



Life Plus®



About Us

"Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

*"Rediscover the old: Referral marketing is as old as humanity itself.
It is so familiar to us because it is so natural."*

Our company

Welcome, and congratulations on choosing Life Plus! You are now part of a community that has committed itself to helping others achieve the healthiest, most rewarding life possible.

Life Plus has been determined to make a real difference in people's lives since its very beginning. The company was officially founded in 1992, and came about through the efforts of several men on their quest to find a way to lead a healthier lifestyle and show others how to do the same. That same vision, still evolving and growing, is the driving force behind Life Plus today.

Life Plus is responsible for product manufacturing, distribution and providing access to international markets—in other words, we do the "heavy lifting" and lay the foundations for our independent Life Plus Associates to enjoy risk-free business operations. Life Plus can open up new doors for anyone to live the life they have always wanted.

We invite you to experience the passion, science and commitment of Life Plus.



What we offer

The men who were to become the founders of Life Plus were committed to developing the highest-quality food supplements possible long before the company Life Plus was born. They spent years studying the latest research findings in order to harness the forces of nature and use them to benefit human health. At the core of Life Plus is a strong desire to manufacture the best possible products using the best possible ingredients.

Our formulations are what make Life Plus products so special—they are the result of decades of research and practical experience. Testing and analysis of thousands of potential ingredients are at the root of each and every Life Plus product. Once the ideal ingredients have been identified, they are synergistically* formulated to produce optimum results. At Life Plus we go to great lengths to select fully-traceable, non-genetically modified ingredients, and we never test our products on animals.



* Additional, detailed information is available at www.lifeplus.com

“Without a vision in life for which to strive, for which to yearn and which to turn into reality, there is no purpose to even try.”

— Erich Fromm

How it all began

In 1965, Bob Lemon completed his pharmaceutical studies and opened his first pharmacy. He ran this pharmacy for several years, but was quick to discover his true passion—the burgeoning field of nutraceuticals. He saw that there were enormous health benefits to be gained by providing the human body with the nutrients necessary to maintain health rather than simply treating the symptoms once an illness or dysfunction becomes apparent.



Shortly after Bob discovered his new passion, he sold his pharmacies and acquired a business that had been manufacturing high-quality nutritional supplements since 1936. It was because of Bob's newfound passion for the nutritional sciences, his vision of manufacturing quality products and a desire to truly inform his customers, that he finally crossed paths with Bill Evans.



Bill and Bob were introduced to one another by Dr. Dwight McKee, who was treating Bill's wife at the time. Dr. McKee was an early pioneer of the now rapidly growing field of integrative medicine; he regularly prescribed holistic treatment methods that included conventional medicine, special dietary changes that had to be strictly observed, mind/body exercises and high-quality nutritional supplements. Dr. McKee was a firm believer in the importance of maintaining a diet consisting of only the highest quality foods possible; this is why he introduced Bill to Bob Lemon, whose company offered a range of food supplements that met Dwight's strict requirements.

“The good things in the world only happen when someone does more than they have to.”

— Hermann Gmeiner, Founder of the SOS Children's Villages

Bill was unconvinced about Bob's products, which were more expensive than those found in conventional drugstores and pharmacies, and he actually went as far as visiting the production plant to investigate these products. What he found there would change his life forever. Bill was instantly impressed with the operations at the plant and was inspired by the passion behind Bob's vision. Bill and Bob soon became good friends, and in 1979 they became successful business partners. In the early days, they only sold their products to and through registered physicians and alternative practitioners.

Dr. McKee was also an advocate of Bob's vision. As a physician with his own private practice, Dr. McKee was only too aware of the consequences of failing to supply the body with the nutrients it needs to combat the negative effects and stresses of

modern life. In the late 1970s, Dr. McKee started consulting with Bob; they studied the latest scientific findings in order to develop state-of-the-art nutritional supplement formulations.

