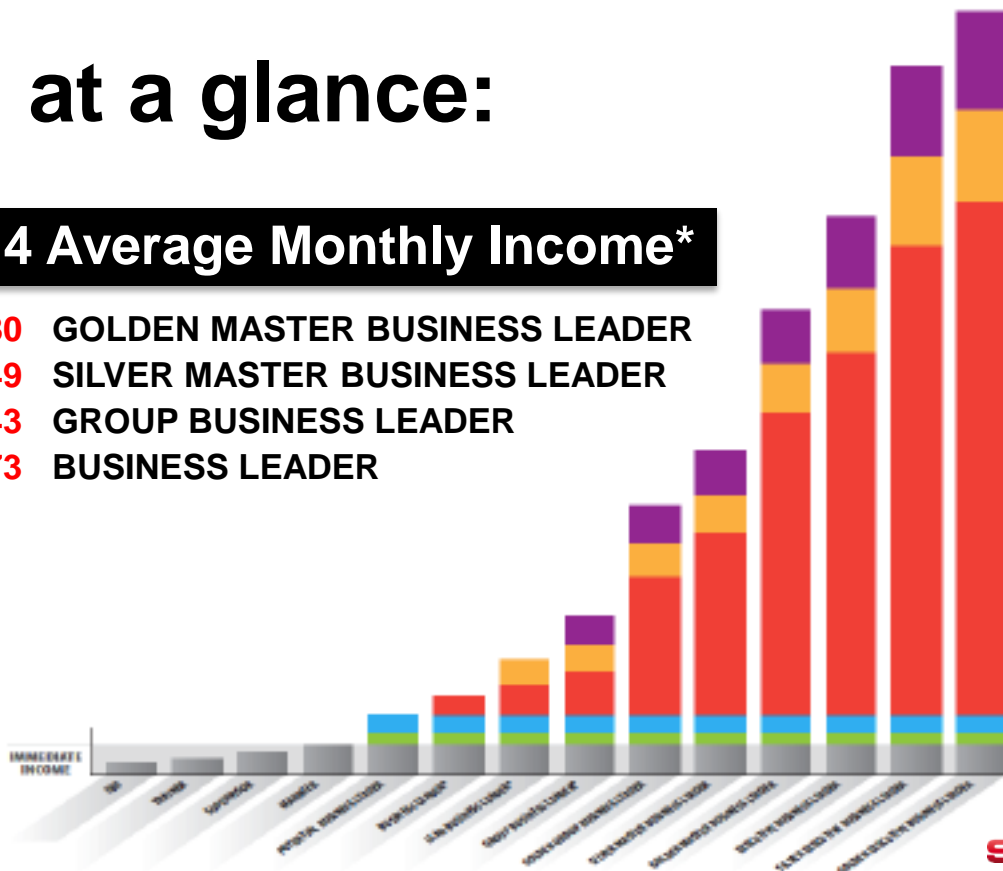
# Business plan at a glance:

EXTRA BONUS  
TRAVEL INCENTIVE FUND  
ASK YOUR UPLINE MORE DETAILS

-  GROUP BUSINESS LEADER PERFORMANCE BONUS
-  PROFIT SHARING
-  LEADERSHIP DEVELOPMENT BONUS
-  BUSINESS LEADER HIGH PERFORMANCE BONUS
-  BUSINESS LEADER PERFORMANCE BONUS
-  RETAIL PROFIT, IBO BONUS, AND TRAINING BONUS

