



at Works!
Marketing™

Why It Works?

“I see great opportunities coming for the network marketing industry because network marketing is clearly the best vehicle we have today, in the United States and around the world, to educate people about new products and services. There's a great window of opportunity for network marketing companies to educate consumers about wellness products and services. I see Network Marketing is poised to drive the next major economic powerhouse.”

-Paul Zane Pilzer, Author of “The Next Trillion”



It Works! Corporate Team



It Works! Marketing

-  Established in the U.S. in 2001
-  Target Market—Health, Wellness, & Vanity
-  1st to Market Product...The Ultimate Body Applicator
-  Body Gel & Facial Skin Care Products
-  Detox, Nutrition, Weight Loss & Anti-Aging Supplements
-  Distributed through a network of Independent Distributors



What is fueling this growth?

The Ultimate Applicator is a first to market product which shows immediate and progressive results that appeals to your vanity as well as your health.

Network Marketing is our distribution system. An effective form of marketing that markets goods from the manufacturer to the consumer through a network of independent distributors. An average of 70,000 new distributors daily are joining the direct sales industry across the globe.

“My advice about network marketing is to do your research, and put everything you’ve got into your product. Genuine enthusiasm is hard to beat, and the odds will be with you.” --Donald Trump

The Ultimate Applicator

Targeted Site-Specific Body Wrap Cloth
 Body Contour Management
 Advanced, Functional Skin Care
 Plant Extracts, Aromatherapy Oils, Vitamins,
 & Botanical Ingredients
 Skin Anti-Aging
 Optimizing Skin Health
 No Animal By-Products
 Never Tested on Animals



it Works!

Body Skin Cream Impregnated Cloth
 Tela Impregnada con Crema Corporal

Ultimate Applicator

Benefits: Tightens and tones targeted areas. Skin looks and feels satin smooth and revitalized. Continuously hydrates for fresher more luminous skin and younger looking appearance.

Directions: 1. Choose the area you are going to apply (see pictures). 2. Wash and dry area thoroughly. 3. Open package containing Ultimate Applicator unfold completely. 4. Apply lotion side to skin. 5. Smooth out the Ultimate Applicator ensuring good contact to surface. 6. To secure Ultimate Applicator in place use saran wrap, ace (elastic) bandage or spandex clothing. 7. Wear Ultimate Applicator for a minimum of 45 minutes. 8. Remove Ultimate Applicator. Discard (Ultimate Applicator is only to be used once). 9. Rub remaining lotion into skin.

Frequency of Use: Use Ultimate Applicator every 72 hours. For best results apply Defining Gel between uses.

Beneficios: Reafirma y tonifica la piel en las áreas donde se aplica. La piel se ve y siente satinada, lisa y revitalizada. Hidrata la piel continuamente dándole una apariencia luminosa, fresca y juvenil.

Instrucciones de Uso: 1. Escija el área donde colocará el Ultimate Applicator (vea las fotos). 2. Lave y seque el área completamente. 3. Sique el Ultimate Applicator de su sobre y extiéndalo. 4. Coloque el Ultimate Applicator con el lado de la crema hacia la piel. 5. Asegúrese de que haga un buen contacto con la piel. 6. Mantenga el Ultimate Applicator en su lugar con una venda elástica, película plástica (Eggpack o Kleerpack) o un sujetador. 7. Dejar actuar por un periodo mínimo de 45 minutos. 8. Remueva el Ultimate Applicator y deséchelo (el Ultimate Applicator se usa sólo una vez). 9. Frote la crema que queda en la piel.

Frecuencia de Uso: Use el Ultimate Applicator cada 72 horas. Para mejores resultados utilice, entre una aplicación y otra, el Defining Gel.

Net Contents: 4 applications / Contiene: 4 aplicaciones

It Works at the Emmys



Paula Abdul
American Idol



William Baldwin
Dirty, Sexy, Money

It Works at the Emmys



Leeza Gibbons
TV & Radio Host



Mario Lopez
Dancing with the Stars

Real People. Real Results.



