

NEO LIFE Counselor

JANUARY, 1981

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Neo-Life research: meeting today's nutritional needs with tomorrow's products!

In 1958, Neo-Life entered the nutritional industry with a totally unique product: **Formula IV**—the result of years of researching and testing!

It was discovery through research that helped make Neo-Life the leader in 1958, and it's been research that has kept Neo-Life at the forefront of the industry for more than 22 years!

With the opening of the **Donald E. Pickett Research Laboratory**, our commitment to research, the recertification for naturalness of our current food supplement line, and the development of new products continues stronger than ever. We are pledged to meet the nutritional needs of today's families with tomorrow's products.

Public awareness that good health and good nutrition go hand-in-hand has the market for food supplements expanding rapidly. However, such wide acceptance has attracted some companies interested only in a short-term profit. When a company invests millions of dollars in a research laboratory as Neo-Life has, it demonstrates an intention to be manufacturing quality products for many, many years to come. Research: that's the critical difference—the Neo-Life difference!

As our research helps us discover more about the nutritional needs of the human body and how nutrients are used, we are better able to develop products that fill those needs with greater accuracy! That's the purpose of our *Scientific Advisory Board*, and that's why Neo-Life has more product "firsts" than any other company in the industry. (See page 2 for more on the subject of Neo-Life "firsts.")

With the opening of our new laboratory, members of the Scientific Advisory Board, like **Dr. Arthur Furst**, can work closely

with our own research and laboratory technicians on formula rebalancing, such as the newly reformulated **Toxgard** with chromium, selenium and lemon pectin.

Dr. Kenneth Hirsch, whose studies were instrumental in the development of the **Uni-Pak**, will now have the in-house assistance of the Donald E. Pickett Laboratory for testing—as required in the development of *Threshold Control*.

The equipment in our new lab allows us to set rigid testing standards for incoming raw materials. It enables us to do microbiological testing to increase the precision and effectiveness of our formulas. Our recertification program to ensure the naturalness of ingredients used in Neo-Life products would be almost impossible without our new laboratory facility.

Our new laboratory also means that an enlarged technical staff with advanced degrees are working to back every product you sell!

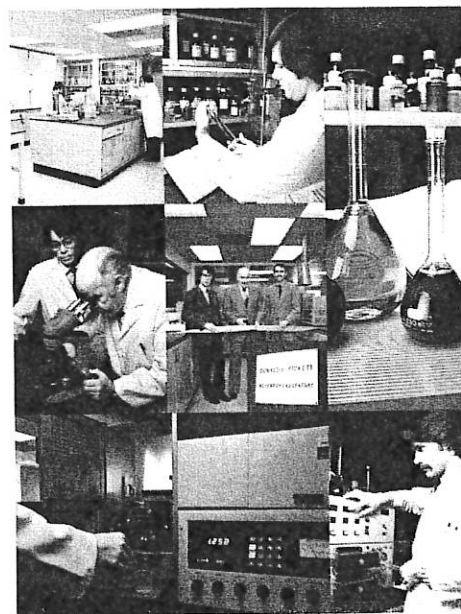
But most important, it means you will have the full-time support of a highly qualified research team working for you. You can sell Neo-Life products with confidence and pride, knowing they are the finest, purest, and most natural products research can develop!

The opportunity for sharing the new life and Neo-Life with your friends and neighbors is greater than it's ever been. You're in a position to offer your customers exactly what they want—and need: the finest food supplements research can develop; convenient, person-to-person in-home sharing; and an opportunity to have a Neo-Life business of their own!

Working together, we'll remain Number One! □

On the cover...