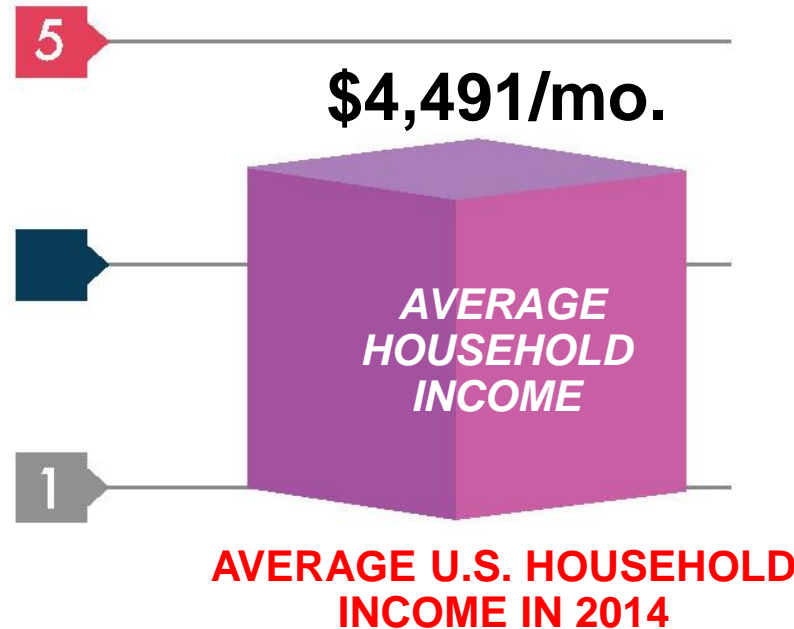
## 2014 Average Monthly Income\*

- \$25,280** GOLDEN MASTER BUSINESS LEADER
- \$13,749** SILVER MASTER BUSINESS LEADER
- \$6,243** GROUP BUSINESS LEADER
- \$1,673** BUSINESS LEADER

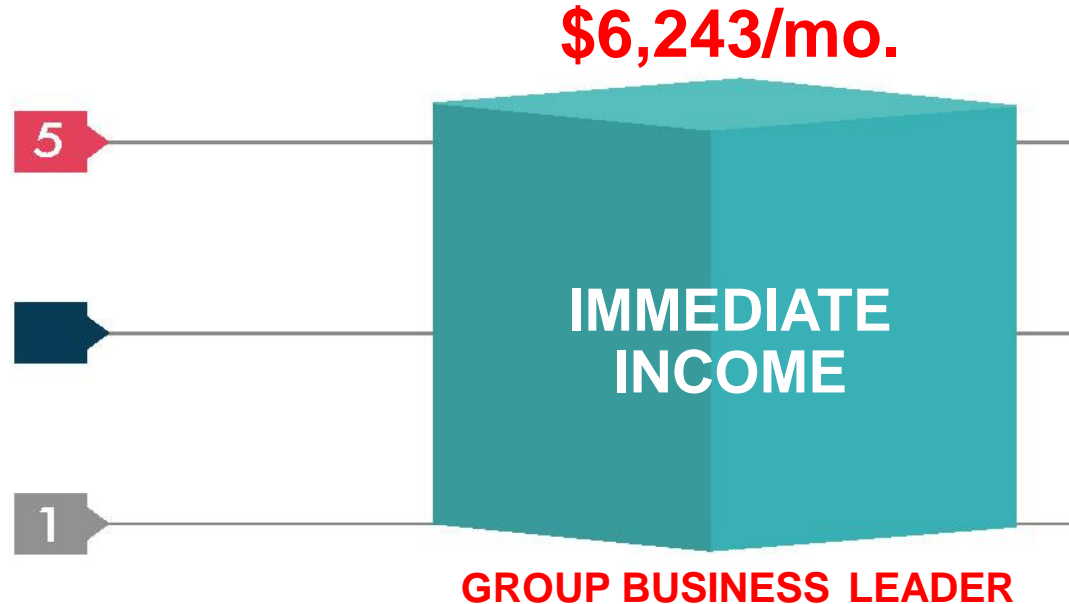


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# In 2014, the average U.S. household's monthly income was **\$4,491**.



