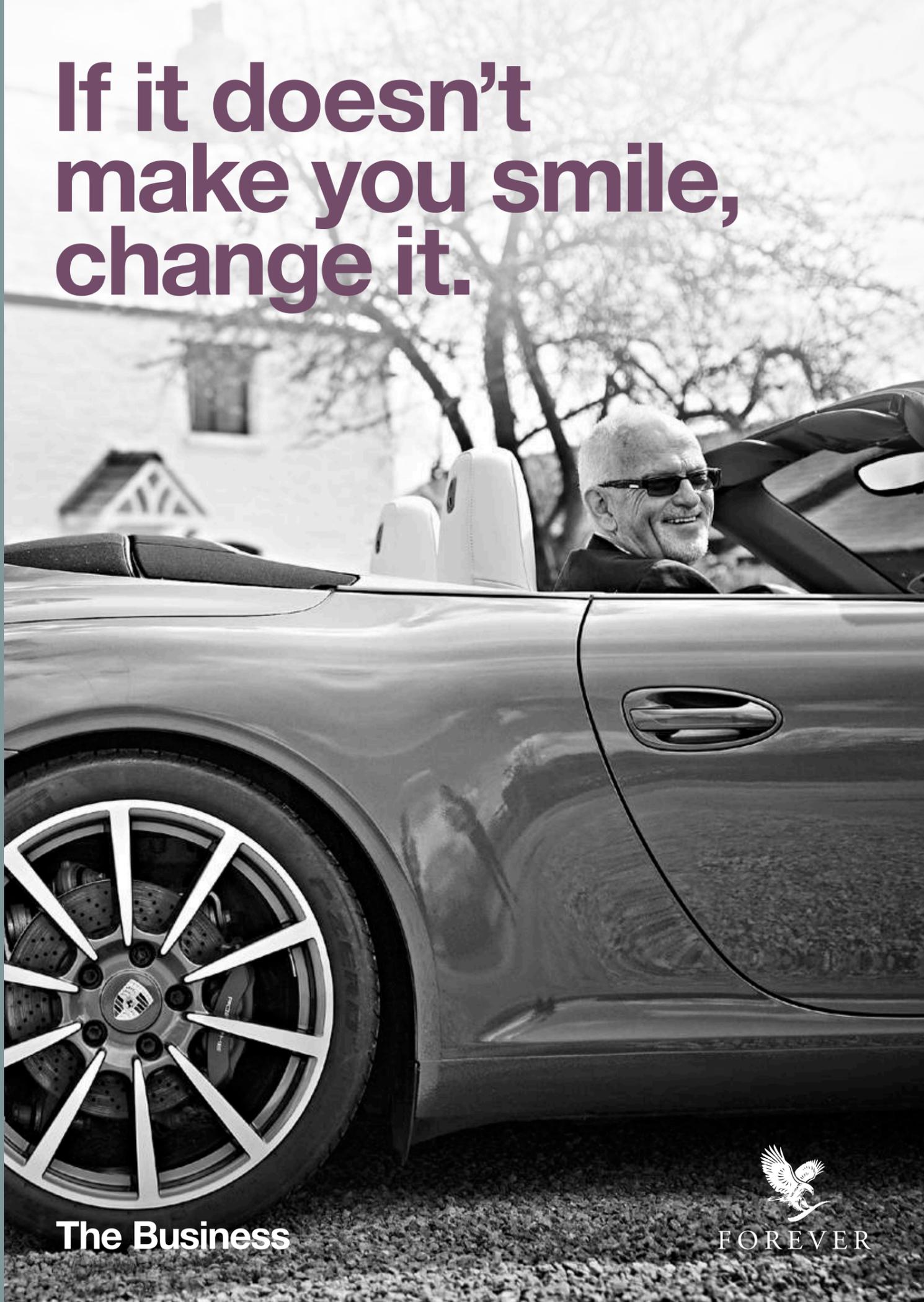


If it doesn't make you smile, change it.



