

# HEALTHSPAN

APRIL 2012

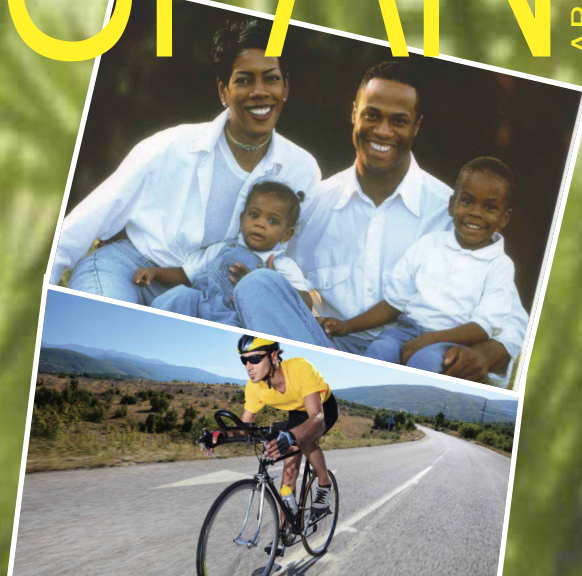
Stemtech Africa

Changing the  
**FACES** of Stemtech  
with **DERMASTEM**

Thanks to **STEMPETS**  
Phoebe is **BACK!**

**BREAKING NEWS**  
Staff Promotions  
Rank Advancements

Who's Packing  
for **MEXICO?**





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# co-founder messages

## Cover



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Ghana



Car Program!



DermaStem



Phoebe

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## WHERE WILL YOU BE IN SEPTEMBER, 2012?

We know that Ray & Christian will be at the Second Annual Convention. Watch for details of WHERE and WHEN African Distributors will join our Co-Founders and your old and new Stemtech friends for a truly spectacular event.

**You will NOT want to miss this one!**



## AFRICA 2012... ALREADY A MILESTONE YEAR!

The first quarter of the New Year has been an exciting one for Stemtech around the world. As 2012 began, we announced promotions of four of our top-notch Executives (See page 2). At about the same time, we opened for business in Japan, which is the second- largest direct selling market in the world. Then in February, we had a powerful

Director Leadership Conference for Latin America on a beautiful Colombian island. Taken together, these three significant events demonstrate that Stemtech is on the move worldwide.

Yes, our global expansion continues, with plans to open Tanzania, South Korea, Indonesia, Brazil, India, Russia and several other countries during 2012. Ghana will also officially launch in June, after an extremely successful pre-launch year, celebrated at their First Anniversary (See page 3).

Congratulations to our newest African Triple Diamond Directors, Johannes Pienaar of South Africa and Daniel Gyamfi of Ghana, who join Mexico's Pilar Coronado Rohano & Enrique Bringas Sanchez and American David Weible as Stemtech Global Family's newest Triple Diamonds (Stories on page 8).

As testimonials for DermaStem™ continue to pour in from all over South Africa, the new Car Program is officially under way. (See page 5.) Earning a beautiful new car is within everyone's reach... All it takes is sharing your enthusiasm for DermaStem (and our unique nutritional supplements) with everyone you meet and handing them a "Stemtech Changes Lives" DVD. Before you know it, you will be joining Marijke Long and all the other Stemtech Leaders who have enjoyed driving their beautiful new cars, courtesy of Stemtech!

2012 will be an amazing year! I look forward to celebrating your success and recognizing your leadership at our Second Annual Convention, to be held later this year. It is not too early to plan to attend this event, which promises to outdo last year's spectacular Convention. What will Christian and I share with you this time around? You'll have to join us to experience it all!

2012 will be an amazing year for Stemtech around the globe, with more ways to earn more income than ever before. Make it your best year yet.

*Ray C. Carter, Jr.*

Ray C. Carter, Jr.  
President & CEO

## VATICAN STEM CELL CONFERENCE

Last November I had the privilege of taking part in an international stem cell conference at the Vatican in Rome. In this historic event — attended by a limited number of invited scientists, clinicians, ethicists, priests, philosophers and even politicians — Pope Benedict XVI expressed the full support of the Catholic Church to research using adult stem cells.

The Church initially expressed its opposition to stem cell research in a message to the Bioethics Committee organized by President Clinton and later in a letter by John Paul II to President Bush. In both communiqués, the main message was an opposition to the idea of "taking one life in order to help another."

The message — which obviously targeted the use of embryonic stem cells — unfortunately became seen as an opposition to "stem cell research" in general. This misconception missed the point that there is another type of stem cells, adult stem cells, which have great potential and do not present any ethical concerns. While the Church is obviously not seen as a scientific authority, its position nonetheless contributed to slowing down the spread of knowledge about adult stem cells in the media. Now, by affirming its support for adult stem cell research, the Vatican contributes to lifting the negative bias against all stem cell research in the minds of many people, and this historic Vatican affirmation suddenly puts stem cell research in a positive light.

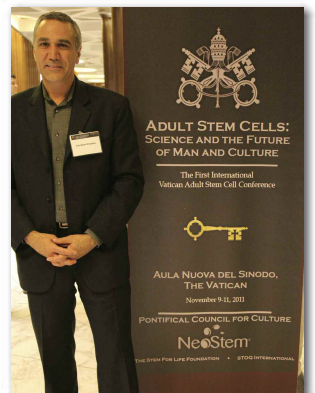
Many times, I have witnessed people who are against stem cell research because of their opposition to embryonic stem cell research. These people did not understand that adult stem cell research is entirely different. This year's announcement by the Vatican, affirming the viability of research into adult stem cells, immediately sends the message that there is an ethical way of doing stem cell research. This message can open people's minds to the reality that adult stem cell research is a positive benefit to humankind and its benefit is now.

Already there exist adult stem cell therapies for many degenerative conditions and maladies. Adult stem cell therapy is not a science of the future; it is a choice for today and you will soon see this message beginning to make its way into the media.

Needless to say, because you are part of Stemtech, the Stem Cell Nutrition Company™, you are at the right place, with the right products, at the right time. More than ever before!

*Christian Drapeau*

Christian Drapeau  
Chief Science Officer





# breaking news!

**A**s Stemtech continues its astounding expansion and growth around the world, we announce the promotions of four members of our Executive and Management Team who will have key roles in Stemtech's continuing global expansion.



## Andy Goodwin

**Andy Goodwin** has been promoted to Senior Vice President of Global Sales & Marketing. Working from World Headquarters, Andy will enhance and support our global sales efforts, ensuring that the sales and marketing activities for all our open countries are cohesive, synergistic and balanced.



