



## EXECUTIVE SUMMARY

### Business Opportunity:

We Are Seeking Working

Business Partners in the  
Expanding Biotechnology

Industry (Funding is NOT Required, but the  
Right Skills and Background are Essential)

#### Highlights of this Summary

- A business that is simple and reproducible and can be built fast even on a part-time basis
- Do not need to be an expert to earn from commencement (very comfortable, paced learning curve)
- Products which are in rising demand, with a proven consumer market (+51% annual growth)
- Protected from competitors through intellectual property and patent constraints
- Continuing solid income post retirement

#### A Rewarding Business that is Within Reach of Most Professionals or Existing Business Owners

If you're a professional or business owner who is open to assessing additional or alternative projects, this exciting opportunity is capable of delivering solid and sustainable revenue regardless of economic conditions.

Although the business is biotechnology, it is not necessary to have a science or health background to enjoy a highly-satisfying experience personally, professionally, and financially. It IS necessary to be able to demonstrate a strong desire and commitment to success, utilising the proven strategies which we have developed.

We **do not require equity funding**, as the project is already fully funded. We do require business partners who have already built strong trust/credibility within their professional networks and therefore who have considerable influence to bring to bear to assist us in the project, and who have at least some minimal time available on a weekly basis to devote to the project.

The entry point for the business is extremely low, and represented by key stock items proven to be in highest demand, on which a money-back guarantee is in place for up to 12 months post commencement (on unopened items).

It is essential that any potential business partner share our passion for and commitment to the transformative range of products which we are bringing to market, and is equally passionate about mentoring and developing people as the organisation grows.

The potential return on investment can only be described as massive.

## **Introduction**

This business is expanding strongly throughout Australia and internationally, despite the fact that the technology is new. The project has been so financially rewarding that we now seek partners world wide to assist us to develop much more quickly than would otherwise be possible.

## **Size, Scope, Potential**

Across the Western world we have seen a true explosion of growth in the anti-aging market over the last five years. Independent analysts predict that minimum growth in this market worldwide will be of the order of 72%, and over 83% in the Pacific/Asia region over the next 5 years.

However we know this is conservative in the extreme, because we have seen **51% growth in just the last 12 months in the Pacific/Asia region**. In dollar terms we expect to move a +\$500 billion industry into the trillions within the next 5-10 years, so the timing for those able to capitalise on a hypergrowth phase could not be more perfect.

## **Technological Advantage/Monopoly**

While there are currently many businesses offering anti-aging products or services, to date no other product has been able to stop and even reverse human aging at the genetic level. Every other product merely masks or disguises aging, but cannot stop it. This is because no other business has access to the patented and clinically-proven gene technology utilized in our products and devices. Nor can any business or product approach the results we're able to achieve.

Our range of patent-protected products and devices, based on a breakthrough biotechnological platform, is transforming the way that people age. Specifically this means that people are now able to look, feel, and perform at a younger level, and for a price that is proven to be accessible to the broader market.

There are 2 simple questions which immediately stop competitors in their tracks: "How many genes are you resetting expression for, and where are the gene chips produced by your bioinformatics team as undeniable proof that you are indeed impacting on gene expression?"

## **Client Demographics and Marketing Strategies**

Our clients range greatly in age, but our primary markets are baby boomers and Gen Y. Regardless of age and purchasing power, we have a product solution to meet their needs.

Our marketing strategy is to highlight the proven results which are achieved by our products. For example, we are able to show before and after photos of real clients who have achieved results far better than plastic surgery could accomplish. We have found that the word of mouth recommendations which flow from this provide exponential growth, because to date no beauty or health product has been able to really deliver the way that we can, and for example, grow a younger face, or a measurably healthier/younger heart, stronger muscles, increased endurance, or faster recovery rates.

The obvious and dramatic improvements to people's appearance and performance, and the fact that celebrities, who can afford to buy whatever they wish, are using our products and openly praising them, provides more market leverage than many \$millions in advertising.

For example, the entire South African Blue Bulls Rugby Union team announced late in 2010 that every team member was using one of our flagship products, a supplement that is clinically proven **to increase endurance by +63%**, but which is certified as not a banned substance.

Without doubt we have seen that the most dramatic, powerful and effective marketing strategy which is at the disposal of every distributor, is the ability to be a "human billboard", demonstrating the obvious truth of the miraculous nature of the products by looking, feeling and performing younger.

