

Fit For Life® International

**Now Offers You A Chance To Pick Your Own
"Uncommon Opportunity"**

**PICK
YOUR
PROGRAM**



**PICK
YOUR
PROGRAM**

***Your Dream is Calling!
Are You Listening?***

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Your Opportunity is Knocking!

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THE OPPORTUNITY YOU SEEK IS HERE



Thank you for your interest in our business opportunities including our new Weight Management Centers, a Franchise opportunity offered by "Fit For Life® ". We here at Fit For Life® believe that there are many compelling reasons for you to consider becoming part of our "Fit For Life® Family" and we will try just listing some of them for you throughout this brochure.

The careful management, financial strength and the success of our company are all-important parts of what makes every "Fit For Life® Business Offering " a Valuable Business Opportunity. It is our philosophy, operating system, and business network concept that together make this an outstanding opportunity. We subscribe to a support services philosophy. In other words, we

watch and listen to what every operator/partner does and needs. Each business associate will be backed by a support system that provides them with every opportunity for success from location assistance, operational layouts and design, in-depth training, direct Internet communications, as well as strong marketing and advertising ideas and concepts. Everything is structured for you to institute in your selected territory and to maximum your use of our emerging technology and entrepreneurial business management programs all designed for your success.

We see our Franchisees, Distributors, Licensees, and Associates as "Professionals". They work as managers, marketers, counselors and promoters of their own businesses. If you are bright, highly motivated and success oriented, you're our kind of person. If you are looking for personal independence, superior earning potential, maybe additional revenue streams, exciting new cutting-edge technologies, state-of-the-art programs, protected proprietary systems and to be even more of a respected member of your business community, we are offering you these kind of partnerships and opportunities.

We think you already understand at least two good reasons to join us. Firstly, the strengths that a "Network Format" offers in today's competitive business environment. Secondly, to be associated with and involved in the rapidly expanding Weight Loss/Control Industry. This industry is one of the fastest growing businesses in North America today and certainly one that is desperately needed by literally millions of people of all ages and backgrounds.

We invite you to carefully review the following facts about our expanding industry and our several "Business Offerings". We want to share with you the opportunities and dreams of a healthier society and we want you to become part of this momentum. We believe that if you will decide to become affiliated with our "Fit For Life® Business Opportunity Programs" it will be the best decision you will ever make. Not only for your personal growth and success but also to meet the challenges and solve the problems of so many people in your own communities.

William P. Wladyka, B.Comm, MBA, Ph.D.
President/C.E.O.
Fit For Life® International, Inc.

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AN EXPANDING INDUSTRY – A GROWING OPPORTUNITY

Research findings confirm that the “survival rates” of partnership/network/franchise business owners is substantially higher when compared to individuals going into their own businesses independently. We know that you want to invest in a proven business that’s solid yet dynamic, in an industry that’s strong and showing steady growth.

"Fit For Life® " has been an industry leader in the expanding fields of Natural Weight Management, Health Care, as well as Proper Weight Loss/Control, Natural Hygiene, Natural Dietary Protocols and Distance Education for many years. Now with this excellent opportunity to be part of the team, it is a logical choice for those individuals, couples, groups, or existing health related businesses who are in-search-of this kind of security and business advantage to act now.

Healthier and improved lifestyles especially in the areas of exercise, weight loss and the weight control are showing all the signs of the booming revolution they are causing everywhere. Not surprisingly, the more natural diet and exercise industries, in general, are receiving the increasingly mainstream recognition and the publicity they have long needed and deserved especially when they promise natural and permanent weight management and control programs. This trend is expected to continue as people everywhere around the world are taking a greater personal responsibility for their own good health, proper weight management and weight control.

From the outset our **"Fit For Life® "** management identified these trends and adapted to accommodate them. This research and development leadership is an ongoing process at **"Fit For Life® "**. We are constantly upgrading and expanding the services that individual clients request and require in making serious long-term weight management, weight loss and positive lifestyle improvements. It is now your opportunity to be a part of this solution, you should take action today and seize this opportunity. Become the newest member of our team of **"Professional Natural Weight Management Facilitators and Counselors"** by owning and operating one of our new **"Fit For Life® Business Programs"** today.

We offer everything from a “pre-formatted” business plans of action, complete training, on-going support, and state-of-the-art technology, up to an independent wholesale distributorship style opportunity all designed to reduce your risks. In these major growth industries like weight management, weight control, weight loss and dieting, the income can be enormous, especially if you get in on the emerging trends that offer a clear window of opportunity. This is exactly what our **"Fit For Life® Opportunity"** offers = an **"Uncommon Potential"** in one of the fastest growing segments of the economy = both in the practices and products of our New Business Opportunity Programs and Franchised Centers.



"I think luck is the sense to recognize the opportunity and the ability to take advantage of It."
– Samuel Goldwin

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STEP INTO THE PICTURE – SET YOUR OWN CRITERIA

What kind of business is right for me? If I had all the choices available what type of business do I see myself involved in? A good way to answer these questions is to establish your own criteria. Which of the following are important to you?

- ☐ *Exceptional profit potential*
- ☐ *An above average return on investment*
- ☐ *Has affordable start-up costs*
- ☐ *A professional status in my community*
- ☐ *Ground floor opportunity*
- ☐ *Building net worth and expanding assets*
- ☐ *No real previous experience required*
- ☐ *Operational training and management tools*
- ☐ *Training and certification for all key staff*
- ☐ *Continuing support and advice if needed*
- ☐ *A business where “I am Proud to be the Boss”*



If you have checked most of these criteria then you have set a tough standard that few businesses can meet. However we feel that all our **Fit For Life® Business Opportunities** will not only would meet all these criteria but will also exceed them. We really believe that all of our opportunities are truly “**Uncommon Opportunities**” and that you should take advantage of this exploding demand for our professional opportunities in weight management systems, education protocols, products, and counseling services. Take action today and make sure that you will benefit from this window of opportunity.

ASK YOURSELF THESE QUESTIONS

- ☐ *Are you looking for a financially secure investment or to making a change in your present career?*
- ☐ *Are you working long hours and enjoying less and less?*
- ☐ *Would you like to be earning more and be building a new future as well?*
- ☐ *Would you like to have the time, money, and training to answer some of your community's weight control demands?*
- ☐ *Have you ever thought about helping others to live a better and healthier lifestyle?*
- ☐ *Are you hoping to increase your family's income and opportunities for the future?*
- ☐ *Have you ever been on a diet or given advice to others about weight loss or dieting?*
- ☐ *Have you ever considered owning your own independent or Franchise type business?*



If You Have Answered “YES” to any of these questions please read on because “Fit For Life®” now has the right BUSINESS OPPORTUNITY for YOU!

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OUR MISSION

Our mission is to provide natural weight loss solutions along with improved lifestyle protocols and education to the public at large through our Licensees, Franchisees, Distributors, Associates and others through our **Fit For Life® Business Opportunities and Franchise Centers**.

We want to offer you a career in this ever-expanding field. We know that with our dedicated management team, instructors, business experts, and operational support personnel combined with your efforts you can successfully enter or expand in this field that you have chosen with one of our new **“Fit For Life® Business Opportunities or Weight Management Center Franchises”**.

We invite you to join us in spreading the information, the knowledge, the products, the modalities, counseling, support programs and the healthful concepts you will have learned from our training programs. People everywhere are seeking real, long-term, and better natural solutions to lose and/or control their weight. Our services, counseling and products are the answers individuals are seeking in today's growing weight control and health care fields.