Since 1958, constant research has kept Neo-Life at the forefront of the food supplement industry. Today there's no mistake—Neo-Life is Number One in quality, natural-source food supplements. But being on top today is no guarantee for tomorrow...and Neo-Life is committed to remaining Number One. Nowhere is this commitment more visible than in our new **Donald E. Pickett Research Laboratory**. As you can see on the cover, it is equipped with the most modern and sophisticated research equipment available anywhere. But more important, our research laboratory has the highly trained, highly educated, and highly dedicated people to make it the **best** in our industry. Through the efforts of **Mr. Pickett, Dr. Furst, Dr. Hirsch** and the Scientific Advisory Board, you can rest assured you'll be sharing with your customers the very finest products manufactured! And we can prove it! □



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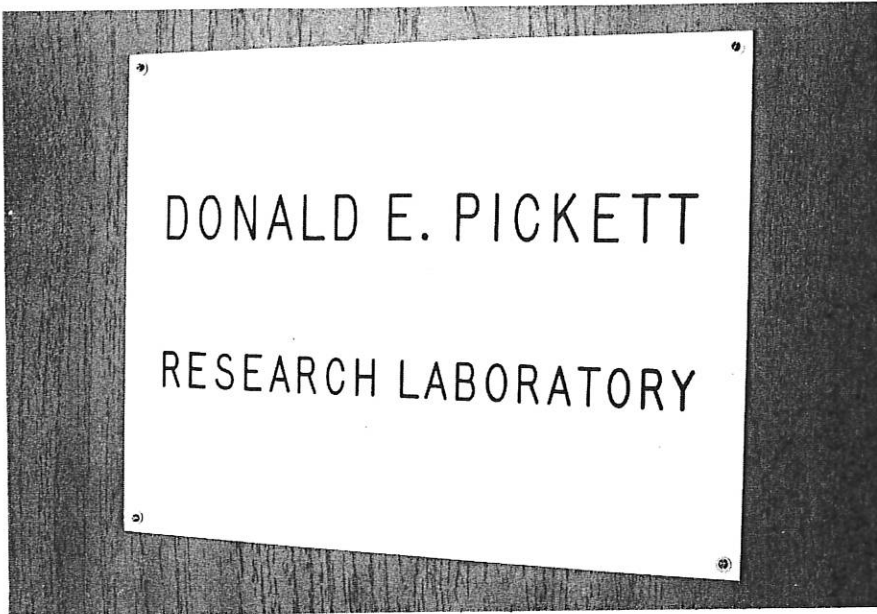
Editor-in-Chief..... Richard R. Chapman
 Managing Editor..... Ken Encinas
 Editorial Assistant..... Terry Alexio
 Copywriter..... Arleen Mellon
 Production..... Andre' Al-Porter
 Production Assistant..... Kim McAbee
 Photography..... Leonard Joseph

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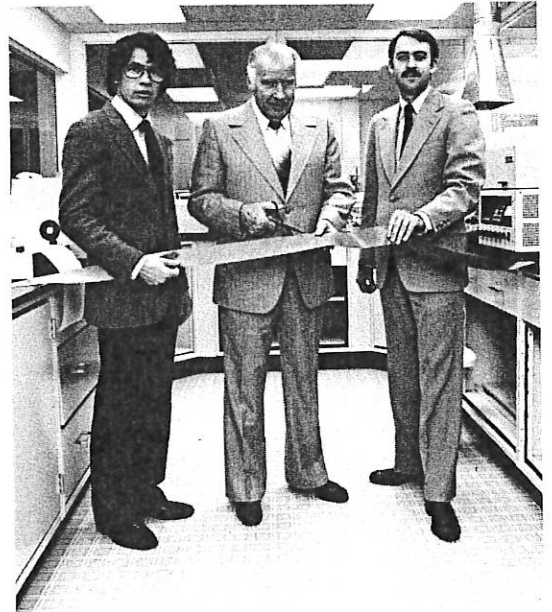


