

BIO ACTIVISM



ILC 2012

Recap Tour

Use it. Share it. Build it.



Best ILC Ever







FRANKLYN NYARKO

ILC 2012

SALT LAKE CITY

RECAP

ENERGY AT ILC 2012



- The Energy at ILC 2012 was nothing but “electric”
- The tempo increased by the day per event
- There were lots of surprises at every event
- There was not a moment where one was inactive or dull (the atmosphere was bioactive)
- I have attended ILCs since 2004, but ILC 2012, was something else.

International Scope



- There were more than 5 (five) thousand delegates from the 6 continents of the world
- I guess Morinda IPCs and their guests made SALT Lake City an international city for the period of the ILC 2012 from the 18th April to 22nd April 2012.

Confidence



- Since the late 1990's Morinda Citrifolia when Morinda Bioactives first introduce the Morinda Fruit Drink, which later on became the Tahitian Noni Juice through extensive research and now a very much improved version which is the MAX together with its allied products and with all the sciences to back these innovations,
- The tremendous and thousands of testimonials people who have use the products and the growing demand for same,

Confidence



- The financial and health benefits thousands of people have had and continue to have,
- One can only be proud and confident that such products exist to give health and happiness
- And has a company that strives to be always ahead of the competition, to continue to give good value to all stake holders

Calibre of IPCs



- Highly Successful IPCs from across the world were present- Triple Diamond Pearls, Black Pearls, Pearls, Jades, Fresh IPCs

Calibre of Morinda Executives



- Apart from the founding fathers of Morinda Bioactives namely; **John Wadsworth, Kerry Asay, Kelly Olsen, Kim Asay** and **Stephen Story**,
- the board has added **Robert G Johnson** –Executive Vice President, **Jeff Wasden**- Vice President Global Marketing, **Cim Carver**- Vice President Global Sales, **Brett West**- Director of Noni Benefits Research, **Dan Hillstrom**-Director of Global Business Systems, **Craig Colyar**- Managing Director Global Sales & Service, **Tiffany Sommer**- Director of Global Events and **David Wilson & Martine Pratt**- Morinda Access

Calibre of Morinda Executives



- Who have together brought into Morinda a wealth of more than 50 years professional experience their
- Various fields of endeavor to help change and Morinda Bioactives for the future.

Calibre of Special Guest Speakers



- To have John Maxwell – an internationally recognized leadership expert, speaker, coach and author who has sold over 19 million books and trained more than five million leaders world wide.
- Brian Tracy- one of America’s leading authorities on enhancement of personal effectiveness, development of human potential and the art of salesmanship and a world renowned consultant for more than 500 corporations world wide.
- as a guest speakers for ILC 2012 was very great and memorable



Accessibility of Morinda Executives

- The founding fathers and the Morinda executives were easily accessible through out the entire conference. I personally shook hands with Mr. John Wadsworth downtown Salt Lake city one on the evenings and interacted with Craig Colyar one on one on a number of issues during the Workshop sessions.

Perspective



- ILC 2012 has dramatically changed my perspective to my business.
- If after all these years Morinda Bioactives have survive and prospered and continue to with solid laid down structures and has a vision to rival the pharmaceutical industry (not the beverage industry) in 5 years
- Morinda Bioactive is the company any business minded person should belong to.

Implementing What I Leant @ILC 2012

The background features a cluster of hexagonal icons in the top right corner, including a blue hexagon with 'BIOACTIVISM', a purple hexagon with a heart, an orange hexagon with a leaf, and a grey hexagon with a running figure. Other icons include a gear, a leaf, and a sun.

- First of all I have written a huge target for myself per the talk by Brian Tracy.
- I have to invest in myself everyday, practice new skills to able to increase my earning ability
- Everyday counts, and per the talk by Jan Karlsson- a Triple Diamond Black Pearl on Techniques for Effective Prospecting, I try to find a prospect everyday and at every opportunity.

How ILC 2012 Influenced my Goals



- I told myself during the ILC 2012 conference that I am coming home, to Ghana to start the Morinda Business afresh with MAX with my team (up-line & down lines)
- What other IPCs from other parts of the world including Africa have achieved with Morinda Bioactive
- My goals are to make the whole of GHANA BIOACTIVE.