FOREVER

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Distributor:

Code: 01087 July 2014

www.foreverliving.com | www.foreverknowledge.info



Everybody in Forever supports and endorses the statutory protection that it is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

The Business



Forever provides ordinary people with an opportunity to build an exciting future.

This is a chance to start a business with real potential, uncapped earnings and proven results, and all whilst still being able to achieve that elusive work-life balance.

Forever is a financially-stable company, cash-rich and debt-free. Trading globally for over 35 years, we have a presence in over 150 countries worldwide.

As members of the Direct Selling Association (DSA), and with IIP accreditation, we provide an opportunity to achieve uncapped earnings, qualify for generous incentives, bonuses and reward programmes, access extensive training and support, and high quality products.

If you want flexible hours, extra income, to be your own boss and to improve your life, then why wait?

Discover how great a venture Forever is and begin the rest of your life.

04 / What is network marketing?

06 / Why is Forever the best network marketing solution?

08 / How to make money with Forever

12 / The extras, incentives and rewards

14 / Forever's products and market potential

20 / The global opportunity

22 / Success stories. Real people in Forever.

26 / How to get involved.



WHAT IS NETWORK MARKETING?

Network marketing, also known as team marketing, is an effective business model that uses personal recommendation to promote and retail a company's products or services.

Forever is a well-established, structured network marketing company, designed to enable people to develop their own independent businesses. Instead of investing large amounts in advertising, Forever generously rewards people for sharing its products and business opportunity with others. This lucrative business structure offers people many incredible financial benefits that traditional business models cannot match.

Own your own business.

With network marketing, you'll enjoy the freedom and flexibility of owning your own business. As an entrepreneur, you get to choose where and when you want to work. Instead of working hard to make your boss rich, all of the hard work you put in benefits you.

No risk. Minimal overhead costs.

Traditional businesses typically cost many thousands of pounds to establish and often involve getting into debt. Starting your own network marketing business means you do not have to borrow money or hire employees, and you'll have little overhead cost. It's that simple.

No salary cap.

Corporate jobs limit your pay range based on the market standard. The network marketing industry however does not cap how much you can earn. The harder you work, the higher your financial rewards.

Want to know more?



WHY IS FOREVER THE BEST NETWORK MARKETING SOLUTION?

Forever was founded in 1978 and was designed to help anyone who wanted a better future to attain it. It is now a multi-billion dollar company with millions of Distributors worldwide.

A highly credible company, growing from strength to strength.

Forever has over **\$1.5 billion** in assets and is a cash-rich, debt-free company, consistently growing for over 35 years of trading.

Forever is also a member of the Direct Selling Association (DSA) UK and Ireland, a respected and reputable organisation which works to protect and represent the interests of people and businesses engaged in network marketing.

A global company, a global business opportunity.

With head offices in over 150 countries, Forever has an international infrastructure that makes it possible for people to build a business on a global scale. For an entrepreneur with real ambition, it is possible to build a successful business all over the world.

Build an income.

One of the greatest benefits of Forever's network marketing structure is that it offers a stable and lasting income. You can earn commissions on the sales of the Distributors you and your team introduce to the business and continually reap the benefits of your hard work.

Award-winning training and support.

Never had experience in the network marketing industry before? Don't worry, Forever offers training and support to all of its Distributors. The support structure is so impressive, Forever has been accredited the highly valued Investors in People Gold Award; a reflection of Forever's commitment to excellence and its strong, supportive Distributor network.

Premium products in growing industries.

Forever manufactures and sells premium health and wellness products, based on the purest quality aloe vera. The diverse product range of superior quality products all come with a 60-day money-back guarantee.

Forever's product range includes:

- Health and Nutrition
- Weight Management
- Sports and Fitness
- Personal Care
- Skincare and Beauty
- Animal and Home



With such a diverse range, there really are products for all types of customers.

