

HEALTHSPAN

Stemtech International, Inc.

Total Life Enhancement

FALL 2012 • CANADA

Living
the *Dream*

**Chairman's
Club**

p 5



**Power of
THREE**

p 14

contents

From the Cover

JM Roy

Stemtech Olympics
Gold Medal Winner

5

Chairman's Club

8-9

Living the Dream

14

Power of Three

WRITER & EDITOR

Bonnie Goldfein

ART DIRECTION & DESIGN

Skott McKinney

DESIGN & LAYOUT

Kate Dedeaux

Stemtech International, Inc.
151 Calle Iglesia
San Clemente, California 92672

HealthSpan is a copyrighted publication of Stemtech HealthSciences, Inc., distributed free of charge to all active Distributors in the United States. Stemtech Independent Distributors may contact the Editor at editor@stemtechmail.com for permission to reprint articles from this magazine.

The earnings and financial rewards included in *HealthSpan* are those of individuals working the business and are not to be interpreted as indicating average or typical earnings by Distributors.

SE2™, StemEnhance®, StemFlo®, ST-5™ with MigraStem, StemSport® Advanced Formula, DermaStem® Renewal Serum, StemPets® Advanced Formula, and StemPets FLA® 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.



11



2



10

Living the Dream

8-9



6-7

The POWER of



14

- 1 co-founder messages
- 2 welcome Dr. Somersall
- 3 korea pre-launch
- 4 mr. and mrs. dermastem
- 5 new chairman's club member
- 6-7 global leaders
- 8-9 north american convention

- 10 stemtech goes to the emmys
- 11 business builders guidebook
by Lara Bolton
- 12-13 global news
- 14 power of 3
- 15 drive your dream car
- 16-17 optimal wellness & opportunity



"Like" us on Facebook

Visit <http://www.facebook.com/stemtech>

co-founder

messages



A Year Of Records And Achievements

2012 has been a year of smashing records here at Stemtech. The third quarter continued this exciting pattern, as we broke both sales and recruiting records around the world. At the same time, we hosted amazing Regional Conventions in North

America, Europe, Southeast Asia and most recently the Latin America Regional Convention in Mexico; at all these events, we were excited to reveal more "What Ifs" than ever before. We have heard from many Distributors that the building tools unveiled this year are "just what we wanted." Since our October 1 "go live" day for the "Power of 3" and other new "What Ifs," the numbers are showing just how much you are benefiting from our 2012 reveals. Let the tools help you to finish the year strong.

Around the world, Stemtech's top performers are driving exploding markets. Our congratulations to the newest member of our Chairman's Club, Sebastien Kpago (Top Potentiel) of Ghana and to our twenty new Triple Diamonds. (See stories on pages 5-7.) Many of these new Leaders achieved their ranks after only a month or two with us. Amazing!

We are pleased to announce that Dr. Allan Somersall will be our advocate for stem cell nutrition around North America and the world, as he makes public appearances in both local and national media. (See page 2.) Dr. Somersall's appearances, as well as our exposure at high-profile events like this year's Emmy Awards (See page 10) are all components of our public relations strategy to make Stemtech a "household name."

The global market for stem cell technology was at \$21 billion in 2010 and is projected to grow to \$64 billion by 2015 – only three years away! Driving this exponential growth is adult stem cell science and nutrition, which is the core of our business. With this year's Nobel Prize for physiology/medicine going to two top stem cell researchers, there is no doubt that these are exciting times for our new paradigm of wellness! We look forward to sharing the future together, as we spread wellness and prosperity around the world.

Ray C. Carter, Jr.
President & CEO

Busy, Busy Times = Blessings

It would be hard to find a time when we have not been busy at Stemtech. Since our early days in 2005-2006, we have been on a non-stop course to bring a new paradigm of wellness to people all around the world. 2012 has been no different... It has been a year where Ray and I have spent many hours traveling at 35,000 feet, always fortified with our Stemtech nutritionals, of course, which help us withstand the taxing aspects of long overseas flights.

Our early summer trip took us to Seoul, where we enjoyed the excitement of a record-breaking opening in Korea; and so far the autumn has given us our Regional Conventions in Irvine, Athens and Bangkok – with the latter Convention beginning just days after we opened the Thailand market. In the midst of these events, I made a quick trip to Ecuador, where I enjoyed the warm hospitality of our Distributors there. Following the Latin America Regional Convention in Guadalajara, I was off on a planned tour of the Philippines and parts of Europe. So you can see that the second half of 2012 just may end up being one of the busiest ever!

Is it all becoming too much? Never! I so enjoy being with people who make that extra effort to travel to our Conventions and other Stemtech events. It brings me such joy to see the enthusiasm of people as they recount how Stemtech has changed their lives. Being with you, our remarkable global Distributors, turns all our heavy traveling schedules into real blessings.

My thanks to every one of you for sharing the gift of health and prosperity with the people of the world. As you live the Stemtech dream, you are truly changing lives every day.



Christian Drapeau
Chief Science Officer

welcome

Dr. Somersall!

Stemtech is pleased to welcome Dr. Allan C. Somersall to our Scientific Advisory Board.

As Distributors in attendance at our Convention in Irvine learned first-hand, this esteemed Canadian family physician and scientist is also a powerfully effective speaker whose command of scientific material is equaled only by his motivational delivery. Many Distributors selected Dr. Somersall's presentation as a highlight of the Convention.