"The Tape Measure Doesn't Lie"



It Works! Anti-Aging Products

Defining Gel...Tones & Tightens...Cellulite Prone Areas

Stretch Mark Cream...Stretch Marks, Scars & Aging Skin

PreventAge...Combats the Appearance of Aging Face & Neck

RepairAge...Diminishes Fine Lines while Lifting Face & Neck

Hydrating Toner...Moisturizes & Refreshes the Skin

Cleanser...Soap Free & Non-Drying...Non-Toxic & Sulfate Free



It Works! Supplements

The Answer...Appetite Suppressant/Weight Loss Formula

Fat Fighter...Fat & Carb Blocker

It's Regular...Detox & Cleansing Formula

It's Vital...Vitamin/Mineral Supplement with 73 Key Ingredients

It's Greens...8 Servings of Fruits & Vegetables

New You 2.0...HGH Stimulator

Confianza...Stress Relief Formula

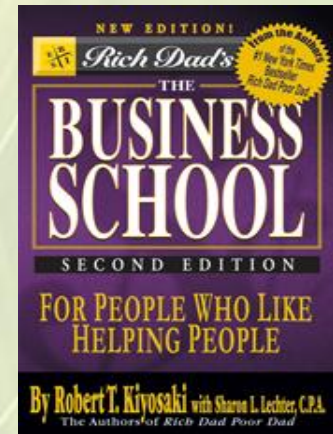
It's Essential...Raw, 100% Organic Meal Replacement Bar

FITworks™ is based on the science of "thermogenics", the manner in which food converts to energy and is burned as heat. The foods are real, raw and whole. Combine with natural supplements found in "It Works!" products to accelerate the effect.

Why Market It Works! Products?

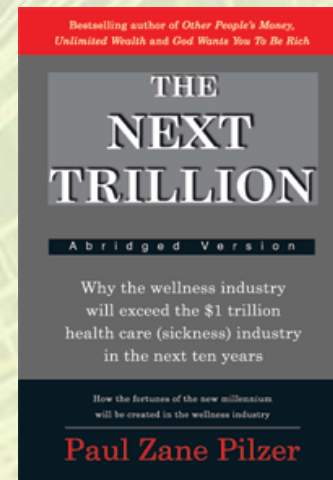
“Network marketing is the fastest growing business model in the world today.”

– Robert Kiyosaki, Author of “The Business School”



“Experts predict baby boomers will spend an additional trillion dollars to preserve what they hold dearest; their health and appearance.”

- Paul Zane Pilzer, Author of “The Next Trillion”



Success Plan...Keep it Simple

-  **STEP 1** Choose \$299 Business Builder Kit
-  **STEP 2** Sign-up for \$80 auto-ship
-  **STEP 3** Gather 2 Loyal Customers
-  **STEP 4** Personally Sponsor 5 Key Leaders
-  **STEP 5** Repeat Steps 1 - 4 with your 5 Key Leaders

Earn \$454 Per Event

Wrap it up... & lose it!

Earn \$454 per Wrap Party!

Here's how!

1st Party with 8 guests in attendance

- 8 guests x \$20 per Applicator \$160
- 1 guest becomes a Distributor and qualifies for a Fast Start Bonus \$100
- 6 guests become Loyal Customers x avg \$72 order x 15% bonus x 3 months \$194
- 1 guest does not order

TOTAL earned for just one party! \$454

Get started having fun today!

Business Starter Kit: (item 81) \$299


includes:

- 3 Boxes of Ultimate Applicators (4 to a box)
- 1 Box of Facial Applicators (4 to a box)
- 1 Bottle of Defining Gel
- 1 Bottle of Preventage 1.0
- Marketing Materials – brochures, postcards, DVD, etc.

Package also includes a personalized website and the web-based exclusive e-office to manage your business!

RETAIL VALUE OF KIT \$563.95

“We are not a party plan, but we love to party!”

 -Pam Sowder, Director of Marketing

Power of 7



Get Started Having Fun Today!



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RETAIL VALUE OF KIT \$563.95



Get Your Sexy Back!



Sue, Florida

**After 60 days of using the
Ultimate Body Applicator, Defining Gel, and Fat Fighter**

Get Your Sexy Back!



Linda, Texas

**From a size 14 to a 6 after 6 months of using
Ultimate Body Applicator, Defining Gel and Fat Fighter**

Get Your Sexy Back!



Chris, Michigan

Lost over 92 pounds – 12 months!

FITworks, Its Essential Bar, Its Greens, Its Vital, New You

Get Your Sexy Back!



Elizabeth, Florida

Lost 23 pounds – 3 months!

FITworks, Its Essential Bar, FITpack

Get Your Sexy Back!



Scott and Carol Purcey

**FITworks Challenge Winners – Lost 78 pounds – 3 months!
FITworks, Its Essential Bar, FITpack Plus**

Get Your Sexy Back!



Rusty and Robin Lackey

Rusty lost over 250 pounds

Dr Don's Daily's, Ultimate Applicator, Defining Gel