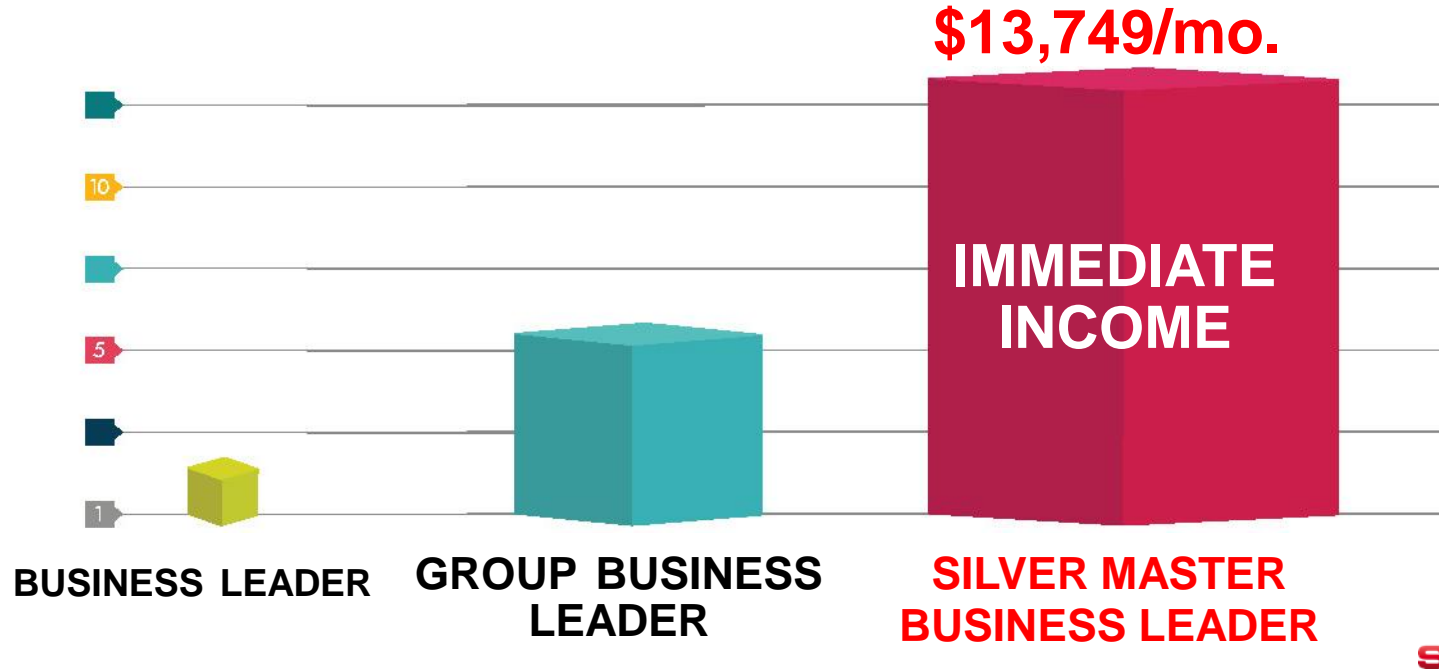
Start building your **income** today.  
Our Group Business Leaders made an  
average of **\$6,243** per month in 2014.\*



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# Silver Master Business Leaders made an average of **\$13,749** per month in 2014.\*



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# Golden Master Business Leaders made an average of **\$25,280** per month in 2014.\*



## **GOLDEN MASTER BUSINESS LEADER**

“My Business Leaders and I collectively earned nearly **\$1,000,000** in 2014.”\*



**Ceci Sullivan**  
*Billings, Montana*



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**“We have a beautiful 8,000 sq. ft. home and a 5,000 sq. ft. vacation home, all benefits of doing Sunrider as a business.”\***

**Sharon Farnsworth Ekins**  
*Sandy, UT*



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**“My **monthly** Sunrider  
income was more than  
my annual salary.”\***