The company has been in Natural Weight Management, Health and Nutrition Education since the early eighties, sharing the principles of Proper Healthful Diets, Proactive Lifestyle Programs, and Natural Weight Loss/Control Management with tens of thousands of people around the world, primarily through distance-education and counseling programs. We want you to help us to inspire a more positive shift in attitudes towards total good health, proper weight and fitness and allow people the opportunity to unlock their body's own natural self-healing and self-control capacities.

THE VALUE OF OUR SERVICE

As an owner of one of our **“Fit For Life® Business Opportunities or Weight Management Center Franchises”** you can take pride in knowing that you will represent the finest products, programs, systems, and reliable educational information available in today's Natural Weight Management and Health Care Industries. All our systems and products are quality controlled and reliable. We use only state-of-the-art equipment, programs, testing modalities, metabolic typing protocols, genetic analyzation research and biochemical analysis technologies as well as certified educational training programs.

As this greater degree of concern grows and the proactive health responsibilities for the care and natural upkeep of our physical bodies become more important to everyone our systems, programs and Centers will become even more important to the community. These concerns will provide you with a ready and eager market for the products, counseling, programs, systems, supplementation, support services, educational components, seminars and results that will be offered by you with our programs, business opportunities and Franchised Centers.



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SIZE OF INDUSTRY & OUTLOOK

The steadily increasing health consciousness trends over the past 20 years are evidenced by the growth of natural health products, organically grown food, and the physical fitness industries, and the weight loss or diet industries all of which barely existed a few decades ago.

The size of the market for the Company's programs, products and services is immense and the Company's opportunities are by no means market limited. Currently 46% of the North American population over the age of 35 and 29% between the ages of 18 and 34 take or have tried some kind of herbal supplements and/or natural products.¹ Fact: over 66% of Americans take daily vitamin supplements², fact: almost 70% of the American population is over weight and that over 37% is considered



to be obese (or at least 25% over their ideal weight level). Currently, over 39% of women and over 28% of men are actively attempting to lose weight and therefore the market for related products and services are growing at over 15% per year.³ Marketdata has reported that in 1990 annual revenues for the diet industry was over \$30 billion in North America and that this figure has grown to over \$60 billion in 1997, and it has grown to exceed \$100 billion in 2000.⁴ This booming industry is now estimated that it will exceed to over 200 billion dollars by 2005 and the current estimates for 2002 already exceed \$170 billion.



Population figures show that there are over 180 million potential consumers for our Centers within the American marketplace and over 24 million consumers within the Canadian market place. All of them requiring and looking for proper and effective long-term weight control and weight management dietary practices, natural/alternative products, scientifically based dietary systems, and healthier lifestyle programs. The potential market for our concept is vast and very

diversified. They cover from very young children to the retired and elderly persons. They cover many income levels from \$25,000.00 to well over \$100,000.00 annually.

¹ Health Canada Statistics, 1998 FDA, 1998.

² Time Magazine

³ U.S. Department of Health Statistics

⁴ "Marketdata Enterprises" is the most reliable source for information and statistics in the health and weight loss industries.

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The current industry outlook could not be better for our **“Fit For Life® Business Opportunities and Our Weight Management Concepts”**. Literally, millions of people in Canada and the United States, as well as throughout many regions and countries around the world, are now searching for “better, healthier ways” to control and improve their long-term health as well as to lose that unwanted and unattractive excess weight. Millions are seeking more natural answers to their overall health, obesity and dietary problems. We all want to be able to relieve the many stresses obesity has placed on our medical systems and solve the numerous health issues that result from being constantly over-weight and especially "obese".

The experts are all on the same page when it comes to the growth and the recognition of the potentials in the weight loss and the weight control industries today. They all agree that we have yet to see any foreseeable downturn in this industry as all the signs point to unprecedented growth well into this the new millennium.

We believe you will be uniquely positioned to provide the high quality products, services, systems, and educational programs that are so sorely lacking in today's weight management and weight control industries. You will be able to uniquely and accurately analysis each client so that every program and/or system you offer will be specifically designed for that client and only that client. You and/or your staff will be able to accomplish all of this in just minutes using our proprietary computer software and print programs. Imagine completely analyzing and preparing an extremely detailed system for each client that is personalized just for them that is not only effective but also simple to follow and can be used over again anytime in the future if the need arises. Image giving each client a detailed and accurate roadmap to obtain his or her own perfect weight and healthiest lifestyle along with an education in natural health. Image doing all of this for a cost to each client for as little as \$2.00 a day or less (depending on program and system selected).



KEY MARKET SEGMENTS

Our concepts are what may be generally characterized as a natural or proactive approach to proper weight management and more natural methods of weight loss and weight control. Although proper natural weight management, weight-loss and weight control, nutritional supplementations (Enzyme Products), as well as physical fitness will be important in your marketing and services, they are intended as by-products of the overall goals. This goal is to help inform and educate the public on better and proper **"weight management"** concepts and realities as well as much more proactive health care practices for a healthier and improved quality of life and lifestyle along with a permanent weight loss/control strategy. The use of **“Fit For Life® ”** products, concepts and services in the **“Big Picture”** are intended to support an overall client's educational process in natural weight management and control. Most clients and customers of your business and/or Center can be generally classified into the following categories:

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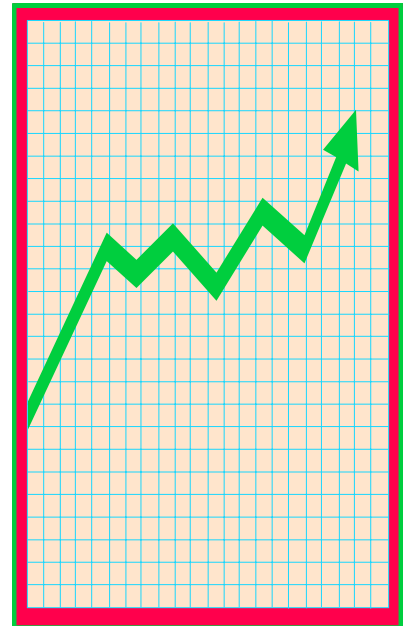
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- Females between 18 and 65 years of age.
- Younger health conscious adults who recognize the importance of a healthy lifestyle.
- Middle aged adults who are becoming conscious of health problems.
- “Baby Boomers” who need to deal with weight control problems and aging health issues.
- All ages seeking alternative health and nutrition information and weight management counseling.
- Obese individuals of all ages.
- Persons living in high-stress and poor dietary practices lifestyles.
- All people who wish to take positive and proactive approaches using natural/hygienic concepts.



FACTS AND FIGURES

- **Fact:** 50% of our population will be affected by one or more of the following, Heart Disease, Stroke, or Cancer, and over 85% of these health issues and conditions are directly diet related.
- **Fact:** Two out of three people die from diseases that start with improper nutrition and weight problems.
- **Fact:** 80% of human diseases are diet related most from obesity.
- **Fact:** 85% of excess fat in the body is related to improper or incomplete digestion mostly associated with poor food choices.
- **Fact:** Over 100 million people in North America attempt some form of dieting each year and over 94% fail to reach their target weight.
- **Fact:** Over 90% will gain their weight back due to cellular malnutrition within 18 months.
- **Fact:** The lack of proper enzymes in the body can cause food allergies, sensitivities, weight problems, cellulite build-up, mood swings, fatigue, cravings, and many other serious issues.
- **Fact:** Over 400,000 Lipo-suctions or similar surgeries preformed to remove fat or unsightly cellulite from the body at an average cost of \$3,000 US per surgery in the United States in 1998. Up to 30% of these clients are males. Results are for the most part temporary and many leave scarring, after effects have ranged from serious infections to death.⁵



⁵ 48 Hours with Dan Rather, 1998.

