

# HEALTHSPAN

FALL 2011

Stemtech Canada

Introducing  
**derma stem**<sup>TM</sup>  
Renewal Serum

unveil BRIGHTER, SMOOTHER  
YOUNGER-LOOKING skin,  
starting in just 7 days!



**JOIN US**

**1st CANADIAN  
Conference**



**AMERICAS  
CONVENTION  
CELEBRATION**  
AT A GLANCE

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StemEnhance®, StemFlo®, ST-5™ with MigraStem, StemSport™, DermaStem™, Renewal Serum and StemPets® for Large Animals are not intended to diagnose, treat, cure or prevent any disease or physical condition. The descriptive entries contained in this publication have not been evaluated by the Food and Drug Administration.

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# co-founder

## messages



Ray C. Carter, Jr.

The vote is unanimous: Our 5th Anniversary Celebration was the best convention ever! The buzz coming out of Irvine continues to create momentum into the fall growth season. It was fun to see the excitement that each of this year's "What Ifs"

generated for the crowd in attendance and to know that all the viewers following everything via simultaneous webcast were sharing in the excitement. What a spectacular weekend! (See pages 10-11.)

Since Stemtech is the pioneer of stem cell nutrition, it shouldn't surprise anyone that we are the company to unveil the world's first all-natural stem cell skincare serum, DermaStem™. Our patent-pending formula has shown dramatic results in clinical trials... results far beyond anyone's expectations. DermaStem goes hand-in-hand with our other products, as our stem cell science now provides both Inner Wellness and Outer Vibrance!

Our five Regional Vice Presidents filled everyone in on our plans for future openings in countries including India, Ecuador, Thailand, Kenya and Indonesia. Malaysia, Australia and New Zealand will all have their official Launch events later this year, and South Africa will host the fourth of our Regional Conventions in November. The future of our company's global growth is bright indeed.

Of course, the **really big news** for all Canadian Distributors is the **first Stemtech Canada Conference**, coming in October. (See page 8.) Christian and I are looking forward with great anticipation to this special event, and we have a few announcements "up our sleeves" to share with you at the Westin Bear Mountain Resort, so you will want to join us!

We thank each of you for our first five years, which have been impressive, memorable and gratifying... But the truth is, we have only just begun! As the Canada Conference's theme tells us, **TOGETHER EVERYONE ACHIEVES MORE (T.E.A.M.)**, which is a perfect concept for the next five years and beyond. We invite each of you to be a part of our future success.



President & CEO



Christian Drapeau

August, 2011, finally saw the revelation of a long-kept secret, the results of many years of work – the launch of our new product, DermaStem™ Renewal Serum. Needless to say, this is a product that I am very proud of. The truth is, I am equally as proud now as I was when we launched the first stem cell enhancer, StemEnhance®, in 2005, since DermaStem establishes a revolution in skin care.

The formulation process was long and not without its pitfalls. As we searched for the components that would become DermaStem's formula, Shakhan Kukulcan, our team and I investigated questions that had never even been asked before in the skin care industry, such as:

- How can we stimulate the skin's own stem cells to help restructure the skin from within, supporting the natural renewal process of the skin?
- How can we make a truly ALL NATURAL skin care serum?
- How can we make a product that actually supports the regeneration of the skin?

As you can see in this edition of *HealthSpan*, not only have we succeeded in answering these tough questions theoretically, but the clinical data on DermaStem demonstrates that we have answered each of these questions in vivo... that means, in results from trials with real people that one expert in the field of cosmetology called "unheard of" (See page 2).

DermaStem can add a new and vast dimension to your business, as you tap into one of the fastest growing markets in the world – **natural skin care that is appropriate for both men and women**. Once you begin using and sharing DermaStem, you will quickly wrap your mind around reaching a whole new market for your business. Here's to DermaStem, and to skin rejuvenation the way Nature intended. And here's to the realization of your dreams of business success. See you in Victoria in October!



Chief Science Officer



derma stem™  
renewal serum

unveil BRIGHTER, SMOOTHER  
YOUNGER-LOOKING skin,  
starting in just 7 days!

25% fewer wrinkles, 30% more moisture,  
and 10% more elasticity in 28 days!



*introducing*  
**DermaStem™**

by Christian Drapeau, MSc  
Chief Science Officer

**S**temtech is called the Stem Cell Nutrition Company™ and for a good reason. We discovered the natural role of stem cells in the body, described the Natural Renewal System, and introduced the first stem cell enhancer, StemEnhance®.

**Skin care is our latest frontier**

From the moment we made our initial findings, we began working on development of other products that would support the natural role of stem cells in the body. One such product is a topical skin care serum aimed at supporting the natural role of skin stem cells and the very natural renewal process of the skin. It took many years to develop just the right product to meet Stemtech's high standards. But the resulting formula surpasses all expectations! DermaStem™ Renewal Serum is undoubtedly the best rejuvenating skin care product on the market.

**We searched the globe for ingredients**

Our concept required searching for natural ingredients that would enhance the proliferation and differentiation of skin stem cells, and for other regenerative antioxidant ingredients too. But that was not the only challenge. We were then able to blend them into an ALL NATURAL skin care base. Our goal was a formula where every single ingredient would bring benefits to the skin.

## An emulsification process unlike any other

In order to appreciate the difficulty of this challenge, it is important to understand the general process of producing skin care products. Essentially, all skin care products are oils blended with water and plant water extracts. Everyone knows that when a drop of oil is blended with water, we end up with oil floating on top of the water. To make oil and water blend together, an emulsifier must be used. To date, virtually all emulsifiers, used by almost all skin care companies, are chemical compounds that have been associated with skin irritation, because by their very nature emulsifiers have a drying effect on the skin. Once emulsified, the resulting blend must be stabilized, since natural oils and water extracts can constitute very good environment for bacterial growth. To accomplish this, nearly every skin care product uses compounds that have been associated with various risks – from benign skin irritation to cancer. For example, parabens, one of the most common preservatives used in skin care, has been found in many breast tumors.

Most skin care products that claim to be natural make such claim even though these claims do not apply to emulsifiers and preservatives. **Many manufacturers believe it is not possible to make truly ALL NATURAL skin care. We believed differently and we were right.** Yes, we faced an enormous challenge in developing ALL NATURAL DermaStem™, but we couldn't be prouder of the results.

## Our formula is totally unique and so is the way we blend its elements

The oil base for DermaStem is a blend of pure virgin organic coconut oil, nilotica and organic cacao butters. The water phase used to extract all herbal components is a blend of organic or wild-crafted juices, including New Zealand black mamaku juice, aloe juice, maqui berry juice and a blend of 12 organic berry juices.

