

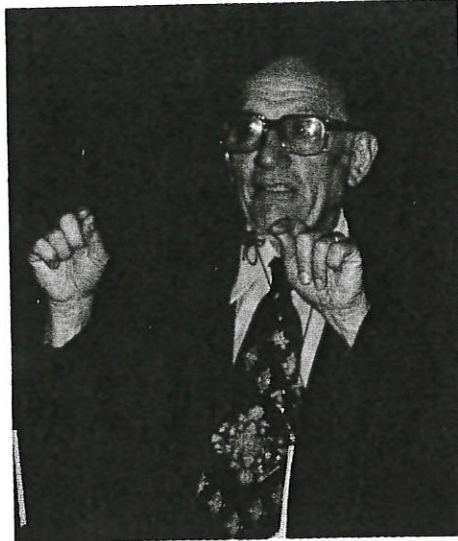


“Quality Prevails in Every Product Neo-Life Makes!” Says Dr. Furst

“With Neo-Life products, quality prevails every step of the way from the idea to the finished product. When you see the name **Donald E. Pickett** on the product label stating that he has certified the product, you can be assured that the certification is genuine,” says **Dr. Arthur Furst**, Neo-Life’s Director of Research and Product Development.

Dr. Furst addressed attendees at the Neo-Life National Convention in Hawaii to impress upon them that Neo-Life Company and every Distributor is backed by a dedicated staff of scientific researchers who want only the best for the people they serve.

He also reassured Neo-Lifers that the Founder of their company is intimately involved in the work Neo-Life scientists do because he is genuinely concerned about the quality of Neo-Life products. Dr. Furst revealed why Mr. Pickett’s input is so highly regarded: “If you were to put five or six bright doctors and the best PhD’s in the country in a room to exchange new ideas, discuss what’s important, and predict future needs, Donald E.



Pickett would probably come up with the best ideas of the group! He has an inherent ability to see well ahead, both scientifically and practically.” Dr. Furst continued, “He will always be a hard taskmaster and will make sure that the

best work, research, and ingredients go into the development of any product. The cost of the process is never an object. Because he feels people need the product, it is a service to provide it—so it will be manufactured.”

“The only information considered by Neo-Life to be vital and useful when developing a product or reformulating one, is that published in highly respected scientific publications. Neo-Life makes sure that new information it receives has been scientifically verified, proven, and tested—then we test it ourselves!

“The conditions of the world and the environment are becoming much more complicated,” Dr. Furst observed, “due to problems caused by pollution, chemicals, toxins, etc. As time goes by, you will be noticing changes in formulations in varying amounts and percentages, and new products may be developed as protection against these conditions. But every step of the way, Neo-Life will continue doing *What’s Right* for all.” □

“Neo-Life . . . The Most Sound Business There Is!” Says Howard Ruff

“Tear down your walls, believe you can do anything, and you *cannot fail* to achieve anything you set out to do!” These were the words spoken by guest speaker **Howard Ruff** at Neo-Life’s National Convention in Hawaii. He stressed the importance of learning to *work through cycles* in order to have a successful Neo-Life career. “Shrug off disappointment; keep your eye on the ball,” he advised, “and your new life with Neo-Life will be a marvelous experience!” Although he sold his successful Neo-Life business to become an internationally recognized author and lecturer, Howard Ruff says that in his heart (and in his kitchen cabinet) he is still a Neo-Lifer!

Mr. Ruff urges all Neo-Lifers to remember these essential elements for success:

- *You must believe!* Believe in your products, in your company and in yourself.
- *You must develop a sense of unselfishness.* Work together with other Distributors and help each other.
- *Work consistently and use successful plans.* Don’t ever give up on those proven methods of success. Why reinvent the wheel when Neo-Life has one for you that works? Use the system that func-



tions effectively for you and stay with it. Mr. Ruff states confidently that Neo-Life’s opportunity for financial independence will help Distributors through periods of economic instability just as effectively in the 80’s as it has in the past. In fact, the economic challenges ahead *will help Neo-Lifers recruit others* more than ever before! Mr. Ruff says,

“There’s no way in our economy that someone in this business cannot prosper in recession, inflation, or virtually *any* kind of financial environment I can expect for the 80’s.” The following were his reasons why:

- Neo-Life has a variety of products. Distributors can shift their inventory emphasis to cater to the public’s needs as the economic emphasis shifts.
- Neo-Life offers a business opportunity that allows mothers to supplement their family’s income without leaving home and children. And there are no layoffs with Neo-Life! It provides a secure, steady income.
- Neo-Life’s food supplements will serve the trend toward more natural approaches to health in the 80’s.

All economic trends predicted for the 80’s will threaten other businesses, but these same trends will help Neo-Life businesses grow! Neo-Lifers are in the soundest business there is, and it is important to *share that opportunity with others* because it is good and useful.

“Remember,” Mr. Ruff says, “the only impenetrable walls in the world are *the walls you have built around yourself*. Tear down those walls and you will be successful!” □