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Obviously all of the above facts and many others make us to believe that it is a timely opportunity to develop your own **“Fit For Life® Business Opportunity or Weight Management Center”** in your local marketplace. Additionally, the health industry is exploding in the 1990's driven by over 80 million **“baby boomers”** in North America who are better educated, with more money than earlier generations and with many health issues, associated with being over-weight and obese, now facing them that they must deal with. In most areas of the country the population of individuals over the age of 60 years will exceed 50% of the total population by 2010.

Over 90% of the marketplace still remains untapped and needs to have the introduction of a proper and more effective natural system of weight management and healthier lifestyles programs especially for women in the age bracket of 40 to 75. People need to know **"What To Do!" & "How To Do It!"** and **"Where They Can Go To Get It Done!"**

INDUSTRY PARTICIPANTS

The **“Fit For Life® ”** concept has been developed to be unique in the explosively expanding weight loss marketplace. Few existing diet programs conduct any personal counseling programs and even less use any sort of individualized nutritional analysis and virtually none use any recognized professional lab testing protocols or Individual Biochemical modalities, metabolic research or genetic typing for each client. They are not well organized and have no access to the pharmaceutical enzyme products to solve the issues that their analysis may discover. Others have many and varied weight-loss programs, products, and systems, but they don't include natural health, proactive lifestyles, therapies, support enzymes, personalized attention, motivation and group support sessions, or specialized individual counseling and dietary programs all in one. There are many nutritional, vitamin supplement, or health food retail stores popping-up everywhere, as well as hundreds of yo-yo diet offerings, however none seem to help the consumer understand what issues or problems they may be facing. Nor do they provide any personalized nutritional assessments or natural weight management concepts so that the clients can choose the most effective solutions for permanent and natural weight management and positive lifestyle enhancements.



Your competition is largely fragmented and independent and although the weight loss industry and the alternative health care business is very large, and growing, the existing nature of your competitors makes your **Fit For Life® Business Opportunities and/or Franchised Centers** head and shoulders above them in the marketplace.

Therefore the vast majority of all your perceived competitors are narrow in their scope of operations or must sell a variety of food items to survive, and many individuals conducting or counseling clients are under qualified. For these reasons your **“Fit For Life® Business Opportunity”** that you select will be the most accepted, most visible, most successful, and the most profitable weight loss/control and management as well as natural health care service business in your community.

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THE BENEFITS OF OWNING A “FIT FOR LIFE® CENTER”

By becoming an owner/operator of any of the **“Fit For Life® Business Opportunities or Franchised Weight Management Centers”** you gain the exclusive rights for products, programs, counseling, and services plus the opportunity to:

- Enter the field of weight management and control, the fastest expanding health related business in the marketplace
- Obtain authorization to use and have access to all the **Fit For Life®** exclusive trade marks, trade names, logo-types, trade secrets, copyrights, along with equipment, training, and programs.
- Join an outstanding team of health care professionals, natural weight management specialists, and certified nutritional counselors with on-going technical assistance.
- Receive assigned territories or Areas of Primary Responsibility (APR) in which to operate your business and/or Center.
- Complete introductory training programs and certifications by **“Fit For Life®”** for every Franchisee and their employees and staff is available as well as for others upon request.
- Control name-brand products that carry significant quality recognition and are synonymous with complimentary and preventative health and wellness as well as quality and permanent weight control.
- Secure exclusive purchasing powers to deal directly with **“Fit For Life®”** and other authorized manufacturers and suppliers for products, information, supplies, advanced training, and equipment.
- Some programs offer complete training materials, operational manuals, and on-going updates to help make and keep your business on the cutting edge of the weight management and weight control industries.
- Enjoy having availability to regular, advanced, and on-going training programs, seminars, and classes related to your business, the diet industry, natural health care fields, and many other areas of the business.



DESCRIPTION OF PRODUCTS & SERVICES

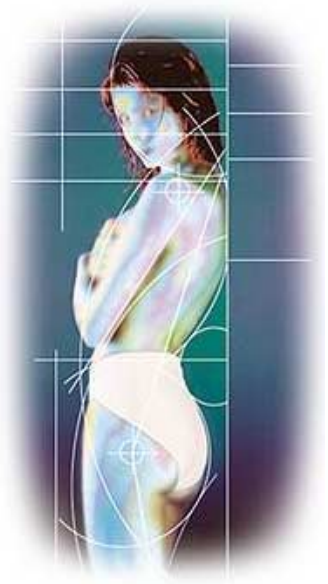
Your new **“Fit For Life® Business Opportunities and/or Weight Management Center”** will be a local business that provides a wide range of effective alternatives, improved lifestyles formats, counseling services, motivational support, individualized metabolism assessments, and therapeutic support products. These have all been designed to meet the ever increasing client demand and all of your customer’s expectations. It’s unique weight management concepts and programs will offer many proven healthy lifestyle systems and support products.

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You as a **“Fit For Life® Business Partner, Associate or Franchisee”** will have secured a licensing agreement from **“Fit For Life® International, Inc.”** for the use of the **“Fit For Life® ”** trademarks, trade names, logos, products, training, therapies, and procedures that are valuable and unique. These products and services relate to nutrition, diet, weight loss/control, exercise, therapies, information, individual health analysis, health testing, overall system evaluations, and counseling/facilitating.

“Fit For Life® Centers” Franchises, distributors and other authorized associates will dispense only pharmaceutical grade, pure plant enzymes for their unique therapeutic results. They can cause marked biological improvements and create significant positive bodily detoxification changes over a relatively short period of time for clients who use them as recommended, especially regarding and when associated with proper weight loss and weight control systems.

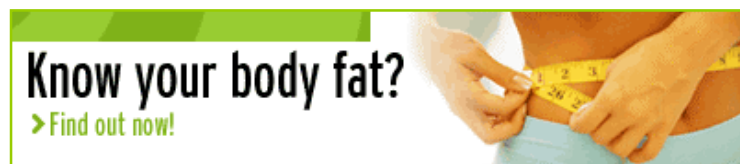


KEY FEATURES OF OUR PRODUCTS AND SERVICES

Our company is currently offering several different levels of Business Opportunities that will become a network of Independently Owned and Operated Weight Management Centers or businesses in the American and the Canadian marketplaces in which, if you qualify, you may purchase and operate as an independent business of your own.

Your new Business Opportunity or Franchised Center can offer exceptional **“Fit For Life® ”** techniques, products, services, support programs, counseling, materials, equipment, training, exercise, self-motivation, and will be able to perform individualized and comprehensive tests and testing protocols. These tests and testing protocols will be utilized to establish for each Client their own **“Individual Biochemical Metabolism”** thereupon which an extremely effective dietary protocol will be established for each client to follow to properly manage their weight and improve their lifestyles and overall health. These combinations of unique systems, products and equipment will be available only through your **“Fit For Life® Business Partnership, Association, Distributorship or Franchised Weight Management Center”** and therefore will be able to provide significant services and benefits to all your clients. Generally, each and every Franchised Center will therefore offer at least the following products and services to the public and products:

First: Unique Nutritional Assessments with Individual Biochemical Metabolism Analysis:



Know your body fat?