During more than 20 years practicing medicine, Dr. Somersall has pursued and studied forward-thinking approaches to natural health care as he also developed expertise in writing and lecturing. He says he was attracted to Stemtech because, "Stem cell science is on the cutting edge of health and medicine today, since adult stem cells have been shown to be the natural renewal process of the body. Once I learned that Stemtech's patented nutritional supplements have been proven to support the effectiveness of the body's adult stem cells, I knew I wanted to help get this important message out to people everywhere."

Ray Carter says, "Dr. Somersall will be a key advocate for stem cell nutrition, helping us spread the word regarding the importance of this new paradigm of wellness. Working closely with Christian Drapeau, Dr. Somersall and our Scientific Advisory Board will be keys to the next step in the company's evolution."

Dr. Somersall will be traveling throughout Canada and the United States, speaking on radio and television, and holding seminars for Stemtech Distributors and

members of the public about the importance of stem cell nutrition, which he calls "the state-of-the-art intervention for people to live long and live healthy." Christian says, "Allan combines a charismatic on-stage presence with a gift for making even complex material both memorable and enjoyable. People are in for a treat when he comes to town! I look forward to the contribution he and his fellow Scientific Advisory Board members will make as we work together to share Stemtech's message."

In addition to maintaining his medical practice and scheduling a somewhat daunting number of Stemtech seminars to meet the demand from the Field, Dr. Somersall is also currently at work on his eleventh book, a comprehensive volume on stem cell nutrition for the layman, due out in 2013. Is it all too much? "Not at all," Dr. Somersall says. "I have always embraced new opportunities. In the morning I face the sunrise, greeting each new day as an opportunity to imagine, dream and inspire. I truly believe that my whole career has been an evolution leading me to this opportunity, where I can be an advocate in the marketplace for stem cell science and nutrition. What Stemtech has discovered is real; and it is my honor to share this important message with people everywhere." ✕

Dr. Somersall's **FIVE POINTS** about Adult Stem Cells (It's all you need to say!)

- 1.** Every body has stem cells.
- 2.** Every body uses stem cells.
- 3.** Every body uses stem cells everyday.
- 4.** Stem cells work.
- 5.** Stem cells work every time.



Seoul Opening spectacular

The place to be on June 21 was Seoul's dazzling KOEX Hall, where over 1,800 entrepreneurs gathered to welcome Stemtech to South Korea.

in a country with one of the world's largest markets for direct sales, Stemtech's pre-launch drew this huge crowd because our company offers something unique – a new paradigm of wellness based on stem cell nutrition.

In his welcome speech spoken entirely in Korean, Ray Carter thrilled the large audience when he said, "Our products are so innovative that they will change the existing framework for the welfare of humanity." Stemtech Korea's General Manager KJ Ka drew applause when he shared his vision, promising "to make Stemtech the most respected company, working in partnership with you who have chosen to join our company."

A large percentage of the people in the audience were celebrating their transition from "virtual" to actual Distributor status, with many of them going "live" with significant ranks, thanks in part to U.S. Triple Diamond Wang Kyun Shin and Canadian Double

Diamond Keun Pyo "Kevin" Lee, who had worked with dedication for months to develop Korean Distributors. (See pages 8-9 for stories about Wang Kyun and some of the other Korean Distributors who achieved Triple Diamond in only one month!) The new Stemtech Distributors at the pre-launch were eager to hear from Christian Drapeau, VP Jonathan Lim, Senior VP Andy Goodwin and VP Heather Livingston, as well. Heather stayed on in Korea after the pre-launch, traveling to South Korea's five largest cities, where she and KJ delivered Stemtech product and business training to enthusiastic, packed houses.

Since Stemtech has come to South Korea, every month is seeing record numbers of new enrollments and record sales. There is no doubt that the "new kid on the block" in Korea's direct sales industry is going to show the industry just how it's done! ✕



Double Diamond Keun Pyo "Kevin" Lee; General Manager KJ Ka speaking to huge audience (seen at right); Mr. Wang K Shin and several of his Korean Leaders meeting Ray Carter at the Seoul Headquarters; VP Jonathan Lim, Christian Drapeau, KJ Ka, Ray Carter, Senior VP Andy Goodwin and Mr. Wang K Shin at formal ribbon-cutting.

are you MR. OR MRS. derma[®]stem? Renewal Serum

*Stemtech announces
the first Mr. and Mrs.
DermaStem Contest and
YOU could be a winner!*

Contestants may be Stemtech Distributors, their Customers OR anyone. Submit "Before DermaStem" and "After DermaStem" facial photos that demonstrate the improvement DermaStem has made in the contestant's overall appearance: wrinkle reduction, moisture retention, elasticity and more youthful look. Since

online voting will begin December 1 and go through midnight on December 31, submitting an "After" photo early in December will give time for more votes to come in. Submitting an "After" photo later will give more time for your transformation. Hmmm... a dilemma! Choose wisely, because...

**TEN WINNERS SHARE
\$20,000 IN CASH PRIZES!**

One Male and One Female winner will win \$2000 in each of five age categories:

18-30 years

31-45 years

46-60 years

61-75 years

76+ years

Three Ways to Enter

- Stemtech Distributors only – Enter in your Back Office. Click on "DermaStem competition" link and follow instructions to upload your "Before" picture.
- All competitors – Email your entry. Send your photo as an attachment (1MB-4MB jpg or png) to DermaStemContest@stemtechhealth.com with Subject line: DermaStem Competition. In email include the pictured person's name, ID number (if a Distributor), address, age as of October 1, 2012, age category entered, date of photograph. If you are not a Stemtech Distributor, also include the name and ID number of the Distributor who told you of the Contest.
- All competitors – Mail your entry photo. Tape a note to the back of your photo that includes the pictured person's name, ID number (if a Distributor), address, age as of October 1, 2012, age category entered, date of photograph. If you are not a Stemtech Distributor, also include the name and ID number of the Distributor who told you of the Contest. Mail the photo to: Sales & Marketing DermaStem Competition, Stemtech International, Inc., 151 Calle Iglesia, San Clemente, CA 92672.