Oils and juices are emulsified through a proprietary cold process using as sole ingredients olive oil extract, organic quillaja and organic soy lecithin. The resulting blend is then stabilized using orange seed extract, flower extracts and a proprietary sound wave technology called SoniPure™ that uses specific sound waves to inactivate bacterial growth. DermaStem's pleasant scent has been developed using organic essential oils of orange, jasmine, ylang ylang and rose.

This blend of natural ingredients with well-known benefits for the skin is only the base into which we have embedded our proprietary Stem Cell Complex™, along with a series of regenerative and powerful antioxidant ingredients. The Stem Cell Complex is a blend of cytokines and whole Aphanizomenon flos-aquae, Undaria pinnatifida extract, Centipeda Cunninghamii, aloe vera, maqui berry, cacao, vanilla and colostrum.

Along with Stem Cell Complex, the regenerative ingredients include sangre de drago, Indian gooseberry, moringa and rosa mosqueta. DermaStem also contains a glucosamine derivative that was shown to support the natural formation of moisture-retaining hyaluronic acid in the skin. DermaStem also contains strong antioxidants, including berries, amla, pomegranate and hydroxytyrosol. What's more, DermaStem also offers natural sun protection with samambaia, a fern from the Amazonian rainforest, genistein and green tea extracts.



## DermaStem Renewal Serum is so innovative that it is patentpending

With DermaStem, we have created a formula that has an effect on the proliferation and differentiation of skin stem cells, supporting the actual restructuring of the skin that leads to increased moisture retention and greater elasticity. This, in turn, leads to a reduction in fine lines and wrinkles. To assess the effectiveness of DermaStem, a clinical trial was conducted by an independent laboratory of cosmetology. The results are simply beyond all expectations! (See Paola's article on page 4).

## A story worth repeating

On a recent flight to Mexico, days after receiving the results from DermaStem's clinical trial, I was serendipitously seated

# This Stem Cell Complex was shown to increase the proliferation of skin stem cells by more than 200%

beside the Director of a well-known institute of cosmetology. I shared with her the concept behind DermaStem and the results of the clinical trial, saying, "These are the results right from the lab, not tweaked through statistical adjustment or embellished with some marketing verbiage. How do they compare with other skin care product trials?" She looked at me for a few seconds, and then said, "Unheard of!" Start using DermaStem yourself and watch the mirror carefully! We think you're going to love the results. And demonstrate DermaStem with your customers, friends and family, so someone you know can look younger before this time next month! ✂

# increase business growth

by Colleen Edwards  
Director of Sales - Canada



Adding DermaStem™ Renewal Serum to the Stemtech product line gives you the opportunity to speak to additional groups of people about all our products. You can approach people whose interest is in skin care and then introduce them to our nutritional supplements, or start with nutrition and then introduce DermaStem. With Stemtech's nutritionals and DermaStem together, you offer people the benefits of stem cell nutrition for both their inner wellness and outer vibrance.

## New people are everywhere... Don't miss any opportunity

With a DermaStem bottle in your pocket or purse, you are always prepared to introduce DermaStem and let people sample this wonderful product. Imagine standing in a line at the grocery store, at a coffee stand or bank or sitting in the waiting room at your dentist's office, and you start talking to those around you.

You can easily say, "I've been using a serum on my skin and I can't believe the results in just 28 days." When they ask what's creating those results (and they almost always will), offer to demonstrate DermaStem. Just ask, "May I offer you a sample on the back of your hand?" If you get the OK, place a one-two pump sample on the back of the person's hand, ask them to gently pat it into their skin and observe the instantaneous tightening effect. Hand out your business card or brochure (with your contact info on it) and ask if they'd like to get together for coffee in the next few days so you can tell them more.

If someone refuses the demo sampling, you can hand that person a brochure and tell him or her that you would be happy to answer any questions, noting that DermaStem is all natural and 100% chemical-free, and it is truly a ground-breaking skin care product that employs the body's stem cells to rejuvenate the skin.

## Help your Distributors grow their businesses with DermaStem!

Who should you talk to? What should you say after sharing your own testimonial? How should you use the DermaStem sales tools? How will you follow-up? This is what your Distributors want to know how to do, too. Meet with your Distributors and talk about how you plan to build your DermaStem business. Show your Distributors just how you share this new product. Call all your customers (and three-way call some of their customers, too). Stemtech customers already love our products, so they will probably be eager to try our latest discovery!

Here again, offer to get together so you can give them a free demo and get the product to them as soon as possible. Get people on AutoShip, if they aren't already on it, or adjust AutoShip orders to include DermaStem. We all know that AutoShip is the most cost-effective way to get Stemtech products. Your DermStem intro get-together is a great time to discuss the business opportunity, as well. Start by showing people how they can get their products for FREE just by sharing Stemtech with a few friends. ✂

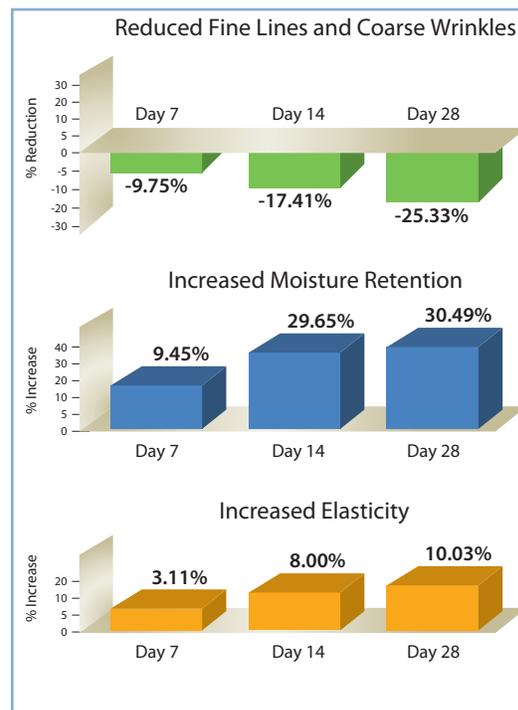
# amazing results with DermaStem

by Paola Mazzoni  
VP/Product Training & Development

DermaStem is the only skin care product that taps into the potential of skin stem cells to revitalize the skin at the cellular level. This support for the restructuring and rebuilding of the skin from within has led to the impressive clinical results with DermaStem.