Bridget and James Moore / UK Senior Managers

James and I started our Forever journey three-and-a-half years ago. At the time, I was working in local government marketing, but had just been put under threat of redundancy. To add to my insecurity, James was working long, stressful hours with his father in a busy hair salon.

One day at the school gates, I chatted with a fellow mum who offered us a chance to look at Forever's business opportunity. She had already approached James six months earlier, and he had turned her down, but this time we felt we had nothing to lose.

Initially our aspirations for our business were quite modest, simply looking to replace my income – a financial 'safety net'. However, within eight months, my job had gone from bad to worse, so I made the decision to leave and focus time and effort on Forever.

Our aspirations have grown dramatically, as has our business, with our income now five times my old local government salary.

Forever is not about already having business skills and experience; it's about having the opportunity to develop yourself whilst helping others to develop their own potential. I now start each working day feeling excited, challenged and inspired.

'with our income now five times my old local government salary'

HOW TO MAKE MONEY WITH FOREVER

Success can be simple. Share the range of products and the business opportunity with others, and immediately begin to build an income.

With high-quality, proven, consumable products in established, growing market sectors, Forever will supply you with the knowledge and support needed to launch your business.

As well as making a profit from retailing products, the Marketing Plan allows you to introduce new people into the business, and help them to make sales and build their business. As you develop your people to achieve success, you build a team where you can earn a bonus on their combined efforts.

THE MARKETING PLAN

Forever's Marketing Plan is a core business model that provides the potential to grow an independent business into a successful venture. It allows for the earning of a bonus for building and developing a team of Distributors and helping them to make sales.

As a Forever Distributor develops a business, builds a team and increases sales, they move further through the Forever Marketing Plan to increase their income and benefits. Unlike many other network marketing solutions, once a Distributor achieves a promotion on the Forever Plan, they stay there indefinitely.



HOW DOES THIS APPLY TO YOU?

The common reaction facing new Forever Distributors from amongst their family and friends often ranges from scepticism to disbelief.

However, this is often based on very little understanding of what network marketing has to offer, and upon research, these opinions can dramatically change. The key is not to allow prejudice and lack of knowledge to hold you back, but instead, to be open-minded and receptive to learning what the Forever business is truly about.

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Network marketing is a special line of business, where educational background, experience, belief and social background are not the determining factors for success.

Instead, ambition, drive and hard work are the true requirements for succeeding with Forever.

GETTING STARTED

When you start as a new Distributor purchasing 2 Case Credits (or CCs), you have a 30% discount from the recommended retail price of all of Forever's products, as well as the opportunity of selling to others.

You buy Forever's products directly from the company at the wholesale price, and can then sell them at the recommended retail price, leaving you with the profit.

You can also choose to move through the Marketing Plan. By qualifying at each step, you receive a reward from Forever in the shape of an increasing monthly rebate, referred to as a bonus. Each step on the Marketing Plan is achieved and measured in Case Credits (CCs), a Forever worldwide system used to define a value for each product.

You immediately qualify as an Assistant Supervisor by having a turnover of at least 2CCs within a maximum period of any two consecutive months. Most new Distributors choose to achieve this by buying a New

Distributor Pack, a combination of the most popular product lines at a reduced special price, and complete with a free business building pack of literature and training material.

Indeed, the vast majority of people wishing to build a business with Forever start by simply registering and buying the New Distributor Pack.

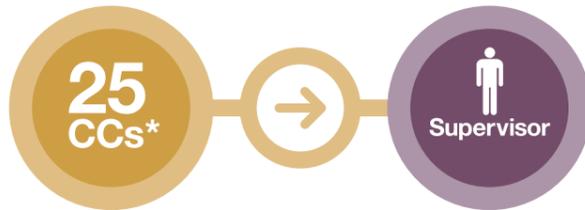
As an Assistant Supervisor, you are entitled to buy products from Forever at the standard wholesale price of 30% below the recommended retail price, and to receive a bonus rebate of 5% (ex VAT). It doesn't matter if you use the products yourself or you sell them. The bonus will always come to you.

