

## MLM Company Profile: 4Life Research, LLC



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### 4Life Research, LLC

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### Founding Story

David and Bianca Lisonbee founded 4Life Research, LC in 1998. Their story begins when they spent 20 years ([www.mlmllegal.com](http://www.mlmllegal.com)) exploring nutritional supplement options for David's persistent respiratory problems. It was when the couple was knee-deep in research when they came across a reference to an obscure patent and the link to a molecule called transfer factor. By this time, David had already spent 11 years building his direct-selling business called Enrich International. David then secured the rights to the only existing transfer factor extraction process patent. In 1998, the couple made this product available to the world.

Presenting this product alone was not enough for David. So he hired a team of in-house research specialists in bio-organic chemistry, nutraceuticals, and health sciences to create a wellness revolution.

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#### Impact on the Industry

Since its establishment, the company has been a world leader in development, production, and distribution of

Transfer Factor immune support products. Its Life Rewards compensation plan is one of the best in the industry with monthly incentive trips and up to four bonus checks per month.

*Inc. Magazine* listed 4Life Research as one of the 15 th fastest-growing, privately held companies in the United States in 2003.

4Life stabilized transfer factor, an immune system molecule that teaches the immune system how to respond best to any situation, for the first time in history in a beverage called 4Life Transfer Factor RioVida.

Lisonbee was awarded the I.N. Blokhina Award for "Excellence in the field of immune sciences" in 2006. 4Life was featured on the cover of "Success from Home" in March of 2007 and continues to attract the worldwide press on a regular basis.

4Life's website states that the company enjoys being the first company to do new things. Their ongoing list includes:

- 1) *First to successfully market Transfer Factor.*
- 2) *First to obtain a patent to extract transfer factor from egg sources.*
- 3) *First to combine transfer factor from eggs and cow colostrum to form the Advanced Formulas.*
- 4) *First to combine the profitability of direct selling with the unique benefits of transfer factor.*
- 5) *First to stabilize transfer factors in liquid form.*
- 6) *First to combine 4Life Transfer Factor with the energy-boosting superfood, açai.*

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The company is a member of the Direct Selling Association.

### **Discussion of Products**

4Life specializes in nutritional supplements. 4Life's transfer factor products claim to activate the immune system up to 437 percent.

Their primary product was initially developed only from cows. Now the product is made by combining transfer factor from egg sources and cow colostrums.

4Life produces transfer factor in a variety of products including:

- *4Life Transfer Factor Plus® Advanced Formula--far-reaching immune support*
- *4Life Transfer Factor Advanced® Formula--daily immune support*
- *4Life Transfer Factor RioVida®--daily immune support with an antioxidant super punch*
  
- *4Life Transfer Factor Cardio®--heart health*
- *4Life Transfer Factor GluCoach®--endocrine health*
- *4Life Transfer Factor MalePro®--male prostate health*

- 4Life Transfer Factor Belle Vie(TM)--women's breast and gynecologic health
- 4Life Transfer Factor ReCall--brain health and memory function
- 4Life Transfer Factor Classic®
- 4Life Transfer Factor Chewable
- 4Life Transfer Factor énummi(TM)
- 4Life Transfer Factor Go Stix(TM)
- 4Life Transfer Factor Kids
- 4Life Transfer Factor Immune Spray(TM)
- 4Life Transfer Factor Toothpaste
- 4Life Transfer Factor RenewAll®

## Discussion of Opportunity

4Life Research, LLC offers the following ([www.mlmlegal.com](http://www.mlmlegal.com)) compensation plan:

### The Life Rewards Plan™

When you partner with 4Life®, you're choosing a better financial future for yourself and your family. In this brochure, you'll learn how to get paid—and you'll find examples of how you can structure your business for maximum financial opportunity, now and in the future.

The handy chart on the next page is an overview of how our balanced Life Rewards Plan™ compensates distributors who have qualified at each rank level. Read through the chart to understand the minimum requirements and percentages paid at each level. Meet with your upline leader or contact your local 4Life office for additional compensation plan training.

#### Remember:

- 4Life pays up to four times a month.
- 4Life has one of the highest payouts in the industry—up to 64% on LP.
- The Power Pool makes it easy to get started.

#### Helpful terms:

**Enroller:** The distributor who personally enrolled you in 4Life. Your enroller may also be your sponsor.

**Sponsor:** The person in the upline position directly above you.

**AutoShip:** An order of at least 100 Life Points (LP) automatically shipped to you each month. You choose the products and the ship date. This ensures that you meet your minimum monthly LP requirements with no disruptions to your commissions.

**Rapid Rewards:** 25% of the first LP order placed by every new distributor you personally enroll.

**Personal LP Payouts:** a 25% payout on personal volume over 100 LP.

**Three-Level Volume:** Your three-level volume is composed of your personal LP, the total of your first three-level volume, and the customer volume on your fourth level.