The results of our first clinical study is **REAL NEWS**. Conducted by one of the most respected independent Cosmetology Laboratories in North America, the trial studied a population of 50% females and 50% males who were in generally good health and whose skin showed no visible sun damage. They used DermaStem as directed twice daily. Using a very sophisticated technology to analyze and photograph the surface of their living skin, and completing computerized analysis of the three key parameters (wrinkles, moisture, elasticity), the lab monitored subjects' skin four times... at Day 0, 7, 14 and 28. (See charts.) The percentages you see here are actual, not adjusted in any way. And yes, the results exceeded even OUR expectations!!

Incorporate DermaStem into your daily skin care routine and watch the difference in your skin as early as Day 7. You will be amazed by Day 28 and – most important – you will continue to



see youthful and healthier skins in the weeks and months ahead, **because DermaStem really works.**

**See dramatic results on your skin in only a few days!** ✂

# share the good news

by Heather Livingston

VP/Global Product Training & Sports Marketing

# d

*ermaStem™ is HERE and it is already rejuvenating many faces around the country! With DermaStem™ Renewal Serum, we have the added opportunity to enhance our body's daily renewal from the outside in.*

DermaStem also taps into a multi-billion-dollar skin care opportunity that is continuing to grow... despite the weak economy. Whether the Stock Market is up or down, people want to feel and look good, so they are willing to pay for proven products. DermaStem is just that – a proven product with independent scientific trials that show dramatic results in 28 days or less. Stemtech has produced a full range of gorgeous DermaStem support materials that will help you as you **USE** the product, **SHARE** the product and **TEACH OTHERS** to do the same.

- Use the Postcard to notify everyone of this truly all-natural skin care product that supports daily renewal. **(1)**
- Use the Brochures to show the “before” and “after” photos, the study findings and the natural ingredients. **(2)**
  - Use the website [www.dermastemserum.com](http://www.dermastemserum.com) – full of valuable information – to share scientific information, the ingredients’ FAQs and testimonials. **(3)**
  - Use “Getting Started with DermaStem” training guide to see how to integrate DermaStem into your Stemtech business. “Getting Started” walks you through using and sharing the products to grow and expand your Stemtech paycheck. **(4)**
- Carry a bottle of DermaStem with you, be ready for that impromptu demo that can intrigue a prospect! **(5)**

When introducing people to DermaStem, always use the term “outer vibrance”. This terminology will provide



a natural lead-in to “inner wellness,” through which you can introduce StemEnhance®, StemFlo®, ST-5™ with MigraStem, StemSport™, StemPets® and StemEquine® – the outstanding nutrition products that make Stemtech The Stem Cell Nutrition Company™. Stemtech is THE best business opportunity people will find anywhere. ALWAYS offer the opportunity to everyone you meet! ✨



## NEW! Alternating AutoShip Package

Stemtech makes it easy and cost-effective for Distributors on AutoShip to maintain their inner wellness while they also have a bottle of DermaStem handy for personal use and for those impromptu demos. The Inner Wellness & Outer Vibrance Package allows you to alternate deliveries of DermaStem and StemEnhance® monthly.

- One month your AutoShip will include a bottle of DermaStem (2-month supply), and
  - The next month your AutoShip will bring two bottles of StemEnhance (2-month supply).
- Call Distributor Services to arrange this special DermaStem introductory AutoShip option.

# canada update

by Jonathan Lester  
VP/International Business Development

If you are anything like me, you love this time of year. The long, lazy days of summer are gone, but we are refreshed, renewed, reenergized with “back-to-school” energy (even if school is just a distant memory for us), and we are ready to make things happen!

At the terrific 5th Anniversary Celebration in Irvine, California, we launched our breakthrough skin care product, DermaStem™ Renewal Serum, which – like all our products – is on the very cutting edge of scientific discovery. DermaStem is a product that many told us could not be made, and yet, here it is.

Another undoubted highlight in Irvine was the Canadian domination of the Amazing Race final event, which saw two Canadians in contest... Senior Director Greet Willems from Ontario and Triple Diamond Director Viola Toews from Manitoba. In the end, it was Greet by a hair who walked away with USD\$10,000 in cash and prizes. Congratulations, Greet! Congratulations also to Viola, our first Triple Diamond in Canada and a stalwart of our business, who was a most deserving recipient of Stemtech's Spirit of Service Award for 2011 and was appointed to the Diamond Advisory Board.

It is a real pleasure to be able to launch DermaStem in Canada simultaneously with the USA – a first for us! Our new product sales have started very well, as Canadians are experiencing DermaStem for themselves. If you have not yet tried DermaStem, I urge you to do so immediately. Check your Back

Office for the many great sales aids and tools to help you add DermaStem to your business presentations, too.

I know so many of you have enjoyed Christian's September tour through Quebec. Isn't he an inspiration? Now Canadian Distributors in Manitoba and Ontario are welcoming VP of International Product Training, Heather Livingston, and our own Director of Sales, Colleen Edwards – our Dynamic Duo – as they hold DermaStem training meetings in early October. I hope you made plans with your entire team to attend these meetings where you learned how to integrate DermaStem into your daily health regimen and your Stemtech business.

There is no doubt... October promises to be a banner month for Canada, as we also hold our very first Canadian National Conference weekend at the spectacular Bear Mountain Resort and Country Club on Vancouver Island. This will be an event like no other! (See pages 8-9.) Pay special attention to the great contest that will help you earn your Conference stay free, and be sure to ask our Distributor Service team about the contest when you call to register.

It is a “given”... This is going to be one terrific autumn. I look forward to seeing you all in Bear Mountain!

Si vous êtes comme moi, vous aimez cette époque de l'année. Les longues et relaxantes journées d'été sont terminées, mais nous voilà rafraîchi, et ré-énergisé par une énergie de “rentrée des classes” (même si le temps ou nous étions à l'École n'est plus qu'un souvenir lointain pour la majeure partie d'entre nous), et nous sommes prêts pour que les choses autour de nous arrivent!

Au cours de la Convention Stemtech qui fêtait déjà son 5ème Anniversaire à Irvine en Californie, nous avons lancé un tout nouveau produit en soins de la peau complètement révolutionnaire, DermaStem, qui – comme tous nos produits – est au sommet de la découverte scientifique. DermaStem est un produit que bon nombre de personnes nous a dit qu'il était impossible de concevoir, et pourtant, le voici pour vous.

Un des highlights de cette Convention à n'en pas douter a été la domination Canadienne lors de la finale de l'Amazing Race, qui a vu deux Canadiennes... Directeur Senior Greet Willems de l'Ontario et Triple Diamant Directeur Viola Toews du Manitoba. Au final, ce fut Greet qui remporta la course d'un cheveu et les USD\$10,000 en cash et autres prix. Félicitations Greet! Bravo également à Viola, qui a été la toute première Triple Diamant de Stemtech au Canada et le fer de lance de notre business, celle-ci s'est vu remettre un des prix les plus élogieux: le Stemtech Spirit Award de 2011, et une nomination au Diamond Advisory Board.