## Jonathan "Jono" Lester

Promoted to Senior Vice President of International Business Development is Africa's native son **Jonathan "Jono" Lester**, who has distinguished himself as Canada's General Manager since 2009 and has a wealth of experience on the global stage. In his new role, also working from the World Headquarters, Jonathan will oversee the planning and operational aspects of our continuing international expansion.



## Brianne Rogers

A dedicated and talented member of our management team since Stemtech's earliest days, **Brianne Rogers** has been promoted to Director of Global Distributor Experience. In her new role, Brianne will oversee all Stemtech Distributor support systems and processes, from Distributor Services to order fulfillment to websites and Back Office tools, ensuring that all systems function to create the best Distributor experience.



## Sabrina Perryman

Promoted to Director of Global Human Resources is **Sabrina Perryman**, who will ensure that Stemtech continues to attract and train employees around the world who provide the highest level of support for our Global Family of Distributors.



New to our management team are these two outstanding individuals who bring a wealth of talent and network marketing experience to our company: **Lara Bolton**, new General Manager in Canada, and **Ben Liffen**, Business Development Manager for the UK.

Please join us in congratulating Andy, Jono, Brianne and Sabrina on their promotions, and give a warm welcome to Lara and Ben.

We are delighted to have the contributions of these exceptional professionals as Stemtech grows and expands around the world in 2012 and beyond.



# how do you spell "growth"? G-H-A-N-A

by Errol Lester  
VP/African Markets



Early this year, we held a seminar at the beautiful auditorium of Accra's College of Physicians & Surgeons that coincided with the First Anniversary of Stemtech Ghana. Heather Livingston and I enjoyed sharing the stage with our General Manager Michael Boadi, as we presented Stemtech to a gathering of over 300, also taking the opportunity to recognize some special Field Leaders for their accomplishments.



Some of 300+ members of the audience

We were honoured that Ghana's Deputy Minister of Health, Robert Joseph Mettle-Nunoo, accepted our invitation to speak at our meeting. His remarks promoting the acceptance of Stemtech's science-backed product, StemEnhance™ held everyone spellbound. (See excerpt at right.)

Also in attendance was Wolanyo K. Agra, Ghana's Director General of the National Sports Authority, whom Heather and I had met at the huge soccer stadium in



GM Michael Boadi presented certificates to Leaders



Robert Mettle-Nunoo  
Deputy Minister of Health

Accra a few days earlier, when Director Agra shared with us his keen interest in arranging scientific studies with professional soccer players using StemEnhance to assess improvement in energy levels and recovery times.

We look forward to returning to the College auditorium on June 16 for the official Launch of Ghana. Ray Carter and Christian Drapeau will be joining us for this special event, whose 600 seats are already selling out.



Wolanyo K. Agra  
National Sports Authority

There is no doubt that Ghana is one Stemtech market to watch AND to have as part of your global organisation. With record sales recorded month after month, Ghana is putting West Africa on the map. In January, Ghana's Distributors recorded more rank advancements than any other Stemtech market. This is quite an accomplishment for Distributors in a nation of only 24 million people!

Business Builders... Keep your eye on Nigeria, Tanzania and Zambia – the three markets we are currently working on for future openings in Africa. Now is the time to build your Virtual Distributor base in all three countries. Be ready with an organisation when we pre-launch!

## Excerpt from Minister Mettle-Nunoo's Remarks

"Today we have the opportunity to support our bodies to release their own stem cells through the use of a natural supplement that supports the natural release of adult stem cells from your bone marrow... The benefit of such a product does not only cut through the legal battles surrounding the science of stem cells, but also makes the benefits available while we make slow but steady advances in the laboratory."





## Dear Distributors,

Congratulations to all who qualified for the Champions Cruise to sunny Mexico. Wish I could be joining you all, but hey, I have things to do, so maybe next year! Firstly, may I say it's been a very encouraging First Quarter, with so many new members joining us on our journey to optimal health. Welcome aboard! To our Business Builders who are re-qualifying and revving up... Well Done! And to our Global Support Team at Headquarters, thank you! Your dedication and commitment to Changing Lives with Stemtech in South Africa has no competition. We are now and will always be unique!

Now that you have all heard about SE2™, the next generation in stem cell enhancement, let me fill you in on the process necessary to bring this product to you. Since SE2 is a "Change in Registration" (not a new product registration), we are hoping that the MCC will approve and issue Stemtech South Africa the required Certification for Import and Retail soon. We have an awesome Pharmaceutical Registrar company assisting in this process, so fingers crossed all!

## About DermaStem™...

Have you seen the global testimonials? What a breakthrough product we have in the market for skincare and renewal of the body's largest organ! Sum up the breakthrough with this one powerful sentence:

**"DermaStem's all-natural ingredients provide the ideal environment for the regenerative properties of the adult stem cells that support the natural process of skin renewal."**

It's all there in 24 words... They state clearly what gold you all have in your hands with this product! Anne Fleischer and Yvonne Sauerman have been using DermaStem for 4-5 months now and the improved elasticity and flawless texture of their skin is amazing. (See page 7.) We will be profiling local DermaStem testimonials on our website very soon, so you and your prospects can look and judge for yourselves just how amazing the results are with DermaStem.

## Business Builders...

Who doesn't want a NEW CAR? If you said, "I do!" but continued with "but they are too expensive," Stemtech is here to make your new car a reality. Introducing Stemtech's South African Car Program. (See facing page.) With Stemtech You Can... Drive a BMW or Toyota Quantum, that is! Check your Back Office and watch for upcoming webinars for everything you need to know about this exciting Car Program.

## Another 2012 Innovation...

We will soon introduce the much-anticipated Pocket-Sized Plan for ease of reference and functionality. This little Comp Plan summary will fit into any jacket pocket or handbag, so you can easily take your Stemtech Business with you every step of the way. Thank you for making 2012 our best year yet for Stemtech Africa. I look forward to watching your business growth during the coming months and to enjoying our Second Annual Convention later this year.

All the Best to You,

*Debra E. Pretorius*  
General Manager, South Africa



Masibambisani

ANNOUNCING

Build Your Stemtech Business and

# Drive in Style



How would you like to drive a luxury car with Stemtech paying the lease?

## Announcing... Stemtech's Car Program!

Based on the AutoShip business you develop in your organisation, the Stemtech Car Program rewards you handsomely for what you are already doing anyway. What better business-building tool can you have than a **luxury car branded with the classy Stemtech logo?**

Build a solid organisation by duplicating AutoShip enrolments throughout three levels and you'll soon be driving that ideal car.

Here's how to qualify\*:

Step 1 Achieve **20** personally-enrolled AutoShip participants

Step 2 Your 1st level AutoShip participants enroll others, adding at least **50** AutoShip participants to your 2nd level

Step 3 Duplication continues, adding at least **125** AutoShips to your 3rd level

\* To qualify, reach and maintain each step for 3 months.