Your "After" photo should be taken from the same distance and in the same lighting as your "Before" photo for best comparison. Submit your "After" photo in any one of the three ways mentioned above. X

→ Voting

Open to Stemtech Distributors only, voting will be held December 1 – December 31. You may cast ONE VOTE PER GENDER PER AGE CATEGORY (one male and one female in each of the five age categories, for a maximum of ten votes cast). Vote for the faces you believe show the MOST IMPROVEMENT from the "Before" photo to the "After" photo.

Winners will be the FACES receiving the most votes in their category. In the case of ties, final decision will be made by a Judging Panel headed by Ray Carter.



Congratulations

SEBASTIEN KPAGO Chairman's Club

Sebastien's rise in rank has been so rapid that we can hardly keep up! We had to bypass President's Club Congratulations here when he made Chairman's Club a month later. Amazing!



Sebastien has his friend Kpakpo Akue-Bitchi to thank for introducing him to StemEnhance® in spring of last year. Not only is he grateful that the product had an "immediate effect" on his wife's serious health issues, but once Sebastien began telling people about the product, he soon found that Stemtech offered him a wonderful business opportunity, as well. He founded Top Potentiel, "a company whose name says it all," and before he knew it, Sebastien's organization was growing into the thousands. He achieved Triple Diamond in only six months.

Because Stemtech is not yet open in Togo, where the Kpago family lives, Sebastien has had to build his business in neighboring Ghana. That meant the couple has had to live apart much of the time, as Sebastien manages the Ghana operation and handles prospecting there, while Solange Désirée supports the virtual operation in Togo. For months, Sebastien worked seven days a week, sometimes sleeping in his office to maximize his time management. Getting a little

more sleep these days, he uses his marketing and personal development expertise to "think big," holding events for as many as 200-500 people, pointing out, "Large events give my downline the best chance to enroll Distributors and advance quickly, as I have."

Sebastien says that the income he is earning from Stemtech has allowed him to grow Top Potentiel, which is providing development in Togo and Ghana, as well as opportunity for many of the two countries' young people. He sees himself as a "Pygmalion," showing all sorts of people – doctors, students, workers, homemakers and the unemployed – how to use their time wisely to build a business. "We have presentations every day at Top Potentiel, and we encourage people to bring their prospects," he says. "Whether we meet with 1-2 people or make a presentation before hundreds, it is our mission to maximize the effect of each conference, because I truly believe there is no real happiness without good health. The way I see it, Stemtech is the key to both health and prosperity!" ✕

Did you
Know?

Stemtech's Global Family saw TWENTY Leaders promoted to Triple Diamond in one quarter! See Triple Diamond Stories on pages 6-7. What exciting Top Performer promotions will the next quarter see for our Global Family?

global leaders



Wang Kyun Shin - *Massachusetts, USA*

A former Captain in the South Korean Army, now a U.S. citizen, Mr. Wang K Shin is a renowned global leader and former president of the Eastern U.S. Korean community who was most instrumental in assisting Stemtech to open the South Korea market. The first of his countrymen to reach Triple Diamond, Mr. Wang K Shin developed seven Korean Triple Diamonds while building over a million dollars in volume in a month. He says, "It was Stemtech's paradigm-shifting products using stem cell science that fascinated me," adding that, even with the thousands of nutritional products available, "Stemtech's products are incomparable in the international marketplace." Working with Canadian Double Diamond Keun Pyo "Kevin" Lee, Mr. Wang K Shin is developing a huge organization in his native South Korea, where he is well-known for his vision, impeccable integrity and leadership.

The South Korean Triple Diamonds in Mr. Wang K Shin's powerful organization include:

Mr. Jong Wung An

who says "Stemtech is the ideal company I envisioned: one with products that competitors cannot even dream of!" He says that Stemtech is "leading the trend" to a new paradigm of wellness and he sees himself as the future Top Leader for "the world's best company."



Mrs. Jum Do Hwang

an experienced networker who was surprised last March to learn that "there is a functional food that helps the body release stem cells." With no need to explain the science, Mrs. Jum Do Hwang says her enthusiasm for StemEnhance® and her personal drive bring success as she shares "the gift that Nature has given to humanity."



Mr. Sun Tae Hwang whose desire for time freedom brought him to network marketing. After his first foray into networking gave him time freedom but limited income, he was delighted to find Stemtech, a company with "unique products and a generous income potential." Mr. Sun Tae Hwang enjoys spending family time and making good money now.



Mr. Seok Woo Jang who came to Mr. Wang K Shin looking for a company whose products would have the widest market appeal. When he learned about Stemtech's products and opportunity, Mr. Seok Woo Jang had his "Ah ha!" moment, saying, "Health is the mega-trend of the future both for everyone; this makes the Stemtech business opportunity as wide as the ocean!"

New Triple Diamonds in Latin America, Africa and Europe:

Dr. David Constante & Lilliam Dolores Brown - *Ecuador*

A gastroenterologist and homeopath for 32 years, David was attracted to Stemtech when he saw that StemEnhance and adult stem cell science could greatly benefit his patients. Holding two weekly meetings for Distributors and guests, David says, "We are developing Triple Diamonds in our network, with the goal of our achieving President's Club within a year."