Ce fut un réel plaisir de pouvoir annoncer le lancement de DermaStem au Canada en même temps que nos collègues US – une première pour nous! Les ventes de notre tout nouveau produit sont vraiment considérables tandis que les Canadiens font en ce moment même l'expérience du DermaStem pour eux-mêmes. Si vous n'avez pas encore essayé DermaStem, je vous recommande de le faire tout de suite. Allez dans votre back office pour pouvoir commander les outils pour le marketing vous permettant de promouvoir le produit DermaStem et son opportunité.

Je sais que beaucoup d'entre vous ont réellement apprécié la tournée de Christian Drapeau au Québec au cours du mois de Septembre. N'est-il pas une inspiration à lui tout seul? Désormais c'est au tour des Distributeurs du Manitoba et de l'Ontario d'accueillir la VP sur l'entraînement du produit à l'international, Heather Livingston, et notre Directrice des Ventes pour le Canada, Colleen Edwards – notre duo de choc – Toutes deux, vous présenterons des meetings d'entraînement sur le DermaStem en ce début de mois d'Octobre. Vérifiez le Calendrier des événements pour vous préparer, vous et tout votre groupe pour apprendre et intégrer tout ce que vous devez savoir sur DermaStem (pour ainsi l'inclure dans votre quotidien et votre affaire Stemtech).

Cela ne fait aucun doute... Octobre promet d'être un mois inoubliable pour le Canada, alors que nous nous apprêtons à tenir notre toute première Conférence Nationale Canadienne dans le magnifique Bear Mountain Resort and Country Club sur Vancouver Island. Un événement comme vous n'en avez encore jamais vu! (Voir pages 8-9) Prêtez attention au concours qui vous peut vous permettre de ne pas payer pour votre séjour, et soyez-sur de demander à notre Service des Distributeurs plus de questions sur le concours ou comment s'enregistrer.

Ce mois d'Automne promet d'être vraiment inoubliable sur tous les plans. Je vous attends tous et toutes au Bear Mountain! X



# accolades & achievements

## Stemtech's Newest Triple Diamond



### spotlight on **StemGems**

Congratulations to these Stemtech Distributors who have joined or advanced within the Global StemGem Team since Spring, 2011...

#### **Triple Diamond Directors**

Adjei Appiah *GH*, Soogumar *MY*, Graciela Aguilar Sendejas *MX*, Peter Pandyan & Uma Magesvary *MY*, Tony & Careen Lim *MY*

#### **Double Diamond Directors**

Haziq Bin Hamizan *MY*, Darshan Singh *MY*, Uju Tettey *UK*, Thavamany Thandarayan *MY*, ML5 Sdn Bhd *MY*

#### **Diamond Directors**

Ayite Amavi *GH*, Francoise Berthoumieu *FR*, Izlene Binti Izzauddin & Hazmi Bin Hamizan *MY*, Dominique Boulay *FR*, J. Trinidad Carranza Tovar *MX*, Arcelia Diaz Gonzalez *MX*, Ruth Franz, Allzeit Gesund GmbH *DE*, Hilda Magda Macias Escobedo *MX*, Gregor Metz, GmbH & Co. KG *DE*, Frederick & Amoz Pushparatnam *MY*, Bibiana Tan Yoke Sim *MY*, One World Partners, LLC. *US*

#### **Ruby Directors**

Emma Amechi *GH*, Maria del Pilar Coronado Rojano & Enrique Bringas Sanchez *MX*, Joseph Michael Santhanasamy *MY*, 黃光臺 *TW*, 董仁昭 *TW*

#### **Sapphire Directors**

Leung Chang Hoe *MY*, Linus Eluba *GH*, Gopalakrishnan Govindasamy & Mahalak Shmi *MY*, Maria Luisa Gutierrez, Barrera *MX*, Daniel Gyamfi *GH*, Chan Kwong Hock *MY*, Kristina Maciuliene *UK*, Ong Poh Chun *MK*, Pedro Salinas Vieyra *MX*, Jean-Marie Schneider *FR*, Roumiana Stefanova, Alegria Com EOOD *BG*, Felicia Chinyere Uwaga *GH*, 葉玟孝 *TW*

### **Susan Strandberg**

#### *Washington*

*You may recognize Susan (pictured with her Dad, Denny Kluver) from her appearance with her family in the new Stemtech Changes Lives DVD. A Registered Nurse with a Masters degree in the Science of Nursing, Susan has been in the health care arena for 25 years, and says, "I am a patient advocate and I choose to promote health and wellness to make a positive difference in people's lives."*

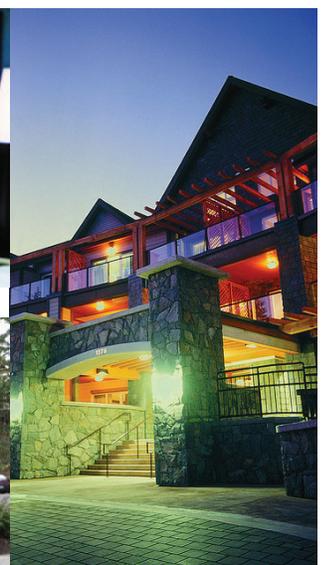
Since joining Stemtech in spring, 2006, Susan has enjoyed personal health improvements and considerable extra income that has enhanced the quality of life for her family. "My Stemtech earnings let me help with my grandkids' sports and school expenses and provide money so we can all go on vacations together. "What she likes most about sharing Stemtech with others, Susan says, is "telling people about the wellness paradigm that offers people hope. With Stemtech, people have a real opportunity to improve both their health and their finances."

Susan points out that not everyone is ready to embrace the Stemtech opportunity when you introduce it, but she says, "Never give up on a prospect, because people will be watching you as you grow. When they see the excitement taking place around you, they will eventually want to be part of it all!" She enjoys working with her family at the Kluvers' Stem Cell Nutrition Center in Spokane, supporting a growing team with weekly training meetings and lots of three-way calls. This new Triple Diamond's next business goal? "My sights are now set on earning a BMW. It won't be long now!"

# 1<sup>st</sup> Canadian national conference

by Colleen Edwards  
Director of Sales - Canada

**S**temtech Canada is Celebrating our very first Conference at the end of October. Our weekend in the beautiful Westin Bear Mountain Resort in Victoria will be a wonderful event to celebrate all things Stemtech and the business we have built all across Canada in only five short years.



