

EVOLUTION

LIFE • LIVELIHOOD • LEGACY

ISSUE 1

LEAD, DON'T FOLLOW

With a life-enhancing product and business opportunity, LifePharm Global Network is paving their own way to a brighter future.



LifePharm Global Network (LPGN), it seems, is destined to be different. Right from the start, the leaders have made decisions that set up the company and its parent, LifePharm Inc., to stand out among their competitors. "People thought we were crazy 11 years ago when we decided to move to the United States and make our products here... then ship them back to Southeast Asia," says LPGN CEO and Co-Founder, Bernard Sjauta. "No other companies were doing that. In fact, they were doing exactly the opposite."

huge rewards. Some 'experts' in Hong Kong and Singapore predicted LifePharm Inc.'s failure within six months—and, yet, after 11 years, they're still going strong.

No doubt LPGN's unique product, Laminine®, has largely driven the company's success both internationally as well as in their adopted U.S. home. Back in the 1920s, a

"Around us, so many Americans were struggling financially, and we knew we had an opportunity to help them."

—Bernard Sjauta, LifePharm Global CEO and Co-Founder

The decision to *lead and not follow* has served them well for more than a decade in the retail business overseas, and in their venture into network marketing in the United States just a year and a half ago. "At this point, our standalone product, combined with our member-focused business opportunity, has helped change the lives of hundreds of thousands of people," Bernard says. "And that's a great feeling to see that transformation firsthand."

Based on Science

Monumental in their approach, LifePharm Inc. wanted to manufacture their products in the United States, despite the higher cost of doing so. "People around the world feel safer buying the quality products made in the U.S.," Bernard says. "Even though the cost is higher to manufacture here, we wanted products based on sound science, and not science fiction."

In the Southeast Asian market flooded with products based on tiger balm and bear tail, Bernard says the approach was somewhat controversial, but it's reaped

Canadian doctor discovered the extract from fertilized hen eggs. And nearly 50 years later, Norwegian scientist Dr. Bjodne Eskeland found the extract had beneficial properties. Today, Dr. Eskeland works closely with LPGN to help bring Laminine to the world.

Born with a Mission

When the economic crisis hit a few years ago, the leadership team of LPGN knew it was time to expand. "Our parent company, LifePharm Inc., was doing well overseas, and we wanted to give back to society for our blessings," Bernard says. "We saw so many Americans struggling financially, and we knew we had an opportunity to help them."

Driven by a motto of "By You, For You," LPGN has been well-received with seasoned network marketers as well as industry newcomers. "We wanted to ensure this company was created by members for members,"

Bernard says. "Even the compensation plan was designed specifically for the benefit of the Independent Business Owners and not the company itself."

Still, company leaders couldn't have expected such a raving response. "We've been blown away by the welcome from consumers and business owners alike," Bernard says. "It's been difficult controlling the growth explosion, but we've taken time to build a strong infrastructure of tools, training and customer service support... and now we're positioned for a phenomenal future ahead."



Message from the LPGN Executive Team

We would like to take a moment to thank our Independent Business Owners (IBOs) for their devotion and commitment to improve health and livelihood with Laminine since we opened our Back Office in June of 2011. To our IBOs who haven't met us yet, we are excited at the possibility of you joining our LPGN family.

We want you to know that LifePharm Global Network strives to deliver not only the best product in Laminine but also a simple and generous compensation plan, both designed to improve the quality of life for everyone, now and for years to come. As we evolve together throughout this decade and beyond, we are enthusiastic about the many new and exciting things to come your way including our next event.

Welcome to LifePharm Global Network and welcome to the best years of your life!

OWN YOUR FUTURE

More and more Americans are altering their traditional perception that corporate America is the safest and smartest career path. The economy over the last several years has left many people unemployed or underemployed. Instead of climbing the corporate ladder, many people have slid completely off.

Best-selling financial author Robert Kiyosaki says, "The problem with climbing the corporate ladder is that when you look up, you see somebody's big fat butt above you." Kiyosaki's philosophy: Don't climb the corporate ladder; **own it**. Of course, owning your own business isn't easy, but that hasn't stopped people