> Find out now!

Some examples for these technologies are Detailed Personal History Questionnaires and Genetic Backgrounds, Lifestyle Analysis and Individual Counseling, Dietary

Analysis, Advanced Protocols, Blood Sugar Levels, Cholesterol Levels, Blood Pressure Levels, Blood Types, Target Weight Level Analysis, Enrollment Criteria, Metabolism, Metabolic Balances, Body Typing, etc. **(See Appendix “A”, pages 22 and 23 for more details)**

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Second: Unique Natural Plant Enzyme Supplementations:

As a **Fit For Life® Weight Management Center Franchise/Operator**, or a Distributor or an Associate Partner you will have exclusive access to the distribution rights of the highest grade and quality Therapeutic Enzymes Supplements Products available in the world today. This pharmaceutical line of enzyme products has been specifically designed and formulated to provide natural solutions to many of today's health conditions and weight related issues and will be available for dispensing by your professionally trained, certified and authorized in-office staff. (See: Appendix "B", page 24 for more details)

Third: Resource Information, Educational Components and Natural Health Protocols:



You will be trained and given a great deal of comprehensive knowledge and a diverse range of Natural Health and Nutritional Practices designed to educate and inform the public and your client base. Each Trainee should make this information available through one-on-one counseling, through Weight Loss and Weight Control Seminars, Open Houses, and Client Weight-ins Meetings. Franchisees, Distributors and Associates should also have available a retail selection of books and literature for sale to their clients

and customers from an authorized supplier and they can also set-up a browsing/lender library of books, audio tapes, and video tapes if you so desire.

PRODUCTION OF PRODUCTS & SERVICES

Your new "**Fit For Life® Business Opportunity**" will be an exciting, profitable and unique venture within your assigned operational area and be the provider for all of the Fit For Life® therapeutic enzyme product lines, supplements, systems, services, educational materials, information, and programs. The products and services offered through your business will have universal appeals and many positive health care applications for both male and females of all ages. Our exclusive trade marked name "**Fit For Life®**" is currently identified by the general public through the publication and wide-spread circulation of a series of books called "**Fit For Life**" written by Harvey and Marilyn Diamond.



The public will immediately recognize and relate to the name "**Fit For Life**" because of the popularity of these publications and the fact that **Fit For Life®** has been well publicized over many years. Your client base will also immediately become aware and embrace your "**Fit For Life® Business's**" natural health concepts, your individualized dietary protocols, your remarkable natural lifestyle and health care programs/systems. They will be driven to explore

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your business both because of their familiarity with our trademarked name and the security and experience it generates as well as the fact that weight issues and obesity are at epidemic proportions today. Natural, effective, permanent and drug-free weight loss and positive lifestyle health modalities are foremost on the public's mind these days.

Your success will be further enhanced and your business will flourish because you will have the valuable licensing rights to use, advertise, and display these world-wide recognized trade marks and trade names within your territory.



side" manners, hard work and "sweat equity" that will ensure your business the exceptional and unique success in your marketplace that it deserves.

It is clearly the combination of properly analyzed and individualized dietary and lifestyle protocols, specialized products, information services, resource counseling, meaningful therapies, and natural health concepts provided by **"Fit For Life®"** that will ensure your success. Of course these must always be combined along with your own abilities, sincere client concerns, local marketing skills, friendly personality, proper "bed-

Each **"Fit For Life® Business Associate, Distributor or Franchise Center"** can be a **one-stop** weight management and weight control center to the public as well as a natural health care facilitator. This uniqueness makes it conducive for all consumers who want and need to explore proper and permanent weight control modalities and to avoid drugs and yo-yo approaches to weight problems to utilize your **Fit For Life® Business** and it's weight management, natural, and preventative health care services. Consumers today are becoming disoriented, upset, confused and even angry when it comes to the many different products, different therapies, different programs, different approaches and different pills being offered by others who claim they have the most effective methods to lose and/or control one's weight. Whereas, the necessary information and pertinent recommendations of your business will give your client the option of making informed decisions that will be unique to their own particular metabolism, lifestyle, habits, needs, wants, backgrounds, ancestry, health and concerns and therefore these programs will be completely effective and permanent.

FIT FOR LIFE® OFFERS THE BEST OPPORTUNITIES

"Fit For Life®" has undertaken an aggressive program of network expansion on a global level to now make available these **"Fit For Life® Business Opportunities"** in every area, region, and territory that demographically can support such an operation. To allow for this organized, controllable growth format we have structured a introductory program of associations, licensing, distribution and franchise opportunities that invites individuals, groups, or companies to secure a operational roll in different areas.



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The dominate rolls or positions are what we refer to as Franchised Centers or being a Franchisee. This roll or position will afford you the exclusive operational and licensing rights to a protected territory or Area of Primary Responsibility (APR).



All Franchisees will be selected by the company using several quality control guidelines and criteria and these opportunities are unique and limited to those who are qualified and can pass the company's guideline requirements and if the territories or APR's are available. Opportunities for individuals or groups who want to own and operate their own individual Franchised **"Fit For Life® Weight Management Center"** abound throughout the world at this time.

Your opportunity to enter the exploding weight loss and weight control industries has never been better or more perfectly timed as it is today. As well you will not find a more exciting, cutting edge opportunity to be in this business than you will have with our **"Fit For Life® Uncommon Opportunity"** outlined in this presentation.

***Remember, your opportunity is knocking,
are you listening?***

The Fit For Life® Franchise Opportunity (Program 'A')

If you are seeking the opportunity of a lifetime, to own and operate a natural or alternative weight loss and weight control business and Health Center, then you have come to the right place. Our **"Fit For Life® Franchise Opportunity"** is the best and most viable opportunity currently available in this industry today because it's simple, effective, and permanent. Our **Franchised Weight Management Centers** are going to be found in every market-rich city and area throughout the world. Whether they are independently owned, nationally owned, regionally owned, or corporately owned they will be springing up in all areas where weight problems and obesity exists, and of course this means almost everywhere today. Some will be in freestanding locations, some in malls, and still others will be additions to existing health, health food, and alternative health care facilities or providers. Wherever they are they will be exclusive, protected, supplied, trained, encouraged and supported by **"Fit For Life® International"**. We take the business of proper and healthy weight management very serious and if you want the ultimate opportunity to help in this field then you must join our team today. If you want it to happen, together, we can make it happen for you.



Your Opportunity is Knocking!

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The Fit For Life® Distributorship Opportunity (Program 'B')

If you are looking for an opportunity to expand an existing business, set-up a new business, market a vastly improved weight control program, operate an independent weight management facility and/or build a new revenue stream then you have come to the right place. Our **“Fit For Life® Distributorship Opportunity Program”** is exciting and one of the most viable opportunities available in this industry today because it's simple, effective, and permanent. Our Distributors will become recognized and very successful throughout their assigned areas employing our advanced concepts in proper weight management. Whether they are independently owned, attached to an existing business, affiliated with our Franchises, nationally owned, regionally owned, or corporately owned they will be operating throughout the country. Some will be in freestanding locations, some in malls, and still others will be additions to existing health, health food, and alternative health care facilities or providers. Wherever they are they will be encouraged, supplied, trained, and supported by **“Fit For Life® International”**.