Tier One	Tier Two	Tier Three
Status: Fully qualified Director (or Higher)	Status: Fully qualified Director (or Higher)	Status: Fully qualified Director (or Higher)
20 personally enrolled on AutoShip	20 personally enrolled on AutoShip	20 personally enrolled on AutoShip
50 second level on AutoShip	50 second level on AutoShip	50 second level on AutoShip
125 third level on AutoShip	250 third level on AutoShip	400 third level on AutoShip
AutoShip PV on third Level: 12,500	AutoShip PV on third Level: 25,000	AutoShip PV on third Level: 40,000

South Africa is the FIRST Stemtech market outside of North America to enjoy Stemtech's Car Program.

## Who will be our FIRST CAR PROGRAM QUALIFIER?

Go to [www.stemtechbiz.co.za](http://www.stemtechbiz.co.za) for all the details of Stemtech's Car Program.



Marijke learns about all the "bells and whistles" in her new car at the BMW factory.

U.S. Triple Diamond Marijke Long has enjoyed the luxury of driving a BMW convertible since she first qualified for the U.S. Car Program nearly five years ago. Taking advantage of BMW's "European Delivery" option, Marijke traveled to the BMW factory in Munich, Germany, where she received her hard-top convertible on a spectacular day of pampering that she will always remember. "But however you acquire your Stemtech luxury car," Marijke says, "Stemtech's Car Program is a win-win situation... It's just one more reward from Stemtech for building the business that we all love."



# DermaStem restructures!

by Paola Mazzoni,  
VP/Product Training & Development



When Christian and I headed for our series of meetings in Mexico early this year, we thought we would be “introducing DermaStem™” to the Mexican Distributors. To our surprise, many of the Distributors in our audiences not only knew about DermaStem, but a number of them already had their own enthusiastic testimonies to relate!

We soon learned that the Mexican Field Leaders who had traveled to the First North American Convention in August took their excitement about DermaStem back to Mexico, happily demonstrating the product for everyone in their groups. By the time Christian and I arrived on the scene months later, there was already a groundswell of excitement for DermaStem!

One of the experiences I enjoyed most was the confirmation — one more time — that DermaStem really works by restructuring the skin within one month. One woman told me that before DermaStem her skin was really dry and she experienced frequent episodes of unclear and unattractive areas on the skin of her face. “I was so unhappy,” she said. The first week with DermaStem, she could see changes — “Something was happening.” By the 28th day she reported that her skin was clear, more elastic and her face felt more hydrated and very moisturized. “DermaStem is truly amazing!” she says.

We love to hear stories like this and the wonderful testimonials you’ll see on the next page. They prove what we all know: DermaStem works!

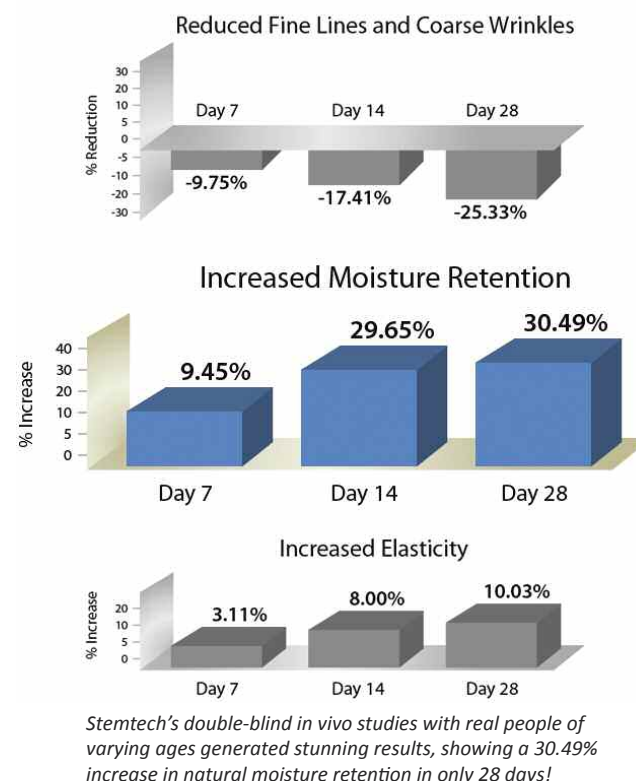
Send your DermaStem testimonial through today! E-mail: [lschenk1@stemtechmail.com](mailto:lschenk1@stemtechmail.com)

## DermaStem Moisture Retention

The increased hydration and moisture retention DermaStem provides is very different from the “moisturizing” from most other products on the market.

DermaStem restructures the skin from within, increasing the skin’s ability to retain moisture naturally. Other products give the appearance of moisturizing by sealing the water in your skin. With DermaStem, your skin’s moisture and elasticity are increased dramatically, and wrinkles seem to fade before your very eyes.

What a wonderful breakthrough in skin care!



## changing the **faces** of Stemtech



I

n a matter of only a few months, DermaStem™ has brought about dramatic changes in the faces of Stemtech Distributors and their customers on two continents. Here are just four of the hundreds of stories coming in from four happy DermaStem users in South Africa...



Before

**Anne Fleischer** Senior Director - Pretoria

“When I won the Spring Day challenge last September, I cherished the prize – the very first unit of DermaStem available on the continent. Using it first and last thing every day as suggested, I soon could see that what the brochure said was true for me. I marveled that my skin felt good, even without using any moisturizer, despite the harsh climate of our dry and hot Highveld in Gauteng.

“As if this is not enough, the photo for my latest German Visa application – taken under the most severe bright light requirements -- revealed that the very large liver(age)spots have practically disappeared! I also notice that an operation scar at the back of my neck has become much less noticeable.

“On Leap Year Day, I started my third DermaStem – indicating that one unit is lasting me nearly three months. Very economical! The OUTER VIBRANCE I have achieved by using DermaStem, makes it a sure winner in my book. It is the only product I will ever need to use for my face. I plan to never be without DermaStem.”



After



Before

**Fiona Cockrane** - Distributor Services Representative, Johannesburg Office

During the last trimester of my pregnancy, my skin began to look very unhealthy, with unsightly bumps, marks and swollen spots. Many visits to the dermatologist and costly medications did little to improve things. Once my baby was born, the acute phase of my problem was gone, but it left in its wake an appearance of scarring on my face. Sometimes I looked so bad that my baby said I had “goggas” (bugs) on my face.