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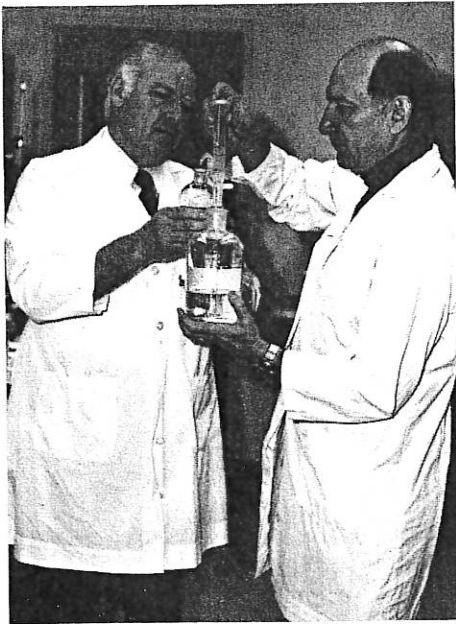


The gleaming brass nameplate on the entrance door welcomes visitors and staff to Neo-Life's new research center in Hayward, Calif. Behind this door, Neo-Life is building your future.

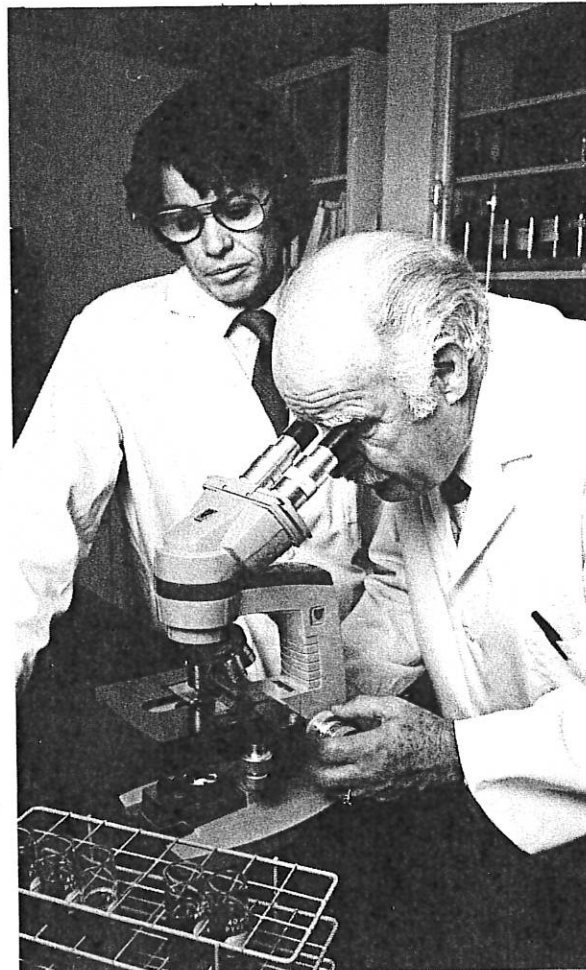


Dr. Kenneth Hirsch, Donald Pickett and Steven Pickett cut the ribbon that marked the official opening of the Donald E. Pickett Research Laboratory.

