



March 2015 - North America **15**

volume 2 - issue 2

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PG.7 : : :

“Healthfulness” : : **PG.6**



IBP OUTLOOK: 2015

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Ray's Message



RAY C. CARTER, JR.

The year is off to a great start, with Field Leader incomes jumping at exciting rates, some over 50% higher than the previous month! (See p. 7.) The enhanced compensation plan is boosting TeamBuilder Bonuses, Vehicle Bonuses and LifeStyle Leadership Bonuses to new all-time highs. A

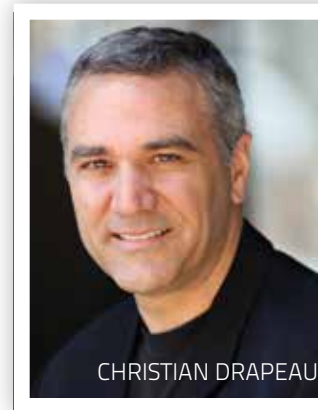
record number of IBPs earned Prosperity Bonuses under the enhanced plan as well. There is no doubt that the savvy IBPs in North America and around the world have already latched onto a really good way to make lots of money... Stemtech's enhanced compensation plan!

To gain your share of the rewards, make sure you are actively enrolling new Business Builders with TeamBuilder Packs and AutoShip. If you build your Freedom Team of 3 and your F² (3 x 3) Team quickly, you can reap additional bonuses as you also reach the Director level more easily than ever before. Enroll your first Director and yet another cash bonus comes your way (See page 8). A tip: Make sure you created balance in your organization -- by building at least three strong legs -- to maximize earnings and secure long-term residual income. Questions? You'll find the answers on our Wednesday Webinars and weekly conference calls, as well as from your upline Field Leader. Reach out, learn more and prosper!

With about six months until our next North American Convention, you must get started NOW to achieve the goals that can place you on stage in the spotlight the weekend of September 10 - 13. Build your business, grow your organization and rise through the ranks. I look forward to shaking your hand on stage in Hollywood, Florida, in September!

Ask Christian

HOW CAN WE EFFECTIVELY EXPLAIN THE BENEFITS OF THE STEMTECH PRODUCTS WHILE AVOIDING REFERENCES TO "HEALING" OR MENTIONING MEDICINAL PROPERTIES THAT PEOPLE SEEM TO WANT TO HEAR?



CHRISTIAN DRAPEAU

First, we must address what the products do: **The products help stem cells to release, circulate and migrate – thereby supporting stem cell nutrition and daily renewal.** This is what they do, assisting in the delivery of stem cells to the areas of need throughout the body, then helping the migration of adult stem cells from the blood vessels into the tissues needing

renewal. Keep in mind: The body prioritizes and sends the adults stem cells to the areas of need, based on the body's routine assessment of where renewal is required. You and I have no control over this process, nor can we "will" the adult stem cells to travel to an area in the body where we desire them to go.

This is one main reason that it is always wrong to state or infer that our products will "help" with any specific condition! We know that the U. S. Food & Drug Administration directs that the products must not be encouraged, recommended, or prescribed to treat or assist any condition. Just as important for you to remember, though, is this: When IBPs promote the products with association to any specific condition, those promotions might result in quick sales; however, a month or two later, when the people may not notice improvement, they think that the products do not work for them. Then the AutoShip is cancelled, because the people were told that the products would help a specific condition.

The people's perception that the products do not work is incorrect, of course. The products do work – they have been assisting in daily renewal all along. But when IBPs promoted the product incorrectly, they actually set up both themselves and the products as "failures." When the products are shared correctly, however – as nutritional support for the daily renewal of the body through release, circulation and migration of stem cells -- this sets up realistic expectations. The result? Product use continues month after month, year after year, as the product users understand the value of supporting daily renewal.

A tip: Find out detailed information and specific Features & Benefits on each Stemtech product on stemtech.com on the Product Fact Pages, and remember to read through the FAQs every few months.

Claudia's Story

BY CHARLES "CHUCK" RACETTE, BUSINESS DEVELOPMENT MANAGER



CHUCK RACETTE

In February, Field Leaders across Canada had no lack of resources to get their businesses moving fast into 2015. Those who did were rewarded with great bonuses, incentives and gifts, but -- more importantly -- with growing organizations that are accelerating the growth of their businesses into the future.

Director Claudia Coté took advantage of promotions, programs and the support of our Canadian corporate team to make February a great month for her and her organization. Claudia reached out to us at corporate for support that was really specific to her group and we were happy to provide them with information and resources that were tailored to their wants and needs. Now, having gone through this exercise, Claudia can duplicate the process and support her team in the same way.

Claudia enrolled her first Director in February, earning a \$500 bonus in the Director Frenzy promotion. She says, "Director Frenzy certainly was an incentive, and I'm happy about the \$500 [Bonus]. But building my organization with great partners is the long-term reward. I always try to create a positive atmosphere for my team and encourage everyone to leverage the promotions, tools and corporate support, so they start first by getting their order essentially free and then by building a serious income and security into the future."

We congratulate Claudia and look forward to more great things from her and her team!



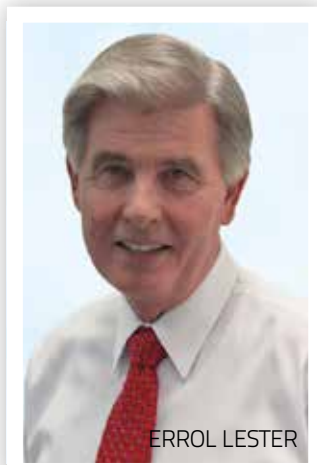
CLAUDIA, HER DIRECTOR PACK AND HER FUR-FRIEND, BILLY-BOY.

DASHING TO DIRECTOR The Way to Grow with Stemtech!

BY ERROL LESTER, DIRECTOR/NORTH AMERICAN FIELD SUPPORT

As over 300 Independent Business Partners in Stemtech's Global Family have discovered in only the last two months,

ACHIEVING DIRECTOR IS EASIER AND MORE REWARDING THAN EVER!



ERROL LESTER

The Dash to Director promotion that continues through March is a simple 3-step procedure that can take a brand-new Independent Business Partner (or anyone) to Director quickly. (See Claudia's Story, page 3.) What's more, as the new Director, you and your Freedom Team and Freedom2 Team all enjoy wonderful bonuses, and you – the one who made all this happen -- also receive a FREE ticket to our next North American Convention in Florida in September!

To start seeing bigger checks, you need to get busy TODAY! Turn to page 8 in this **HealthLink** and follow the easy step-by-step directions that we call "**Here's How It Works.**" Then you are off to achieving Director, and I'll look forward to shaking your hand in Florida in September at Stemtech's North American Convention. See you there!



Stemtech Global Family Rank Advancements

DECEMBER 2014 & JANUARY 2015

01 NEW & ADVANCING STEMGEMS

TRIPLE DIAMONDS

Sunmi Kim	KR
희순 이	KR
Ana Cristina Groenewold Dominguez	MX
Tzu-Ying Chen	TW
Po-Tsan Cheng	TW
Madeleine Quan	US
Hsiu-Ming Saunders	US

DOUBLE DIAMONDS

Maria Delfina Ponce Intriago & Erika Elizabeth Gonzalez	EC
Michel Patry	FR
Kukua Sename Detome	GH
오희 권	KR
용학 백	KR
王何士	TW

DIAMOND DIRECTORS

Vainga & Eugenie Tonga	AU
Marleny Gonzalez Jerez & Crispiniano Cardenas Rojas	CO
Patricia Irene Lojan Elizalde	EC
Juliette Glaentzlin	FR
옥란 김	KR
은희 주	KR
금순 이	KR
혜신 황	KR
순희 공	KR
경자 신	KR
도원 신	KR
응남 이	KR
Yuri Janette Acosta Tapia	MX
Raymundo Roberto Sanchez de Tagle Oropeza & Maria de los Dolores Gutierrez Velasco	MX
Martha Patricia Mercado Obeso	MX
Maria Concepcion Cadena Calzada	MX
Irina Belyaeva	RU
Alexander Okhotnikov	RU
Lyudmila Volokitina	RU
Galina Zaitseva	RU
唐代英	TW
Myung Sook Kim	US
Hannah Moon	US
Soo Mi Ma	US

RUBY DIRECTORS

Pange Niukore Tautu	AU
Sara Lopez Hungria & Bolivar Lopez Sono	EC
Rachel Harianto	ID
미경 오	KR
성실 손	KR
Esmeralda Reynoso Hernandez	MX
Maria Concepcion Cadena Calzada	MX
Caroline Cuzzo	RE
Tatiana Egnarva	RU
Циеш Кодзоева	RU
Любовь Шилова	RU
Hsiu-Ching Yang	TW

SAPPHIRE DIRECTORS

Alonso Llanos Duran	CO
Karlinda Gewang	ID
문수 김	KR
운대 최	KR
혜연 고	KR
평숙 신	KR
지연 이	KR
점숙 오	KR
중분 원	KR
Patricia Fernandez Urbina & Ana Diaz	MX
Hwaja Yi	US

02 EXECUTIVE DIRECTORS

Chen Tai Kan	CA
Miladis Del Carmen Vergara Mendez	CO
Yoli Milena Coy Diaz	CO
Consuelo Mariana Salas Aviles & Blanca Aviles De Salas	EC
Maigi Liliana Ganchozo Mendoza & Maigi Lisseth Sabando Ganchozo	EC
Angel Virgilio Tigre Lliguin	EC
Ndri Nguessan Huberson	GH
선아 유	KR
일순 이	KR
정민 우	KR
숙연 이	KR
Javier Espinoza Morales	MX
Noemi Ochoa Torres	MX
Hada Maria Garcia Lugo	MX
Maylo Del Oeste	PH
Micheline Bertholier	RE
Евгений Леонтьев	RU
Heng Swee Hock	SG
邱月中	TW
陳啟明	TW
Chiu-Mao Li	TW
Li-Hua Lin	TW
甘鎮隴	TW
Marlene & Gib Rowe	US
Mei-Ling Siu-Caldera	US
Yibin Wang & Jeff J. Gao, Yibin International	US

03 NEW NORTH AMERICAN SENIOR DIRECTORS

IN A GROUP OF 96 NEW GLOBAL SENIOR DIRECTORS IN DECEMBER & JANUARY

Kang Ying Hayes	US	Ann Ardaugh	US
Jolly Chiou	US	Hyun Jin Park	US
Jeong Ran Kang	US	Doo J. Kim	US
Limay Lee	US	Chong Hui Shin	US
Charles W. Proctor	US	Sok Hui Yi	US
Josh Duclos	US	Sue R. Shin	US
Shelly Jaquet	US	GaoQing Liu	US

04 NEW NORTH AMERICAN DIRECTORS

IN A GROUP OF 305 NEW GLOBAL DIRECTORS IN DECEMBER & JANUARY

Roland Quan	US	Gib Rowe	US
Ahryeong Park	US	Chui Sheung Moy	US
Sonia Colon	US	Kimberly Hummel	US
Fangjun Liu	US	Huei Jiuan Lan	US
Zhaojie Jiang	US	Heather Chang	US
Fen Chan	US	Dorothy Proctor	US
Wayne Moore	US	Syluen Chang	US
Hannelore Dennis	US	Bob Hyberger	US
Joy Y. Chen	US	Kylie Briske	US
Ellery Ma	US	Victor Siu	US
John Amistoso	US	Wayne Kniceley	US
Sue Tran	US	Debbie Meihaus	US
Cynthia Daniels	US	Alicia Ardaugh,	US
Lucia & Lou Hentish	US	NW Reiki	US

Tops in Enrollment

USA - JANUARY

California (1)
Florida (2)
Georgia (4)
New York (3)
Texas (5)
(tie) Maryland (-),
Washington (6)
Alaska (-)
(tie) Oregon (-),
Tennessee (-)

CAN - JANUARY

Quebec (1)
British Columbia (3)
Ontario (4)
(tie) Alberta (2), Manitoba (-),
Saskatchewan (5)

Tops in Sales

USA - DECEMBER

California (1)
Florida (2)
Texas (3)
Georgia (8)
New York (4)
Washington (5)
Maryland (-)
Illinois (6)
Oregon (-)
Minnesota (7)

USA - JANUARY

California (1)
Florida (2)
Texas (3)
Georgia (4)
New York (5)
Washington (6)
Minnesota (10)
Alaska (-)
Illinois (8)
Arizona (-)

CAN - DECEMBER

Quebec (1)
British Columbia (2)
Ontario (3)
Alberta (4)
Saskatchewan (-)

CAN - JANUARY

Quebec (1)
British Columbia (2)
Ontario (3)
Alberta (4)
Saskatchewan (5)

Top Enrollers of Business Builders

USA - DECEMBER

Phillip Adidjaja
Paul Liao
Patricia Leonard
Janett Villalba
Petra Salcido
(tie) Claudia Jiminez,
Susana Ojeda,
Madeleine Quan

CAN - DECEMBER

Caroline Rousseau
Paul Savard
Sebastien Plante
Audrey Boily
Audrey Toop
(tie) Eduardo Delgado,
Kang Ying Hayes

USA - JANUARY

Phillip Adidjaja
Paul Liao
Patricia Leonard
Susana Ojeda
(tie) Petra Salcido,
Madeleine Quan,
Claudia Jiminez,
Janett Villalba
(tie) Robert Schmidt,
Hannah Moon

CAN - JANUARY

Caroline Rousseau
Paul Savard
Audrey Boily
(tie) Jeanne-Mance Brassard,
Claudia Coté,
Stéphane Jacob



What is “Healthfulness”?

BY HEATHER LIVINGSTON, M.SC, VICE PRESIDENT/GLOBAL TRAINING & SPORTS MARKETING



HEATHER LIVINGSTON

As reported by the Institute of Food Technologists¹, “Healthfulness” seems to be the new buzz word when it comes to trends in the science of functional foods. This word refers to the careful avoidance of certain substances and the inclusion of positive, high quality and “ethical practices” in treatment. The word use indicates a shift from the focus on illness and treatment to the maintenance of vitality by “taking care while having fun” with health.

Is this possible? The Food Marketing Institute tells us that 8 in 10 adults made an effort to eat healthier (2013), and every indication is that this trend toward healthfulness is continuing. Six in 10 U.S. adults consume specially formulated “functional foods/beverages” — shakes/bars to reduce hunger — on a somewhat regular basis. So the answer seems to be YES... People do seem to be taking care while having fun as they pursue a lifestyle of healthfulness!

¹“Top Ten Functional Food Trends,” *IFT*, vol. 8, no. 4

Globally, the top five areas of concern for health and wellness in 2013 were:

- weight management
- endurance
- digestive health
- energy boosting
- general well-being

The fastest-growing concerns in 2014 (reported in *Euromonitor*) were:

- food intolerance
- digestive health
- energy boosting
- general well-being
- beauty from within

In 2014, *Euromonitor* also tells us, “fortified/functional” was the fastest-growing health and wellness food/beverage category worldwide, followed by naturally healthy, organic, and generally better-for-you products.

Now, you may ask: “Does Stemtech offer any product that “hits the mark” when the global trend to healthfulness is under discussion?” Here are a few hints to help you arrive at the answer to your question:

- One Stemtech product provides both macro- and micro-nutrients that support adult stem cell nutrition and daily renewal.
- This product is formulated with high-quality, natural ingredients -- many wild-harvested – that were grown with no herbicides or pesticides.
- This same product provides high-quality protein and a daily intake of vitamins and minerals, while it contains no saturated fat or cholesterol.
- And this product is easy, convenient to use and tasty.

Have you figured it out yet? How about if I add just one more “hint?”

- This product also provides Migrastem™, which supports adult stem cell nutrition for daily renewal.

Well, of course... It is **ST-5 with MigraStem!** Already, people all over North America and in every market where ST-5 is available are pursuing their own healthfulness with this outstanding product.

Could there be anything better for healthfulness than ST-5 with MigraStem? Here are a few more hints to answer this question:

- Stemtech has always pursued improvements to the unique, patented formulas of its products.
- There have been reports of Stemtech’s scientists putting in quite a few late nights in the laboratory in recent months.
- People going in and out of Stemtech’s laboratory settings seem satisfied and maybe just a little lighter on their feet.

Hmmm... What could it all be about? Stay tuned... Exciting news may be coming!



PILES & PILES! - Nature & Stemtech are Stacking Up!

BY DON KARN, VP/NORTH AMERICAN MARKETS



DON KARN

If you watched the weather news over the last two months, you could not miss the many images of mountains of snow in Boston, New York and much of the Northeastern United States. Often as high as three-story buildings, the piles grew and grew, with a major new snowstorm arriving every few days. Everywhere, snowplows had a hard time keeping even a single lane clear on most roads, schools

and businesses were closed, public transportation was shut down and multi-vehicle accidents on Interstates created havoc. Lots of homeowners just gave up on trying to shovel a path from the house to the street. (“What’s the use? There’s more snow coming tomorrow!”)

Yes, the beginning of 2015 will be remembered by many of us for the Piles of Snow that seemed to grow bigger and higher with every newscast.

But did you know that many Stemtech Independent Business Partners – including some in that beleaguered Northeastern Corridor – were seeing something ELSE piling up in January and February? **Their bank accounts were growing with PILES of MONEY!** Yes, the enhancements to Stemtech’s compensation plan that kicked in on January 1st have been largely responsible for

unprecedented leaps in earnings for the snowed-in folks in the Northeast and for IBPs throughout North America. Our first 2015 commission report showed significant earnings increases for IBPs in North America that ranged from 10% to **156%!** And this is only the BEGINNING of the results IBPs can see with these enhancements!

Would you like to see a significant percentage increase in **your** check from Stemtech? All you need to do is follow the example of these top Field Leaders... Make the most of Stemtech’s compensation plan enhancements, so you, too, can start piling up more money!

PILES OF SNOW & PILES OF MONEY! SOME SNOW, BUT STILL PILES OF MONEY...



IZZY MATOS, PRESIDENT’S CLUB MASSAPEQUA, NEW YORK

The numbers outside might be dropping, but the numbers on my commission check are going through the roof! My check has already jumped over 50% and it looks like another 30% this month! When I saw the Team Builder bonus plan and the tweaks to our comp plan, I was excited about the true potential. I

went back to work, building a new team of leaders and re-engaging some of my old leaders. Now we’re working steadily to get all of us to the next level. 2015 is going to be amazing!



CAROLINE LOHMEYER, PRESIDENT’S CLUB SPRINGFIELD, MISSOURI

“I was holding my breath, not knowing just how my check might change after January 1st, but I stuck to the strategy that Bill [Caroline’s deceased husband] had taught me – just ‘keep building, staying consistent, recruiting and doing the business’ – and sure enough, my check showed a very nice increase. So my advice to IBPs on every level is to follow Bill’s advice and you, too, can look forward to bigger checks. We will all grow together.”

NO SNOW. LOTS OF MONEY!

156% INCREASE IN HER CHECK IN ONE MONTH!



VANESSA TU, TRIPLE DIAMOND CUPERTINO, CALIFORNIA

“I knew the other compensation plan very well, but not the enhanced one. I am like most of the people -- I was a little panicked about the ‘change.’ But now I feel the new compensation plan has more fairness for people who keep building their team. I believe this plan will encourage IBPs who are looking for more income in the future. Building up more director legs and maintaining them as active are both important.”

THE MESSAGE IS CLEAR...

Wherever you are, whatever the weather conditions, you can make more money in 2015 with Stemtech than ever before. Work the business as a business and you, too, can pile up cash with Stemtech’s generous compensation plan!

Inner Wellness - Outer Vibrance



SE2®, StemFlo® and StemSport® Advanced Formula provide active support for the work of adult stem cells in the body, as more stem cells are released to circulate. Xtra Smooth ST-5 with MigraStem™ provides nutrition for all cells

in the human body as it supports the migration of stem cells into tissues. StemPets® Advanced Formula and StemEquine® Advanced Formula offer the benefits of specially-formulated SE2® for our animal friends. Our all-natural skin care product, DermaStem® Renewal Serum uses adult stem cell science, organic and wild-grown plants & oils to help cells proliferate to rejuvenate the body's largest organ, the skin.



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BEST DASH TO DIRECTOR PROMOTION

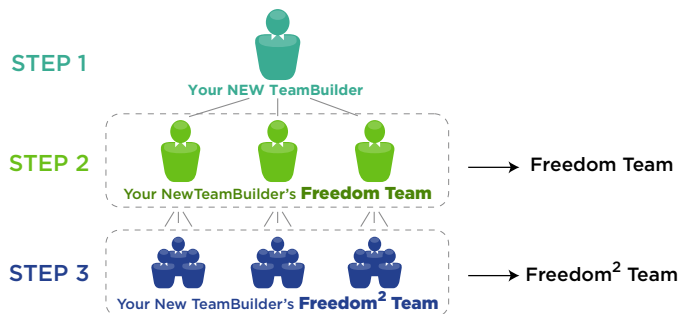
Personally enroll a new TeamBuilder or upgrade an existing IBP to TeamBuilder status and help them make EXTRA money by building their Freedom Team quickly.

Then, help your new TeamBuilder build a Freedom² Team so they can earn even bigger bonuses.

In 3 easy steps, you can earn a new Director leg and receive a **FREE* 2015 Convention Admission Ticket** for one (\$300 Value).

Here's How It Works:

	DO THIS	EARN THIS
STEP 1	Starting in March, personally enroll a NEW TeamBuilder or upgrade an existing IBP to TeamBuilder status and help them make extra money by building their Freedom Team quickly.	You will earn immediate income and long-term residual income
STEP 2	Help your new TeamBuilder develop a Freedom Team with TeamBuilder Packs within their first 30 days from enrollment date or upgrade date ¹	Your new TeamBuilder earns a total of \$300: \$150 Bonus in addition to \$150 in Enroller Bonuses
STEP 3	Help your new TeamBuilder develop a Freedom ² Team with TeamBuilder Packs by the 60th day from their enrollment date or upgrade date ²	Your new TeamBuilder now earns a total of \$800: \$500 Bonus plus \$300 from Step 2. PLUS , he or she will be promoted to Director and be recognized with an exclusive Freedom ² pin



¹Your director leg must be complete by 60 days from their enrollment date or upgrade date in order to earn a free 2015 convention admission ticket for one.
²Your new TeamBuilder can choose to develop a Freedom Team beyond their first 30 days but they will not be eligible for the \$150 bonus in step 2. They can, however, still earn the \$500 bonus in step 3 and become a Director.

Wednesday Webinars

8:30–9:00 pm EDT / 7:30–8:00 pm CDT
6:30–7:00 pm MDT / 5:30–6:00 pm PDT
stemtechonline.com
JOIN US! Log on and learn!



Listen & Learn

North American - PRODUCT CALL
Mondays, 8:30 EDT, 7:30 CDT
6:30 MDT, 5:30 PDT
North American OPPORTUNITY CALL
Tuesdays, 9:00 EDT, 8:00 CDT
7:00 MDT, 6:00 PDT
760 569-7676 Code: 154191#

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	Twitter http://www.twitter.com/stemtech		Blog http://www.stemtechscoop.com		Flickr http://www.stemtechevents.com/gallery