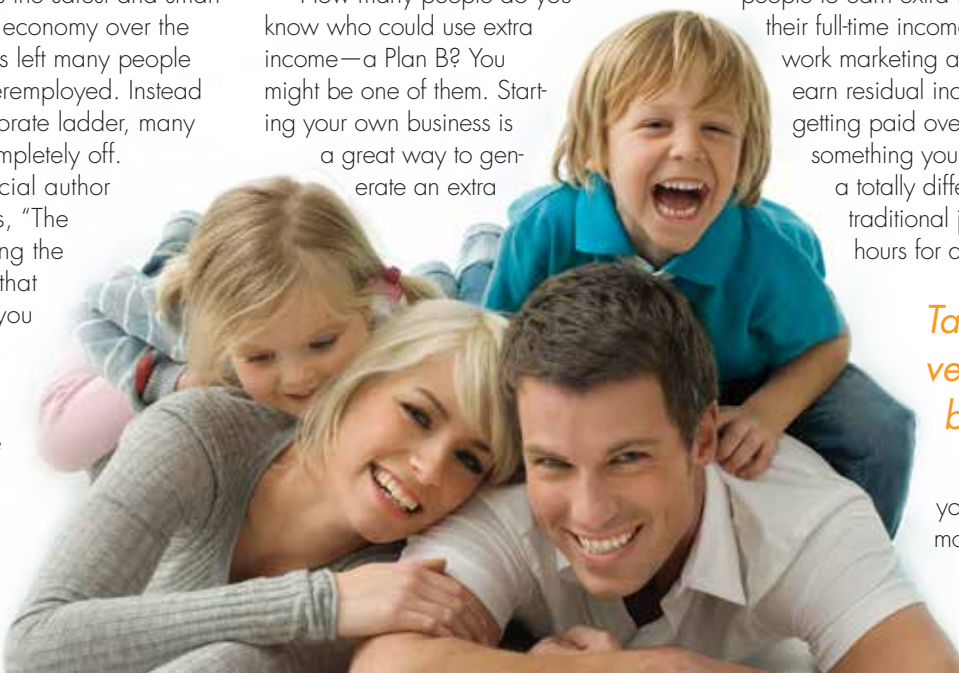
from looking for something different—something better.

How many people do you know who could use extra income—a Plan B? You might be one of them. Starting your own business is a great way to generate an extra

stream of income. Network marketing is becoming a popular and viable way for people to earn extra income or to replace their full-time income altogether. Network marketing also allows you to earn residual income, which means getting paid over and over again for something you did one time. That's a totally different concept than a traditional job where you trade hours for dollars. In a job, if

owning their own business and generating residual income. In fact, the Direct Selling Association reports that, in 2011, there were more than 15 million direct sellers in the United States, and nearly 89 percent work their business part-time. The DSA also reports that total U.S. direct selling retail sales were \$29.87 billion in 2011—the highest total since 2007.

If you're considering starting your own network marketing business, the tech-



Taking control of your financial future is a very realistic goal that owning your own business can help you to achieve.

you stop working, the money stops.

More and more people are discovering the power of

nology and opportunity available today couldn't be more fitting. Taking control of your financial future is a very realistic goal that owning your own business can help you to achieve.

<http://www.facebook.com/LifePharmGlobalNetwork>

<https://twitter.com/LPGlobalNetwork>

<http://www.youtube.com/user/LifePharmGlobalNet>

EVOLUTION

LEADING BY EXAMPLE

Adrian Mathews is on a mission to help others achieve the healthy lives they deserve.

LPGN Rank: Titanium

Adrian Mathews wants to teach others so they will make educated choices about their lives. He believes Laminine® should be a part of the healthy diet and solid sleep comprising such a life.

"I ask, 'How would you like to appear calmer and more focused and have the best night's sleep without the use of drugs?' I tell them they need to get educated on what it does," Adrian says.

After taking the supplements himself, Adrian recognized he had more energy, stamina and overcame his restless sleep patterns. Knowing similar sleep issues and low energy plague others, he knew he had to share what he had discovered with as many people as he could.

"I tell them not to be undercover agents. You need to tell people what it does and why it is so very important."

—Adrian Mathews



"I tell them not to be undercover agents," he says. "You need to tell people what it does and why it is so very important."

Adrian has been interested in natural health supplements for years, but knows Laminine's effects on a wide range of people, even those the age of his father, is unique.

"How many people can you help along the way to help them get the healthy life they deserve?" Adrian asks and is waiting expectantly to see.



RELATIONAL BUSINESS

Stan Brower keeps his friends close, sharing the good news about Laminine.

LPGN Rank: Titanium

Stan Brower, LPGN's first Titanium Director, was a mechanical/agricultural engineer before launching his first multi-level marketing business 20 years ago. Though he achieved nominal success before joining LPGN, his success distributing Laminine has been exponential.

"I've done five times as much in the year-and-a-half [with LPGN] that I did in the 20 years before," Stan says.