In addition we have a simple 3-step marketing strategy (cost free) which closely approaches an automated process and which anyone can execute. **You can read more about this at the end of this summary.**

Over the last 2 years we have introduced a reward strategy which has seen client retention grow to over 70%, with keen continuity of purchases occurring on automatic monthly delivery. Specifically, clients are rewarded with a 20% point rebate on purchases through ADR in year 1, and 30% point rebate in year 2.

This elegant strategy ensures that consumers experience a wider range of products for free, and they then add these further products to their monthly order as they discover they are cheaper and far higher quality than what they have used in the past. What this means for you is that the customer base, and therefore sales volume, continues to grow without further input from you.

An important part of our marketing is attracting quality professionals into the business, who in turn can access quality networks of customers and yet more business builders. This is the fastest, most sustainable way to grow a business with a vast and highly-effective reach into the widest possible consumer base, and which at the same time **maintains quality at every level.**

### **Comprehensive, Ongoing Distributor Training and Support**

All distributors are provided with extensive personal support and training which is ongoing. On start up a personal strategy planning session is held within 48 hours, with a highly-skilled and experienced mentor, with the goal of establishing profit immediately. This free personal support and training is backed up by even more extensive online and offline services, most of which are also completely free.

The CEO of The Lifeworks Group Pty Ltd is Christine Sutherland. Christine has an international reputation as a trainer, a clinical researcher and an internationally-published author of medical and business texts, having held senior roles in the corporate and clinical sectors for over 36 years. She takes a hands-on management and mentoring role in the company, and has developed award-winning distribution teams. In addition, we have direct access to specialists in biotechnology, genetics, and of course marketing.

### **Market Facts: Size, Ease of Entry, Future Growth, Guaranteed Income**

Based on the size of our market and our defined market area, our total sales projections for the year ahead are around \$1.8 billion.

Obviously we have no requirement for funding, as we are cash rich and debt free. As a result, we are able to set an entry point under \$2000, all of which is represented by key stock items, and we are able to guarantee success, so that we can attract the best quality people regardless of their ability to invest funds. We are seeking expressions of interest from individuals who meet our criteria to become distributors in a leveraged business model which has been a proven performer and market leader over the last 27 years.

Already we have trade agreements in place and are actively trading in over 50 countries, and are aggressively expanding our client base through strategic and effective word-of-mouth campaigns combined with proven reward/loyalty plans.

In the near future we expect to launch operations in India and distributors engaging with us at this time can gain advantage from pre-launch strategies currently being executed in preparation.

The opportunities for distributors to quickly establish large and sustainable revenue streams which are immune to local economic conditions and immune to technological competition have never been so compelling. For any entrepreneur willing to learn and commit to our simple marketing systems, this is an opportunity to create true generational wealth and a lifestyle that formerly could only be dreamed of.

This exceptional opportunity is **backed up by a 90% money-back guarantee** on unopened products from the Business Builder Package, up to 12 months from commencement in the business.

Competitively this places us as one of the most risk-free business, with the biggest potential ROI, on the planet. That's great for you coming into the business, and is a very attractive selling point as you then introduce other quality professionals into your team.

## Your Next Step

Are you the type of person we are looking for? In that case your next step is easy. Simply review a comprehensive 44-minute video presentation at: [www.lifeworks-group.com.au/NSE/overview.html](http://www.lifeworks-group.com.au/NSE/overview.html). Please note that this information video is recommended viewing before finding out more, or getting started with us.

Although the currency used is Australian, and Business Builder Packages vary slightly from one country to another, the video is nevertheless applicable to every country.

Make sure that you take notes and record your questions and comments, and if you would like more information, or would like to discuss getting started, simply fill out the request form alongside the video.

The simple, 3-step process which you are executing right now is how we identify and connect with those professionals who have the best possible chance of success. What could be more straightforward than:

- 1) Discovering whether or not someone is open to assessing a business project
- 2) Sending them to this Executive Summary
- 3) Sending them to a complete online presentation so they can decide to find out more, or get started

This is a highly-complex and sophisticated business, and there's a lot to learn. However the marketing of the business could not be more simple, and this is why, with our help, profits can be generated right from Day 1.

Please go to [www.lifeworks-group.com.au/NSE/overview.html](http://www.lifeworks-group.com.au/NSE/overview.html) now to continue your review of the business, the company, and the products.