As Stemtech celebrated its Fifth Anniversary in Irvine in August, we Canadians felt such pride that Canada was the first country to open after the USA. This makes Stemtech Canada the first “newborn” to the parent company (and everybody knows how special the first-born is!) With such close ties between our two countries to celebrate at our Stemtech Canada Conference, we welcome Stemtech family members south of our border to come and join us for this history- making event worldwide... Ray Carter and Christian Drapeau will share this weekend with us, as will VP/North America Don Karn and Heather Livingston and Cy Nelson. Each of these special guests has prepared a unique presentation just for us. Our own General Manager Jonathan Lester and I will be your co-hosts for the weekend’s many activities.

The breathtaking 5-Star Westin Bear Mountain Resort is offering an amazing Conference room rate of only <sup>CDN</sup>\$99.00 a night. Share with another Distributor, and your rate per night is under \$50! Want a FREE hotel room?

**Here’s how to get it:**

- Get one room night FREE, if you have enrolled 5 FastStarts in any one month between August 1 and October 27

- Get two FREE room nights if you have enrolled 10 FastStarts within the three months (August 1 – October 27)
- Get all three room nights FREE by enrolling 15 FastStarts between August 1 and October 27!

Each gorgeous room has a small kitchen and fireplace. Bear Mountain Resort has the feel of a country lodge, and has a wonderful spa, as well as a superior golf course. (You might want to come a day or so early or stay later to take full advantage of the Resort’s great location, beautiful scenery and many amenities.)

Registration is only <sup>CDN</sup>\$99.00 and includes: Welcome package, three days of training (and all manuals and materials), all breaks, a super BBQ lunch, cocktail party with food, our gala sit-down dinner, French translation, and lots of fun and excitement. Best of all, you will have solid business strategies and easily duplicable plans of action to share with your Distributors back home, as you also share with them many great memories of your Bear Mountain weekend.

*Space for this first-ever Event is limited! Go to [stemtechbiz.ca](http://stemtechbiz.ca) now to register. Don’t put it off... We want to see you at Bear Mountain Resort October 27-30!*



## Together Everyone Achieves More (T.E.A.M.)

All weekend we will build T.E.A.M. CANADA spirit with lots of Canadian "isms" for fun and "Nuts and Bolts" training for everyone... the brand-new Distributor right through to the veteran Triple Diamond. Everyone will learn something new and beneficial at this Conference. Some of our top trainers and Distributors from around North America – the Best of the Best – are joining us at this event. This is a weekend that will definitely prove it: Stemtech Changes Lives!

# STEMTECH CANADA CONFERENCE

What's in store...

## FRIDAY

**1:00pm** WELCOME & KICKOFF with Ray & Christian Training – You And DermaStem: How to present DermaStem, how to host gatherings and make them fun and exciting, how to talk to strangers about DermaStem, and how to create excitement within your organization about DermaStem and all Stemtech products.

**5:00pm – 7:30pm** "Stemtech Night in Canada" a "Meet and Greet," where you will have the opportunity to get to know Stemtech Executives and Distributors from across Canada and around the Stemtech World. This early evening will encourage team work and fun, as everyone feasts on some wonderful Canadian food and drink.

**7:30pm** Explore Victoria with old or new friends. There are many great local places within walking distance or a short taxi ride away in downtown Victoria. OR (See box.)

### Friday 7:30pm

**THE WINE CELLAR DINNER**  
Be wined and dined in the most elegant setting!

### HOW TO QUALIFY

Add a new Director leg to your organization, ensuring they earn a share in the Pacesetters Pool (August 1 – October 27). Both you AND your new Director will be invited to this fantastic evening, where you will rub shoulders with Stemtech's Co-Founders, Executives and special guests and wine-and-dine sumptuously. Truly an evening you will remember always!

## SATURDAY

Breakfast on your own

**9:00am – 12:00pm** Training

**12:00pm – 2pm** "The Great Canadian Outdoor" BBQ Lunch (Outside, so bring your woolies... It might be cool!) Eat a luscious lunch and share ideas with each other, then put on your best Stemtech smile for the "TEAM CANADA" photo. P.S.: There will be lots of fun and surprises at this luncheon!

**2:00 – 5:00pm** Training  
Canadian "Red and White" Ball  
This is Stemtech's "Salute to Canada," with all things Red and White. Come dressed Formal, Fancy or Funny... but let us see your best RED and WHITE.

**6:30pm** Cocktails

**7:30pm** Dinner

**9:00pm** Entertainment and more Canadian Fun

## SUNDAY

Breakfast on your own

**9:00am** Training

**11:00am** Break  
(An extended break with lots of Canadian food)

**11:30am** Closing: Special announcements (including one in the last five minutes that you do NOT want to miss!)

**1:00pm** Farewells

\*Recommendation: Plan to arrive by Thursday night (10/27), as Bear Mountain Resort is accessible only by ferries or air. You don't want to worry that a delayed ferry or plane Friday morning might keep you from arriving and getting settled before our 1 pm kick-off event.

# 5<sup>th</sup> anniversary celebration

**T**he atmosphere was electric from the moment people from Canada, the USA and Mexico began arriving in Irvine. And the electricity amped up throughout the weekend, as one exciting activity and announcement after another sent delighted shock waves through the lucky North American Distributors who experienced it all “live.” Jovial emcee Don Karn took Stemtech’s Fifth Anniversary Celebration from one thrilling moment to the next, leaving everyone almost breathless. Kicking off the first General Session – beamed by streaming video around the world – was Ray Carter’s traditional “What Ifs.” While each “What If” generated huge applause from the audience, these three shook the rafters a bit.



## What if...

- **Stemtech had a Hollywood movie company produce a new Stemtech DVD?**  
**Presenting...** “Stemtech Changes Lives,” a 9-minute DVD that covers our company history, stem cell science, our products and opportunity, with powerful testimonials, too. Available now in your Back Office.
- **Stemtech offered a Global Payment Solution (GPS)?**  
**Introducing...** Stemtech’s GPS: VISA Debit card and eWallet! With Stemtech’s GPS you can track earnings, swipe your card for instant payouts and earn StemBucks when using the GPS for product purchases. Available globally before the end of 2011. Watch EBlasts for updates.

**Stemtech offered HOPE in a country where it is especially needed?**

### Announcing...

A “soft-launch” on December 1 in Japan, the #2 country worldwide in volume from Direct Sales opportunities, but a country still recovering from the ravages of the tsunami. Japan’s market development is under the capable direction of our new bi-lingual Director of New Business Development, Japan MLM expert Jeffery Bean.