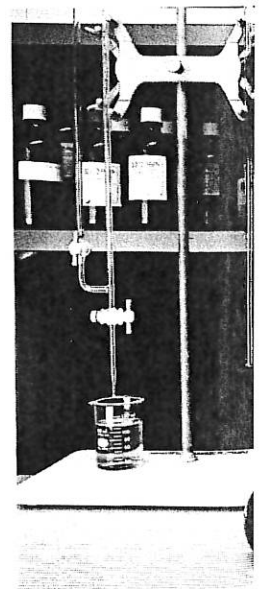
Neo-Life research laboratory: planning

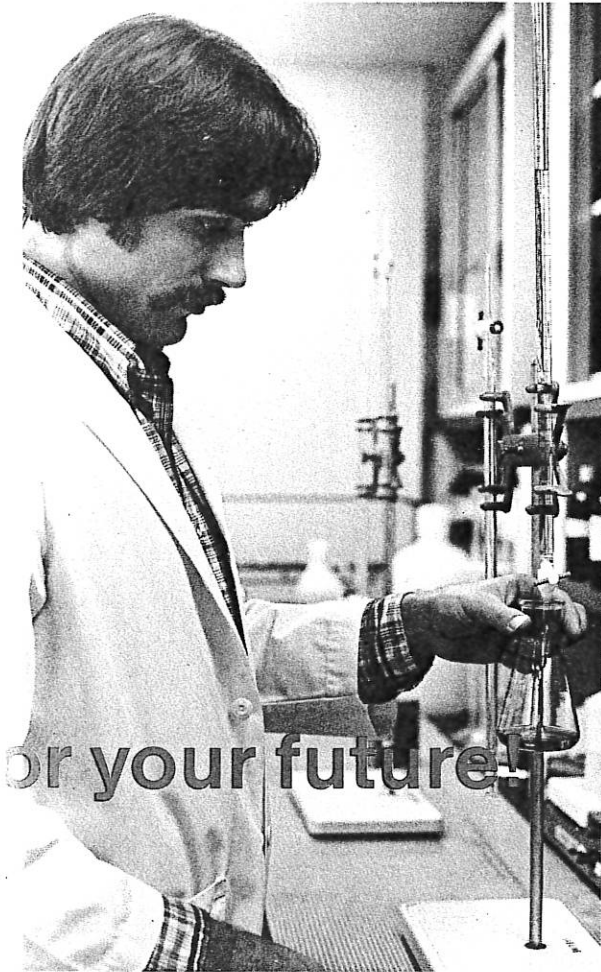


Mr. Pickett and Dr. Arthur Furst, Neo-Life's Director of Research and Product Development, work closely on the formulation of many Neo-Life products.



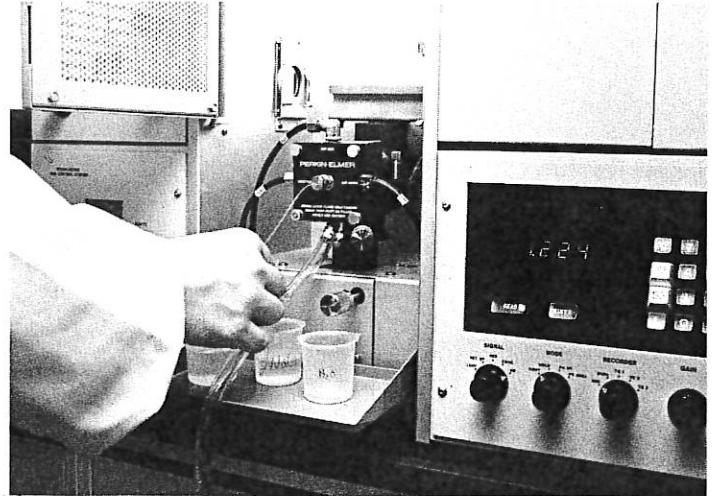
Scientific Advisory Board member Dr. Hirsch goes over some of his latest studies with Neo-Life Founder Donald E. Pickett. Dr. Hirsch was instrumental in the development of the Uni-Pak system and Threshold Control.