In 1982 Bill and Bob encountered the concept of network marketing for the first time, and they immediately became aware of the potential of this medium for spreading word of their vision and passion—and the quality products their convictions had led them to develop. Network marketing allowed them to reach many more people much more quickly than they could by way of retail through specialists alone.

Both businessmen were aware of the need to expand their team if they were to succeed as a network marketing company.



With this in mind, they approached Tim Nolan, a trusted relative of Bill's, and Robert Christian, a software engineer with experience in order processing and bonus calculation software.

Over the next ten years, these four men—Bob, Bill, Tim and Robert—learned about their business, and through their combined passion, knowledge and expertise, put into action a

new style of network marketing that offered little or no risk, and allowed anyone a chance to get ahead—what is now known as Referral Marketing. In 1992, Life Plus International was officially founded. The company's rapid growth and its strong reputation for integrity led to it being named *Ethical Enterprise of the Year* by Success Magazine in 1996. Shortly after this, Life Plus Europe was founded with the aim of bringing the company's first-class products and unique business model to Europe. Life Plus Europe soon became a big success, and was awarded *Best New Business of 1998* by the Direct Selling Association.

The ultimate goal of the Life Plus founders was, and remains, to help others choose a healthier lifestyle. Life Plus believes that its members should be able to make informed decisions, which is why we have developed newsletters, events, websites and a regular magazine as tools for you to use. Constant education is still extremely important to Life Plus, and will remain a key motivator for the company in the future.

The four company founders have now been working together as the management team for almost 25 years, along with Dr. Dwight McKee, who left his integrative oncology and hematology practice to become an official member of the Life Plus team in Batesville. Dr. McKee believes that, "Life Plus and the global network that it has produced have put me in a position to exert a hugely positive influence on the lives of a large number of pleasant, open-minded people. I can do so much more here than I was ever able to in my private practice." Together, these men have nurtured and developed a shared vision that began with Bob all those years ago and lives on today, flourishing through Life Plus.

*“Every human being is destined to be successful.
The world is destined to make this success possible.”*

—UNESCO report 1972

Our function

Life Plus developed its referral marketing model as a practical means of establishing a successful company to manufacture and market wellness products and provide people with an opportunity to build their own business in a practical way with virtually:

- No storage; no sales push
- No investment
- No risk
- No obligations
- No special prior knowledge required
- No additional fees

The pure referral marketing approach adopted by Life Plus sets itself apart from other network marketing companies.

“Network marketing is a particularly dynamic and reputable form of direct marketing. Contrary to the common misconception, it is not a ‘pyramid’ or ‘snowball’ system. Network marketing offers impressive opportunities for companies; this form of marketing is significantly faster-growing than retail.”

— Prof. Michael M. Zacharias

Referral marketing is quite simply a system based on familiar actions that happen all the time: We all share positive experiences with our friends and family, and even with strangers, by recommending restaurants, movies, books and many other things. Helping others is part of human nature, and we can do this through positive recommendations.

Customers who purchase Life Plus products are recommended to do so by other Life Plus members, and Life Plus shows its appreciation for these recommendations by rewarding both the person who made the recommendation and those who mentor new Life Plus partners.





Our corporate philosophy

Life Plus is important to its partners in a variety of ways. For some people, Life Plus is an opportunity to enrich their lives; for others it is simply a way to live a healthier lifestyle; and for still others, it is a way to boost their regular income. Many people see Life Plus as a chance to finally live their life the way they always wanted to, and to become the person they always wanted to be.

Life Plus is an opportunity—a chance to enhance your quality of life and grow personally. Life Plus allows you to choose the future you want by establishing a unique business that suits your needs, your values and your life; you can work full time or part time—whatever suits you best! Now you can decide what Life Plus means for you.

Join us now and take the first step toward success.

“If we did all the things we are capable of doing, we would literally astound ourselves.”
— Thomas Alva Edison

"Whatever you can do, or dream you can do—begin it."

—Johann Wolfgang von Goethe



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