Augusto Gonzalez de Jesus & Xochitl Perez Hernandez - *Mexico*

With no experience in network marketing but a great interest in natural products and alternative medicine, Augusto and Xochitl found Stemtech's products very appealing. Emphasizing the importance of flexibility when sharing the Stemtech opportunity, Augusto says, "When I visit people, I adapt my approach: Some people want the product only; others want mostly to make good money. We build with both kinds of people."

Manuel Macazaga Navarro &

Maria Goretti Castrejon Gonzalez - Macazaga, Inc. - *Mexico*

Highly educated, successful professionals also with 25 years with the top international network marketing companies, Manuel says Stemtech has six big attractions: "Unique product, everyone needs it, it's consumable (repeat business), it works fast and effectively, you make money fast, bonuses add to your monthly income, and residuals mean financial freedom." Manuel and Maria especially enjoy receiving five checks a month!



Edward & Irene Anang - *Ghana*

Edward says, "Since I am a marketer by profession, I have skills to explain the business opportunity in the most attractive way." He is impressed with Stemtech's compensation plan that is "ahead of that of other network marketing companies." Self-described as "a spiritual man," Edward sees only good in helping others to achieve both optimal health and greater prosperity.

Kodjotse Mensah Dakevi - *Ghana*

A Togo resident with his Stemtech business in neighboring Ghana, Mensah has a personal goal: "I want to build a nice house for my family." Traveling back and forth, he holds at least five meetings a week for Distributors and their prospects. Mensah says he wants Stemtech to open in Togo, because, "Everyone in Togo is excited about StemEnhance and the generous compensation plan Stemtech offers."



Edward D'Almeida - *Ghana*

A Chartered Management Consultant with an MBA in Human Resources, Edward recently resigned an HR management position to build his Stemtech business fulltime. "Because my target is five FastStarts a week," he says, "I do three regional presentations weekly, also meeting with bank officials, government officials, healthcare professionals, businessmen/women and church-people."

Ruth Franz - *Germany*

When her friend Marita Schauta and U.S. Triple Marjorie Sons told her about StemEnhance in 2009, Ruth was hesitant, but the remarkable results she and her friend experienced were undeniable. She has been building a successful organization ever since. A true people-lover, she says, "As people learn to take responsibility for their own bodies, I show them that StemEnhance is a good way to 'start easy' on the road to optimal health."



Jerry Lindsey of Texas achieved the rank of Triple Diamond Director just weeks before he passed away. We send our condolences to his family.

Living the Dream

NORTH AMERICA REGIONAL CONVENTION

For the lucky Distributors gathered in Irvine the weekend after Labor Day, it was a Convention so jam-packed with new "things" that it was almost mind-boggling.

throughout the weekend, there was that feeling... You know the one – That you are WHERE IT IS HAPPENING!

For Canadians, the weekend was an opportunity to applaud WINNERS from back home time and again. Quebec's own JM Roy brought home Stemtech's GOLD MEDAL and the \$5,000 cash prize as top finisher in the Stemtech Olympics Contest. JM also won Medals in individual events: Gold Medal (Top Enrollers) and Bronze Medal (Most New Directors). Fellow Quebec Distributor Renée Delisle took the Bronze Medal for Most Personally-Enrolled Distributors at Convention. Len Root (British Columbia) took the Medal for Fastest Rank Advancement to Diamond. Congratulations to All!

Then Quebec's Carl Mathieu put the icing on the Canadian cake when his name was drawn for an

all-expense-paid weekend in California for the Emmy Awards! (See page 10.)

OTHER HIGHLIGHTS OF THE CONVENTION

- StemGems sailing and dining on John Wayne's yacht "The Wild Goose"
- Exciting What-If's from Ray and Christian
- Inspiration and motivation from Dr. Allan Somersall (See page 2)
- On-stage recognition for so many: Award-winners, Top Performers, StemGem Advances, First-time Conventioneers... Wow!
- Powerful message from Olympic Gold Medalist Kaitlin Sandeno (winner of four Olympic Medals in swimming, 2000 & 2004)
- Motivating stories, great times with old and new friends, scrumptious dining, fun-filled activities... lots of special memories. ✕



Stemtech Leaders gathered on stage; little Grace Carter upstages Mom Kasey and Dad Ray; Marianne and Jennifer Lim join Audrey and Howard Toop for the Gala banquet; Viola Toews carrying the Olympic torch in the Opening Ceremonies parade; Andy Goodwin entertaining on stage; Olympic Medalists Kihong Lee (Silver), JM Roy (Gold) and John Cowden (Bronze) on the podium; Distributors in their stylish hairnets for a tour of VitaTech.

STEMTECH'S BAKER'S DOZEN OF ANSWERS TO RAY & CHRISTIAN'S "WHAT IF'S"

BUSINESS

Enhanced Car Program: Broader scope, easier entry-level Tier (See page 14.)

The Power of 3: Power up your retail business! (See page 15.)

StemPay: Simplicity & Rewards with your Commissions

PRODUCTS

New SE2-enhanced formulas: StemSport 2 (with new berry/tropical taste!), StemPets & StemEquine

Sample size DermaStem with \$10 off coupon (See "Shake & Make-Over Party," page 11.)

TOOLS

Comp Plan Animation (Download in your Back Office)

Business Builders Guidebook: Simple as 1-2-3 in print & on flash-drive (See page 11.)

TeamBuilder Pack: slick packaging & display

NEW Information Hotline: Sizzle Call (Product & Business)

Back-Office Tools: Snapshots of your organization and MORE

Stemtech's Mobile App: Prospect, enroll & track business in the palm of your hand

Website Enhancements: "My Stemtech," testimonials, 90-second intro videos

New Brochures: Testimonials, charts & talking points

DON'T MISS NEXT YEAR'S STEMTECH EXTRAVAGANZA...
PUT "CONVENTION 2013" ON YOUR "MUST DO" LIST NOW!