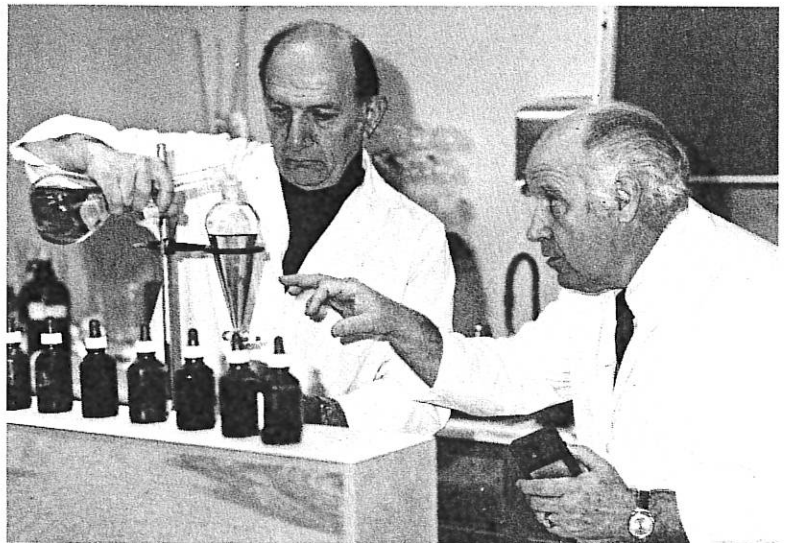


for your future!

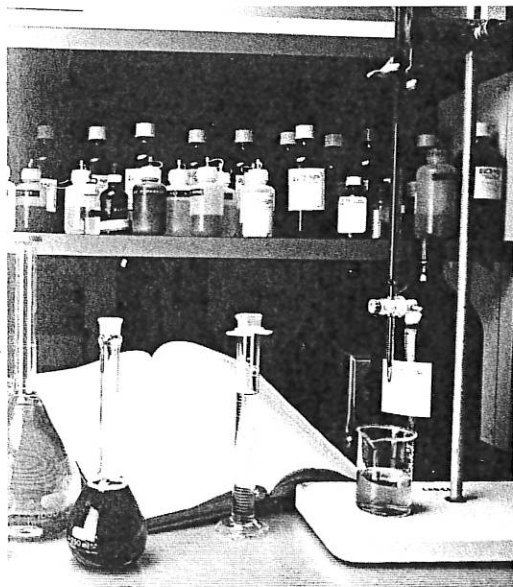
Quality Control Chemist Paul Himmler is shown doing chemical titration analysis, a process that helps him calculate the chemical concentrations of particular formulas.



Neo-Life's Atomic Absorption Unit is one of the final steps in testing the levels of mineral concentration in all six of Neo-Life's mineral supplements.



Dr. Furst and Mr. Pickett are deeply involved in the actual testing and research that go into every Neo-Life product.

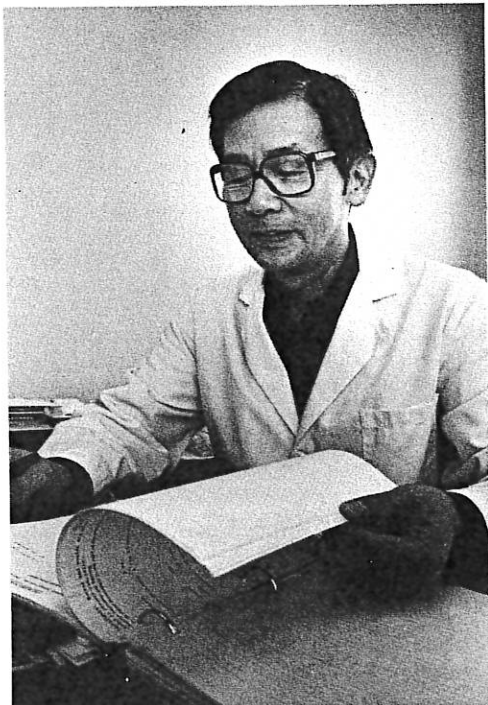


The study of nutrition is an exciting and rewarding field. The products developed today by Neo-Life's qualified technical staff assure you and your customers of a healthier tomorrow.