45 countries



ARCTIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN

PACIFIC OCEAN

ATLANTIC OCEAN

SOUTHERN OCEAN

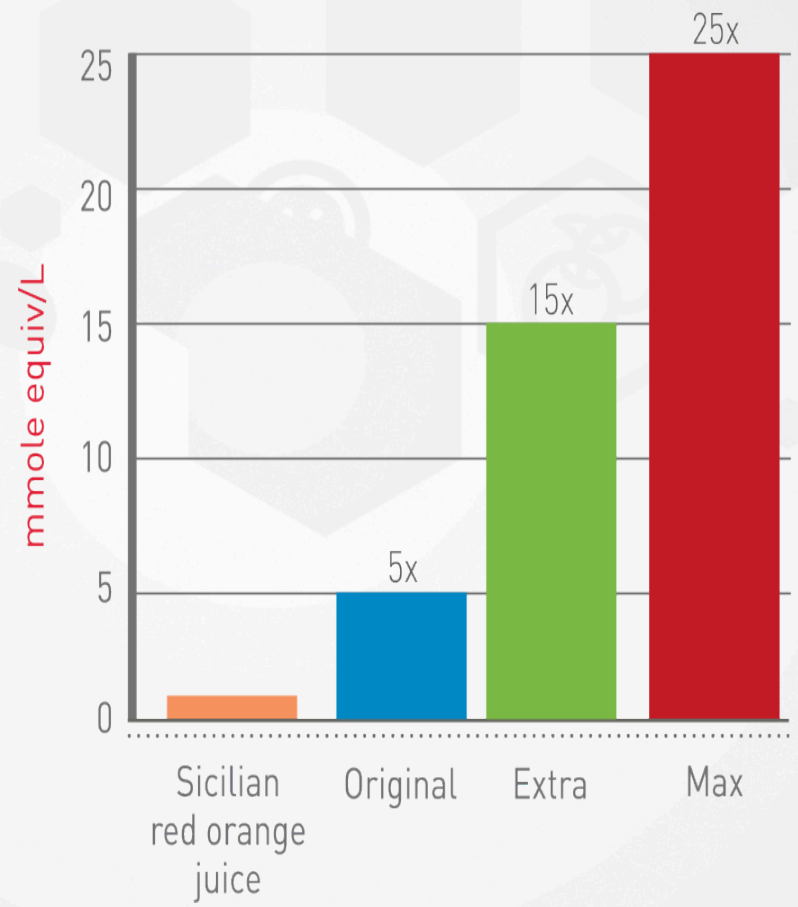
SOUTHERN OCEAN



MIGHTY MAX—WAY MORE THAN JUST JUICE



ANTIOXIDANT ACTIVITY IN HUMAN SUBJECTS



IVA Ltd. Human Clinical Trial Ural State University Ekaterinburg, Russia: January–March 2012 12 week results. Publication pending.



family

original

extra

max

14
IRIDOIDS

16
IRIDOIDS

21
IRIDOIDS

29
IRIDOIDS



One benefit

Synergy from multiple compounds verses one isolated compound



1. Increases benefits
2. Magnifies benefits
3. Potentiates the benefits of other bioactives

ILC 2013 Announcement



The Opportunity is better than ever!





PERSONAL. SOCIAL. BUSINESS.





Socially-oriented business models
are the way of the future.



Positioned for Success

While we are positioned for success, we have to build our business with **honesty** and **transparency** for it to happen.