Dr. Ed and Gaye Chicoine receiving the Canadian Spirit of Service Award from Christian; a "photo op" with Olympic Gold Medalist Kaitlin Sandeno for Connie Jameson, Lisah Fraser and their guest; Dr. Allan C. Somersall inspiring everyone with his message; Laurie & Habibah Patmore show how it's done on the dance floor; Ambassador & Mrs. Ray Flynn with their "host" on The Wild Goose; Ray and Christian welcoming the Opening Ceremonies parade on Friday; Len Root celebrating receiving his certificate on stage.

*Stemtech
goes to the*

EMMYS

When Carl Mathieu's name was drawn from the box at Stemtech's North American Regional Convention in Irvine, he won two tickets to the Emmy Awards, including travel from his home in Quebec and expenses for the all-star weekend. While his work schedule in Canada allowed Carl to attend the Emmy weekend activities but not the show itself, there was only one person he most wanted to enjoy

the lavish televised event... his mother, Triple Diamond Extraordinaire JM Roy!

JM joined Christian and Stephanie Drapeau, Lisa Hill, Don Karn, Paola Mazzoni and the host of celebrities who made their way over the red carpet into the beautiful NOKIA Theatre for the evening of Awards. "It was a glorious evening," JM said.

GBK Gift Lounge

For Emmy nominees, award presenters and other invited celebrities, the weekend of the Emmy Awards can be a real windfall, courtesy of GBK Productions' Gift Suite, where celebrities roll large, stylish duffels from one sponsor's booth to the next, learning about their products and collecting gifts, the value of which can exceed \$50,000!

For the first time this year, Stemtech was invited to host a Gift Suite booth where VP Paola Mazzoni and Triple Diamond Director Lisa Hill shared information with celebrities about stem cell nutrition and Stemtech's products. With other booths nearby giving away lavish gifts such as precious jewels, trips to the Caribbean and opulent spa services, you might be surprised that many celebrities lingered at Stemtech's booth, eagerly asking questions about stem cell nutrition and our products, then happily taking away DermaStem[®], SE2[®] and Christian's book, *The Stem Cell Theory of Renewal*.

See Paola and Lisa at Stemtech's booth in a filmed interview about Stemtech for the online newsletter Daily Motion. (Go to http://www.dailymotion.com/video/xtuh9c_stemtech-at-the-2012-gbk-emmy-luxury-gift-lounge_shortfilms).

With all the buzz Stemtech created Emmy weekend, *OnPurpose Magazine*, a well-known Hollywood publication, asked for an interview with Ray Carter. The magazine was interested in Ray's "diligence and fortitude in starting the very first Stem Cell Nutrition Company." To read the interview, go to onpurposemagazine.com/.../ray-carter-ceo-of-stemtech-on-t.

Right: Bruno Tonioli of "Dancing with the Stars" with his Stemtech take-aways, Lisa Hill and Paola Mazzoni w Mayim Bialik of "The Big Bang Theory" and JM Roy, Sarah Burns of "Enlightened" and Carl Mathieu.



JM Roy looking beautiful on the Emmy staircase, Carl Mathieu and Emmy winner Jason Ritter at Stemtech's booth at the GBK Gift Suite



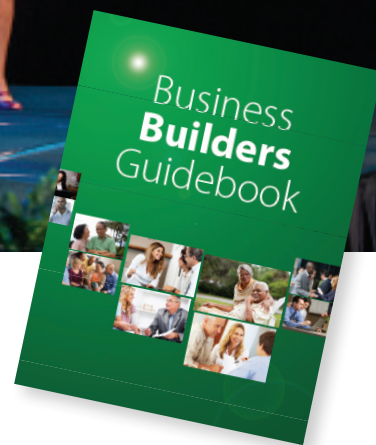
use share teach

A unique guide using
simple steps for full
organizational growth.

by Lara Bolton
General Manager, Canada



Heather Livingston, Lisa Hill and Lara Bolton presented the BBG that they developed with Bonnie Goldfein ("The Four Ladies in Maine") over the summer.




Business Building made simple

Your Business Builders Guidebook (BBG) takes the new Distributor through the actions of a THREE-STEP process that outlines what to do in

The First Day The First Week The First Month

Using the BBG's three-step action plan, a new Distributor working either with an upline or alone can do what it takes to share Stemtech products and opportunity with friends and acquaintances, sign people up, sell products and begin seeing income coming in.

The BBG also includes a very helpful Reference Section on CD that is full of answers to many new Distributors' questions. Have a question about successful recruiting, setting goals, the comp plan, effective closing? The answer's on your CD. Want to write a compelling email to a prospect or learn how best to handle that first phone call? It's on the CD, too.

In fact, the entire Business Builders Guidebook – Three Steps and all – as well as some bonus videos are at your fingertips with the handy CD. Tuck it in your pocket or purse and you are ready to show your prospect just how easy it is to get started with Stemtech! 

**You saw them every
where at the Convention
in Irvine people wearing
green buttons that say:**

**Empower your Stem Cells
Ask Me How**

These eye-catching buttons are
recruitment magnets!

**EMPOWER YOUR
STEM CELLS
ASK ME HOW!**

THROW A PARTY!!