**Leg:** A part of your downline that starts with a distributor sponsored by you and continues below that distributor.

### QUALIFICATIONS

	Associate	Seller	Diamond	President/Diamond	International Diamond	Old International Diamond	Ratinum International Diamond
Monthly LP*	50	100	100	100	100	100	100
Monthly AutoShip/Ship to AutoShip LP Personally enrolled (distribution of 100 LP/month) (at least 100 must be enrolled)	0	4	4	8	10	12	12
Monthly LP on first 3 levels without commission legs**	0	0	3,000	10,000	20,000	20,000	20,000
Monthly registered volume (RV)	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	250,000	1,000,000

### REWARDS

COMMISSION	4Life Power Pool and Client Enterprise Bonus (2% of company LP)		Power Pool Bonus (2% of company LP)		Personal LP Payout (25% of LP)	
	1st Level	2nd Level	1st Level	2nd Level	1st Level	2nd Level
1st Level	2%	2%	2%	2%	2%	2%
2nd Level	12%	20%	20%	20%	20%	20%
3rd Level	2%	2%	2%	2%	2%	2%
4th Generation	4%	2%	2%	2%	2%	2%
5th Generation	2%	2%	2%	2%	2%	2%
6th Generation	2%	2%	2%	2%	2%	2%
7th Generation	2%	2%	2%	2%	2%	2%
8th Generation	2%	2%	2%	2%	2%	2%
9th Generation	2%	2%	2%	2%	2%	2%
10th Generation	2%	2%	2%	2%	2%	2%

\*No more 25. Every commissionable dollar product is assigned a Life Point value that is used to calculate the bonus commission.  
 \*\*Legs are required and must be based on distributor who enrolled you in 4Life.  
 \*\*\*Qualifying distributors in the top 100 must have at least 100,000 LP in quality.  
 \*\*\*\*Rankings of your first International Diamond legs must be at least 50,000 LP in quality.

4Life's ability to make each generation commission to be paid and generated by another distributor of the same or higher rank allows the overall commission to be earned by you and beyond 12 levels. The unique aspect of the Life Rewards Plan can be viewed by the proper depth of other network marketing companies.

## Build a Rewarding Business... for Life!

As an independent distributor, you build your 4Life® business in a way that meets your personal and financial goals. Choosing a strategy that works for you is important to the success of your business.

#### Getting started

As you begin building your business, remember these time-tested strategies.

• **Contact daily.** Decide how many people you'll contact each day. Share both 4Life products and the financial opportunity with your contact list.

• **Present the opportunity.** Schedule opportunity presentations on a regular basis. You'll find a simple outline to follow in your Compass kit. Ask your upline leader for additional tips on how you can give a successful presentation.

• **Sign up customers.** Not every person you meet will want to pursue the 4Life business opportunity, but many of those people will want to enjoy the benefits of 4Life's extensive product line.

• **Look for your business partners.** As you build your business, choose the people you want to put in the front line of your business. Your partners will ultimately help your business succeed, allowing you to achieve the volume levels you need to reach the higher ranks of the 4Life compensation plan.



## The Power Pool

### Why use the Power Pool?

- Earn bonus payments\* and qualify to be drawn for a trip\*\* to an exotic location.
- Quickly build your organization (it's easy to duplicate!).
- Achieve the Diamond rank faster.

### Quality for the Power Pool

- Enroll at least three distributors each month.
- Each distributor needs to have at least 100 LP for his first two consecutive months.
- You must personally maintain at least 100 LP each month.

\*\*The bonuses vary each month depending on a percentage (2%) of the total Life Points (LP) generated worldwide.  
 \*\*\*No purchase necessary to enter the Great Escape drawing, send a self-addressed stamped envelope to 4Life c/o Great Escape Drawing, c/o 4Life, 200 W. Grand, Utah, 84075. By participating in the Great Escape drawing, entrants agree to all eligibility requirements. Bonuses must be received by the 15th of the month in order to be eligible for the Great Escape drawing next month. Participants must submit an entry every month in quality, only one entry per person per month will be accepted. For more information about the Great Escape, visit 4Life.com or contact Distribution Services at 888-454-4374.

# Build Big—Rank Advancements

As you move up through the 4Life® ranks, you'll experience greater income earning potential. You'll learn more, you'll become more active, and you'll pass along your knowledge to others. To keep your business growing, it's important to be consistent in your actions. Here, we share examples of what your business could look like at each level.

## LEADER

### Requirements for Leader

- Maintain a monthly minimum of 100 LP.
- Enroll at least four distributors each who also maintain a monthly minimum of 100 LP.



\* Distributor earnings vary as a result of numerous factors. Earnings statements made in this brochure are not intended to guarantee a particular outcome, but rather show what is possible based on a broad range of 4Life distributor's historical data, personal commissions, and skill level. All references to income, implied or stated, through the Life Rewards Plan™ are for illustration purposes only.

As a Leader, your first goal should be moving up to the Diamond rank. Why? This is the first milestone of your business. As a Diamond, you'll qualify for infinity payouts, which means unlimited earning potential for you. You'll have the capacity to earn more money and really start growing your own organization. Start learning—and keep earning as you move your way up the ranks.