The key to his success has been the product itself. So many people experience the benefits in such a short period of time that it practically sells itself.

"Almost everyone knew someone who knew someone who could benefit," he says.

Helping others is the strong motivation for what he does and Stan recognizes that his success hinges upon that.

"My favorite part is having nice cars without car payments and the other wealth. But that came *after* helping a lot of people," he recognizes.

"Keep lists of your friends because you're going to want to tell them about this!"

—Stan Brower

Stan keeps in touch with those in the engineering field and tries to maintain all the relationships along the way. That way he knows exactly who to tell about the product and what it has done for him.

"Don't burn any bridges," Stan advises. "Keep lists of your friends because you're going to want to tell them about this!"

SEIZE THE DAY

Tom Scheffler took the opportunity presented to live his best life today.

LPGN Rank: Titanium

Tom Scheffler wasn't looking for the business opportunity at LPGN when it came knocking. In fact, it was a friend who asked Tom to order the product for him. But once he and his wife investigated Laminine, they knew it was too good to pass up.

"I wasn't working a multi-level marketing business, nor was I looking for one," Tom remembers. "My wife found the site and informed me that I needed to see it and



"Take hold of this opportunity and don't let go!"

—Tom Scheffler

that she felt it was going to be big. The rest is as they say... history."

Tom is grateful to have two luxury cars and a six-figure income in an unstable economy including the freedom to be with his family instead of being tethered to a traditional desk job like so many others. His desire to help his team achieve the same thing motivates him to encourage others to dream big today, as no one knows what tomorrow holds.

"I love helping others achieve their goals and live their dreams," Tom says. "Make a decision it's time for a change in your life and your families' lives and take hold of this opportunity and don't let go. Today is the day!"

GIVING THE GIFT OF HEALTH

Susan Barlin, Master Ambassador of the Philippines, is working tirelessly to spread the message of LifePharm Global Network (LPGN) and good health to the Philippines. "I sleep maybe five hours a night and I'm traveling all the time," she says. "But when I hear a good story about how the product has changed somebody's life, it keeps me going. I know I'm living a meaningful life."

These stories include people who have had health and financial breakthroughs who can now return home and be with their families instead of working overseas just to earn a living.

The reason LPGN is helping so many in the Philippines is because the company offers the four pillars necessary for success, Susan says: a quality product, a pioneer-level opportunity, the best compensation plan in the industry, all backed by a solid company.

"The response has just been phenomenal," Susan says. "We're affecting people's lives financially, physically – and health wise by giving them the best gift, which is the gift of health."



HOPE FOR THE FUTURE

Stan Holden saw the potential for the product before the world even knew of it.

LPGN Rank: Diamond

Stan Holden believed so much in Laminine®'s powers to increase a person's health (and wealth) that he worked for free during what he terms the company's "pre, pre launch" just to ensure the business was started properly.

A former advertising creative director, Stan previously spoke with pictures. Tapping into talents he didn't realize he had, Stan now addresses crowds, conveying anecdotally how LifePharm (LPGN) has changed his life.

Stan experienced financial challenges and life struggles that would have sent many people into despair before becoming Master Distributor. He gives credit to his deep spirituality and Laminine for the ability to cope with all life has handed him.

"There is only so much baggage you can get out of the trunk," he says. "But we're not onto *something*,

we're onto the one thing. I'm a different person than I was two years ago."

Stan is proud that LPGN has created a product manufactured in California and shipped to Asia, instead of vice versa. He's a passionate spokesperson

"There is no such thing as failure if you never give up."

—Stan Holden

for the product and the distributor-driven compensation plan he helped create. Though he's been with the company from the start, he sees longevity for the venture.

"There is no such thing as failure if you never give up," he says.



Stan and Renee Holden

"I have personally seen the wonderful difference Laminine has made in the lives of those people with whom I have shared Laminine."

Peter Glickman – LPGN IBO

'WHEN WORK BECOMES A PASSION, IT'S NOT WORK ANYMORE'

LifePharm Global Network (LPGN) offers opportunities to change lives on many levels – physically, mentally, emotionally and financially. That's why Tina Johnson, a health care practitioner, is so excited about

from a physical standpoint or a mental standpoint. We get to help them from a financial wellness perspective because of the company's lucrative compensation plan and commitment to integrity."

has to find something that resonates with them and this one resonates with me," says John, Platinum Director. "That's why I'm so successful, because I'm following my passion."

LifePharm offers the complete package, he adds. Ten days after he enrolled, he had a team of 100 people and a new Mercedes in the garage. From Day One, he has felt perfectly aligned with the company culture, the product and the compensation plan. "We have a great product, backed up by a superb compensation plan," he says. "When work becomes a passion, it's not work anymore."