Three Requirements for **True** Residual Income



1. Product Value



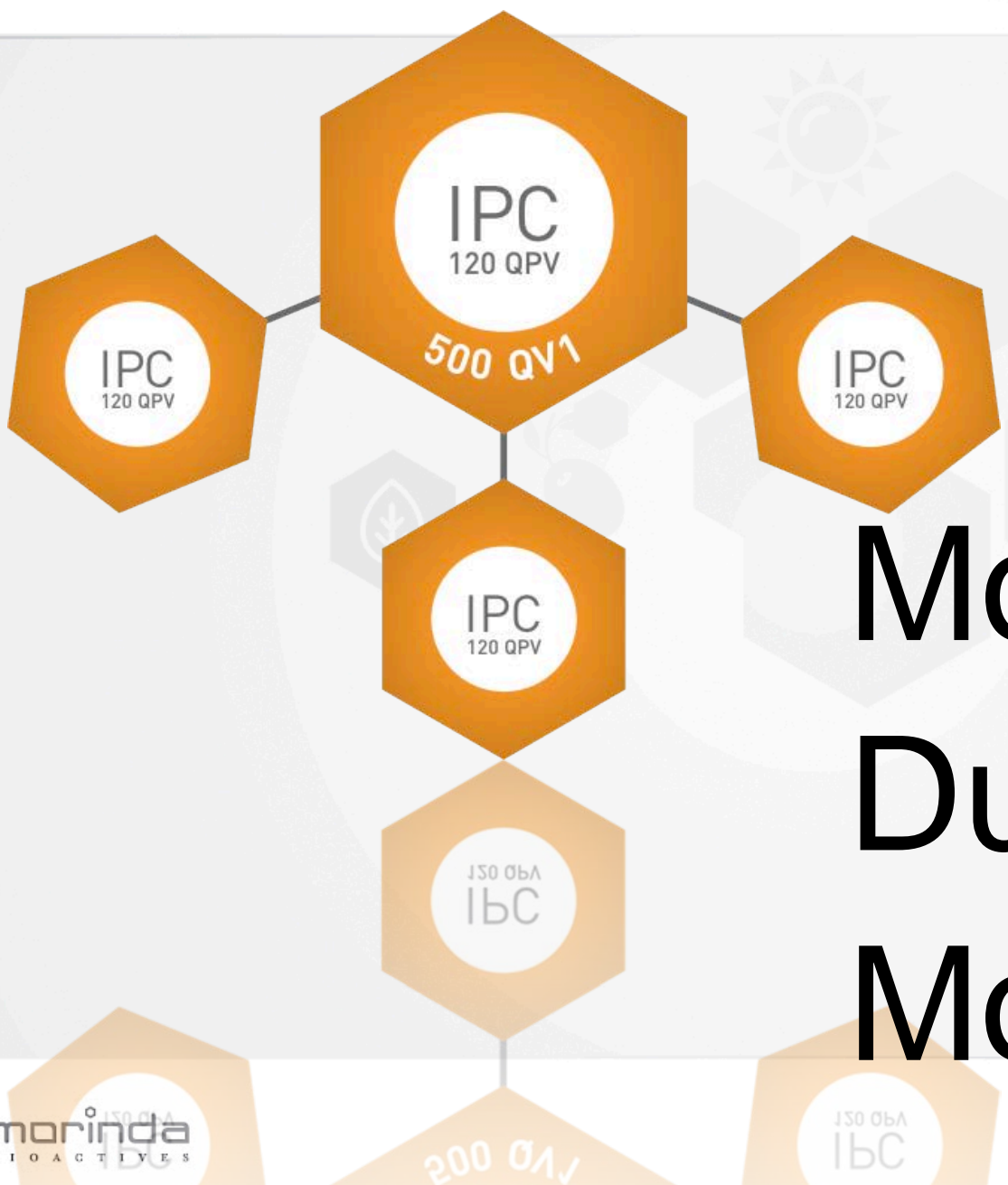
1. Product Value
- 2. Sustainable Duplication Model**



1. Product Value
2. Sustainable Duplication Model
- 3. Aligned Compensation Plan**



Use it.
Share it.
Build it.



Morinda Duplication Model



THRIVE ADAPTOGENICS

Enjoy health without harm.

For most of us, getting and staying healthy is a near-ending challenge. In fact, 1 out of 10 adults in the US do not live physically fit lives. Fortunately, Thrive Adaptogenics supplements offer a new way to manage your health.

Thrive Adaptogenics uses the power of natural bioactives, including proprietary mixed blends, to deliver a remarkable range of health benefits that help make up for our not-so-healthy lifestyle choices—without harmful side effects.

The results can be dramatic. In less than 60 days, Thrive Adaptogenics can help you be healthier, feel stronger, and have more energy.* Hear what.

MAX
120 mg of extract per scoop.
6.0% per mg of total
Solid extract: root bark + blueberry + olive leaf + coenzyme

Max goes beyond lifestyle to dramatically improve health, protect against many of today's biggest health concerns, bioactives in Max—from four different validated medicinal plants—deliver a remarkable range of health benefits proven by 14 published human clinical studies.

Just two scoops of Max a day helps:¹

- Perfect against premature aging
- Promote healthy energy levels
- Support circulatory health
- Maintain healthy cholesterol levels²
- Support healthy inflammatory response
- Optimize the immune system
- Fight free radicals
- Enhance healthy brain function
- Boost endurance and sustain energy

18%*
Dietary Participants

Advanced Oxygen-Emit Products

Antioxidant

1201

15g e.s.v. (700ml)
DIETARY SUPPLEMENT

don't just survive,
THRIVE.