Forever's Marketing Plan is a core business model that provides the potential to grow an independent business into a successful venture.



PERSEVERANCE

When the productivity of you and your team results in a total turnover of 25CCs within a period of any two consecutive months, you have reached the next level of the Marketing Plan, Supervisor.



*within a period of any two consecutive months

As a Supervisor, your own bonus rebate increases to 8%, and the company also pays you a 3% team-building bonus for helping Assistant Supervisors with their businesses, along with 8% on your New Distributors.

In the beginning, this doesn't amount to much, possibly £200 - £300 a month, but perseverance and patience allow this monthly amount to grow. Furthermore, you are now on course to achieve the next level of the Marketing Plan, Assistant Manager, requiring a turnover of 75CCs within any two consecutive months, from you and the ones you are helping.

TIME AND COMMITMENT

Being an Assistant Manager, you are well on your way in learning how to be an effective leader. Your own bonus rebate increases yet again to 13% and you receive increased bonus percentages of 5% - 13% from the company for coaching and educating the people of your group.

Sometimes, your income at this stage can be quite modest, typically £500 - £700 a month, but in principal, you are investing your time and commitment to lay down firm foundations for what has yet to come. This is not unlike what happens in setting up a traditional, independent business, except that in a traditional business, you would normally have to invest a significant amount of money 'hoping' for a profit.

In Forever, you don't invest a lot of money and you typically don't have to spend more than a couple of years working part-time, until you are able to quit your job and live on the Forever business if you want to.

For most people, this will require reaching the Manager level, achieved when you and your group have a total of 120CCs within any two consecutive months. Your personal bonus rebate again rises, this time to 18% on your own purchases and with yet more additional bonus of 5%-18% for helping others to succeed, typically yielding £800 - £1,500 a month.

YOUR MOST IMPORTANT TASK

Manager is a very important and rewarding step in the Marketing Plan. Managers continue to build their businesses, but can also focus on helping others to achieve the Manager position. For this, Managers are rewarded by the company with royalty income percentages of 2% - 6% on those Manager businesses.

These royalty bonuses paid by the company are akin to royalties that artists receive for composing music or writing books, a reward for work they have done months or years earlier. In the case of Forever, these royalties can typically yield incomes ranging from £25,000 - £100,000, or more.

When you help others to become Managers, you will be recognised as Senior Manager (2 personally introduced and developed Managers), Soaring Manager (5 Managers), Sapphire Manager (9 Managers), with increased royalty percentages of 3% - 7%, Diamond Sapphire Manager (17 Managers), and another increase in royalty percentages of 4% - 8%, Diamond Manager (25 Managers), with yet more royalty percentages of 5% - 9%, and so on.

These methods of earning provide a vehicle to a semi-passive, walk-away retirement income.

Philomena Guandai / UK Soaring Manager

My background was in law; as Secretary and Legal Advisor to the Kenyan community in Britain. Although in a very successful career, I was struggling to achieve work-life balance, bogged down with work, financial commitments and stress, and didn't feel I was living the lifestyle that I wanted.