**Cornelius Wucher**  
*Switzerland*



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**“With our downline, my husband and I have been able to support several churches and orphanages in Africa.\* We are so thankful that Sunrider has helped us in this work.”**

**Ceci Sullivan**  
*Billings, Montana*



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“I earned my first **Sunrider car**  
then **other cars, college**  
**money** for my children, and  
many life-changing **trips**  
around the world.”\*

**Nancy Donahue**  
*Missoula, Montana*



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**“We went from making  
US\$10 to making  
**US\$25,000,000**  
with Sunrider.”\***

**Kam Tim Tang & Wai leng Cheang**  
*Macau*



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**“Sunrider is  
the type of business  
I always wanted!”**

**Diane Haryett**  
Lumsden, Saskatchewan, Canada





**“This business opens  
endless **opportunities** for  
everybody.”**

**Jozsef & Edina Barta**  
*Hungary*







**“Sunrider...our passion!  
Our dream job!”**

**Donna Ehrlich**  
Chattanooga, Tennessee, USA





**“Right company  
for **right now!**”**

**Don Caster**  
*Columbus, Ohio*



**A successful business must have the most effective products that are very unique and of the highest quality.**

**Dr. Tei-Fu Chen is an expert on modern pharmacology, combining it with ancient Chinese herbal wisdom.**





**Besides Dr. Chen, Sunrider is run by a family of experts, guaranteeing the products' safety, quality, uniqueness, and efficacy.**



**DR. OI-LIN CHEN,**  
medical doctor



**DR. REUBEN K. CHEN,**  
medical doctor



**ERIC CHEN,**  
organic chemist



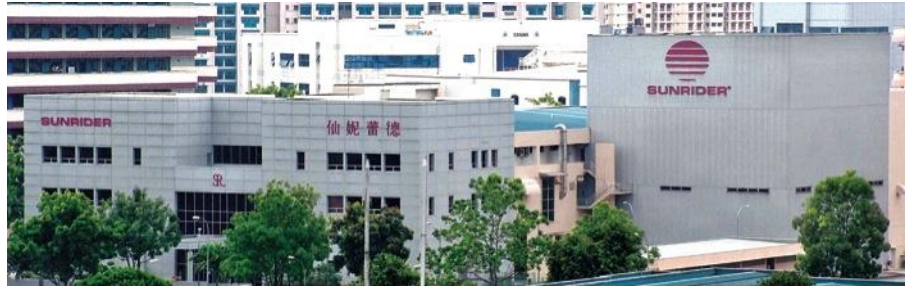
# We do our own research and development.

RESEARCH

DEVELOPMENT



# We own our manufacturing facilities.



- 2 million square feet
- Hundreds of millions of dollars invested





# Developed and Made in Los Angeles, CA, U.S.

We control the entire product cycle from initial concept to research, manufacturing, and distribution.