In Florida recently, Triple Diamond Lisa Hill and Double Diamond Marge Berger got together 24 friends to try out the "Shake & Make-Over" party idea, where guests got to sample tasty ST-5 with MigraStem™ shakes and to apply DermaStem® Renewal Serum. Every guest took home a DermaStem sample (with \$10-off DermaStem coupon) and great recipes for ST-5 shakes. With Lisa's guidance and using the Shake & Make-Over Kit, Marge says, "Our party was easy and so much fun! Everybody loved trying the berry ST-5 smoothies. And who doesn't like making your face feel and look better? Everybody had a good time. This is a great way to introduce Stemtech to new people!"

Have FUN sharing Stemtech's products and opportunity with friends, family and other prospects. Throw a Shake & Make-Over Party! Go to your Back Office for the Business Builders Guidebook, "Empower Your Stem Cells" button and the Shake & Make-Over Kit.

Learn from the Pro! Invite Lisa to host your Shake & Make-Over party at events@stemtechmail.com

global news

Within 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 and General Managers on what's happening worldwide...



North America

Canada

by Don Karn, VP/North American Markets

Since the introduction of the globally-designed Business Builders Guidebook (BBG) at our fabulous North American Regional Convention, your General Manager Lara Bolton has been traveling around Canada and the USA, drawing enthusiastic crowds for her training that focuses on business strategy and building tips from the BBG. With the popularity of the TeamBuilder Bonus Program and the new Power of 3, more people than ever are coming out to Stemtech meetings to learn more great ways to make money. You can arrange a meeting in your area: Email events@stemtechmail.com to get plans underway!

From Lara: Will your area be the winner of our TeamBuilder Enroller Contest? The Canadian Region enrolling the most TBB Distributors between October 1 and November 30 wins a local appearance by Christian Drapeau in first quarter, 2013. I look forward to accompanying Christian to your Region!

United States

We are so pleased that Dr. Allan Somersall has arranged time in his busy schedule to travel in the United States and Canada, making presentations to Stemtech Distributors, their guests

and the public, as well as appearing on TV and radio to promote stem cell nutrition. I have enjoyed hosting meetings where he has kept the room spell-bound with his knowledgeable and motivating message. We at Stemtech look forward to Dr. Somersall's book, due out in mid-2013.

1. Triple Diamond Lisa Hill and VP Don Karn with the Emmy raffle winner, Carl Mathieu

2. JM Roy and her husband Pierre Lesieur welcomed Christian Drapeau and Canada GM Lara Bolton to their Quebec meeting

Latin America

Mexico

by Juan Carlos Saucedo, General Manager

Since the TeamBuilder Bonus program has come to Mexico, we see many distributors of other network marketing companies taking a "second look" at Stemtech. Highly experienced networkers from the North to the South are joining Stemtech, since they see how easy it is to build a business and generate significant income with Stemtech.

The greatest excitement for us is welcoming Ray, Christian, Stemtech Executives and Field Leaders from Colombia, Ecuador, Puerto Rico and the mainland USA and, of course, Mexico for our

Convention at the beautiful Guadalajara Hilton located near Old Town Guadalajara and its wonderful Mariachi music and festival atmosphere. Ours is certain to be a Convention unlike any other!

Colombia and Ecuador

by Juan Manuel Rico, General Manager

Colombia's Field Leaders are seeing growth and rank promotions coming as they are recruiting more Business Builders and all of them are creating a strong network of wellness and success as they enjoy the Stemtech lifestyle.

In Ecuador, the visit from Christian Drapeau in July that included his meetings with doctors and other professionals in healthcare gave everyone a boost. Great growth is coming in the Ecuadorian market!

3. *Ecuadorian Leaders welcomed Christian to their enthusiastic gatherings*

Europe

by Carmelo D'Anzi, Western Europe

Managing Director

It would be hard to find a more beautiful spot for the First European-Africa Regional Convention than the Plaza Resort Hotel, on the beach near Athens, Greece. Stemtech Distributors from all over Europe and Africa gathered for three days of luxury, new and exciting announcements from Ray and Christian, and spectacular activities that turned strangers into friends in just days. And best of all... African Distributors walked away with top Awards!

Winning medals for top performance in Stemtech's Olympics were:

GOLD MEDAL Edward Amonkwa Annan Ghana
SILVER MEDAL Edward D'Almeida Ghana
BRONZE MEDAL Petar Serbezov Bulgaria

CONVENTION HIGHLIGHTS

- Olympic Medals in the country where the Olympics was born... Medalists proudly wore their Medals all weekend!
- A festive atmosphere throughout, as excited Distributors applauded each "What If" and every exciting Award.
- Ray handing out new DermaStem Samples to every lady Distributor!
- A gala dinner on the beach under a star-filled sky... Beautifully attired Distributors danced until dawn, kissed by the gentle sea breezes.

Back home, Field Leaders, including our new Triple Diamond Ruth Franz in Germany and Samuel Rodriguez in Spain are growing organizations as never before, as is UK veterinarian Paul Boland, who is accomplishing amazing growth in the horse community with StemEquine®.

4. *Andy Goodwin and the Europe GMs "go Hollywood" with shades and "attitude" at the Athens Convention*

Africa

by Errol Lester, VP/African Markets

Work continues on our efforts to open additional markets on the continent, as we support the growth in our open countries. In Kenya, General Manager Stevin Kavilu is working with inspired Field Leaders to develop the market around Stemtech's signature product, StemEnhance. Excitement about stem cell nutrition and the Stemtech opportunity is spreading nationwide.

Distributors in Ghana will celebrate the Launch of their market in early 2013, following over a year of mind-boggling growth in both recruitment and sales. Kudos to Sebastien Kpago and the hard-working, talented new Triple Diamonds who have led the growth in this exciting market! Building on the momentum that began with their exciting and lavish Pre-Launch over a year ago, Stemtech Ghana management, staff and Field Leaders are preparing another spectacular event highlighted by appearances by Ray Carter and Christian Drapeau.