The Fit For Life® Associate Opportunity (Program 'C')

If you are looking for a ground floor or an inexpensive start-up business opportunity in a new, or career changing format then we can help you through our new **Fit For Life® Associate Business Opportunity Program**. You can start small and build or expand it into a larger business by advancing to our other business opportunity levels if you wish in the future. Our **“Fit For Life® Associate Opportunity Program”** is a very flexible and exciting opportunity because it's simple, effective, non-restricting, start-up cost effective, works in any size community or environment and provides profits immediately. **Fit For Life® Associates** can grow and become more and better recognized in this field as they learn and experience first-hand all parts of this industry. They can operate freely within selected areas while fully employing our advanced concepts in proper weight management to develop a thriving Entrepreneurship. Whether they operate completely independently, or are attached to an existing business, or become affiliated with any of our Franchise/Distributorships or are corporately licensed they will have the opportunity to develop and expand at a rate that they feel comfortable with and can afford. This can be either a full-time or part-time undertaking so that many more people who want or need an income or business such as this can undertake it. They, themselves will be learning and benefiting while helping hundreds of others in their communities realize their weight loss or weight control goals. All **Fit For Life® Associate Business Partners**, wherever and however they operate will always be trained, supplied, and encouraged by **“Fit For Life® International”**.



Your Opportunity is Knocking!

Are You Listening?

FIT FOR LIFE'S® GROWTH STRATEGY FOCUSES ON YOU !

Originally founded in the United States of America, “Fit For Life® ” has set in motion its’ plans to expand both nationally and internationally and we want you to be part of it. We are committed to a strategy of growth that emphasizes quality over quantity. Our primary goal is not growth for growth’s sake, but rather to be **#1** in every market we serve through our **“Fit For Life® Franchise, Distributor and Associate Business Opportunity Programs”**.



We want all of our Franchisees, Distributors and Associates to reach for the stars and be just as profitable as they wish to be. For this reason we will support the concept of location selections where the territory is literally bursting with a substantial client base and exceptional profit potential. We believe that our growth and success is not just based on the sheer number of Associates, Franchisees, or Distributors we establish, but in their quality and in their individual profitability. **“Fit For Life® ”**

wants each and every one of you who:

- takes the time to review and digest this information;
- that wants to realize your dreams and help others;
- that understands the significant contribution that proper and effective weight loss and weight control options can make to our populations in the this new millennium;
- wants to become successful in a field that so desperately needs proper methodologies;
- does not just want a new job but new career, a professional career, a profitable career in the fields of natural and effective weight management and control.

To Take Action Now!

You should be prepared to work hard, work with us, and invest today for you’re brighter tomorrow and you can make all of these wishes come true.



Your Opportunity is Knocking!

Are You Listening?

WITH A FIT FOR LIFE® BUSINESS OPPORTUNITY:

- WHAT'S IMPORTANT**
- WHAT'S NOT**

"Fit For Life®" does not select Associates, Distributors or Franchisees solely based on their existing knowledge or background in this field, they're marketing experience, or they're selling skills. In fact, you do not have to be an expert in any of these areas but you must have a willingness to learn and work, and a desire to succeed. We provide thorough training and the proper equipment, computerized evaluation programs and hands-on management and marketing systems – all you need to do is act today to secure your place in becoming one of our professional Associates, Distributors or Franchisees in your own unique location and assigned territory.



A) A **"Fit For Life® Weight Management Center Franchise"** is not a part-time business that produces a part-time income. On the contrary, it is designed to help all our dedicated, full-time Franchisees attain significant income, growth, and long-term financial security. This level can be a permanent career choice or it can be a stepping-stone to a much higher level of corporate development for multi-unit operations or territorial licensee opportunities as they become available. It also provides for the assignment of an exclusive territory or area in which to operate as well as providing the opportunity to sponsor within these areas additional Distributors and/or Associates to enhance territorial development and utilization.

B) A **"Fit For Life® Distributorship Program"** can be a full-time or part-time business opportunity that can also produce a significant income in either format. This program has been designed to help those who wish to grow and prosper in their chosen communities or areas and also to allow each Distributor to expand into a Franchised Center if they choose to in the future. It also opens the door to regional and territorial development and the spawning of sub-distributors or Associates.

C) A **"Fit For Life® Associate Partnership"** has been designed to be a cost-effective start-up level that can be either a full or part-time opportunity program. This partnership style program allows every participant to invest very little to start but with exceptional profit potentials, a sincere effort and some hard work can expand this opportunity into distributorships, Franchises or even higher with the fields of weight management, fitness lifestyle and health.

What we are really looking for are exceptionally motivated people who have a fervent desire to excel. Who also realize and accept that the learning processes in this field are constant and on going, and who will own, start-up, and manage the limited number of truly extraordinary **"Fit For Life® Business Opportunities"** that we are now making available.

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If you are thinking about one or more of our 'Business Opportunities' then here are some of the requirements that will help you to be successful:

- ◆ A strong desire to own and operate your own business.
- ◆ The ability to manage and inspire people.
- ◆ Sufficient capital to get started and with which to operate
- ◆ Dedication to customer and client satisfaction.
- ◆ Uncompromising ethical standards.
- ◆ A firm desire to maximize growth, profits, and a commitment to aggressively settle for nothing less.
- ◆ An uncompromising attitude to study, learn, and grow in this ever evolving field of weight control, proper weight management, weight loss, natural health care and improved healthier lifestyles.



OUR PROGRAMS HAVE THE BEST VALUE FOR THE MONEY

Our **“Fit For Life® Business Opportunities”** start-up costs, fees, and initial capital requirements are far below what you would expect to pay for these quality opportunities. Components such as the name, trademarks, training, inventory, equipment, systems, and the licensing rights to a business with the dramatic income and growth potential of a **“Fit For Life® Weight Management Business”** are rare and unique, and they will become much more expensive in the future.

We offer a selection of 'Program Packages' that are currently not even close to being available anywhere else in this industry or these fields. In addition there are only so many areas, locations and territories available. Once you have the authorization, operational development, licensing control and/or franchise rights secured for one or more of these territories or locations then no one else can setup a Center or receive a license from our company for any part of your territory. Therefore if you are not the first to act, then you may not be able to have a **“Fit For Life® Weight Management Business or Center”** in the territory or area you may want because someone else will have already secured it.

Your Initial Training Package Costs vary in price and length depending on the program level you select. These costs and time frames are outlined in the pages ahead. Training classes or seminars can be scheduled so that you and any other authorized trainees, employees and/or staff can more easily attend. Our Qualified Trainers always perform your training



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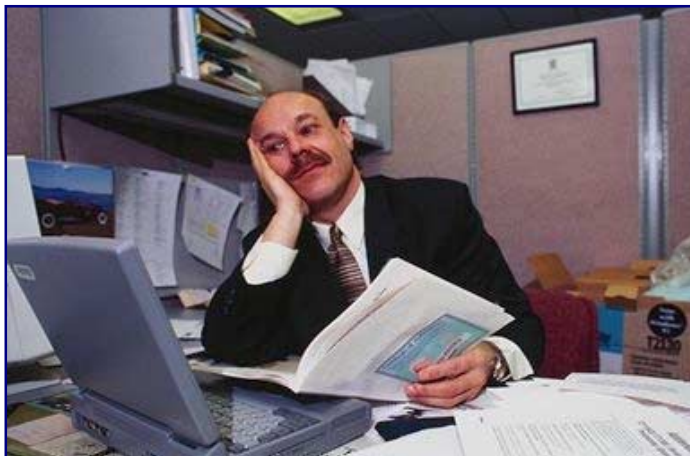
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seminars at a location within your assigned operational territory that has been pre-selected and paid for by the Associate, Distributor and/or Franchisee. All travel and accommodation expenses for the **Fit For Life® Professional Trainer** are always the responsibility of the host Associate, Distributor and/or Franchisee. This training and certification for yourself and your employees provides everyone with the necessary information they will need to get your business up and running quickly.