### But the “What If” that raised the roof...

**Stemtech developed a completely ALL-NATURAL product that uses stem cell science to rejuvenate the skin the way Nature intended?**



# 5<sup>th</sup> Anniversary Celebration

Reaching New Heights

2011



**Introducing... DERMASTEM™ RENEWAL SERUM!** Chief Science Officer, Christian Drapeau, and Shakhan Kukulcan, a pioneer in the development of organic, chemical-free natural skin care formulas, presented the revolutionary results of their collaboration, Stemtech's first skin care product, DermaStem... and the audience went wild! Then the "Pump Squad" dispensed a sample of DermaStem to each audience member, and everybody could see at once... Stemtech had just taken the \$80 billion skin care market by storm! ✂



The "What Ifs" were just PART of the 5th Anniversary Celebration. The weekend was jam-packed with many more exhilarating, inspiring and fun-filled experiences, including...

- "Ask the Executives" – A panel of Stemtech Executives informed and delighted everyone with answers to questions submitted by Distributors in the audience.
- Business Success Seminars – Triple Diamonds Dennis Kluver, Don Miller, Mark Parsekian, Marijke Long and Field Leader Michael Obadja led three powerful seminars on business building.
- Inspiring Speakers included special guest Ambassador Ray Flynn and Field Leader Lisa Hill, both speaking from the heart.
- StemGem "Royal Treatment" – Thursday evening StemGems were treated to a peek at Stemtech's brand-new World Headquarters on the way to a spectacular gourmet dinner at the Bella Collina Towne & Gold Club. This first-ever "off-campus" treat was a blockbuster hit!
- Lots of Recognition brought people on stage throughout the weekend, highlighted by the Spirit of Service Awards to Viola Toews (Canada), Phillip & Ira Adidjaja (USA) and Antonio Velasco (Latin America).
- Great Food – Breakfasts and lunches by the pool, and a gourmet gala banquet.
- Convention-only Specials offered extraordinary bargains on products and classy new sales aids.
- Tours of VitaTech were enjoyed by more than 100 Distributors, all festooned with stylish white net hats!
- New Product Training by VPs Heather Livingston and Paula Mazzoni was both valuable and enjoyable.
- **S.T.A.R. Grand Prize – Following a hilarious Final Challenge emceed by Andy Goodwin that pitted CANADIAN Greet Willems against CANADIAN Viola Toews, Greet took home the Grand Prize from Stemtech's Amazing Race 2011.**
- Health & Prosperity Fair – An entertaining and informative Saturday afternoon. (See page 12.)



# HEALTH & PROSPERITY FAIR 2011

## FUN AT THE FAIR

Stemtech's first Health & Prosperity Fair was a real highlight of the 5th Anniversary Celebration for everyone. Carnival-style booths staffed by Stemtech employees in creative, colorful attire offered Distributors lots of fun-filled opportunities to play games for prizes, learn about Stemtech's products and business and chow down on some really delicious foods reminiscent of what we all have enjoyed at our hometown fairs. Raffles held throughout the Fair brought some very big prizes to people holding the lucky tickets, too. All in all, the Fair was a hit... one that just about everyone would love to experience again. ☺



One popular booth at the Fair was the Global foundation booth which had the baby charitable guessing game, staffed by Kasey Carter, who was 37 weeks pregnant with the Carters' first baby. For a \$10 donation to Stemtech's Global Foundation, now administered by Kasey (who volunteers her time), Fair-goers could guess the sex, birth date, weight and birth time of the Carters' firstborn. The closest guess would earn a great prize: a case of DermaStem™ Renewal Serum!

When 7 pound, 2 ounce Grace Lee Carter arrived on August 28 at 11:55 am, her first breaths won a case of DermaStem for Marge Berger, who was the lucky guesser out of the many Fair-goers who together donated nearly \$1000 to the Foundation. Thanks to everyone for your donations, and congratulations to prizewinner Marge and to Kasey and Ray, proud new parents!

# optimal wellness & opportunity

**S**temtech's nutritional supplements, StemEnhance®, StemFlo® and StemSport™ provide active support for the work of adult stem cells in the body, as more stem cells are released to circulate and migrate into tissues. XTra Smooth ST-5 with MigraStem™ provides additional nutrition for all cells in the human body. StemPets® for Large Animals offer the benefits of specially-formulated StemEnhance for our animal friends. Our all-natural skin care product, DermaStem™ Renewal Serum uses adult stem cell science, organic and wild-grown plants & oils to help rejuvenate the body's largest organ, the skin.

## **Brenda McKay** *Director, Manitoba*

Brenda has been interested in natural wellness since 2001, the year she became mysteriously ill when her family returned to Manitoba after 12 years in Alberta. Searching for a natural wellness solution, Brenda eventually found some relief. "Then I met Everett Potter," Brenda says, "and Everett introduced me to stem cell science and StemEnhance®." Within a short time, Brenda noticed such improvement in her physical condition that she knew she wanted to build a business by sharing Stemtech with others.

She quickly qualified as a Director, thanks in a large part to "the encouragement and mentorship of Everett," Brenda says, and notes that – in the true spirit of duplication – she enjoys mentoring her team. "This is why I wanted to attend Stemtech's 5th Anniversary Celebration in August," she says, "To see the company up close and learn first-hand what's making the news, so I could tell my team." Her assessment of the weekend? "The convention was so much fun that we didn't realize we were learning so much the whole time!"

Back in Manitoba, this young mother of two boys operates a small health spa out of her home. With her business enhanced by the Stemtech products she offers spa clients and others, Brenda looks forward to opening a spa at a larger site next year. She explains, "In a larger facility, I can offer services and guidance to people who are searching for hope and health. With Stemtech, we can all ride the fast track to optimal health, as we build our financial futures."

## **Audrey & Howard Toop** *Directors, British Columbia*

Although they are both in their eighties, Audrey and Howard say they continue to enjoy good quality of life, thanks to their healthy daily regimen and Stemtech products. "My sister, Carole Hyra, first told us about StemEnhance because of the trouble I had with my leg and knee," Audrey says. "After only two months on StemEnhance and StemFlo®, I could stand up easily after sitting, and stairs no longer gave me trouble." When Howard also experienced dramatic results, the Toops decided that Stemtech was a business opportunity to pursue, drawing on their previous success with two other MLM companies. "Meeting and associating with people is something we have always enjoyed," Audrey says, "and having products we believe in so passionately makes us want to share them with the world."

Audrey feels "compelled" to speak to people about Stemtech's products and opportunity, and says, "I share the business I am in with people everywhere I go, handing out brochures and business cards. Everyone needs to hear about Stemtech!"