### How to get from Leader to Diamond

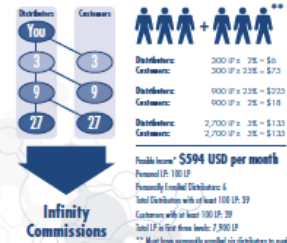
- Qualify for the Power Pool three months in a row and have your distributors do the same.
- Make daily contacts and give weekly presentations.
- Keep learning—attend meetings, listen to conference calls, and more.

## DIAMOND

### Requirements for Diamond

- Maintain your personal 100 LP minimum requirement each month.
- Personally enroll a total of six new distributors who each order a minimum of 100 LP monthly.
- Each month accrue first three-level volume of 3,000 LP without compression.

Once you've reached Diamond, your goal should be moving to Presidential Diamond rank. Why? The Presidential Diamond rank is a key position in your 4Life business in which you continue building upon the strong foundation that you've already established. Also, as a Presidential Diamond, your income increases exponentially (see chart on the next page). To get from Diamond to Presidential Diamond, you'll need to keep learning about the 4Life opportunity—and start teaching others how to also succeed.



### How to get from Diamond to Presidential Diamond

- Keep working the Power Pool and building your business.
- Duplicate—turn your distributors into solid Diamonds.
- Keep learning and start teaching—be a proactive member of your organization and rally your people together at meetings.

## PRESIDENTIAL DIAMOND

### Requirements for Presidential Diamond

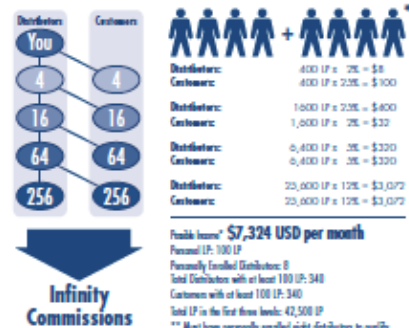
- Personally enroll a total of eight distributors who each order a minimum of 100 LP monthly.
- Accrue first three-level volume of 10,000 LP without compression.
- Have two Diamond distributor legs.

As a Presidential Diamond, you're like the president of your own organization. You take responsibility for making sure that all of your team members are working towards a common goal of unlimited success. You're the one to teach, support, and guide members who need your valuable experience to succeed. At this level, you've reached the point where you can start thinking about retirement income. The foundation that you have built so far will enable you to reach the International Diamond rank and beyond.

### How to keep advancing

- Edify the members of your organization.
- Be a model of success—keep working and duplicating the system.
- Learn, teach, and guide your group to success.

For information on how to qualify for additional ranks, refer to page 3.



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## Did You Know?

**A Booming Industry**—The network marketing industry is rapidly growing around the world, with more than 50 million people currently generating more than \$100 billion in revenue.

**Residual Income**—The power of the Life Rewards Plan comes from generating an ongoing residual income, by building a network of distributors and customers and getting paid on their efforts. Your income is no longer limited by what you do alone, but rather powerfully leveraged off the activity of others. You succeed by helping others succeed.

**Unlimited Growth**—The more you build, the more you get paid. Unlike a traditional job, your success grows with your activity. And, with a presence in more than 50 countries, you can build your 4Life® business both locally and globally.

**A Balanced and Unique Compensation Plan**—With 4Life, you'll benefit from one of the highest paying, most unique plans in the industry—up to 64% payout on LP. The Life Rewards Plan\*

greatly rewards the beginner, part-timer, and professional business builder.

**Personal LP Payout**—Receive a 25% payout on personal volume that exceeds your minimum monthly required purchase of 100 Life Points (LP').

**Rapid Rewards**—Get a 25% commission on the first order placed by every new person you personally enroll\*\*.

**Diamond4Life**—This enrollment option qualifies you to be paid at the Diamond level for the first six months of your business as long as you maintain your minimum 100 LP monthly requirement.

**Leader4Life**—This enrollment option allows you to be paid at the Leader level as long as you maintain your minimum 100 LP monthly requirement.

\*For Leaders and above, the first and second level commissions are received on personal volume over 100 LP. You receive 25% and the immediate upline distributor receives 2%. The next upline distributor receives 2%. The remaining payout continues according to the plan until all levels are paid out.  
\*\*The first and second level payouts for the first LP order are received. The enrolling distributor receives 25% and the immediate upline distributor receives 2%. The next upline distributor receives 2%. The remaining payout continues according to the plan until all levels are paid out. (This applies only to first orders.)

For additional information, one must contact the company.

### Discussion of Distributor Base and Sales Volume in U.S.

The company operates in tens of countries.

The company experienced dramatic growth due to its distributorship plan and extends business to several countries, including the United States, North, South and Central America, Australia, ([www.mlmlegal.com](http://www.mlmlegal.com)) New Zealand, Europe, Japan, Malaysia, Russia, Singapore, Taiwan, Korea, and the Philippines.

Company Website: [www.4Life.com](http://www.4Life.com)

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[www.mlmlegal.com](http://www.mlmlegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.

*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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