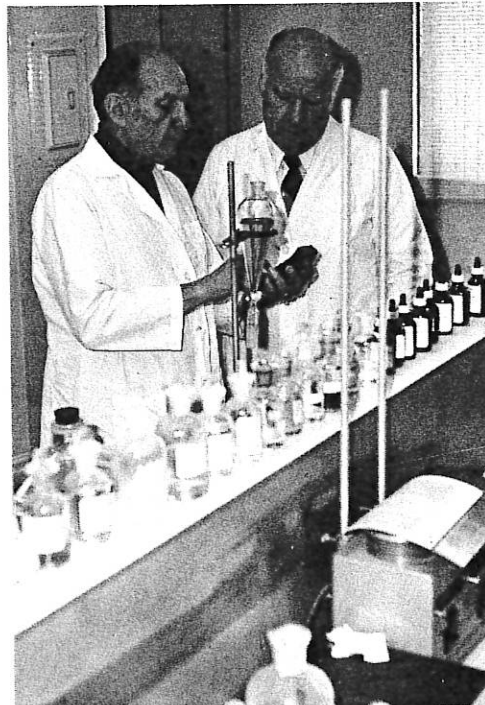
Neo-Life: filling today's need with tomorrow's products



Neo-Life's Technical Director Shozi Takeda and Senior Vice President of Operations Douglas Gillespie discuss production of one of Neo-Life's newest products: Powdered C.



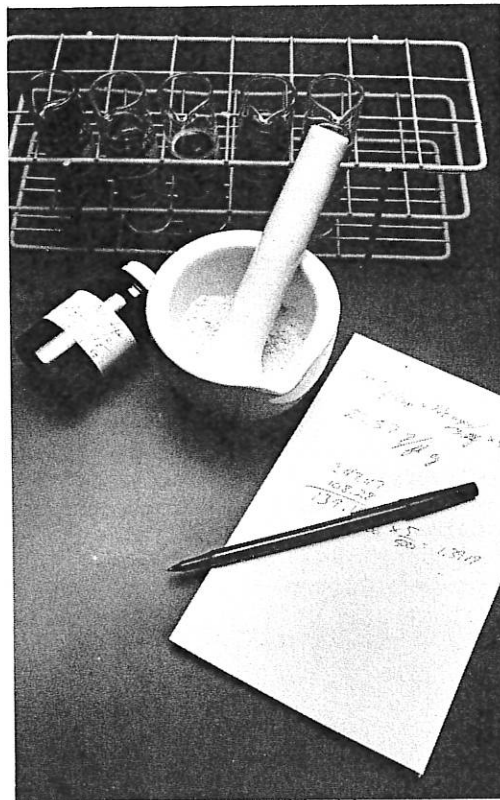
Technical Director Shozi Takeda is responsible for overseeing Neo-Life's ambitious Recertification Program to ensure the naturalness of all ingredients that go into the making of Neo-Life food supplements.



Dr. Furst and Mr. Pickett review recent test findings. It's careful analysis such as this that makes Neo-Life products the best.



Dr. Hirsch and Mr. Pickett review data from the computer terminal tied into the High Pressure Liquid Chromatography Unit. This data will be used in calculating the concentration of organic molecules found in Neo-Life's vitamin formulas.



Basic product research has kept Neo-Life Number One for more than 22 years. Our new laboratory facility ensures you that we will continue to lead for another 22 years!



Quality Control Chemist Patty Louie performs chemical analysis on raw materials and finished products. Her background in biology and chemical ecology make her a valuable asset to the laboratory research team.

Dr. Hirsch and Mr. Pickett await test results from the laboratory's High Pressure Liquid Chromatography Unit, used in measuring the levels of vitamins in Neo-Life formulas.



Microbiologist Terri Maineri is testing the quality of raw materials used in Neo-Life products. Terri carefully monitors the quality of finished products, too.



Under the direction of Senior Vice President of Operations and Marketing Douglas Gillespie and Technical Director Shoji Takeda, Neo-Life's highly skilled laboratory staff work to bring you the finest, most natural products we can manufacture. The laboratory staff includes: Steven Aleksak, Thomas Bregante, Olivia Cox, Cielita Dullas, Ric Green, Paul Himmler, Gail Jardin, Patty Louie and Terri Maineri. □