THRIVE ADAPTOGENICS

1201

15g e.s.v. (700ml)
DIETARY SUPPLEMENT

Fit Supplements
Zero in on better health

- Eyes:** Fit Eye
- Heart & Cardiovascular:** Fit Heart, Fit Artery
- Joint Health:** Fit Joint
- Menopause Symptoms:** Fit Menopause
- Prostate Health:** Fit Prostate
- Bone**

don't just survive,
THRIVE.

We all have weak areas. Now you can be stronger. Fit Supplements deliver a proprietary range of health benefits that are scientifically proven to support your health.

*These statements have not been evaluated by the Food and Drug Administration.



BIOACTIVE ACADEMY

Graduates

- Achieve 451% higher ASQV4.
- Enroll 4x as many IPCs and 3x as many customers.
- Purchase 112% more monthly.

my morinda

myMorinda.com

- Combines all of our Morinda websites into one powerful personal website, just for you:
 - Morinda.com
 - goNoni.com
 - NoniOffice.com
 - BioactiveAcademy.com



Jeff Johnson (#3449132)
[contact me](#)



Don't Just Survive. Thrive.



THRIVE
ADAPTOGENICS

[View Thrive Site »](#)



Morinda Bioactives Store - Shop our complete line of Bioactive products.



About Morinda Bioactives - Same great company, new attitude.



Jeff Johnson (#3449132)
[contact me](#)



stories recognition


Bioactivists

Share Your Story!

Fit Defy Bioactive Beverages Business Success Financial Freedom Lifestyle Change



Morinda gave me financial freedom and a new body composition as well.




The FIT Body System is the best way for me to grow my business at a rapid pace.



The Fit Body Composition System is outstanding. It has helped me trim fat and build muscle.



The FIT products helped me lose 4.5% body fat in just 45 days! Seriously, these products work!

Today, my husband and I are earning a stable Morinda income, but we want to help our team get there as well. If we can

ILC Recap Video





MARKET-SPECIFIC UPDATES



morinda

A C C E S S

Max in our Markets





Bolivia

El Salvador

Ghana

Jamaica

Kenya

Nigeria

Paraguay

South Africa

United Arab Emirates





Switch to **Max**
AutoShip and receive
160 QV!



New Morinda Access site

- Basic
- Easy to Navigate
- Not a destination, but rather a conduit



Morinda Duplication Model

This is a business



When every IPC creates a personal business of

500 QV

in volume, everyone has a more profitable & solid business.

IPC retention increases dramatically

This is a business

Duplicated



Three Phase Duplication Model



1. **Establish** - Build customer base of 500 QV1
2. **Expand** - Help 3 IPCs do step 1
3. **Explode** - Help 3 IPCs do step 2 and hit JADE

Phase 1:

Establish

- ✓ Share products
- ✓ 500 QV
- ✓ \$200 - \$500
monthly income



Establish your business

Phase 1: **Establish**

Share products:

- In-home presentations
- Brochures
- Websites



Phase 1: **Establish**



Earn 20-30% on customer purchases.

- Customer Residual
- Personal Rebate

2012 Enhancements

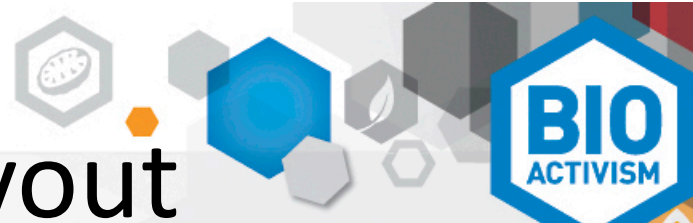


No Changes	2012 Enhancements
IPC Fast Start Bonus	Customer Residual
IPC Unilevel	G&D Bonus
Personal Rebate	
Infinity Bonus	
Black Pearl Bonus	



Accessible Income, Rewarding 500 points

ENHANCED CUSTOMER RESIDUAL



Existing Customer Payout

Customer	Referring Customer – FSB	Referring Customer - UNLV
Generations – Personal	Generations – Personal	Levels - Placement
20%	20%	20%
5%	5%	1%
5%	5%	5%
5%	5%	5%
10%	10%	6%
		6%
		7%
		7%
		8%

***All existing Customers and Referring Customers purchases will continue generate commissions as per this plan.**



New Customer Residual

- Impacts commissions paid from purchases made by all non-IPCs in your downline; enrolled after May 1
- Provides more accessible income for new and inexperienced IPCs to accelerate profitability and improve retention.
- Supports the *Morinda Duplication Model* – 120 Autoship + 500 QV1 in personal business.