# Extraction and Concentration for Maximum Results

1. CLEANSE



2. GRIND



3. FORMULATE



4. EXTRACTION



5. CONCENTRATION



6. SPRAY DRY



7. FLO COAT



8. PACKAGING



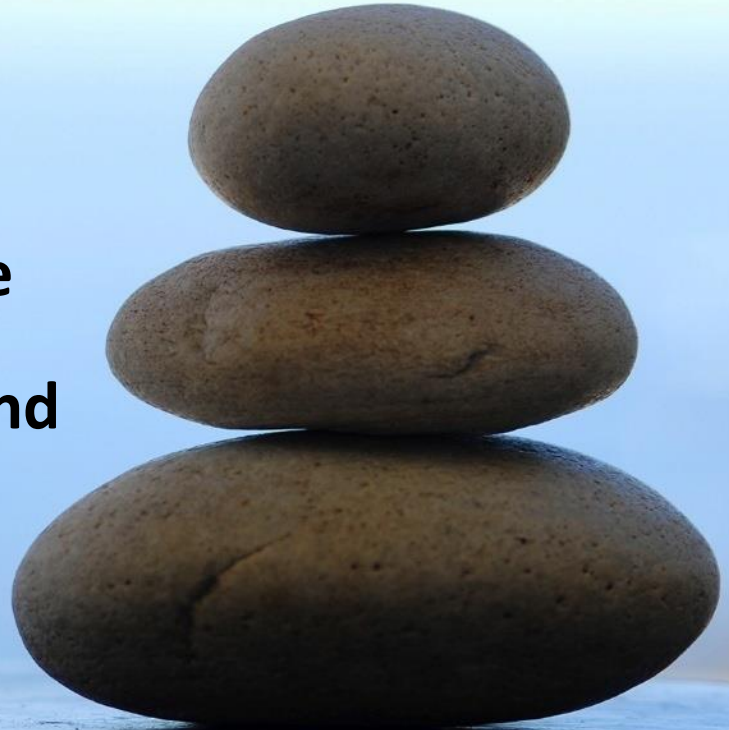


# The Philosophy of Regeneration®

**Nourish + Cleanse = Balance**

is the basis for the development of all Sunrider® products.

We use the **right combination** of the **highest quality ingredients** and **concentrated nutrition** to nourish and cleanse the body so it can achieve longevity and optimum health.



**SUNRIDER®**

# Our products are designed to protect our bodies' environments.

Our polluted, crowded  
environment affects our health.  
That's why it's so important to  
protect the environment inside  
and outside our bodies.





# Our skin is the largest organ in our bodies. It is the first step to protecting our bodies' environments.

Sunrider® skin care products nourish and cleanse with the highest quality **herbal essential oils** and **plant-based ingredients**.

They are **pH balanced** to protect our skin.

They contain no **petroleum byproducts** or **animal oils**, which pollute our bodies.



# We take the same steps to protect our internal environments.

We nourish and cleanse our bodies with the **right combination**  
of the **highest quality ingredients** and **concentrated nutrition**.

## HERBAL NUTRITION SUPPLEMENTS



## WEIGHT LOSS & FITNESS



## FOODS & BEVERAGES



## HOUSEHOLD PRODUCTS

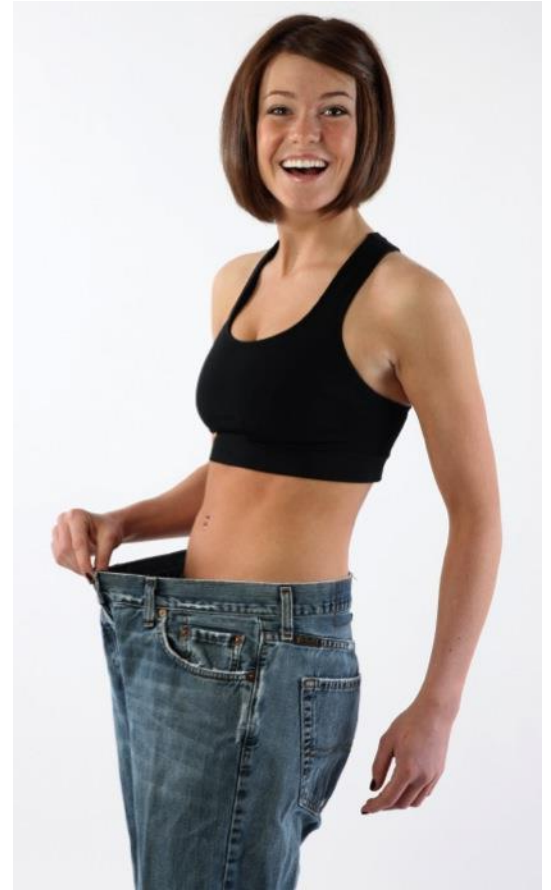


# Why We Need Concentrated Nutrition

**Our stress is at an all-time high.  
We overeat to deal with stress,  
then we gain weight.**

**If we don't eat enough, we don't  
have any energy.**

**With concentrated food, you can  
eat less, but get more nutrition.**



# Why We Need Concentrated Nutrition

**For example, drinking a glass of red wine a day is supposed to be healthy, but...**





...to get the real benefits from wine,  
you'd have to drink over **400 bottles** a day!