In South Africa, the last quarter of 2012 is turning out not to be a typical "slow-down" for the Holiday Season, Stemtech is firing up! The enthusiasm that Johan and Diddie Pienaar and Wimpie van der Merwe brought home from the Athens Convention is spreading country-wide. New ranks are popping like corn since we launched SE2, the Enhanced Car Program and the Power of 3. The excitement surrounding the new generation of Stemtech's signature product and these wonderful business enhancements keeps growing and growing.

5. *Triple Diamond Johan Pienaar of South Africa receives his certificate from Ray in Athens.*

6. *Kenya's General Manager Stevin Kavilu*

Asia & The Pacific Rim

by Andy Goodwin, Senior VP Global Sales & Marketing and

Jonathan Lim, VP/Asian Markets

Stemtech's Global Traveling Show packed up in Athens and unpacked in Bangkok only two weeks later for the First Asia-Pacific Rim Regional Convention at the glorious Royal Orchid Sheraton on the bank of Thailand's "River of Kings." The timing of the opening of the market in Thailand was just perfect... Everyone at the Regional Convention was on hand to congratulate the Thai Leaders as they joined the Stemtech Family!

Winners of the top Olympic Medals for this Region were:

GOLD MEDAL Hazmi Bin Hamizan Malaysia
SILVER MEDAL Sandra Barnsley Australia
BRONZE MEDAL Wong Chin Hoe, Green Turf Enterprise Malaysia

CONVENTION HIGHLIGHTS

- ★ An electric atmosphere all weekend, fueled by an Opening Reception aboard a luxury yacht cruising on the beautiful and historic Bangkok "River of Kings."
- A most memorable StemGem Dinner in an exquisite, intimate gourmet restaurant, where our StemGems enjoyed scrumptious food and beautiful Thai dancing.
- Country-specific and product-specific breakout sessions, which allowed for interactive training for Distributors.

Now that Thailand's huge Stemtech market is open, we are eagerly anticipating the early addition of both India (a billion people) and Indonesia (another quarter-billion) to the Stemtech Family. This is a once-in-a-lifetime opportunity for you to build these markets virtually. Do it today!

7. *Malaysia General Manager Nicholas Tan*

8. *Australia's Top Performers, Double Diamond Susan Rennie and Triple Diamonds Sandra Barnsley, Linda Hoggard and Marita Mason at the Bangkok Convention*

power of three

Your Retail Sales are one of the foundations of your business.



Triple Diamond Marijke Long presents Stemtech products to potential VIP Customer Geneva Green, owner of Geneva's Gardens.

Your Retail Sales are one of the foundations of your business. Now, with **The Power of 3**, your loyal Retail Customers on AutoShip are **"VIP Customers,"** who receive a **25% discount** on their product order (wholesale pricing). These "VIP Customers" receive a significant benefit for their loyalty.

The Power of 3 benefits YOU, too: Since you earn 34% commission on each AutoShip order made by your personally-enrolled Customers, **THREE "VIP CUSTOMER" ORDERS covers the cost* of your own similar AutoShip for the next month** (34+34+34=102%). **This is The Power of 3!**

The Power of 3 is a win-win for everyone! And that's not all.

The Power of 3 can help you to qualify for Stemtech's Car Program, too. Build your business with BOTH VIP Retail Customers and Business Builders, and you can soon be driving in style!

But the power does not end there...

- Your VIP Customers receive up to **\$10 credit** toward their next purchase every time they **refer** a new "VIP Customer".
- With each of these referrals, you – their upline Distributor – receive \$6.30.
- Your VIP Customers receive a **\$5 credit** for each non-AutoShip order they make.
- You – their upline Distributor – receive an **\$7 credit** with each of their non-AutoShip orders. X



AND DON'T FORGET...

The Power of 3 is a GREAT WAY to MAKE REAL MONEY with Stemtech!

You earn **34% commissions** on every AutoShip purchase your "VIP Customers" make. How many "VIP Customers" can you enroll?

HOW MUCH MONEY DO YOU WANT TO MAKE?

*We call this "free-ish," as the commissions you earn from enrolling "VIP Customers" cover the cost of your similar AutoShip order the following month. Taxes and shipping charges still apply.


Drive your dream car

Now more easily than ever before, YOU can drive a car that promotes your Stemtech business... and Stemtech will pay for it!

announcing... Stemtech's Enhanced Car Program!

A new Entry-Level Tier with easier qualifications comes with a \$300 a month payment from Stemtech. Build your business with both VIP Customers and Distributors on AutoShip, then choose WHATEVER CAR OR TRUCK you like (brand-new or pre-owned, up to two years old*). Promote your business with your Stemtech vehicle wrap that attracts interest wherever you go!

Maintain your rank as a fully-qualified Director (or above) for three consecutive months as you fulfill these Qualifications, and in MONTH #4, Stemtech will begin paying you \$300 a month toward your vehicle.

As your business grows, you may want to qualify for Tier 2 (\$600), Tier 3 (\$900) or Tier 4 (\$1,200) monthly. Stemtech will be pleased to pay for every vehicle you earn! 

Entry-Level Tier Qualifications

Step 1

10+ personally-enrolled AutoShip Distributors and/or VIP Customers on your 1st level

Step 2

25+ AutoShip Distributors and/or VIP Customers on your 2nd level

Step 3

75+ AutoShip Distributors and/or VIP Customers on your 3rd level

10,000 total APV (AutoShip volume) required from your 3rd level Distributors

Let The Power of 3 put you in the driver's seat! Your VIP Customers can speed you to Qualification!