Our experienced professionals and support personnel will walk you through this process every step of the way. Once you have secured your selected **Fit For Life® Program** and paid your package costs you will work with our training coordinators to set-up your training schedules, schools, exams and start-up or opening dates as well as you will start receiving some home-study, or advance training materials.

By receiving some of your training materials and information in advance, you will be able to study so that you will be better prepared to successfully complete the required examinations you will be required to write during the classroom segments of your training and educational programs.

For any additional financial information on our Business or Program Opportunities please refer to the sections on start-up costs that are contained herein, or call our corporate headquarters toll free to speak to one of our Sales Department or other management personnel. **(See Page 27 herein for more details)** Additional details, including terms and agreements are available to you from our corporate headquarters.



However, please note, any additional or more detailed information and/or having a Company representative visit with you can only happen after the company has received and approved your completed **'Personal Background and Qualification Application Form'**.

This form should have already been completed and submitted to the Company even prior to this booklet being issued. If you have not yet done so, please complete this required form and return it as soon as possible to our corporate office. The company will now place your name on the waiting list for the operating area you have selected based on the date this **Background/ Application Form** is received.

Remember submitting this application form is not a commitment one anyone's part to proceed with any of our offerings and/or business opportunities, nor is it meant has an approval or acceptance by the Company to grant you any of our business offerings and/or opportunities. However it may be the only way for you to perhaps protect some of your future interests in these exciting opportunities being offered today.

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MARKET RESEARCH

“Fit For Life® International, Inc.” is a franchise, information, training, support provider, and supplier specializing in weight loss, weight control, individual weight management systems, enzyme products, biochemical analysis, metabolism assessments, natural health care and proper nutrition industries.

“The prevalence of obesity has increased steadily in Western cultures over the past century, particularly during the last several decades. In fact, some researchers say that the prevalence of overweight and obesity has grown to epidemic proportions. In North America, most sources report that 33%, or 1 out of every 3 persons, is considered seriously overweight; a few sources actually report that number as closer to 50% or more.”⁶ “Over one hundred million North Americans a year take some forms of dietary supplement. It is already a \$40 billion a year business and it is growing”.⁷



According to Health Canada and the Department of Vital Statistics of the FDA, approximately 70% of adult men and women are overweight. Subsequently, all the related health problems and issues associated with poor or improper diets has caused the “**Great North American Diet Dilemma**” to become the #2 killer of our people today! The current estimate for dollars spend by the North American populous on fat reduction, diet pills, diet foods, equipment, devises, books, plans, and so on for weight loss and control is currently estimated to be over \$170 billion annually. Based on the dollars spent in relation to the amount of fat lost annually in North America, the average cost per pound of fat lost is approximately \$243. The sad and even shocking irony is that most of this fat is replaced and even increased within 12 to 18 months by over 90% of these dieters.



Literally tens of millions of people all over North America are now searching for “**better, healthier ways**” to control their weight and improve their health. Reports show that from 1995 to 1998 there has been over 46% annual increase among North Americans using or trying pills, drugs, alternative products, therapies, and supplementations to lose weight. In just a recent study outlined in JAMA in 2002 it was shown that now even our children are having serious obesity issues and that over 20% of them now have serious weight issues whereas this number was only less than 7% some ten years ago. The

largest body weight increases have now been reported among people aged between 21 and 35 where the increase has been over 35% over the last decade alone.⁸

⁶ Hart, J. “Weight loss: what are your options”. http://bewell.com/healthy/alternative/1999/weight_loss/index.asp.

⁷ Report by Robert Hagan, MSNBC News Health Bulletin Board 09/15/99.

⁸ Reported by CTV News and Health Canada

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These and many other studies indicate that people are seeking answers to their health and dietary problems in ever-increasing numbers yet they are not finding the solutions they so desperately need and want. In fact even many conventional medical practitioners themselves are discovering the positive health benefits to ***“proper weight management protocols and techniques as well as healthier approaches to better lifestyles”*** that we at **“Fit For Life®”** have developed and promote including our natural health care products. These medical practitioners have also come to the conclusion that ***“There must be a better, more effective, and healthier way.”*** These along with many other factors show that our business concepts have an excellent opportunity to take advantage of the changes occurring in the weight loss and weight control as well as in the natural and preventative health care industries today. In addition, all of our Associates, Distributors and our Franchise Centers will be perfectly positioned to expand and introduce new lines of products and additional services into this ever-growing proactive environment.



According to market studies, whenever an industry reaches a critical mass due to the amount of knowledge and information being disseminated to the buying public, major changes take place in the marketplace. These changes create fields of opportunities to accommodate the ever-growing needs of this rapidly expanding new market. With the rapid growth in the weight loss and weight control industries, various opportunities currently exist to satisfy the growing demands being placed on it by more and more new and old desperate over-weight and obese consumers of all ages.

TAKING ADVANTAGE OF AN EXCEPTIONAL OPPORTUNITY

This booklet should give you a broad-brush look at **“Fit For Life®”**. If you have been selected to become a possible affiliate of the Company and would like to discuss your exciting opportunity more seriously and more in depth then we would like to make arrangements to visit with you personally and help with your interests, concerns, questions, and decisions. This will also give us all a chance to meet and get better acquainted and we can bring along addition materials so that you can better experience in a more first-hand way how amazing and exciting this opportunity really is.

Please take the time you need to review all the key advantages of our **“Fit For Life® Opportunity Programs”**, then decide whether this could be your **“Window of Opportunity”** for career, self-satisfaction, and wealth. If your decision were **“YES”** then we would like nothing more than to help you get started in your own **Fit For Life® Weight Management Business TODAY** and to have your start enjoying the lifestyle you and your family really want.

Your Opportunity is Knocking!

Are You Listening?

Appendix "A": Natural Weight Management System

All of our **New Business Opportunity Offerings** have the most fantastic and credible programs and systems of operation available in the world today.

The basic **Weight Management Opportunity Programs** consist of your choice of an Associate Partnership, Independent Distributorship or our complete **"Fit For Life® Weight Management Franchise Center Offering"**. Each program provides for the detailed training of each approved candidate or Franchisee who, along with their chosen staff members, will be trained and supervised by our health care and business professionals prior to, during and in some cases for a time even after their business opens.

Each operator will market, enroll, and sign-up their customers and clients who wish to lose or control and therefore properly manage their weight. Each trained staff counselor will, along with each customer/client, then fill out an extensive and detailed background and personal history along with any other facts and health related information that may be required onto a **"Fit For Life® Client Application and Enrollment Form"**.



This form has areas to fill in specific information and test results such as age, eating habits, target weight goals, blood pressure, Glucose levels, cholesterol levels, blood type, etc. This form then contains all the basic and required information needed so that each client can then be analyzed carefully and accurately as an individual with all their unique protocols, habits, modalities, ancestries, and metabolisms before any dietary recommendations and/or programs are assigned to them.