# Family-tested products with **no bad** stuff.

The Chens' five children and their fourteen grandchildren all use Sunrider® products.

Sunrider® products contain the right combination of food with no bad stuff like GMOs, artificial flavors or sweeteners, and harmful additives.



# Products That Make a Difference

“I lost **39 pounds** and  
5 inches taking SunFit<sup>®</sup>  
products and doing  
Fitness Brigade<sup>®</sup>  
workouts.\* I feel great!”

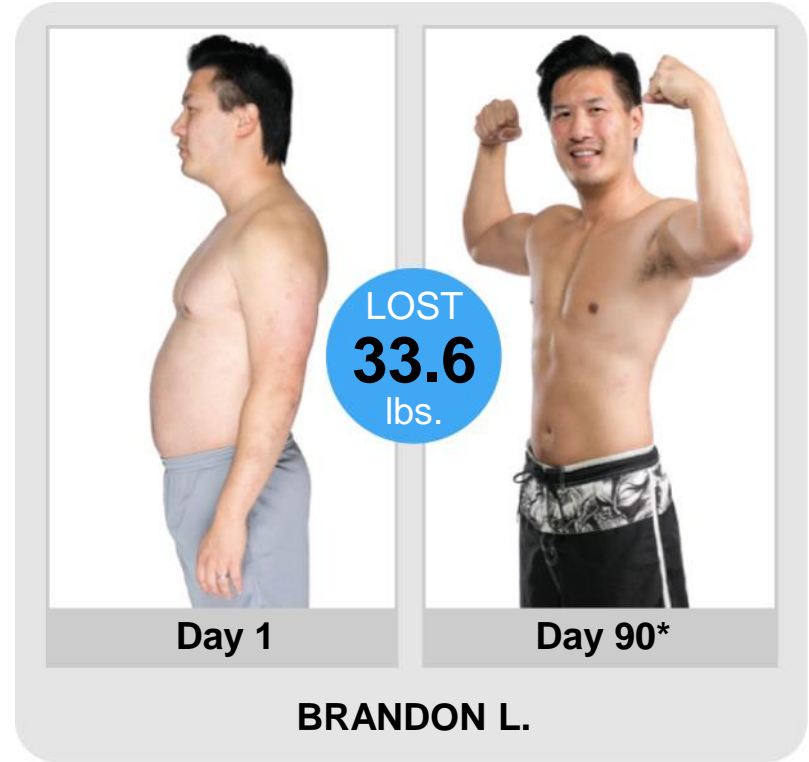


\*Results may vary depending on your level of intensity, diet, and other reasons. Regular exercise, proper diet, and nutrition are required to achieve and maintain weight-loss and muscle definition.