With help from Viola Toews, Jonathan Lester and Canada Distributor Services, Audrey and Howard are building a business, taking full advantage of Stemtech's website and opportunities to learn more about Stemtech. "At the 5th Anniversary Celebration, we were impressed by the professionalism of this company, and we gained so much knowledge on our tour of the VitaTech manufacturing plant, and from the gifted, inspiring speakers." The Toops' advice to new Distributors is simple and effective: "Have a positive attitude, ask for help when you need it, and be like a stamp – Stick to it until you get there!"



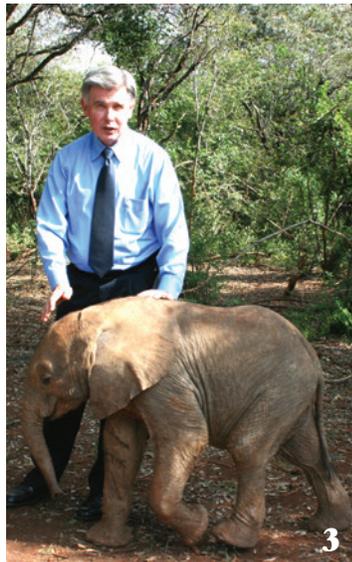
(from left to right) Howard Toop, Audrey Toop and Brenda McKay



# global news

# W

ithin our borders and beyond the seas that embrace us on two sides, Stemtech continues to grow, developing markets around the globe. Here are updates from our Regional Vice Presidents on what's happening worldwide...



## Asia

by Jonathan Lim, VP/Asian Markets

We celebrate the official launch of **Malaysia**, a spectacular event attended by nearly 2000 people in Kuala Lumpur September 17, and featuring inspirational appearances by Ray Carter and Christian Drapeau. Malaysian Distributors are excited about the addition of StemFlo to their product line and to the impending addition of DermaStem, too. How large can Malaysian sales volume grow? The sky's the limit for this energetic group of Field Leaders and their teams!

The anticipated growth in the **Philippines** has led to our addition of Glenn Ortega as Sales & Marketing Director for the Filipino market. An MLM veteran, Glenn will create new markets and provide Distributor training programs, as we add StemFlo®, ST-5™ with MigraStem and DermaStem™ Renewal Serum to the product line and

prepare for the official launch of the Philippines in mid-January, 2012.

**1. Jonathan Lim and Glenn Ortega.**

In **Taiwan**, new Sales Manager Homer Lin brings to Stemtech extensive MLM experience in the Asian market, as we work on registrations of additional products and plan meetings for business development and training.

We appreciate your patience as we continue to work diligently to open markets in **Indonesia** and **Thailand**, two markets with huge Virtual Enrollment numbers. Stay tuned for updates on stemtechbiz.com as we complete the lengthy registration processes in these two countries.

**2. Jonathan demonstrates DermaStem for an eager Distributor in Manila.**

## Africa

by Errol Lester, VP/African Markets

As the market in newly pre-launched **Ghana** takes off, with huge growth seen month by month, we applaud the Field Leaders who are emerging in that country. Special congratulations go to Adjei Appiah, Ghana's first Triple Diamond, and Ayite Amavi, new Diamond Director. In a country where abject poverty exists endemically, StemEnhance® and Stemtech's opportunity offer real hope for a better life for so many.

As I work on final procedures prior to our pre-launch in **Kenya**, planned for November 5, I am also working on product registration in **Nigeria**, where there is so much interest in our product that people actually travel to neighboring Ghana to purchase StemEnhance! There is little doubt that Stemtech will find a very fertile market in Nigeria, and I urge Stemtech Distributors to make good use of Virtual Enrollment now in that country.

Of course, the really big news in Africa as we move from the Southern Hemisphere's spring to summer is our **First Annual Africa Regional Convention** to be held at the luxurious Birchwood Hotel & OR Tambo Conference Centre in Johannesburg, South Africa, November 10-12. With the theme **"It's Time for Africa"**, this spectacular event will welcome Ray Carter and Christian Drapeau, as well as USA Triple Diamonds Mark Parsekian and Marijke Long, who have large downlines in Africa. We will welcome top Field Leaders from Ghana for this special event, too, and I invite all of you to join us. You'll love Africa!

**3.** *Errol visiting the David Sheldrick Wild Life Trust in Kenya, one of the charities supported by Stemtech's Global Foundation.*

## Latin America

by Oscar Rosas, VP/Latin American Markets

Directors and above from all over **Mexico** traveled to Puerto Vallarta this summer for the first Latino Director Leadership Conference, where they heard from Ray Carter and Christian Drapeau – both speaking very passable Spanish! – and embraced a full weekend of business and product training. Stemtech Mexico has recently welcomed several powerful veteran network marketers, who are committed to taking the Mexican market to "Numero Uno." These top leaders traveled to the First Annual Americas Regional Convention in Irvine, where they report, "Our belief in this company is now complete!"

Our talented management team in **Colombia** has been reaching out to Field Leaders in all regions of the country, introducing Stemtech's new branding, marketing materials, website and Back Office to Distributors and their prospects... some of whom traveled hundreds of miles for meetings. Business in Colombia is growing toward momentum.

Veteran Distributors of all ranks working with brand-new Distributors have been heating up the market in **Puerto Rico**, where many creative activities have attracted lots of

eager prospects. Paso Fino competitions, exercise groups, marathons and meetings have paid dividends with increases in sales and the development of Field Leaders, which portend a bright future for Stemtech Puerto Rico.

**4.** *Frequent training meetings in San Juan support business development for new and veteran Distributors.*

## Europe and Down Under

by Andy Goodwin, VP/European Markets

Portugal's Algarve was the perfect setting for Stemtech's First Regional Convention in Europe, held July 1-2. Many of the delegates say they will chronicle their Stemtech business as "before Convention" and "after Convention," since what they learned and experienced will so enhance every aspect of their business. Congratulations to **Uju Tetey** and **Kristina Maciuliene**, both of the UK, who shared the Stemtech Amazing Race Grand Prize. Field Leaders from every country in Europe left the Convention with renewed vigor and a dedication to put Europe on the map. We are hardly able to catch our breath before we celebrate two important pre-launches... Spain on October 1 and France on October 2. We hope to see some North American Field Leaders joining Ray Carter, Christian Drapeau and the rest of us for both fabulous events!

Distributors in Australia and New Zealand are looking forward to the Official Launch of Stemtech to be held at Rydges Hotel, North Sydney, on November 19th, where we launch ST-5™ with MigraStem and Dermastem™ and the Car program and other new incentives. We expect tickets to sell out well before the event.