Last August when I first heard about DermaStem, I was very skeptical. I had absolutely no faith that anything could help me. With our launch of DermaStem in November, Debra gave me a bottle and I tried it, still wary. Within three weeks, I could see a very big difference – all the bumps had gone down and the marks had lightened by 30%. Now four months later, applying the serum only in the mornings, I look and feel like a new woman. My confidence is back and the “goggas” (bugs) are gone forever!



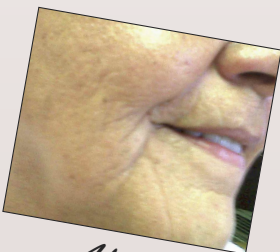
After



Before

**Yvonne Sauerman** - Executive Director - Sunninghill

“I started using DermaStem in late September. When my son saw me in early December (after one bottle), he was convinced I had gone for Botox! Now I’m on my third bottle, and the results I am seeing are absolutely phenomenal. DermaStem is the best thing since sliced cheese!”



After



Before

**Cheryl Dobson** - Distributor Services Representative, Johannesburg Office

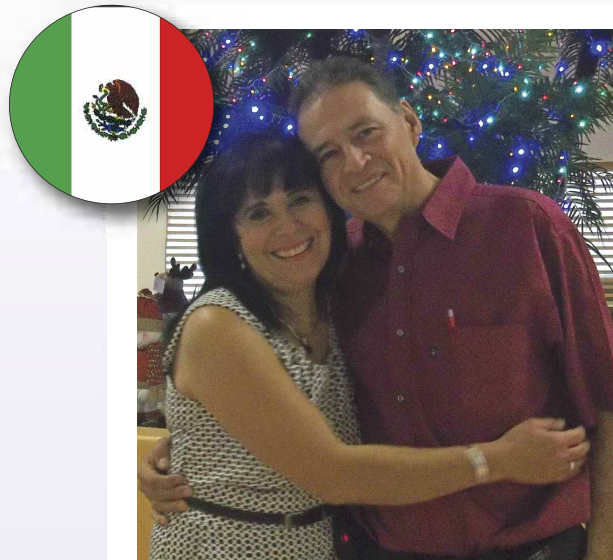
“I am insulin dependent because of 30 years with Type 1 diabetes, so healing from wounds of any kind is very slow. After a heart attack last September, I had a quadruple heart bypass, and serious post-operative complications kept me in the ICU for six weeks. After the by-pass I had a large, unattractive scar on my chest. I began using DermaStem on the scar and increased my daily intake of StemEnhance™ to aid in my body’s recovery. After only three weeks, my scar was barely noticeable. The large scar from my knee to my ankle had also visibly lightened. DermaStem and StemEnhance are amazing, and NOT only for FACES!”



After



# new global triple diamonds



*Pilar & Enrique*

## **Pilar Coronado Rojano & Enrique Bringas Sanchez**

Mexico

Calling her husband Enrique “my inspiration,” and drawing upon 15 years’ experience in network marketing, Pilar has built a large organization throughout Mexico quickly. Once her friend Claudia Zamudio introduced her to Stemtech, Pilar saw immediately that the company’s science offered “a completely new concept, the science of natural renewal with adult stem cells” and she was intrigued. And learning about Stemtech’s many avenues to make money while helping others was a particularly strong attraction for Pilar. She says, “Stemtech’s Enhanced Compensation Plan, with pools and bonuses, lets us bring in money while we are building our residual income. This is exceptional!”

***“When you are passionate about helping others achieve their dreams, somewhere along the way you find you are achieving your own dreams”***

*Johannes Pienaar*



*Johan with Lizzy*

## **Johannes Pienaar**

South Africa

Johan says that Stemtech “gave back my life – There’s no doubt about it.” When Cobus van den Berg and Elmarie Marais introduced him to StemEnhance™ in 2007, Johan was in the ICU with a damaged heart that offered him few options. “I chose to try StemEnhance,” he says, “because the science of adult stem cells made sense.” Over the next dramatic year, Johan enjoyed steadily improving health, until he could once again lead a “completely normal, active life.” And his wellness was a good thing, too, because he was very busy building a business with Stemtech during that time, achieving Diamond Director within months.

After a 25-year career with a fuel manufacturing company, Johan is now fulltime with Stemtech, but he also writes eBooks on health and wellness for some well-known authors. “My passion is to educate parents about drug abuse,” he says. Most of his Stemtech work days find Johan busy on the phone, online or in meetings with members of his downline, supporting their business growth. While his is a global organization, Johan notes that 90% of his Distributors are in South Africa. He says that becoming a Triple Diamond “took longer than I’d planned, because I didn’t really concentrate on enhancing my own position.” Regardless of his “lack” of concentration, he says, “Triple Diamond ‘just happened’... When you are passionate about helping others achieve their dreams,” Johan says, “somewhere along the way you find you are achieving your own dreams!”



*Daniel*

## **Daniel Gyamfi**

Ghana

A Fellow of the Royal Statistical Society of the United Kingdom, Daniel holds a Masters degree in Applied Statistics and has taught in this field. With additional training in epidemiology, Daniel says he has been keen to follow stem cell research in general and the significant role that Stemtech has been playing in the science of adult stem cell nutrition. As he builds his Stemtech business, he currently collaborates with hospitals and clinics, healthcare foundations, Ghana’s physical education and sports think tanks.

Once he learned from U.S. Triple Diamond Jacki Smith about the lucrative compensation plan Stemtech offers, Daniel set a succession of goals that would take him to Triple Diamond quickly: “I was committed to my personal target of five FastStart enrolments every month,” he says, noting that hitting this target consistently earned him a rank advancement every two months. Then when Stemtech announced the ChampionSHIP Cruise competition, Daniel was ready. He worked hard to keep his name at the top of the Leader Board in the Diamond category, calling this year’s contest “a rehearsal,” since next time around he’ll be in the category for Triple Diamond (“or maybe President’s Club”), with lots more to do.

With the support of his wife Doris, a Director of Ghana’s Ministry of Health, Daniel is building an international organisation bringing wellness to three continents. He says, “If ever there was a time when we should be studying how to spread wellness and prosperity and to maintain optimal health, it is now!”



*David*

## **David Weible**

United States

When Triple Diamond Denny Kluver called David to ask what he thought of the Stemtech brochures he had sent him, David’s response stunned him: “I can’t read or write,” David said. “Send me product.” Denny did just that, and within weeks, David was seeing “a new man” in his mirror. “I feel like I’m thirty again!” David says. Since then, David has thrown his full effort into his business, driving all over to spread the word about Stemtech. He is his own best advertisement. “People have trust in me, because they see what Stemtech’s products have done for me. When they ask, ‘Can Stemtech help me?’ I have a one-word answer: YES!”

***“If ever there was a time when we should be studying how to spread wellness and prosperity and to maintain optimal health, it is now”***

*Daniel Gyamfi*



# Stemtech around the globe



Within our continent 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...