# Products That Make a Difference

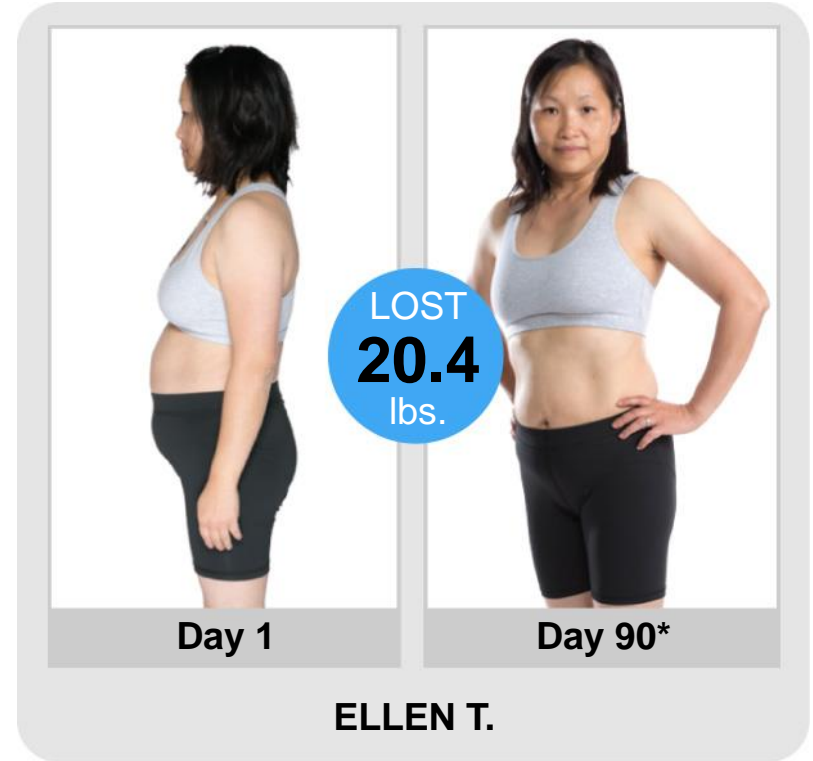
“After 90 days,  
I had lost over **33 pounds**  
and my body fat is now  
in the teens.”\*



\*Results may vary depending on your level of intensity, diet, and other reasons. Regular exercise, proper diet, and nutrition are required to achieve and maintain weight-loss and muscle definition.

# Products That Make a Difference

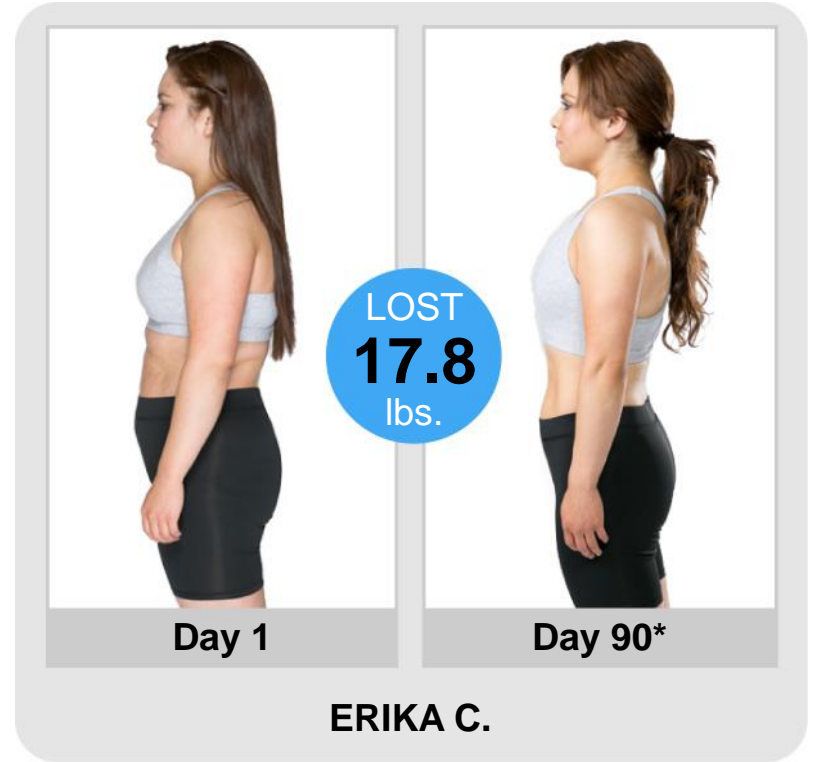
“I lost **5 inches**  
from my waist in  
just 3 months!”\*



\*Results may vary depending on your level of intensity, diet, and other reasons. Regular exercise, proper diet, and nutrition are required to achieve and maintain weight-loss and muscle definition.