Know anyone in India? Get busy with Virtual Recruitment! We are planning a soft launch on October 9 in India, where we have offices and the Management team already set in Dehli. Watch your eBlasts for updates on this very huge market.

**5.** *Uju Tetey and Kristina Maciuliene accepting the Stemtech Amazing Race Grand Prize* 🏆



# *make* **enrollment** *a priority*

by Don Karn  
VP/North American Markets

# W

*hile many people may be first attracted to Stemtech by our revolutionary product line, it is the business of Stemtech that builds residual income for your financial security. This means that, if building residual income is your goal, enrollment of new Distributors has to be a priority for you. With each new Distributor you enroll in your organization, you take one step closer to realizing your dreams of financial independence.*



I have prepared a "To Do List" of essentials for you to use as you integrate the critical element of Enrollment into your Stemtech business strategy. If you use this checklist consistently, you will see both your organization and your monthly Stemtech paycheck reflect the growth that comes with added Enrollments.

### **Enrollment "To Do List"**

- **Share the complete Stemtech picture** – Why have "half a conversation" with people, one that focuses only on our product line and the wonderful wellness people experience? While people today are very concerned about their physical health, they are just as concerned about their financial health. **Always talk about the Stemtech opportunity when you are in conversation with people.**
- **Share your business story** – Tell people why you are building a Stemtech business and why building with Stemtech may be right for them. Be direct: Ask people if they might be interested in a business opportunity, and if they would like to hear more. Be prepared to do an impromptu presentation on the spot, if they are open to it, or suggest that you meet one-on-one or at an upcoming local Stemtech meeting (where you will serve as their personal host). **Always have Distributor applications with you to enroll people when they are ready.**
- **Share the basics of the Compensation Plan** – On page 15, you will see "Comp Plan Made Easy," which is a simple one-page explanation of the basics of Stemtech's generous Comp Plan. This overview lets

your prospects see how enrolling as a Stemtech Distributor first can get them their product for free and later can build bigger and bigger paychecks for their financial growth. Download "Compensation Plan Made Easy" from your Back Office, and always carry copies with you.

- **Offer interested prospects opportunities to learn more** – Stemtech has lots of ways people can learn more about our company, the opportunity and our products. When you suggest that people go to our website, [www.stemtechbiz.com](http://www.stemtechbiz.com), also suggest a couple of specific links that might be most attractive to them, based on what you learned in conversation. Share brochures and DVDs, and other Stemtech print publications (like *HealthSpan* and *HealthLink*) to generate greater interest in our company and its opportunity.



to them, based on what you learned in conversation. Share brochures and DVDs, and other Stemtech print publications (like *HealthSpan* and *HealthLink*) to generate greater interest in our company and its opportunity.

- **Follow up!** It may take two, three or more follow-up calls to get that enrollment. Many successful StemGems will tell you that the only way to ensure that you will not get an enrollment is if YOU give up. Use

a "tickler file" to keep track of when each follow-up call should be made, and **always give people the opportunity to say "yes" to the opportunity when it is their time to enroll!**

**Remember... Their enrollment is just the beginning** – Once they sign that Distributor application, the process begins. Get people off on the right foot with this **New Distributor Checklist:**

- **Get new Distributors started taking Stemtech's products.** That's a sure fire way to inspire Distributors to start talking to others.
- **Get people on AutoShip.** It is the best way to ensure that they will stay with the products and build a business.
- **Go through the Business Development Training System with them,** pointing out specific sections that have helped you the most.
- **Walk them through the website.** Spend some quality time showing the new Distributor the many features of their Back Office and how to make best use of this valuable tool.
- **Take new Distributors along when you make a presentation** (or two), so they can learn from you. **This is the heart of our business: duplication.** Offer to accompany them when they make their first presentations – and offer to do three-way calls when they contact prospects by phone. **The more you support a new Distributor in the first 30-60 days, the more likely it is that you will have a strong member of your organization for years to come!**

It is said that "What you focus on is what you make come true." There is no "magic" about building a successful business with Stemtech. Simply focus on sharing the

Stemtech opportunity with everyone you meet, using the "To Do List" on this page, and your enrollments will come rolling in. Soon you will enjoy the benefits of a large organization filled with happy, healthy people who are building successful businesses by helping others achieve an optimal Quality of Life with Stemtech. ✂

## Stemtech COMPENSATION Plan Overview

**Enroll new Distributors**  
**Help your Distributors build businesses of their own**  
**Sell products to customers**

### It's as simple as that!

#### Earn retail profits

- Buy at wholesale and sell at retail. Earn profits of up to \$35 per product.

#### StepUp Generation Program

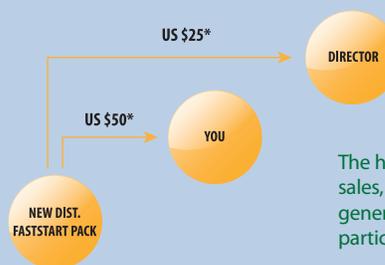
- Earn rebates up to 20% on all personal non-AutoShip wholesale orders.
- Earn commissions up to 20% on non-AutoShip orders within your downline organization.

#### AutoShip Unilevel Program

- Earn commissions month after month.
- Earn 7% commission on the AutoShip orders that Distributors in your organization generate... up to 7 levels deep (think of levels like the generations of a family).

#### FastStart Bonus

- Earn a one-time FastStart Bonus of \$50 when you enroll a new Distributor who purchases a FastStart Pack.
- Once you reach the level of Director, you can earn an additional \$25 on each FastStart Pack purchased within your organization.
- If you are a Director... and also the Enroller, you can earn \$75.



The higher you go in Stemtech... the more sales, enrollments and AutoShip orders generated, the better chance you have to participate in 3 **generous** Global Pools.

# "own your own life"



Stemtech Canada  
 565-5600 Parkwood Way  
 Richmond, BC V6V 2M2

Presorted  
 Standard Mail  
 PAID  
 U.S. Postage  
 Santa Ana CA  
 Permit #1747

Contact Distributor Services 604-304-3670  
 565-5600 Parkwood Way, Richmond, BC V6V 2M2



Early Bird Registration

\$199



2012 Annual Convention - Location TBD  
 contact Distributor Services at 604-304-3670  
 to take advantage of this limited time offer.



**The First EVER Stemtech Canada Conference**

October 27-30, 2011

**WESTIN BEAR MOUNTAIN RESORT, Victoria, BC**

Exceptional Training and Team Building in one of the loveliest settings in all of Canada!

Join us and be part of the exciting Stemtech Canada T.E.A.M.

Register TODAY online or call Distributor Services (604 304-3670) for personal assistance.