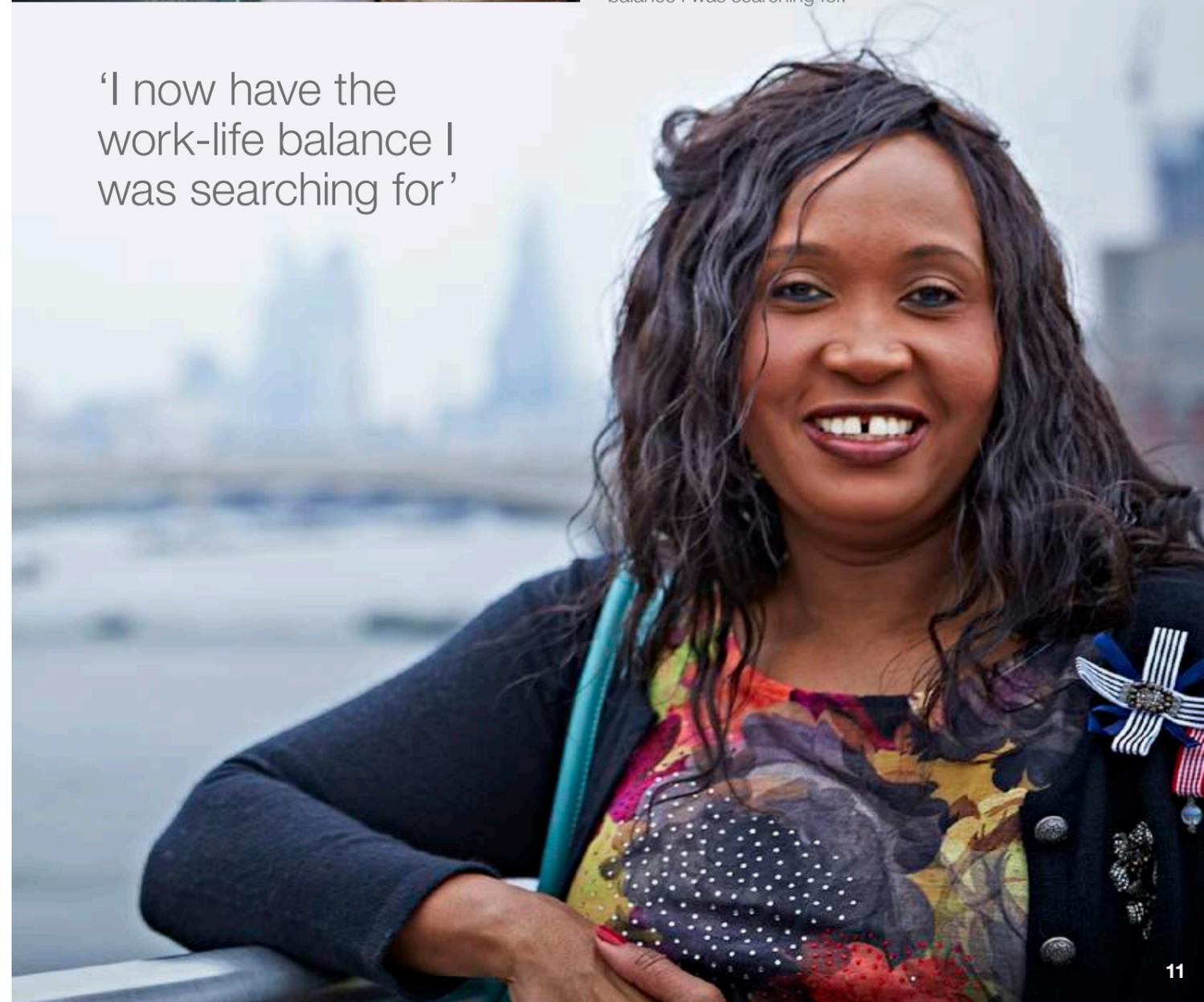
I first came across Forever when I was finishing my Masters degree, not looking to start a business. What initially attracted me to the business were the bonuses on offer, much higher than with another network marketing company that had approached me; Forever was an opportunity with real income potential.

Coming from such a specific working background, in the beginning I did find some aspects of the business to be a little outside of my comfort zone, but I was determined to get back control of my life, so I stuck at it.

My journey with Forever has not only been very financially rewarding, but also created so many friendships along the way, and the team are more like a family to me now. I now have the work-life balance I was searching for.



'I now have the work-life balance I was searching for'



THE EXTRAS. INCENTIVES AND REWARDS.

As well as the impressive bonus structure of the Marketing Plan, Forever offers an exciting portfolio of incentives for you to achieve. Not only can you make the most of uncapped earnings, you can also work towards the following incentives.

EXTRA MONTHLY INCOME

Earn up to an extra **£6,300 per annum** to spend on whatever you like via the Earned Incentive programme. Use it to buy a new car or holiday, to pay university fees or simply to supplement your income – it's yours to spend on anything.