# Products That Make a Difference

“By working out and eating right, I lost 17.8 pounds and went from a size 6 to a **size 2.**”\*



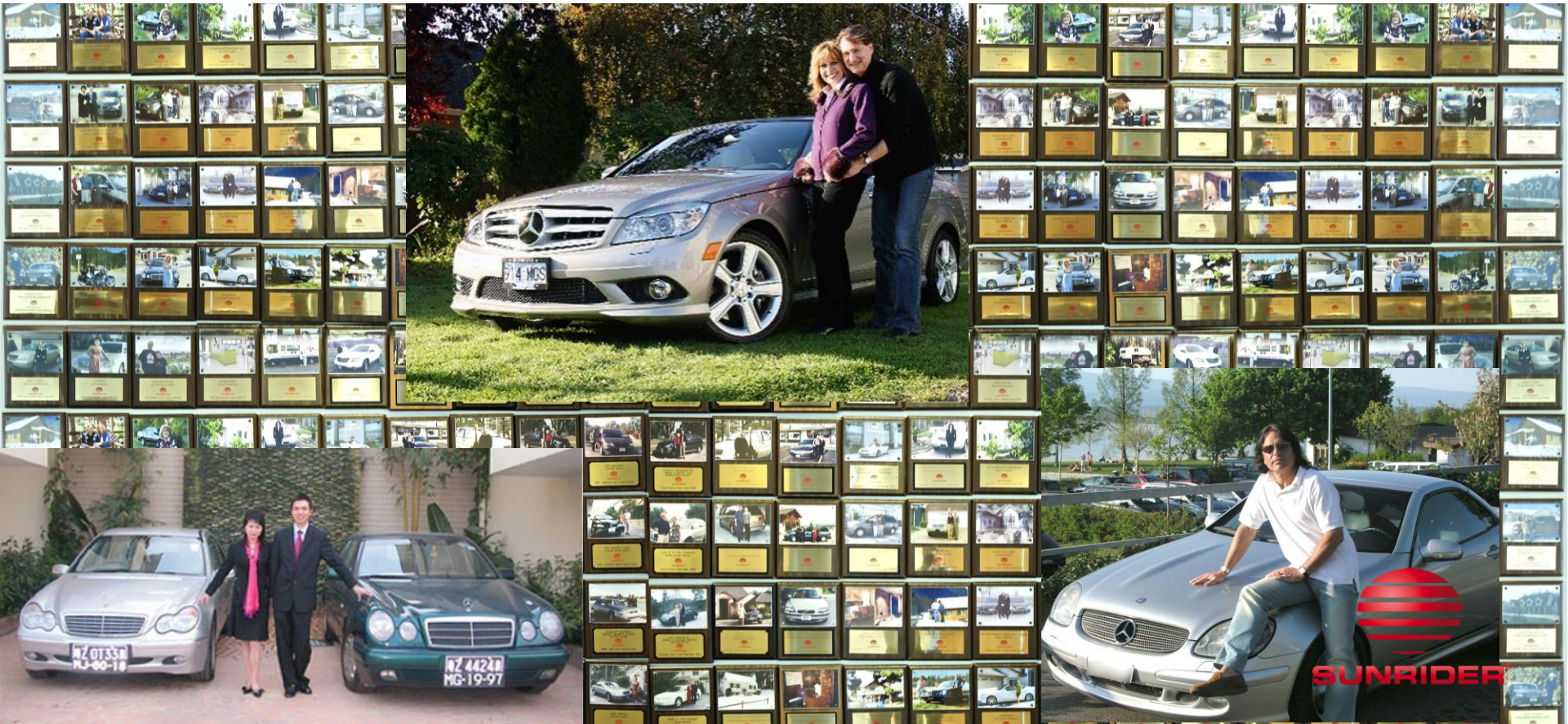
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# A Family Business



# We invest in our people.





# Make the decision **today!**



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