The operator or their designate then uses a Company provided proprietary Biochemical Analysis Summary Form to properly categorize the information from this completed form to the proper formula to enter into the **Fit For Life® Biochemical Analysis Computer Program**. The computer then computes a detailed analysis and all the proper programs are then designed for this particular client. In addition all other dietary, exercise, and/or supplementation recommendations are calculated and formulated whereupon the complete and personalized **Fit For Life® Weight Management Program and Tracking or Reporting Binder** can then be prepared and forwarded or delivered to each client. Simply as A - B - C!

Each client will then be assigned a reporting or meeting time each week where they will individually or in attend sessions supervised by the operator or his/her staff whereupon each client is personally weighted, measured, and perhaps briefly counseled. The records of each visit are kept with copies forwarded to the Company for filing and future reference if required. These meetings or reporting sessions are also to educate, cheerlead, motivate, and of course to exert some positive peer pressure to follow the recommendations put forth to each client and their individualized programs.

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Are You Listening?

Each program takes everything into consideration including food allergies and sensitivities along with past habits and cravings. Each client's age, sex, lifestyle, size, present weight, target weight, length of program, body build and many other factors are also considered and analyzed carefully by our computerized health care, nutrition and dietary programs. This process therefore allows for minimal errors and therefore the rate of success for every client is near perfect, in addition, the odds of absolute compliance by each client is nearly 100%.

We also have many other unique and exciting venues and components but they are not available for disclosure or discussion at this stage or at this time. Also operators can provide **"Free To The Public"** weekly **"Weight Loss and Weight Control Seminars"** which will bring potential clients in for an introduction to the operator's business and therefore introduce it's programs and staff as well as creating a very positive community appeal.

Again there are many other features including mail-order programs to reach all those clients within a very large area without extensive travelling being required and for those clients who can not, for whatever reasons, attend your local business location or it's meetings or counseling sessions. This system therefore allows every Operator to attain maximum territorial utilization even from as few as one location within their assigned area or territory.

Also one of the very best features is that the Operator and/or his/her staff do not require any previous experience or particularly in depth advanced training to be successful because the total basic training is provided at the outset. In addition the company can also provide all the advanced or qualified analyzations through its health care specialists and professionals. This unique feature allows all Operators to concentrate on and attend to not only all their Clients requirements but they will have time they need for their all-important marketing efforts and seminar preparations because they will not be burdened with the sophisticated analyzations and applications of their clients.



There are many other factors as well, including detailed **Fit For Life® Business Operations Manuals** and additional marketing and program strategies far to detailed to be discussed in this brochure offering.

However, in addition, every Operator will soon discover that during the first few months of their business's operations, their own knowledge and expertise along with the knowledge and expertise of their staff will increase ten-fold. They will all become much more advanced and educated in this world of natural health care and proper effective weight control modalities by being constantly exposed to them and being totally involved with them through **Fit For Life®**.

This brief summary should give you, the reader, a basic and sufficient amount of accurate and conceptual information so as to allow you to formulate an opinion pursuing and securing this exceptional and exciting **"Uncommon Opportunity"**.

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Are You Listening?

Appendix “B”: Enzymes and Enzyme Therapy Lab

Subjects and Modalities Covered

- Learn how and why **Enzyme Therapy** fits every modality of healing.
- Learn why enzymes are the real answer to almost all health issues.
- Discover the value of proper nutrition.
- Learn how not all enzymes are created equal.
- Gain a comprehensive and competitive understanding of how enzymes work in the body.
- Gain an extensive overview and understanding of enzyme supplementation and overall nutrition.
- Learn how to generate profits in your new **Fit For Life® Weight Management Business**.
- Learn how to expand your new **Fit For Life® Weight Management Business** within your area.
- Learn how to maintain and properly manage a person's weight, lifestyle and how to achieve better health through making informed and responsible choices.



WHAT ARE SOME POPULAR USES FOR SUPPLEMENTAL ENZYMES?

- ❑ Enzymes have been proven to be not only very effective against prevention of disease but also in controlling the effects of acquired diseases as well.
- ❑ Enzymes are known to provide positive blood enhancement.
- ❑ Enzymes will strengthen your immune system.
- ❑ Enzymes break down and digest fat (triglycerides).
- ❑ Enzymes provide you strong and positive reactions, enhanced mental capacity, and energy.
- ❑ Enzymes are essential to proper digestion and to maintain a proper functioning and clean colon.
- ❑ Enzymes can deliver nutrients that are often unable to get past the brain's barriers, which can eliminate insomnia and depression.
- ❑ Enzymes in combination with certain herbs can overcome and enhance sleep and sleep patterns.
- ❑ Enzymes are used to correctly digest our food and deliver the digested nutrients so that our endocrine and nervous systems are kept in sync.
- ❑ Enzymes can correct the imbalances in your metabolism and through proper digestion.
- ❑ Enzymes can increase the blood supply to the skin, by delivering the life-giving nutrients and by carrying away the toxins and other waste products.



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Are You Listening?

Appendix “C”: Equipment, Supplies and Start-up Capital Costs

(You may need some of these products, equipment and/or programs)

Computer/Cash Register Package (Includes FFL Data Package and Training)

A complete and customized computer package with state-of-the-art technology may be needed for best and fastest results. It should be designed and constructed to the Company's specifications to support and help you to operate your new **“Fit For Life® Weight Management Business”**. This system and all of its components, software, hardware, accessories, and features can be designed to provide you with the maximum efficiency that your business requires yet making its operation very user friendly and simple. Every computer system must have enough memory and a large enough hard drive to operate the **Fit For Life® Biochemical Analysis Software and Programs**. Also each operator must have a quality color printing system available to product all or some portions thereof each client’s individualized weight management manual and system.



Lab Equipment and Start-up Supplies (optional)

This can consist of a complete range of testing equipment and non-medical supplies that are used in a lab such as Blood Typing Gauge, Blood Glucose Tester, Cholesterol Testing Equipment, Blood Pressure Gauge, Client Application and Enrollment Forms. Your business may also wish to have Posters, Charts, Some Signs, Physician's Scale, Body Composition Testing Equipment, and Client Massage Table, Exercise Equipment for an 'Exercise and Personal Training Room', etc.

Retail Product Opening Inventories

We can supply every new **Franchise Weight Management Business** with a start-up or opening inventory of diets, diets plans, printed materials, enzyme supplements and products all designed for retail resale by the Operator and of course necessary for most client's embarking on the **“Fit For Life® Weight Management System”**.

Additional Start-up Costs and Working Capital Needs

Start-up costs and sufficient working capital are always necessary items to consider in any new business venture. We are presenting the following list as some of the possible expenses that you may incur to secure and set-up your new **“Fit For Life® Weight Management Business”**. We feel that even if you do not need to allocate funds to deal with all of these items you should have access to some extra funds over and above our program cost so as not to be in an under-capitalized situation for the start-up of your new **Fit For Life® Business**. Our suggested list of items to be considered consists of the following:

Location (lease deposit & 1 months’ rent), Office Equipment (lease/down payment), Telephone (installation and equipment), Furniture & Accessories, Small Office Items & Equipment, Initial Advertising & Promotion Expenses, Miscellaneous Expenses (Signage), staffing and wages, printing and print set-up costs, and liquid or line-of-credit start-up working capital required.

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Are You Listening?