## North America

by Don Karn, VP/North American Markets



The Indefatigable March Madness Duo, Andy & Heather

In the **United States**, we have seen big increases in enrolments in the New Year, driven in part by the fun of February Frenzy and our Wacky Wednesday Webinars hosted by Senior VP Andy Goodwin. The Webinars offered regular participants the chance to win cash prizes

by outplaying their colleagues on Quiz Nights, where they had fun while demonstrating their Stemtech knowledge. The Grand Prize was \$1000, and runners-up got \$500 and \$100, after a tough tie-breaker to determine winners.

Following February Frenzy was March Madness, a road trip for Andy Goodwin and Heather Livingston which saw them keeping a breakneck schedule that took them to more than 20 cities in the U.S. and **Canada** in 24 days! This charismatic Executive Team is attracting large crowds everywhere they go, as they share updated information about our products, company expansion plans and the Fab 5 compensation plan enhancement newly introduced for North America.

New Canadian General Manager Lara Bolton has introduced the monthly "**stemZINE**," a two-sided training publication whose training topics change monthly. February's edition focused on ways to "Spring into Action," and the March edition is all about "Goal-setting and Measuring Success." We look forward to April's edition!

## Latin America

by Oscar Rosas, VP/Latin American Markets



The happy DLC group were all attired in cool white for their special event.

Field Leaders from all over the Latin America Region gathered on beautiful San Andres Island in the Caribbean Sea off **Colombia** for our first International Director Leadership Conference in Latin America. Directors and above from Colombia, Mexico, Puerto Rico and Ecuador joined these countries' General Managers and me in welcoming Ray Carter and Christian Drapeau to this very special event, which included exceptional training, Leader recognition and powerful testimonials. A highlight of the event was a gala dinner on the beach, where everyone in attendance was recognized with a pin and a certificate commemorating this wonderful event.

Business is growing in **Mexico**, where we added DermaStem™ to the product line, much to the excitement of many who see the synergy between Stemtech's nutritionals and the skin care line. In **Colombia**, Field Leaders have successfully been taking the Stemtech opportunity to other parts of the country, away from big cities, and business is growing. **Puerto Rico** is also growing, led by committed Field Leaders who have boosted both sales and recruitment dramatically. On the horizon: Brazil (product registration in process) and possibly Peru and Costa Rica, two countries where there is a lot of interest in our products.

## Europe & DownUnder



Everyone enjoyed the delicious Stemtech Bulgaria Anniversary cake!

**FRANCE** by Gilles Roux, General Manager

In early February, Stemtech France participated in the Salon du Bien Etre in Paris, where over 36,000 visitors attended conferences on the hottest subjects on health and well-being and enjoyed exhibits of more than 300 exhibitors – including Stemtech – who were invited to participate. This event was a very big success for Stemtech France, both in product sales and in the number of new enrolments that came from this wellness exhibition.

In March, Christian Drapeau was a featured speaker at the "Festival of Leaving Food" in Paris. In the days following, Christian attracted large, enthusiastic crowds for conferences in Nantes, Bordeaux and Lyon.

**UNITED KINGDOM** by Ben Liffen, Business Dev. Mgr.

We are pleased to have StemFlo™ added to our product line in the UK, and are implementing an aggressive marketing campaign that promotes the benefits of StemEnhance™ and StemFlo taken in concert. We have a healthy stream of new Directors qualifying regularly here and there is little doubt that business in the UK will see a significant upsurge during the remainder of 2012, making these very exciting times for us!

**BULGARIA** by Svetlana Nedkovska, General Manager

Although Stemtech Bulgaria was born just a year ago, we are on the Stemtech "map," because our Distributors have driven dramatic development day after day since day one. Recently, we had a wonderful First Anniversary Celebration, complete with a very delicious cake! This special day came not long after we were the biggest group at the First European Convention (We're proud to say it!), and a lot of that had to do with our strong team spirit. We are full of energy and health and we love sharing both!

**AUSTRALIA & NEW ZEALAND** by Andy Goodwin

DownUnder, the excitement is palpable. Our exciting official Launch of Stemtech Australia & New Zealand in November and its worldwide LIVE broadcast that introduced SE2™ put us in the spotlight. Now with both SE2 and DermaStem™ in our product line, people everywhere are re-energized and building as never before. This is a very exciting time in our part of the world!

## Asia

by Jonathan Lim, VP/Asian Markets



The very well-dressed Malaysian Triple Diamonds were honoured at the February Recognition evening

The annual Malaysia Recognition evening is the time to dress up and have a great time. Each February, Stemtech **Malaysia** recognizes the achievements of Field Leaders at a lavish event... and this year was no different. Our formal evening for 2012 was filled with fine dining, music and dancing; and rank advancements were applauded, as those moving up received certificates and pins. More than 300 attended this special event, from which a number of lucky Distributors took home prizes from drawings held throughout the evening.

Distributors in **Taiwan** are excited about the addition of both DermaStem™ and StemPets™ to their product line in early March. Heather Livingston joined Taiwan's Sales Manager Homer Lin for the official product launch in Taipei and Kao Hsiung, where more than 350 people had the opportunity to hear about the new products first, to take home some great prizes and to take advantage of a one-week-only special pricing for the new products. In a country where both the skin care industry and the pet care industry are huge, we know that DermaStem and StemPets will be very popular, drawing many new Distributors to Stemtech Taiwan.

We are happy to announce the impending opening of Stemtech in South Korea, one of the top network marketing nations in the world. When South Korea, Indonesia and Thailand are open, there is little doubt that business in Stemtech Asia will explode! Now is the time to get busy building Virtual Enrolments in these countries. Time is short and the opportunity is ENORMOUS.





# think big

by Don Karn  
VP/North American Markets

# A

*s you really get to work on your 2012 Goals, I encourage you to analyze your business objectives for a moment. Then ask yourself: “Are my goals BIG enough?”*

While conventional business wisdom counsels that business goals need to be S.M.A.R.T. (See box), setting your goals too low — too easily achieved — is not the formula for the type of business growth I know you want. So what can you do to “**THINK BIG**”? Here are some ideas:

## Start with 12 in '12

How quickly can you grow your organization by a dozen new Business Builders in 2012? Stemtech's enrolment numbers around the world are significantly up over this time last year, so I know that some of you are already close to achieving a goal of a dozen new growth-oriented Distributors.

Once you have your first dozen Business Builders on your team, enrolling the next dozen should be lots easier. After all, you are now enrolling people whose goals focus on growth. As your network of Business Builders grows, your personal business success grows. Begin with a dozen and see how many dozen Business Builders you can add to your team in 2012!

## Target Busy People

We always advise new Distributors not to “pre-judge,” to offer the Stemtech business opportunity to anyone and everyone. But the truth is, often we skirt around people we see as “too busy” with other businesses or family responsibilities, assuming that there is no time in their lives for building a Stemtech business.

Here again I ask you to **Think Big**. Approach busy people with our fabulous opportunity! Successful entrepreneurs, stay-at-home Moms or Dads, career people, retirees with full social calendars... All these busy people are perfect prospects for the Stemtech opportunity. Why? Because busy people have these two important characteristics in common:

- They know how to prioritize. “If you want a job done right, give it to a busy person” is an adage proven equally everyday in the workplace and the lift club.

- Busy people who are successful in one or more areas of their lives **GET IT...** They will hear what you are telling them about the Stemtech opportunity because they know what it takes to achieve success!



## S.M.A.R.T. GOALS

Each goal should be:

### SPECIFIC

Say specifically **WHAT** you will do, **HOW** you'll do it and **WHEN**. No generalities!

### MEASURABLE

Note milestones that can be measured with numbers.

### ATTAINABLE

No “pie in the sky.” Select goals that you can achieve with hard work & dedication.

### REALISTIC

Select goals toward which you are both willing and able to work.

### TIMELY

Set deadlines to create a sense of urgency: each week, every three months, six months from now, by the end of the year.

## Once is NOT Enough!

Never take the first “No” as the last word from prospects. Here again, I ask you to **Think Big**. If your initial introduction of Stemtech to some prospects does not result in enrolments, **Think Big...** Long-term.

Put the names in your “tickler file” and keep in touch every couple of weeks, sharing interesting tidbits about Stemtech, encouraging the prospects to take a second look. Invite them to a Stemtech event in your area. Very often, effective Follow-Up is what it takes to make an enrolment a reality.

## Ask for Referrals

If prospects are not ready to enroll immediately, always ask for referrals, saying something like, “Who would you suggest I might approach with this business opportunity?” People will often think the opportunity is right for a friend or acquaintance now, when it may be right for themselves “later.”

And this is important... When one of a prospect's referrals sees the benefits of the Stemtech opportunity and enrolls, **ALWAYS** contact the referring person to thank him/her. Just knowing that a business associate, friend or acquaintance has joined Stemtech might be the “nudge” needed for a prospect to commit to the Stemtech opportunity!

# tips about sharing (not “selling”)

by Heather Livingston,  
VP/Global Product Training & Sports Marketing

# I

*travel all over the world and I am constantly being asked, “What do you do?” from people in airports and airplanes, in hotels and restaurants... and often from Customs Officers. I simply say that I work with a company that has patented stem cell nutrition products. 100% of the time, people come back with questions. People are genuinely interested!*

In this article, I'd like to share some tips about making the most of initial encounters with people — in person, via email and on the phone. **The key is to intrigue but not to overwhelm.**

## IN-PERSON ENCOUNTERS

There is talk of stem cells all over the media — on TV, in newspapers, on the web. People have often never heard of adult stem cells, but they are intrigued with the stem cell concept. Often they ask, “**What do adult stem cells do?**” What to respond? Simply explain that **we renew tissue every day all over our bodies, and it is our adult stem cells that are a major factor in this process.**

Their next question usually is, “Where do the adult stem cells come from?” Your answer here is simple, too: **Adult stem cells come from our own bone marrow. Go on to say that Stemtech's patented products support this renewal process, and we have published research to substantiate this fact.**

Then STOP. Let the person ask more questions, and carry on from there. There is no need to go into the technical information. For 99% of the population, this is too much, too soon, and they will turn off.

Your best course is to establish the curiosity and then let the conversation be directed by the questions a person asks. It is important, however, to **BE PREPARED!** Always have your Stemtech product brochures with your contact details on the back. As you hand over a brochure, say, “Here is a brochure. Please have a look,” and point out your contact label. Or, if you prefer, offer the person your business card, saying, “I invite you to go to my website.” The key here is this: **ENCOURAGE!** Don't “Chase” people run faster and often duck out of sight. By first allowing the conversation to flow at the other person's pace, as you answer questions, you have discovered that they are interested. Present the products (and opportunity) simply and clearly. Then let them come to you to order or for more information that can lead to a new enrolment.

## CONTACT VIA EMAIL

Here again, a little information goes a long way. The idea is to intrigue the person, encouraging him or her to want to learn more. Here is a suggested script for a first email:

**Subject line:** What are adult stem cells?

**Message:** Everyday, your body's adult stem cells are released into the blood to support the renewal of tissues and organs. Your adult stem cells help to keep you healthy, so the more adult stem cells that are released, the better.

I work with a company who has developed the first and finest patented stem cell enhancer, StemEnhance™, which increases the number of your released adult stem cells by millions, and I want you to know about it. Please go to my website [Insert address] to learn more about StemEnhance and our published scientific studies that demonstrate what our products can do for you.

Sign the email, including your Stemtech rank. Once the person checks out your website, contact him or her again, offering to answer questions.

## PHONE CALLS

After identifying yourself and saying you are calling to share something really important, you can use wording like that in the email, above. Perhaps finish your brief explanation with, “Can I answer any questions for you?” As with encounters in person, it is best to let the people on the phone reveal what's most important to them with their questions. **Provide SHORT answers, to the point.** Always suggest your website for learning more — and invite locals to meet one-on-one or join you for a Stemtech meeting.

Try **sharing** — not “selling” — and you can build your business!





# a family grows up with stemtech

Ian & Melony Davies  
President's Club

A Welsh-born former carpenter living in Hawaii, Ian Davies came to Stemtech in the company's earliest days, distinguishing himself as one of the first seven Triple Diamonds. In the launch issue of HealthSpan (Summer 2006), Ian pointed out that – even though his Stemtech team already numbered over 4,600 – he was just a “regular guy” whose passion was to help people achieve their dreams with Stemtech.

Some things have changed since those early days: The boys are much bigger, finding many new interests, and the family has relocated to Australia to build the Davies' Stemtech organisation from that country. But a lot about Ian is the same: He is still that “regular guy” and he is still helping people achieve their dreams... It's just that these days he is reaching out from Australia to Stemtech family members all over the world.



2006 Family photo Ian & Melony with Shane (5) and Christon (3)



2011 Family photo Ian & Melony with Shane (now 11) and Christon (now 8)

Ian says, “I have always had a vision to help people, but before finding Stemtech, I didn't know how to do it.” Once he heard about the groundbreaking discovery Christian Drapeau had made with adult stem cells and AFA, Ian knew that sharing StemEnhance™ was the path he simply had to follow. “It was a dream come true,” he says, looking back. And Ian offers this advice: “Never miss an opportunity to change someone's life. It's what we do with Stemtech every-day. When you offer others the full line of life-changing products and the unparalleled opportunity we have always shared with loving kindness, good things happen. With Stemtech, the more you help others, the more money you make. And the more money each of us makes, the more great good we can all do in the world.”



If you have not yet tuned in to a Stemtech Conference Call or Webinar where Ian Davies was a featured presenter, make it a point to catch inspiration from Ian on a future broadcast. Using Skype, you can catch Ian's broadcast for free by adding “[freeconferencecallhd.7676](#)” as a contact, connect at the start of the conference and enter **010230#** on the key pad when prompted. Every Friday morning at 5am SA time. Here is a little segment of what he shared recently:

“People often ask, ‘What is an adult stem cell?’ For many years I worked as a carpenter and I used to help repair and renew old houses. Say you had an old bathroom or an old kitchen, I could put a brand new kitchen or bath in there. Or if you had a hole in your roof, I could put on a new roof. That's similar to the way adult stem cells work in the body. When an adult stem cell goes to the brain, it becomes a brain cell. In the pancreas, heart, liver – any organ in the body – it becomes a cell of those organs.

What StemEnhance™ and Stemtech's other nutritionals do is this: These products support the release of more adult stem cells into the bloodstream. The more stem cells you have in your blood, the more potential your body has to renew itself. This repair process is just remarkable!”



## werner

van der Merwe  
Manager - Gauteng

A 19-year-old with his whole life in front of him, Werner has been juggling a part-time acting career with working to build his Stemtech business ever since his mother introduced him to our products and opportunity last year. “I was always interested in network marketing,” Werner says, “and when I saw what the products have done for people I know, I was attracted to Stemtech as the right business for me.”

He so enjoys sharing stories about the amazing results people experience that some of his friends and acquaintances have begun calling him “Mr. Stem-Enhance™.” Werner says, “That's just fine with me! Every time I hear that name, I know that I am on the right track, improving people's lives.” His favourite method for getting the word out about Stemtech is through one-on-one meetings, and he is very grateful for the help he receives from his upline Electa Roux. “Working together with Electa adds to the excitement,” Werner says. “She is a wonderful motivator and also my best cheerleader.”

As he works toward that coveted “Director” rank, Werner has his eyes on a future with Stemtech and to taking home some of the company's great rewards. He says, “I'm looking forward to driving one of Stemtech's BMWs one day soon!”

## phoebe

Maltese Terrier - Cape Town, WC

Story discovered by Yolinda Smith,  
sister of Raphael Smith, Stemtech Supervisor



Last winter I started feeling poorly. I had no interest in taking Mama Yolinda for her two walks a day – which had been my responsibility – and it would have been just fine with me then if people would let me sleep all day. I am entering into my Golden Years at 12, of course, but what I was feeling just didn't seem a normal part of the aging process.

Mama Yolinda took me to the White Coat Man and he looked in my mouth, poked me and stuck me, saying “Hmmmmm” a lot and shaking his head. When he mentioned “Youth-in-Asia,” Mama Yolinda had tears in her eyes. I didn't even know she knew anyone in Asia.

Over the next week, Mama Yolinda gave me some little pills that tasted horrible, but she replaced my usual dinner fare with chicken and rice mixed with livers, so I started eating again, but mostly just to make her feel better because she was going to so much trouble. I felt a little better, too, but I still didn't have any energy. This meant that people still had to come to Mama Yolinda's gate unannounced – I was not up to barking my usual alert – and all the animals we passed while riding in the car still had to get by without my standard barked greetings. Life as we had come to know it over 12 years seemed to be gone forever.

Then Brother Raphael came to visit on a day I like to call New Phoebe's Day, bringing with him a jar of the tastiest morsels that ever passed these canine lips. He called them StemPets™, but I call them DELICIOUS. Even though Mama Yolinda only let me have two a day, those tasty treats must be jam-packed with something powerful, because in just a few days I felt my “old self” coming back. The bad-tasting pills went into the back of the medicine chest, my old favourite dinner was once again in my bowl, and I was back on schedule... taking Mama Yolinda out for her daily walks, providing my usual gate-alert services and maintaining my bark-based social network on our car rides.

All I can say is: Thanks to StemPets, Phoebe is BACK!



coming to south africa

# convenience with a capital “C”!



In the old days, people kept their savings “in the mattress” and carried only cash with them. Soon ready cash and savings were kept in banks, but access to funds was limited by “bankers hours.” Enter the era of credit cards, which brought with it the convenience of ATM machines and debit cards. It is a whole lot easier to get to your money these days!

In 2012-13, we at Stemtech want to take the concept of convenience right into your home office or living room, and your **eWallet** will be the key to this ultimate convenience. Stemtech is helping your wallet to go electronic!

We will implement **StemPay**, an easy-to-use, secure, online direct deposit payment service dedicated to Stemtech and our Distributors. With StemPay, your commission payments will be transferred electronically to your eWallet, and you can then transfer them automatically to your bank account. You will be able to do everything from the convenience of a laptop at your home desk or in your easy chair!

StemPay will offer additional benefits, including:

- Easy activation of your StemPay account: Just a few clicks and your account will be active.
- Your personal password-protected StemPay account will provide full visibility into your commission payment history.
- Live telephone and online support will be available business hours Monday-Friday.
- Payment notifications will be emailed to you whenever your account is loaded with a commission payment.

Extra Benefit coming, too...

### Stemtech VISA® Prepaid Card

Once your StemPay account is active, you may request your own **prepaid VISA card emblazoned with the Stemtech logo**. This stylish card will not only be convenient, but it will be a great conversation-starter!

The Stemtech prepaid VISA card will provide these benefits:

- Rapid access to your funds
- Visible Stemtech logo with every use of the card
- Convenience: You will be able to use your Stemtech Prepaid Card wherever VISA cards are accepted – in stores, online, over the phone... worldwide!
- Easy management of your account: You will be able to view card transactions online and manage the funds loaded onto your card.

Keep an eye out for updates about the introduction of this exciting electronic convenience. We will let you know when to expect the arrival of Stemtech’s latest state-of-the-art CONVENIENCE in South Africa!



# Stemtech

## FUN

by the  
DSR Team in SA

### Did you Know? by Lisa Strydom

- ... Adult stem cells that are not used to renew tissue simply go back into the bone marrow.
- ... StemFlo™ supports optimal blood circulation by reducing fibrin and oxidative stress in the blood, detoxifying the blood and improving overall blood flow.
- ... Your lung tissues renew themselves completely over the course of 4-5 years.
- ... DermaStem™ is the only skin care product that taps into the potential of skin stem cells to revitalize the skin at the cellular level. Since DermaStem contains absolutely no chemical or harsh ingredients, the product comes to you in its natural state. When applied, it disappears into the skin immediately, leaving no residue, unlike many other creams containing bleaches and petro-chemicals.