New Customer Residual

If IPC has less than 500 QV1
in personal business:

20%

payout on
non-IPC volume

IPC
120 QPV



New Customer Residual

If IPC has 500+ QV1 in personal business:

30%

payout on first 500 points of non-IPC volume



10% 'raise' on non-IPC volume for getting & maintaining 500 points

New Customer Residual



Customers and Referring Customers

Generations – Personal Sponsorship

	IPC = less than 500 QV1	IPC = 500+ QV1
Generation 1	20%	30%
Generation 2	10%	10%
Generation 3	5%*	5%*
Generation 4	5%*	
Generation 5	5%*	

***5% compresses upline to the next IPC who has their 120 Autoship + 500 QV1**



BIO
ACTIVISM

Bonuses Driving the Model

SIMPLIFIED GROWTH AND DUPLICATION BONUS

Phase 1: **Establish**



Growth and Duplication Bonus

New

Simple

Aligned

Effective: May 1, 2012

Silver Bonus



Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 5 AS enrollments
 - Minimum 30+ QV

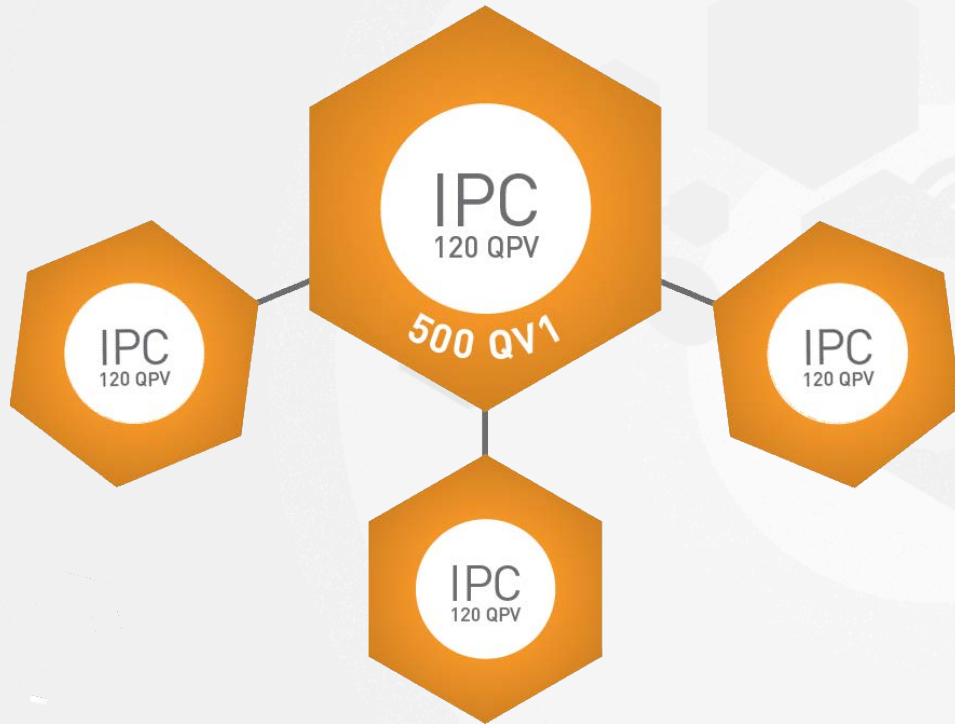
3 Shares

Available to IPCs with a sign-up date April 1, 2012 or after.

Phase 1: Establish



Phase 2: Expand



Find & Mentor IPCs

Earn income on your
customers and IPCs.

\$500 to \$1,000
income goal

Gold Bonus



Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 3 personally sponsored Silver Bonus IPCs



Available to all IPCs at every title

6 Shares

Phase 3: **Explode**



Help the IPCs on your team go through the **Establish** and **Expand** phases.

Qualify as Jade and beyond.



Phase 3: **Explode**

- Build your business 3 levels and beyond.
- Earn income on a large organization.
- Income goal of \$1,000 to \$10,000 per month.





Platinum Bonus



Qualifications

- 120 Autoship
- 500 QV1 in personal business
- 3 personally sponsored Gold Bonus IPCs

OR....