Tina Johnson



John Altshuler

the company. "This has just been such a great company," says Tina, Platinum Director. "We get to help other people not only experience wellness

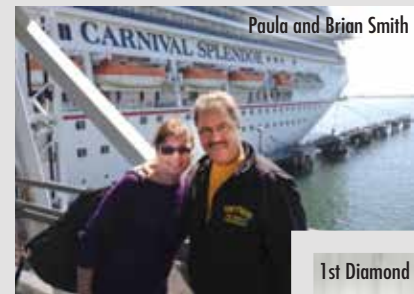
John Altshuler, who got immediate results with Laminine, said that success helped him develop a strong LPGN business. "Everyone

REWARDING YOUR SUCCESS

LifePharm Global Network (LPGN) is committed to recognizing its Independent Business Owners (IBOs) as they progress through each level of success. As IBOs grow their business they are put on a path to earning great rewards, including cash bonuses, laptops, new cars, cruises and trips to Europe. Silver Directors—the first Director rank—comes with a \$1,000



Loren Tikka, Glyn Taylor and John Altshuler



Paula and Brian Smith



Paula Smith



1st Diamond Director

bonus, while hitting the level of Royal Diamond Director is rewarded with a 20-day cruise for 4 and a \$500,000 cash bonus!

LPGN knows rewards shouldn't be just for IBOs at the top ranks.

"We have rewards in place for all levels of advancement," says Wickson Suyanto. "From those just starting out to those about to promote to newer ranks...There is something for everyone."

"To me it's as big as man landing on the moon."

Roberta Kirberger – LPGN IBO

June 2012

- 1 year anniversary
- The Edge & The Edge Plus promo launch
- LPGN reaches 50,000 IBOs



July 2012

- Laminine featured on *American Health Journal*



Aug. 2012

- Sold 500,000 bottles of Laminine

Sept. 2012

- SOAR inTENCity Tour – 1st location – Portland, Oregon



Oct. 2012

- 1st Diamond Director, Stan Holden
- SOAR inTENCity Tour – Salt Lake City, UT
- SOAR inTENCity Tour – Minnesota



Nov. 2012

- LPGN reaches 80,000 IBOs



Jan. 2013

- Evolve



April 2013

- LPGN Official LAUNCH. Will you be there?

NATURE'S PERFECT FOOD

How Laminine Orchestrates Healing

Eggs have long since been known as nature's perfect food, and in 1929 a Canadian doctor discovered a far greater power of fertilized hen eggs when treating terminally ill cancer patients. A decade of research led Dr. John R. Davidson to an injectible avian extract that could restore health to some of his patients.

Davidson's research resurfaced 50 years later when Norwegian scientist Dr. Bjodne Eskeland hypothesized fertilized hen eggs contained a unique blend of amino acids, peptides and protein fractions unavailable in commonly consumed unfertilized eggs.

"It's hard for people to understand that something

that is just a food could be so powerful."
—Dr. Chris Morris



It turns out the nutrients necessary to grow a chick in an egg peak nine days after fertilization. Eskeland harvested the extract, created a freeze-dried powder for human consumption, and the benefits to human health emerged.

Laminine®, a nutritional supplement unlike any other, represents three generations of research on the benefits of fertilized hen eggs. "Laminine is a real paradigm shift in nutrition because most of us are taught to replenish deficiencies, but this works differently," says Dr. Chris Morris, a naturopathic physician. "Laminine works as a director. It orchestrates. It doesn't just feed the body; it directs it to heal itself."

What Davidson, Eskeland and research into the benefits of Laminine have since uncovered is that fertilized hen eggs contain Fibroblast Growth Factor. FGF

is essential to the healing and growth process. Amounts of FGF decrease in the body as people age, but increasing the amount of this polypeptide can correct the function of human stem cells, thus allowing the body to heal itself.