LUXURY INTERNATIONAL TRAVEL

Forever offers the opportunity to qualify for all-expenses paid trips abroad, with spending money included.



CHAIRMAN'S BONUS

As a Manager, you have the opportunity to benefit from the company's global success, with an annual performance bonus. Millions are paid out through this programme every year.



MARKET POTENTIAL.

In the UK, the vitamin and supplements industry alone is worth £660 million...

...the beauty sector £8.4 billion, the sports nutrition industry over £90 million and the weight loss industry over £1 billion. All rapidly growing market sectors, and with Forever you can be part of this growth.

FOREVER'S PRODUCTS

With a commitment to quality and purity, Forever starts with 100% inner leaf gel, adding a fine balance of high quality ingredients to produce outstanding, effective products.

The Forever product range is a testament to nature's capacity to help us look and feel our best.



LIFE BALANCE

With a collection of supplements, nutritional drinks and bee products, the Life Balance range works to provide optimum health and vitality for that ultimate sense of wellbeing.



BEAUTY AND WELLNESS

Forever's luxury beauty and wellness products contain the finest natural ingredients using the purest form of aloe vera. These skincare, anti-ageing and cosmetic products are gentle on the skin, and work to enhance natural beauty.



FITNESS AND WEIGHT MANAGEMENT

Energy, stamina, performance and weight management are important to every fitness enthusiast. With this in mind, Forever manufactures and distributes sports and weight management products that cater to individual needs to promote good health.



ANIMAL AND HOME

From animal to household products, the gentle formulas used within Forever's specialist range make these products unlike any others on the market.



QUALITY

In order to ensure the highest quality, Forever cultivates aloe vera on its privately-owned plantations, avoiding the use of herbicides and pesticides.

Forever's aloe vera is one of the purest available on the market. Treated with the greatest care, avoiding pasteurisation, freeze-drying and heating, the aloe vera retains its beneficial properties. This is ensured by the thorough and regular checks carried out by Forever, commencing at the cultivation stage, through production and all the way to distribution. The purity of the gel is the foundation of our premium quality products.

Forever starts with **100%** inner leaf gel, delicately adding just enough other ingredients to produce outstanding products. The versatility of these products means that aloe vera can be taken as a drink or applied to the skin. Not tested on animals, Forever's premium range is a testament to nature's capacity to help us look and feel our best.

Forever's aloe vera products were the first to be awarded with the international Aloe Science Council's Seal of Approval.

COMPLETE MONEY-BACK GUARANTEE.

Forever is so confident in the quality of its products that it offers a complete **60-day** money-back guarantee if customers are not entirely satisfied.



Claire and Paul Barradell / UK Senior Managers

When my husband Paul and I joined Forever, I was already working two jobs with dreadful hours to accommodate the needs of our young family. It was menial work, well below my abilities and very demotivating. Paul was earning a good salary, but I needed to continue working and wanted the independence of earning my own money.

We were both at an all-time low, when a neighbour invited us to a presentation about the Forever business. During that evening, I learned that aloe vera might be good for our wellbeing, and also learned that by becoming a Forever Distributor, I could earn the extra cash that I needed, working hours that suited the children and me.

Within four weeks of me joining, through personal use, we started to believe in the products, and within eighteen months, my growing income exceeded his, so Paul decided to leave his job and join me in the business.

Forever is like a dream come true – an ethical business, with virtually no start-up cost and fantastic earning potential. We have been able to create a rapidly growing enterprise, have complete independence, and now have a lifestyle most people can only dream about.



‘Forever is like a dream come true – an ethical business, with virtually no start-up cost and fantastic earning potential.’



Jayne Leach and John Curtis / UK Diamond Managers

Jayne and John are Forever UK's top Distributors and have achieved phenomenal success with this business. Like many who first discover Forever, Jayne and John were indeed sceptical, but after some thorough research and upon deciding to join, decided that failure was not an option.