Available to all IPCs at every title



Platinum Bonus

Qualifications

Earn the
Gold Bonus
and reach

JADE

10 Shares



Growth and Duplication Bonus



The Silver, Gold, and Platinum Bonuses can be **earned one time.**

But there is a new feature to the Growth and Duplication that is **unlimited for all IPCs.**

Phase 3: **Explode**



Earn unlimited

Matching Bonuses

on all of your personally sponsored

GOLD & PLATINUM

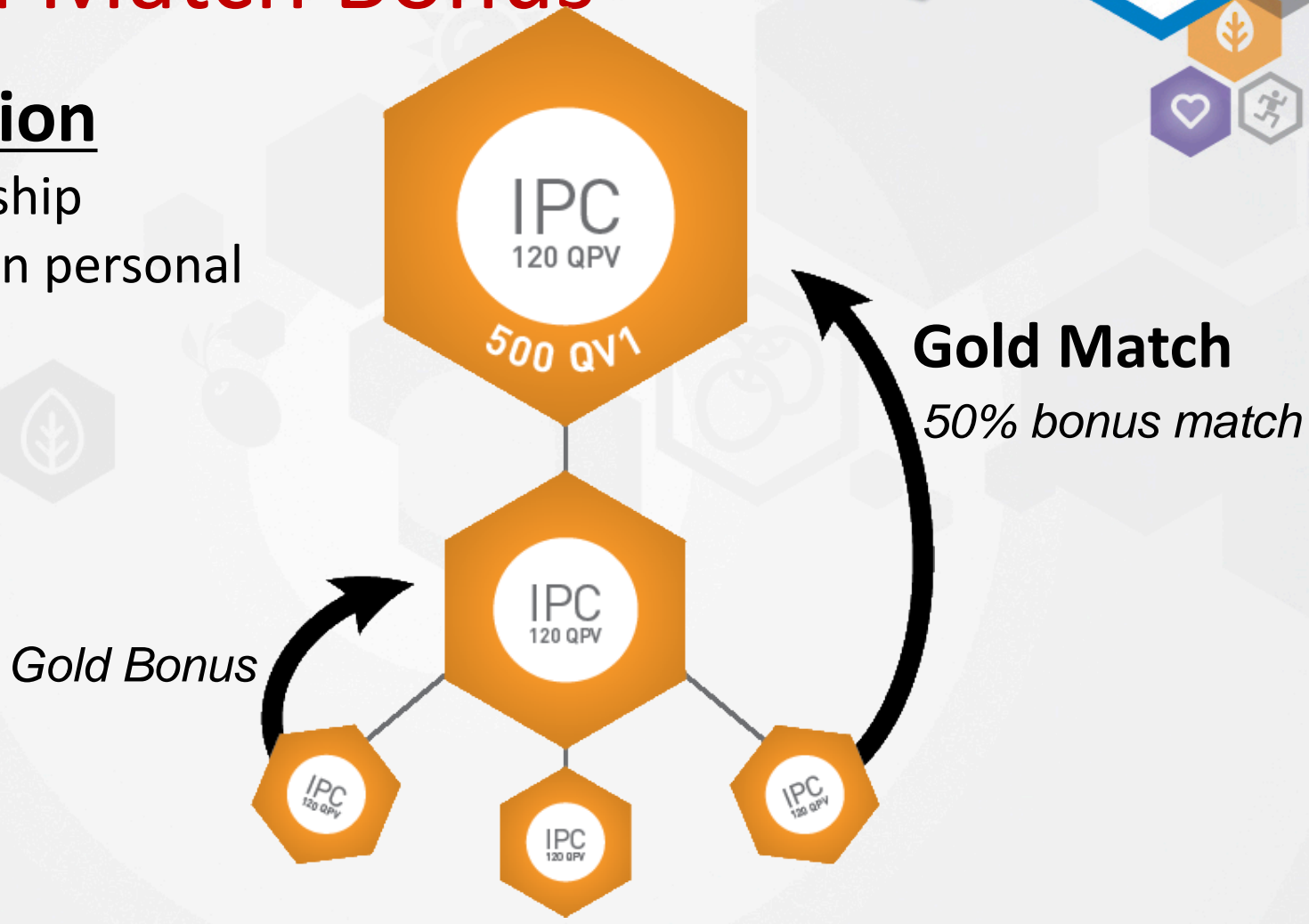
Growth and Duplication Bonus qualifiers!



Unlimited **Gold Match Bonus**

Qualification

- 120 Autoship
- 500 QV1 in personal business

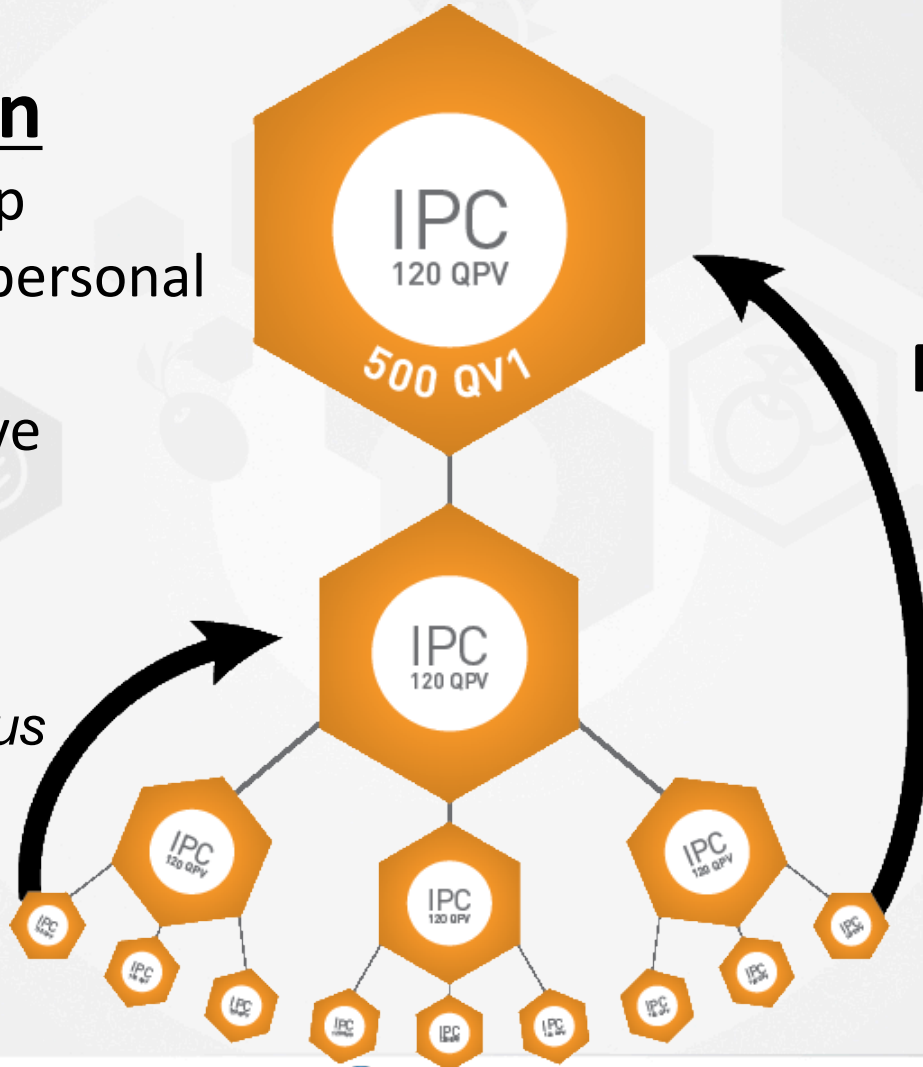




Unlimited **Platinum Match Bonus**

Qualification

- 120 Autoship
- 500 QV1 in personal business
- Jade or above



Platinum Match
100% bonus match

Platinum Bonus

JADE



Duplication Model + G&D Bonus + Customer Residual

SEEING IT ALL TOGETHER

Aligned Compensation for IPCs



No Changes	2012 Enhancements
IPC Fast Start Bonus	Customer Residual
IPC Unilevel	G&D Bonus
Personal Rebate	
Infinity Bonus	
Black Pearl Bonus	

These enhancements are moves to strengthen the front-end of our plan so more people can get to the powerful back-end of the compensation plan.



Phase 1: **Establish**

	Establish
Retail Profits	X
Cust Residual	X
FSB	X
G&D Silver	X
G&D Gold	
G&D Platinum	
Unilevel	
Infinity	
Black Pearl	
<i>Monthly Income:</i>	Hundreds