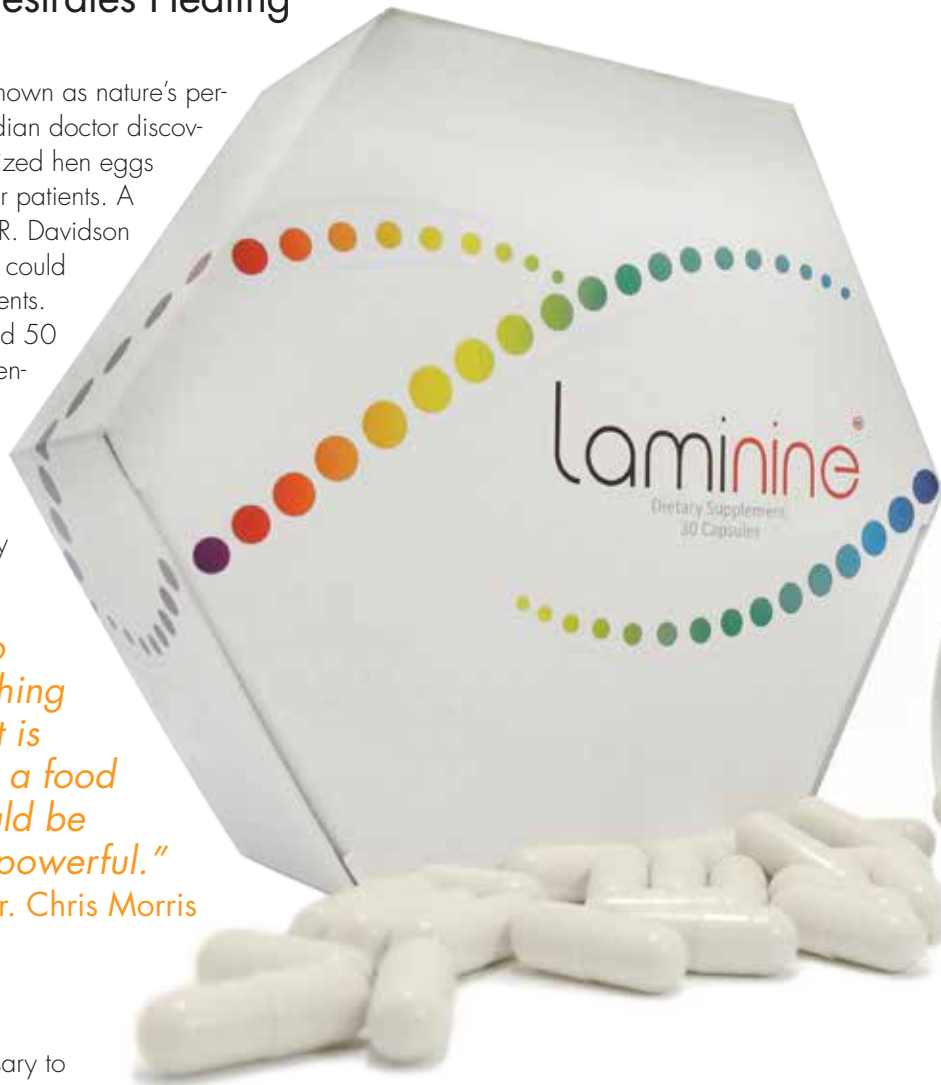


"Aging truly is more than a condition associated with the calendar."
—Dr. Steven P. Petrosino

"Aging truly is more than a condition associated with the calendar," Dr. Steven P. Petrosino says. "A host of metabolic arrangements occur, and when you look at folks who seem to age more slowly than others, FGF is one of those differentiating factors. But it's not just aging; it's also those debilitating diseases that come along with aging." Petrosino heads the scientific committee for LifePharm Global Network, the manufacturer and distributor of Laminine.

Laminine, a synergistic superfood, is an all-natural mix of organic hen extract and phyto and marine proteins that provide essential amino acids. It has been clinically proven to increase serotonin, which improves mood, and reduce the body's production of cortisol, the stress chemical that can damage health.

"It's hard for people to understand that something that is just a food could be so powerful," Morris says.



"After taking Laminine I am taking more walks and am more excited about life."

Sharon Monet – Platinum Director



"The product is the star of the show. You share the product and people get results."

Loren Tikka – Platinum Director

Laminine's Powerful Benefits to Health

Clinical and scientific trials validate the benefits of the all-natural, patented Laminine.

- Builds collagen for healthier skin and reduced signs of aging
- Regulates the stress hormone, cortisol
- Promotes more restful sleep
- Increases post-workout recovery time and muscle tone
- Increases libido in both males and females
- Improves physical strength, stamina and energy
- Reduces physical and mental stress
- Improves memory and mental focus
- Elevates serotonin which improves mood and feelings of well-being

Roger Doucet – Platinum Director

Roger Doucet suffered from zero motivation and the health effects of a mold issue in his office. Laminine changed all that. Chores like mowing and edging the lawn were no longer a worry, and, he says, "I had the deepest sleep I'd had in years and within a week on Laminine I was running a minute a mile faster than I used to and my recovery time was shorter."



For More Information Contact: