

in

FOCUS



JULY 2009

The 'Spirit of Life Plus™'



Berlin

VISIONS • DREAMS • FRIENDSHIPS

We are **Esther** and **Gerhard Fischer**. We live in Unterlengenhardt near Bad Liebenzell, a small, idyllic place located 600 m above sea level in the Northern Black Forrest. The place has always been organically farmed and lies amidst several health resorts.

Our two daughters have brought us a lot of joy. Hannah just passed her Abitur (German University Entrance Qualification) and is now training to be a nurse. Salome is 23 and studies dentistry at the University in Tübingen.

We are both doctors and have been practicing general medicine together in our practice for more than 20 years. Because we have always been interested in alternative healing methods, we educated ourselves in this field early on and acquired additional titles in "naturopathic treatments" and "environmental medicine." We like to apply our knowledge in these areas in our practice.

We've been familiar with nutritional supplements for many years and recommend many patients to follow a healthy diet supplemented with vitamins, minerals and trace elements. That's why orthomolecular medicine has fascinated us for so long.

We've worked with different products from various companies and were never really happy with the results. This changed only after we got



to know Life Plus. Finally, we had products that we were enthused about and that convinced us.

One of our patients introduced us to Life Plus. She had taken Life Plus products for several months and was very enthusiastic and positive. Of course we were curious and, after a detailed conversation with her, started to thoroughly inform ourselves about the composition of the products and the background of the company. We soon ordered a total care package for our family.

Because it is very close to our heart, we take a lot of time to explain the importance and effects of vital nutrients to our patients and repeatedly receive very positive responses. Many of our patients are grateful for good recommendations and look at these vital nutrients as precious treasures.

We have been with Life Plus for almost a year now and the terrific products have become an inherent part of our life and our practice.

Because we had previously not heard of or come in contact with referral marketing as a distribution model, we had our doubts in the beginning, and it took time and conversations to convince us of the integrity and longevity of the company and the system. We built up trust, met the company founders and Dr. Dwight McKee and his work. We realized that the vision, to contribute to world health, was a good fit.

Today, we are enthusiastic Life Plus partners and build our team with much joy, contentment and conviction. We found out that Life Plus doesn't only signify wellness and a second income, but that it is so much more: It creates a network of real, new friendships and an affiliation with like-minded people.

With our story, we would like to encourage all that are interested to take the leap into independence and show that Life Plus can offer anyone with some courage and enthusiasm a better quality of life and health.



**ESTHER**  
**&**  
**GERHARD**  
**FISCHER**

The 'Spirit of Life Plus™'

# Berlin

On April 18, 2009, Life Plus Partners from all over the world came together in Berlin, Germany with their friends and family for another fantastic Life Plus event! Thousands of people gathered at the Estrel Convention Center, all sharing their passion for the company's vision of helping the world achieve a happy and healthy future.

This year's Berlin event was incredibly special with so many new qualifiers in attendance—you could feel the excitement and enthusiasm during the Recognition Reception on Friday evening, as well as see it first-hand on stage throughout all of Saturday.

Recognition began Saturday when Bob Lemon and Tim Nolan called the Believers and Builders on stage after their speeches, and it was absolutely

*continued on page 4*



# The 'Spirit of Life Plus™' Berlin

*continued from page 3*

incredible to see how full the stage was with all the excitement and exhilaration. Congratulations to all Believers and Builders!

During the afternoon session, Malcolm Vincent, Director of Life Plus Europe, called all Bronze and Silvers to the stage to receive their recognition. He then had all the newly qualified Bronze and Silvers step forward for special applause. Kerstin Lissack and Ralf Mohrhardt spoke on behalf of the Bronze Partners and Eberhard Herzog von Württemberg and Marion Körner spoke on behalf of the Silver Partners. Congratulations to all of you for your hard work and dedication. Rick Cesarski spoke next about his experience with the company, touching specifically on working with new Gold qualifiers at Life Plus University. Rick also introduced Brigitte & Siegfried Vierling who spoke about their wonderful experiences at the 2008 LPU. Malcolm then asked the Golds to the stage to receive their recognition. Newly qualified Golds also received their Pins from Co-Founder, Tim Nolan. Congratulations to all new Golds for your incredible success—Bettina & Gerhard Bizer, Alfred Krüger, Ute Müller, Anita Haag, Barbara Fenske, Andrea Full, Heike Merk, Thomas Nick, Hans Freuler & Margret Zimmermann, Claudia Schulz & Stefan Lauterbach, Rene & Jessika Hille, Silke Petras and Mathilde Blum-Lindmayer.

After a short break, and a great video of the 2008 LPU Olympics, Six Star Diamonds Lissy Schütt-Nothdurft & Werner Nothdurft spoke to the audience about how they came to know Life Plus and how truly passionate they are about the people they work with. They spoke about relationship building and believing in yourself. Helen & Bruno Tschuppert took the stage next and spoke about their incredible experience as first-time-cruisers on the 2009 Diamond Cruise. They spoke with excitement about their arrival in Miami and their wonderful experiences on the ship and in the ports. Congratulations to Helen & Bruno for qualifying for the 2009 Diamond Cruise.



# The 'Spirit of Life Plus™' Berlin

Malcolm Vincent took the stage again to call up all the Diamonds and Star Diamonds by name. When all the current Diamonds were on stage, Malcolm then called the newly qualified Diamonds and Star Diamonds to the stage. You could feel the electricity and the energy in the room as these Diamonds joined the others and the Founders of Life Plus on stage to receive their Pins. Congratulations to all the newly qualified Diamonds—Michaela Döntgen, Andy & Sonja Steiner, Hans Christen, Ulrike Görgens, Ulrike Martin, Petra Dominke & Hans Herbertz and Alexander & Marina Reiche. Congratulations to our newly qualified One Star Diamonds—Mirjam Kraushaar, Kerstin Wassmann (who also qualified as Diamond since the last event) and Judith & Clemens Sandmeier. And to the newly qualified Two Star Diamond, congratulations go out to Sonja Ertl. Finally, a very special congratulation goes out to the newly qualified Nine Star Diamond, Gabi Steiner. We are so proud of all of you for your hard work, dedication and commitment. Congratulations to everyone who stood on that stage—we admire your success, determination and leadership.

The fun did not stop there—at the end of the day, as they left the convention hall, everyone received a goody-bag containing a special product offer along with a few other goodies. When the evening event began, everyone enjoyed a buffet dinner and then headed for the dance floor. The music had everyone out of their seats, moving to the beat. The evening entertainment was spectacular—Stars in Concert with the “Blues Brothers,” “Cher,” “Madonna” and “Elvis.” The dancing went late into the evening as everyone enjoyed another great ‘Spirit of Life Plus’ event in Berlin.

Join us on October 17, 2009 for the next ‘Spirit of Life Plus’ event in Karlsruhe, Germany—you will not want to miss out. Look for information coming soon on when tickets will be on sale. For images of the 2009 Berlin event and for more information on Karlsruhe 2009, visit us at [www.LifePlusEvents.com](http://www.LifePlusEvents.com).



# What helped you the most in achieving your new qualification level?



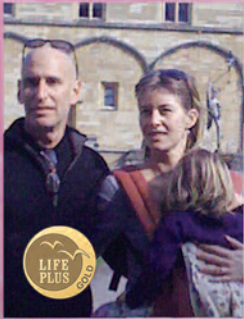
## Ulrike and Peter Görgens—Diamond

Above all, our team, which stands behind us, has helped us achieve the Diamond status and our thanks go to all of them. It was important to make decisions together and to define how all should move up one level by a fixed date. Through regular meetings we were able to firmly focus on our goal to become Diamonds and the feeling associated with it. And the support of many dear sidelines and our downline helped us a great deal. We used the principle of “why should I worry about the prophet in my own land?” to our advantage this time. Now and then we have exchanged “prophets” with the sideline of Gitta Halstenbach. This, along with the new compensation plan, has also helped us to achieve our goals.



## Alexander and Marina Reiche—Diamond

Lately we have met many new friends and partners who want to make a difference. All of them pursue the same big goal: Wellness and financial freedom. We regularly enable our partners to use the wonderful Life Plus products and recommend them to others. We always focus on mutual giving and taking. We have new contacts all the way in the Allgäu region. It is fun to support each other and work ethically. We are very thankful to all partners, whether they are new or long-time partners.



## Carolyn Hauser and Daniel Sckolnik—Gold

Our answer to this question is somewhat abstract, because what helped us the most to reach the next level was creativity. Creativity in approaching and interacting with new people. Creativity in interacting with our team with regard to projects that promoted new products and thereby helped increase the order volume.



## Uta Sönnichsen-Ahrens and Jörg Ahrens—Gold

We always schedule our next goal and stay focused on it with our goal collage. But, meanwhile we have learned that success cannot be forced and have started to go about it in a more relaxed manner and according to our motto “Success has three letters: ACT.” However, we always go about it with the knowledge that when we feel good and we’re in harmony, everything comes to us easier and faster and we attract the “right” kind of people into our lives. And when we meet these people, everything is easy and the conversations are fun—yes, and then everything runs on its own.



## Petra Buchner-Schnabel—Silver

Mostly my diligence, my untiring commitment and my courage in certain situations are responsible for my achieving the Silver status. Another important component is the close and effective cooperation in my team, which I experience from all directions. It completely and continuously inspires me and lifts me up. I am truly grateful for all of this.



## Agnieszka Cwiertnia—Bronze

Primarily, my team and our common goals have motivated me to get ahead. My team is characterized by a special dynamic and partnership. Our recipe is supporting one another and sticking together, even with the smallest things. We like to help each other because we have become not only partners but also friends, and because we have fun growing together through our tasks. We do not close ourselves off to our sidelines—everyone is welcome and nobody is excluded from our circle! That is what impressed me about Life Plus from the very beginning. Through my own enthusiasm and activity I succeeded in motivating and inspiring my group. Because only through the efforts and perseverance of each individual can we all be successful together!



## Heidi and Christian von Arx—Bronze

One of the keys certainly is to be enthusiastic and confident about the unique opportunity Life Plus offers all of us. It has become increasingly important to us, and it is a great joy, to show new partners real interest and friendship. Take questions and insecurities of new partners seriously and answer them. Motivate them, offer your support and be patient! Work as a team and last, but not least: stay with it!

# Get Ready to Sail

## on the 2010 Diamond Cruise February 21–28, 2010

We've set the dates for the 2010 Diamond Cruise through the Western Caribbean—February 21–28, 2010. Qualifying Diamonds will spend seven days aboard the NCL Jewel, sailing to the exotic parts of Roatan, Belize City, Costa Maya and Great Stirrup Cay.

Scuba divers may recognize the island of Roatan as one of the world's foremost diving locations. The island is surrounded by the world's second largest coral reef, which provides homes for some of the ocean's most beautiful fish, coral and plant life. Roatan may not be as "touristy" as the other stops, but it will offer Diamonds a more authentic look into island life and the Honduran culture. Cruisers will find plenty to do, including visiting calm, clean beaches for swimming, snorkeling and relaxing under the sun.

After visiting Roatan, the cruise will move on to Belize, where the Great Blue Hole is located. As the world's largest feature of its kind, the hole is over 300 meters (984 ft) wide and 125 meters (410 ft) deep, which makes it an ideal place for Scuba divers and snorkelers alike. For land-lovers, Belize is ripe with ancient Mayan sites, both excavated for tourists, and jungle-covered for adventurers. Belize is also home to lush tropical rainforests filled with vibrantly colored birds and exotic species of flora and fauna.

Acres of pristine costal land await Diamonds at Costa Maya, Mexico, where vast natural resources and rich historical and cultural sites offer visitors true insight into the essence of Mayan culture. Diamonds will find Costa Maya to be a paradise of palm-lined, soft-sand beaches dotted with grass thatched palapas, where visitors can relax in the shade while enjoying the day. Plenty of exciting adventures and day excursions also await the Diamonds in Costa Maya.

The Jewel's last stop is an uninhabited tropical island reserved exclusively for Norwegian Cruise Line passengers. Diamonds will find Great Stirrup Cay to be an untouched tropical paradise of white sandy beaches, calm waters and exotic ocean life. Great Stirrup Cay is home to many species of exotic wildlife, including lizards, gulls and neon-colored fish. Diamonds may find themselves relaxing in sea-side hammocks, under shady palm trees, or they may be drawn to the warm water for snorkeling with beautiful tropical fish. Kayaks and sailboats will also be available for anyone who wishes to circle the island and enjoy the view from the water. The day will be capped off with a beachside barbecue and dancing.

While at sea, Diamonds will avail themselves of the many luxuries of one of Norwegian Cruise Line's greatest ships. Cruisers will find the Jewel to be a floating luxury resort with swimming pools, hot tubs, spas, casinos, bars, restaurants, night clubs and many other amenities. Diamonds will also have the chance to mingle with the Life Plus Founders and management teams, as well as sit in on important and informational meetings with some of the top Diamonds.

Start working toward your qualification today because you do not want to miss out on this amazing journey through the Western Caribbean. We can't wait for you to join us on what is sure to be an unforgettable experience of a lifetime!

### Qualifications for the 2010 Diamond Cruise:

**First Time Diamonds:** Must qualify for Diamond three (3) months out of twelve (12) during the 2009 calendar year.

**Existing Diamonds:** Must qualify for Diamond nine (9) months out of twelve (12) during the 2009 calendar year.



# Karlsruhe

The 'Spirit of Life Plus'™

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Be sure to mark October 17, 2009 on your calendar for the next 'Spirit of Life Plus' event. We hope that you are as excited as we are for what is sure to be another incredible day of celebration and inspiration with friends old and new. Join us in Karlsruhe, Germany to meet the Founders of Life Plus and hear motivating and insightful speeches from some of the top Life Plus Diamonds. After the main event, you'll want to stick around for incredible entertainment and an amazing dinner banquet on Saturday evening.

The Karlsruhe event continues to sell out year after year, so order your tickets early and join us on October 17th for the 'Spirit of Life Plus' event you can't afford to miss.

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Visit [www.lifeplusevents.com](http://www.lifeplusevents.com) for more information on this and other exciting Life Plus events.



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