"When we joined Forever, there was an urgent need to make £2,000 a month, and to find a way out of our substantial debt," says Jayne, "but within three years, we were on a six-figure income, drove a brand new Mercedes and had two children in private education."

A further 10 years on, we owned a stunning 45-acre country estate comprising two beautiful homes, two lakes and a stable block complete with gymnasium, plus a further home in the south of France, multiple investments, and had launched a charity for the underprivileged in Malawi. Incredible for 'ordinary people' like us, but true."

John explains that "...what started out as a desperate financial need has developed into a way of life that we love, and along the way, we have been able to indulge our mutual passion for global travel, and my infatuation with cars. I'm happy to say we now have a 911, Range Rover and a unique one-off Toyota overland expedition vehicle."

"We already enjoy income streams from over 50 countries, and as at the end of 2013, had received over \$6 million in annual performance bonuses. But with ever-increasing multi-cultural diversity in most countries, we feel that the best of the Forever global opportunity is yet to come."

Jayne adds, "We are always grateful to Forever for making our journey possible by working under their umbrella. We are also thankful for our dynamic teams of focused people who work to build the business around the globe."

"To have been able to mentor and see them grow in their own right has been a real privilege. We now enjoy an income, lifestyle and security that most people only dream of. But the really massive reward is the peace of mind that comes from playing our part in helping others to achieve the same. It's all been a bit like a beautiful dream that has no ending."

'what started out as a desperate financial need has developed into a way of life that we love...'



THE GLOBAL OPPORTUNITY.

Forever has a presence in over 150 countries around the world, making it a truly global company.

Forever offices span the globe, so for you, as a Distributor, there are almost no boundaries to where you can find new people to add to your team. Forever rewards you for any business you conduct, anywhere in the world.

Forever is full of global inspiring success stories.

ROLF KIPP DOUBLE DIAMOND MANAGER MONACO

Rolf is Forever's no.1 global Distributor. The driving force behind his success was his determination to do things his own way, and to have the freedom to spend time on things that matter in his life.

Rolf believes that his secret to success has been to keep things simple. "If you want to build something great, you've got to do it in a simple way. Only if it's simple, can other people duplicate it. We are in a duplication model, and not in a business made by individuality."

He now lives in Monaco with his wife and children, and in 2013 was the recipient of the largest ever annual performance Chairman's Bonus of over \$1 million.



MARIA AND CLEMENT IDIGO DOUBLE DIAMOND MANAGERS NIGERIA

The Idigos have achieved much more than they ever believed possible when they first joined Forever in 2001.

They have travelled the world and have purchased homes in England and Nigeria. They have achieved independence and are now helping others to achieve the same.

"For us, it's about providing opportunities for people to excel and achieve their goals," says Maria. "One day at a time, we learned the ropes, we learned how to start making friends, how to build a team and how to help our team members build their teams."



MIKLOS BERKICS DIAMOND MANAGER HUNGARY

Miklos has achieved extraordinary success both in Hungary and internationally. Central to his business is the principle of helping friends to achieve their true potential, and supporting them to develop as part of his team.

"In my business, more friends means more income. I'm always looking for opportunities to meet a lot of new people. Sometimes, I can see that they haven't yet discovered how much power they have. Most people don't know, and they are surprised when a friend helps them discover how much they can achieve. I love being that friend."



LINO AND NOEMA BARBOSA DIAMOND MANAGERS BRAZIL

After several years of hard work, effort and commitment, Lino and Noema struggled to achieve their goals. That was until they were introduced to the Forever opportunity where in just three and a half short years, they had created the life they wanted. Lino and Noema now live happily in Brazil.

"Anyone can do this business. It is a business of people and it's about evolution, personal growth and improvement. The business is the best thing to happen to us, because we now have harmony at home. It has truly transformed our lives. We can spend time at home with our family and that's the most important thing."