Phase 2: **Expand**



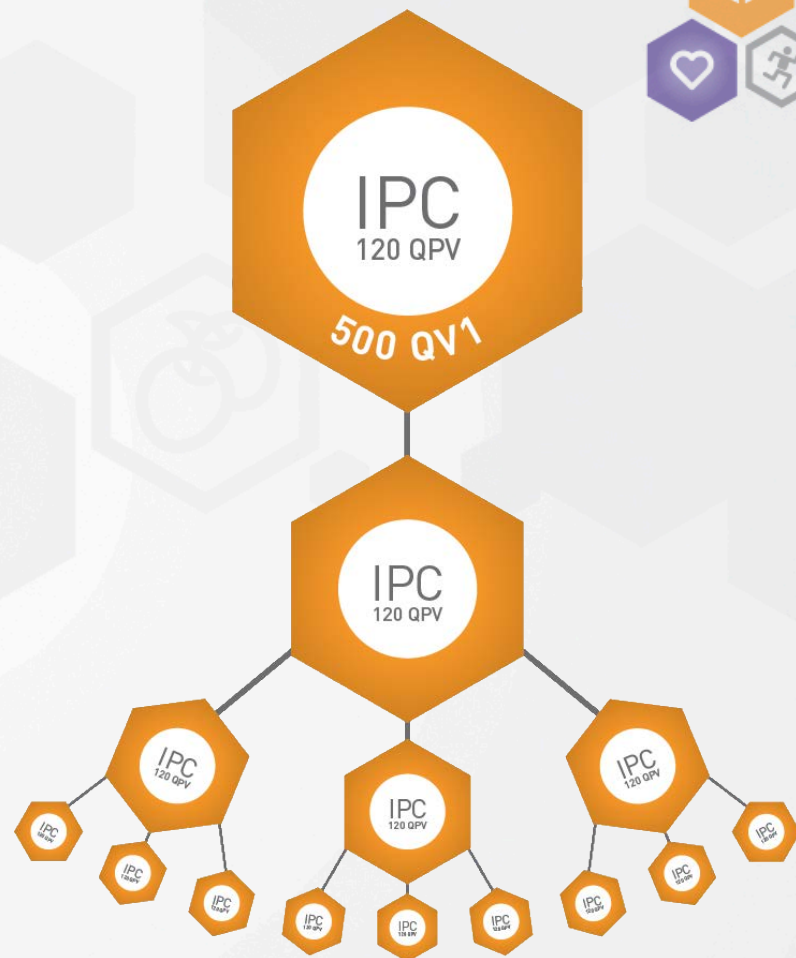
	Establish	Expand
Retail Profits	X	X
Cust Residual	X	X
FSB	X	X
G&D Silver	X	X
G&D Gold		X
G&D Platinum		X
Unilevel		X
Infinity		
Black Pearl		
<i>Monthly Income:</i>	Hundreds	Thousands





Phase 3: **Explode**

	Establish	Expand	Explode
Retail Profits	X	X	X
Cust Residual	X	X	X
FSB	X	X	X
G&D Silver	X	X	X
G&D Gold		X	X
G&D Platinum		X	X
Unilevel		X	X
Infinity			X
Black Pearl			X
<i>Monthly Income:</i>	Hundreds	Thousands	Tens of Thousands



JADE AND BEYOND

Simple focus

Get 500 points.
And then teach
others how to
do the same.



1. Establish
2. Expand
3. Explode

Double Gold Bonus



- Qualification
 - Reach the Expand phase two times between May and July.
 - Expand Phase Requirements
 - 120 Autoship
 - 500 QV1 in personal business
 - 3 personally sponsored Silver Bonus IPCs
- Reward
 - Receive the Gold Bonus a second time





Destination Rome

Vision Retreat 2012

Join us in **Rome, Italy**



The first 35 IPCs from Western Europe & Morinda Access to qualify for this special promotion will be invited to attend Vision Retreat in Rome, Italy

September 5th – 8th, 2012

How to Qualify



3 month Qualification Period
May, June and July 2012.

How to Qualify



Two steps to qualification:

1. Qualify for the new G&D Gold bonus
2. Build Jade or 5,000 points QV6
 - **New IPCs** (enrolled on or after April 1st, 2012):
Achieve the title of Personal Paid-as Jade in qualification period and maintain it at least two of the three months during qualification period.
 - **Existing IPCs** (enrolled before April 1st, 2012):
Increase QV6 by 5,000 points over the March 2012 QV6 level and maintain it at least two of the three months during qualification.

Help Someone

Help yourself

Help someone you personally enroll after April 1st 2012 achieve the title of Jade and hit the Gold bonus. When you do, you will personally earn your 5,000 new points QV6.

This business is about helping others. Help them achieve their dreams and you will achieve yours.





Join us in Rome

What do we do now?

- Get your 500 Points
- Earn your Gold Bonus
- Help someone join us in Rome
- Switch to Max AutoShip when it becomes available in your market

Recognition - Ghana

- NEW JADE

Bernice Addo-Danquah





EMBRACE **BIO** ACTIVISM



Use it. Share it. Build it.

MORINDA BIOACTIVES