Sales, Expenses, and Income

Your choice of site location, your ability to market in your community, your own drive, ambition and desires will all play major rolls in determining your first years sales and profit forecasts. We can help you with a guideline of what you should expect to accomplish in these areas but we can not guarantee that your results won't be higher or lower than those presented. However, we feel that we can, along with yourself, outline in some detail the results that you can and should achieve. Remember we are giving you an **"Uncommon Opportunity"** to do exceptional well. We'll be there to help and support you but we can not



do the work for you. The daily planning, the client counseling, selling the system to client's, product up-selling, the staff schedules, after market sales of enzymes, the time and labor management, the promotions, scheduling and running meetings, seminars, and the input of your unique personality is required everyday to make your business succeed.

You must do this yourself, and when you do, and you do it well, you should be able to realize any reasonable sales forecasts and even easily exceed them. Please refer as well to the enclosed **"Enzyme Sales Revenue Sheets"** as an example that we included separately for more information about potential revenues and how easily they can be increased.

Your own sales projections and/or forecasts will depend on the program package that you actually select as well as on your own specific working goals and the time you allot to your business. Our operations and sales departments can help you formulate your projections and sales goals once you have made all the required selections and/or choices available to you.



There are many fluid factors governing your final totals including the number of revenue streams you choose to have. Streams such as equipment sales, counseling fees, lab testing, supplementations, books and literature available, therapy and exercise classes, massage therapy, personnel training, and of course the diet plans. There can be many others that are available because of the operator's background and expertise and still others that the operator can grow into both through training as well as financially. **Fit For**

Life® International and **Fit For Life® Sciences Institute** both offer several additional expansion of services opportunities that all operators can take advantage of if they choose.

Note: Any operating incomes and/or profit forecasts are always calculated in pre-tax dollars. These forecasts or projections may or may not allow for any debt or additional compensation to the Operator.

Your Opportunity is Knocking!

Are You Listening?

Application Form

Please complete and return your Business Opportunity Application Form to **“Fit For Life® International”** so that we may continue with our necessary reviews and approvals for your application. We will supply you with any additional information that you may need to secure this exciting opportunity in the weight loss and weight control fields.

Description of Area of Primary Responsibility (APR) Territory

This form included as an appendix to your **“Letter of Intent Form”** which will be available to you once we receive your completed applicant forms and/or meet with a **Fit For Life® International, Inc.** representative.

Letter of Intent to Purchase Franchise

This form is simply our preliminary document for you to select and identify your selected region of operations or territory. It is intended to protect these regions or territories until your Operating and/or Licensing Agreements can be finalized and all the financial and legal obligations are completed. This form may be completed and executed by the Operator Applicant or by the Company Representative with the Operator Applicant in attendance for execution.

Summary of the “Fit For Life®” Opportunity

“Fit For Life® International, Inc.” is a respected company, comprising of many qualified individuals and health professionals. The Company has unprecedented experience in the weight management and weight loss/control industries as well as in the natural and alternative health care fields and in the marketing of these products, services, and business opportunities.

Our natural plant-based enzyme formulator and expert is Dr. DicQie Fuller, D.Sc., Ph.D. who is world-renowned in the fields of nutrition and health sciences. She has written several books and lectures on enzymes and enzyme therapy. You will be studying in several areas under her direction as part of your required accreditation and you will be using several of her books that will make-up parts of your pre-classroom training schedule.

In addition, you will be exposed to a career opportunity unprecedented in today’s business community. Our **Fit For Life® Natural Weight Management Systems** make up just a portion of the opportunities you will be exposed to in our industry. The future is what you make of it. You can make very little, or you can make a lot, the choice is yours.

The keys to maintaining an ideal weight and to the overall health of the body is found within the building blocks of life such as the elements, amino acids, enzymes, molecules, nutrients, minerals, vitamins, and atoms that make up our bodies. When the proper internal chemistry is balanced and rigorously maintained, the body will remain strong, vital, and healthy. Today’s ever expanding health challenges demand that all professional health care providers be equipped with the most technologically advanced and comprehensive tools in order to make sound assessments based on objective evidence. **Fit For Life®** does this and provides the technology, training, client assessments, and support to you, our Program Operators.

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As a **Fit For Life® Business Operator**, counselor, facilitator, practitioner, weight management system provider, and care-giver ready to meet the challenges of this the 21st century you must be prepared to take the quantum leaps in methodology and nutritional analyzation but only gradually. These steps are necessary in probing and discovering the true causes of the issues and imbalances that lead to the over weight and obese problems that people are experiencing today. Each state-of-the-art **Fit For Life® Facility**, called your business, will equip you to help us discover, with precise assessments, of all of your client's internal environments and their individual biochemical status and therefore provide you with all the information together that we will need to really effectively help them.



There is an old Proverb that says ***“He, who has health, has hope; and he, who has hope, has everything.”*** Health is one thing that if we lose it, we may never be able to get it back. What can having great wealth or even life itself, really offer to those who can not enjoy either of them by not having they're own good health. We all know someone who falls into that category. Why not involve yourself in a business where you can really do something positive about these situations, make real improvements, help others, bring back their reason and self-esteem, and then by doing so, become financially secure. We will now leave with these final words of wisdom and we hope that you will take the positive steps necessary to join our team and become part of our **“Uncommon Opportunity.”**

"JUST GO FOR IT!"

Fit For Life® International, Inc.

“Success on any major scale requires you to accept responsibility...in the final analysis, the one quality that all successful people have...is the ability to take on responsibility and make positive things happen for themselves...and cause positive things to happen for others.

Michael Korda

**ARE YOU ONE OF THESE PEOPLE?
IF SO?
WHY NOT TAKE ACTION AND BECOME PART OF THE SOLUTION?
CALL US NOW AND DON'T STAY PART OF THE PROBLEM ANY
LONGER!**

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Are You Listening?

Fit For Life ®
It really adds up to an
"Uncommon Opportunity"

Become A Operator TODAY !



- *Plus ...Dynamic products and services to market*
- *Plus ...Untapped proper weight management market*
- *Plus ...Modest start-up costs*
- *Plus ...Limited time requirements*
- *Plus ...Cutting edge weight loss/control technology*
- *Plus ...Superior on-site support systems*

A Dramatic PROFIT Potential!

Select Your Own Business Package Now!

PROGRAM:	☐ Associate	☐ Distributor	☐ Franchisee
Licensing Fees	\$ 2,000.00 USD	\$ 3,500.00 USD	\$ 10,000.00 USD
Training Fees *	1,000.00 USD	2,500.00 USD	5,000.00 USD
Total Cost	\$ 3,000.00 USD	6,000.00 USD	15,000.00 USD

*Training for Associates is three (3) days on-site for up to two people, all travel, accommodation and meal expenses are the responsibility of the Associate Operator.

*Training for Distributors is seven (7) days on-site for up to three people, all travel, accommodation and meal expenses the responsibility of the Distributor.

*Training for Franchisees is twenty (20) days on-site for all necessary Center staff and operations people, ten (10) days prior to Center or location opening and ten (10) days after opening, all travel, accommodation and meal expenses the responsibility of the Franchisee.

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Internet: www.fitforlife.com

E-mail: health@fitforlife.com

Note: All offerings and/or prices quoted are subject to change without notice. The Company reserves the right to refuse any applicant that, in the Company's sole judgement, does not accept as qualified to be a Licensee, Franchisee, Distributor, Associate, Specialist, or Representative of the Company. The Company, however, is an equal-opportunity employer and Franchiser, and it will undertake to make every effort to accept and grant Licensee, Franchisee, Distributorship, Specialist, or other opportunities rights to all those who apply, who can afford the opportunities offered, and are qualified for the opportunities requested at the sole discretion of the Company. Copyright © 2003

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