### True or False? by Fiona Cockrane

TRUE OR FALSE (Circle your answer):

1. **T F** Stemtech products contain stem cells.
2. **T F** Only adults can take our products.
3. **T F** StemEnhance™ supports the natural release of your own adult stem cells.
4. **T F** StemFlo™ cannot be taken with StemEnhance.
5. **T F** StemFlo contains AFA (*Aphanizomenon flos-aquae*).
6. **T F** DermaStem cannot be used with other skincare products.
7. **T F** Only women should use DermaStem.
8. **T F** StemPets™ comes as tasty chewable tablets.
9. **T F** StemEquine™ comes in granules that are easily mixed with a horse’s food.
10. **T F** Selling products retail is the best way for a Distributor to make money with Stemtech.

### Word Search by Danielle Hyem

See if you can find these words in the grid below:

AUTOSHIP	DIRECTOR	BACK OFFICE
RENEW	DERMASTEM	STEMENHANCE
STEMFLO	EQUINE	OVERRIDES
BONUS	COMP PLAN	DIAMOND

W	K	Y	T	L	A	U	T	O	S	H	I	P
T	L	T	I	O	N	D	W	F	T	N	O	L
F	D	F	X	D	E	R	M	A	S	T	E	M
B	O	N	U	S	D	I	A	M	O	N	D	L
L	W	E	N	E	R	I	K	X	Y	P	U	E
C	Z	Q	O	V	E	R	R	I	D	E	S	Q
O	B	S	R	B	A	N	J	E	X	O	V	U
M	M	B	K	Z	C	L	T	V	C	A	T	I
P	P	L	A	N	Y	T	S	O	O	T	T	N
B	A	C	K	O	F	F	I	C	E	V	O	E
Q	O	V	J	I	V	V	J	L	Z	I	F	R
S	T	E	M	F	L	O	G	J	K	V	L	R
F	S	E	C	N	A	H	N	E	M	E	T	S

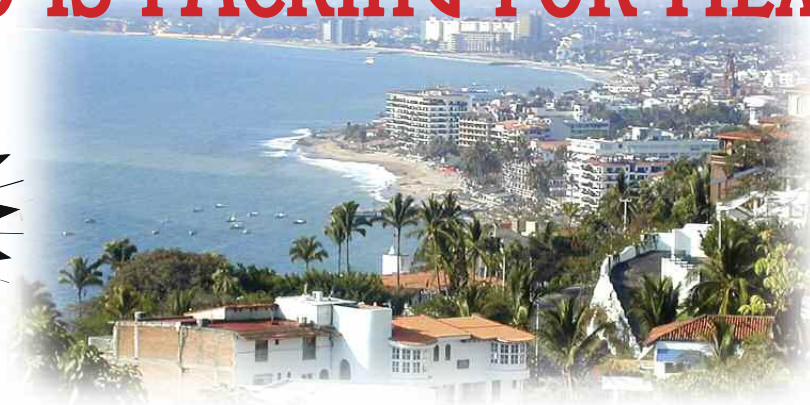
- True or False?
1. **False** Stemtech’s products contain all-natural ingredients that support the work of the adult stem cells in your body.
  2. **False** Stemtech’s products are approved for children over 12. For younger children, please consult your health care advisor.
  3. **True** StemEnhance is an important part of your body’s natural renewal system.
  4. **False** StemEnhance and StemFlo work well together, ensuring that your released adult stem cells migrate into tissues.
  5. **False** StemFlo’s formula contains powerful antioxidants that fight free radicals, decrease fibrin and support the migration of adult stem cells into tissues.
  6. **False** While DermaStem certainly can be used with other skin care products, you may discover that you do not need other products (other than skin cleansers).
  7. **False** DermaStem is just right for anyone with skin!
  8. **True** Just ask Phoebe (page 15). They are delicious chewable treats!
  9. **True** A scoop added to oats or grain is just what every horse needs.
  10. **False** Building a business through enrollments and supporting the development of your team’s business growth leads to increasing income now and in the future for you.





**CHAMPIONS  
CRUISE**

# WHO IS PACKING FOR MEXICO?



**NEWS FLASH**  
Trip Advisor™ names  
**Cabo San Lucas**  
one of the  
**World's Top Beaches**  
in 2012!

Stemtech's ChampionSHIP Contest has grabbed the attention of Business Builders all over the world. It seems that a FREE ONE WEEK TRIP to the Mexican Riviera for a Distributor and spouse – complete with roundtrip airfare – is quite an incentive!

Stemtech Distributors in Africa have been giving Distributors in the rest of the world some real competition for the coveted 21 staterooms on the M.V. Splendor – one stateroom reserved for each of the Top Seven qualifiers as Diamonds, Double Diamonds and Triple Diamonds. President & CEO Ray Carter has been keeping his eye on a few other top performers in the Contest. Who knows if a few more coveted staterooms might become available?

**We congratulate these African Top Performers in the ChampionSHIP Contest. We can't wait to learn who was on board when the M.V. Splendor set sail!**

**Triple Diamond Competitors:** [Adjei Appiah](#) - Ghana / [Karin Beetge](#) - South Africa

**Double Diamond Competitors:** [Christa van der Merwe](#) - South Africa / [Johannes Pienaar](#) - South Africa

**Diamond Competitors:** [Daniel Gyamfi](#) - Ghana / [Emma Amechi](#) - Ghana / [Kpakpo A. Koffi](#) - Ghana /

[Fidelia Onyia](#) - Ghana

## TRIP OF A LIFETIME APRIL 22 - 29

**Cabo San Lucas**, with its championship golf courses, world-class deep-sea fishing, scuba diving, beautiful beaches and FREE Excursions to breathtaking spots. Everyone falls in love with Cabo!

**Puerto Vallarta**, the classic beach resort that offers sport fishing, golfing, horseback riding, hiking, whale watching and trips to nearby mountains, jungles, rivers and beautiful waterfalls.

**Three Fun Days at Sea**, (one outbound, two inbound), with crazy competitions, unlimited shipboard activities for fun and fitness, casual and fine dining, personal pampering, casino, Broadway-style shows, dancing and PRIZES, PRIZES, PRIZES!

**A FULL WEEK TO MAKE MEMORIES TO REMEMBER AND SHARE!**

**IF YOU "MISSED THE BOAT" FOR THIS CHAMPIONSHIP CRUISE, PLAN NOW TO BE "ON BOARD" FOR THE 2013 CHAMPIONS EVENT!**