Tracey and Chris Munro / UK Soaring Managers

I have two children, Ella and Dylan, and a husband, Chris, who in the past has worked away from home to earn an income suitable for our family and needs. My background is in hair and beauty. I had a salon a few years back and decided to sell, as I was never taking more than £100 per week, due to always putting money back into the business. At the time, a friend asked me if I would like to look at a business opportunity, but I wasn't interested and didn't even take a look at the presentation she sent to me.

'My life has changed completely and the confidence I have since joining is unbelievable. My husband has now left his job to work on Forever full-time with me'

Then a year-and-a-half ago, I bought into a travel franchise. With an initial payment of £12,000, I thought this was it. Over the last year, it has been difficult as I need to pay £150 a month for the website maintenance and a further 30% for each holiday I sell, so it's been a bit of a struggle to say the least.

My life has changed completely and the confidence I have since joining is unbelievable. My husband has now left his job to work on Forever full-time with me. He has finally been able to come and live at home, which the children and I are very excited about.

Thanks to Forever, our family's future is now secure.

Then, I saw my friend's success on Facebook; the cars, the amazing holidays, and I wondered exactly what she and the others did. Last year, she asked again if I wanted to take a look at the Forever business presentation, and this time I said yes. After ten minutes, I knew I could do this. I met up with my friend and a few weeks later had my first product launch party. Five people joined my team that day.



Balvir Kaur and Satnam Singh Sagoo / UK Soaring Managers

Satnam explains, "After my wife Balvir was approached about the Forever business in a shopping centre in February 2011, she came home extremely excited, but I immediately thought two things ...



... 'pyramid' and 'scam,' so dismissed it. However, seven months later, we went to a presentation where the business was explained, so followed our instincts and became Distributors in August 2011.

"I had worked and trained so hard for my career at the school," says Balvir, "but after six months in Forever, that income had been tripled, so I resigned and went full-time in Forever.

"This Forever business has given us flexibility around our children and, more importantly, time to spend with each other. The Earned Incentive programme, with extra monthly income to spend as we choose, has helped me to become completely debt-free."

Satnam adds, "We recently qualified to travel free to Sardinia, for what was an almost unbelievable and unforgettable experience – so motivating, and a destination we could only have dreamed about before. We came back feeling really excited about our Forever business, which truly does change lives."

'This Forever business has given us flexibility around our children, financial freedom, and, more importantly, time to spend with each other.'

Callum Wright / UK Supervisor

My background is in the football industry, playing full-time at Shrewsbury Town Football Club. Shrewsbury didn't renew my contract, so I had to go into full-time work; something that I didn't really want to do.



My background is in the football industry, playing for Wolves when I was young, and later full-time at Shrewsbury Town Football Club. Shrewsbury didn't renew my contract, so I then had to go into full-time work, which was something that I didn't really want to do.

I still play semi-professional football for Newtown Football Club, and I also coach sports in primary schools. I had been looking for something that I could work alongside my full-time job when my girlfriend and her mum showed me some information about the business.

I had always wondered what she and her parents did for a living, and I instantly saw a fantastic opportunity that I would be able to work around my other commitments, without compromising my coaching hours.

Initially for me, the business wasn't my 'plan A', but now that I'm beginning to see growth in my team, that is all starting to change. My main goal with the business is to become a real leader in my team – someone who they can look to for help. I also want to be financially free and have the lifestyle of my dreams. I believe my forever business is going to make this happen.

'Initially for me, the business wasn't my 'plan A', but now that I'm beginning to see growth in my team, that is all starting to change.'



HOW TO GET INVOLVED.

Take control of your financial future
and begin your Forever journey today.

To get involved:

- + **Contact** the Distributor who handed you this brochure or contact enquiries@flpuk.net
- + **Purchase** a New Distributor Pack
- + **Develop** a business plan with your Forever Sponsor
- + **Share** the products and business opportunity with everyone you know and meet
- + **Sponsor** new team members and guide them through the same cycle

If it doesn't
make you smile,
change it.