What's it like to drive a Stemtech vehicle? Caroline Lohmeyer says, "Wherever I go, my car generates calls. I am a mobile advertisement for the Stemtech opportunity!" Now, what will YOU say when you are driving your Stemtech car?



*Pre-owned vehicles must have Stemtech approval. See the details for Stemtech's Car Program in your Back Office.

spotlight

Rose-Hélène Morin
Ruby Director, Quebec

***a**t a Stemtech conference in Quebec in April, 2011, Rose-Hélène found herself attracted by "the beauty and simplicity of StemEnhance®" and she immediately became a Distributor.*



"I had never seen anything comparable in a dietary supplement," she says, but her excitement was just beginning: "Soon I was feeling so much more alive; and I realized I could do my outdoor work without achiness afterward. What's more, I seemed to be seeing more clearly." She shared the product line with her whole family – her husband Peter, her children, their spouses and their children -- and says, "We all think these products are marvelous!"

A medical technician, hygienist and reflexologist, Rose-Hélène has shared Stemtech's products with her clients and other people she meets. "I offer

them the opportunity to improve their health," she says, noting that she offers people the TeamBuilder Bonus Pack so they can try out a wide range of products. She helps new Distributors to set monthly goals, marking milestones with colored pins on a chart placed where people can see it. As her Distributors enroll others locally or globally, Rose-Hélène says, "We can see that we are making a difference in people's health, wealth and quality of life everywhere Stemtech is open around the world."

Rose-Hélène says she is grateful to native son Christian Drapeau for "his research which demonstrates the utmost respect for human life, "to Fabien Turcot for technical support and good advice" and to Ray Carter and Stemtech for building "a company that is as exceptional as its products." ✕

As of October 15, 2012, Stemtech's **StemGem Team** includes: **two** Chairman's Club members, **two** President's Club members, **128** Triple Diamond Directors, **82** Double Diamond Directors, **80** Diamond Directors, **108** Ruby Directors and **213** Sapphire Directors. **There is a spot waiting for YOU on the StemGem Team!**

Did you
Know?



Carol Case - Senior Manager Alberta

Carol is one "snowbird" who returned to Alberta in Spring, 2012, with a lot more than an Arizona suntan... She had learned about Stemtech's products from a friend there and discovered

**"With this business,
you are sharing
wonderful products
and making friends."**

— Carol Case

that their natural support for good health was right on target. While she

points out that she is healthy at 73 and does not see or expect any dramatic changes, she says, "I just know and believe SE2® is working." She adds, "StemFlo® helps me with the excess fibrin in my blood, poor circulation and broken capillaries that showed up after an over-active thyroid problem was 'fixed' some time ago. And ST-5™ with MigraStem seems to help me maintain a fuller feeling so I don't eat as much."

A retired accountant and former networker, Carol was not interested in the business side of things at first, even though she had received "very good training" with a previous network marketing company. But she took the products daily and felt good, so "persistent emails" followed by a meeting held in her area eventually encouraged Carol "to take a look at the business." She enrolled FastStart with Director Lois Morison in August of this year, primarily she says, "To make new friends who have a 'can-do' attitude." Carol enjoys the benefits of both the TeamBuilder Bonus program and the new Power of 3, which she notes is just perfect, "because many people only want to use the products." Overall, Carol says, "With this business, you are sharing wonderful products and making friends. You have nothing to lose and so much to gain!"



Carl Mathieu - Director Quebec

When your mother is Stemtech's outstanding Triple Diamond JM Roy, it is no surprise that Stemtech becomes part of your life. After Carl began taking Stemtech's products in March, 2012, the changes he experienced were so noticeable that he took "before" and "after" photos of himself. He says, "People often say they want to see proof that something works. I am that proof!"

A buyer in the auto industry, Carl spends most of each day on the phone, arranging car sales, so he is very comfortable with people. "I love talking to people," he says, emphasizing that the right approach is as important when building a network as it is in sales. "People can tell in five minutes if you are concerned about them and their needs," he says. "First impressions are really important!" Still very new at the business, Carl is grateful for help and support from his mother, Pierre Lesieur and Stemtech's Fabien Turcot. He says, "Fabien often worked with me late into the night, helping me to understand so I could move forward fast. Thank you, Fabien!"

At the North American Regional Convention, everyone got to know Carl when he won the Emmy weekend raffle. (See page 10.)

A man who knows how to "give back," Carl generously outbid everyone the next night for a special

**"People often say they
want to see proof that
something works. I
am proof."**

— Carl Mathieu

TeamBuilder Kit, with his large donation going to the Stemtech Global Foundation.

Back in Quebec, Carl is working hard to learn the business and build a solid Stemtech organization. Inspired by Dr. Allan Somersall's Five Points (See page 2), he keeps his presentations simple. He says, "All you need to say is: The products work, you want them and you can get them right here!"



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



Win an all-expenses-paid vacation with your fellow Top Global Performers at a luxury location – still a secret – **somewhere in the world**. Make sure your passport is up-to-date so you can join Ray, Christian, Stemtech Executives and the top-performing members of the Diamond Team in mid-2013 for a week of ultimate pampering, gourmet dining, fun-filled team activities and memories to last forever!

Your target threshold for this Contest is based upon the average of your OPV from April through August, 2012 (50% rule applied). To qualify for the **Champions Challenge**, see your Back Office for contest requirements or call Distributors Services at 949.542.8600, option 1

If you are one of the TOP TEN performers in your Diamond Division, you can GET READY FOR THE TRIP OF A LIFETIME!

Get busy, because the Contest began October 1 and finishes February 28, 2013. See your Back Office for details.