

Direct Selling *News*


Serving the Direct Selling and Network Marketing Executive

Volume 4, Issue 10

Company Spotlight

4Life Research™

by Barbara Seale



Science, Success and Service for a Decade

4Life celebrates its 10-year anniversary with some 200,000 active distributors, 15 international offices and a presence in 40 countries around the world.

TRANSFERRING SERVICE



La Casa Rosada orphan in courtyard

4Life's message of service reflects the company's heart, and its Foundation 4Life is the artery that channels funds to humanitarian efforts around the world. Since its inception, 4Life distributors have actively organized to support charitable efforts, rallying around worthwhile causes around the world. Distributors were instrumental in establishing Foundation 4Life to organize and maximize their efforts.

The Foundation ensures that 100 percent of donations from the company and its distributors go to important causes, such as La Casa Rosada orphanage in Santo Domingo, Dominican Republic. La Casa Rosada—"The Pink House"—is a Catholic orphanage that provides critical care, housing, education and job

training for 50 HIV positive orphans. 4Life has provided substantial funding to the orphanage, beginning with an inaugural donation of \$75,000 in 2006. Then at 4Life's 2007 convention, it announced a \$100,000 donation that is being directed to building a new five-story 4Life wing, targeted for completion in 2009.

4Life distributors also support other worthwhile causes, ranging from disaster relief to supporting facilities that care for children and the elderly. Distributor involvement is so important that the foundation has created a new award called "At the Heart of It," which will be presented at 4Life's ILLUMINATE '09, 4Life's International convention at GayLord Palms Resort, Orlando, Florida.

Prior to founding 4Life Research a decade ago, Founder David Lisonbee had developed some 300 nutritional products during his career, and research was in his blood. He became convinced that the key to wellness went beyond vitamins, minerals and essential amino acids. His search led him to a substance called transfer factor, which became his eureka!

He learned that transfer factor was first discovered in 1949. Essentially, it is a communication molecule. A 1989 patent had been filed for a process that extracted the molecules from cow's milk. Several hundred studies had been done on transfer factor. Intrigued, David contacted the two University of South Carolina professors who held the patent and struck a deal to use it to develop products that support well being.

"I thought it could have such a significant impact on people's lives," he says. And to him it made sense that products using transfer factor should be marketed through a direct selling company.

But then he faced the toughest sale of his life: his wife, Bianca.

Distributor Empathy

"When distributors talk about rejection, we can relate," Bianca jokes. "When David came to me and was so excited about the possibility of bringing a revolutionary product to market, we had already reached a point in our lives where I thought we'd relax and enjoy the experiences we'd had in the industry up to this point. I felt that the industry had been good to us. But I also knew the kind of dedication, sacrifice and focus required to undertake an endeavor like this. When we first discussed it, I was a definite no."

But at David's urging, Bianca tried the first product in development: 4Life Transfer Factor Classic. Her experience transformed her no into a resounding yes.

"I became the greatest cheerleader for what we had to do," she remembers. "The experience served me well for understanding that every distributor needs to become passionate to have the staying power to get you through challenges."

Staying power and passion would be in high demand for the next couple of years as David and Bianca rejected early recommendations to sell their big idea to an established company or to take on major investors. Instead, they mortgaged their home to build their new company totally from scratch and invited people over every week to share their excitement about their new company, 4Life, and its mission: Together, Building People.

Gaining Momentum

Initial growth was slower than the Lisonbees had hoped. Early on, passion plus a great product didn't equal profitability for 4Life. Both remember a meeting at which they were questioning the company's viability. Bianca, the early doubter, set the stage for the future. David remembers, "Bianca stood up and said, 'If I have to sell this product on the street corner, I'm going to do it, and we're going to be successful.' She verbalized the commitment we all felt. We were going to be successful no matter what we had to do."

Bianca adds, "You have those clarifying moments where you need to determine for yourself what you believe in and how strongly you believe in it. That was one of those moments for me."

"It's a nontraditional model of expansion, driven by leadership as opposed to economic studies."

—Steve Tew, 4Life President

The moment seemed to energize everyone, and 4Life's growth gained momentum. As they built 4Life, the Lisonbees created a new category—Transferceutical™ Science—developing unique products that would support a business to change people's lives. The company's first hire was a scientist who led a team of in-house research specialists. Together, they established the first of three pillars that still exemplify the company's message: Science, success and service.

Foundation for Transfer-mation

"First and foremost is science," David says. "All products are based on scientific research, and



From left to right:
Bruce Redd, Executive Vice President;
Bianca Lisonbee, Co-Founder;
David Lisonbee, Founder & CEO;
Steve Tew, President

PRODUCTS BASED ON SCIENCE LEAD TO SUCCESS



The Lisonbees created a new category—Transferceutical™ Science—developing unique products that would support a business to change people’s lives.

Physicians’ Desk Reference for Nonprescription Drugs, Dietary Supplements and Herbs. It has proven to be both so successful and so safe that in late 2007 the Federal Anti-Doping Center in Moscow, Russia, approved 4Life Transfer Factor for use by Olympians in practice, training and competition.

At the very core of 4Life’s success are its products, based on a model so unique that the very name “4Life Transferceutical™ Science” is trademarked in the United States of America.

4Life Transfer Factor has gained such scientific credibility that since 2003 it has been listed in the

development is a key part of our foundation. We don’t want to launch any product that doesn’t have a scientific foundation. Second, from the beginning, we have known what makes us successful: The success of our distributors and those who use our products. If customers are having positive experiences from products and if distributors are building successful businesses, then we’re successful.”

4Life’s third pillar is service. Throughout the company, having the finest customer service in the industry is the goal.

David notes, “We try to make people feel comfortable when they call, make them feel part of the family, address their needs and get the product out to them quickly. Orders received before 5 p.m. Mountain time will go out the same day. And we’re constantly striving to improve.”

Finally, 4Life and its distributors are committed to serving others through humanitarian efforts.

“From the beginning, we recognized that as our distributors experienced success, the natural result was to want to share it with others,” Bianca says. “It’s a culture of caring that I’m so proud to be part of. Distributors lead the way, and we’re now involved in humanitarian projects throughout the world.”

Success

As 4Life celebrates its 10-year anniversary in 2008, it now operates in 40 countries with some 200,000 active distributors. Growth continues to be consistent month after month and year after year. Most recently, 4Life entered India and Hong Kong.

“It’s a tribute to our distributors, who are excited to expand their business and offer our

products and service to other countries,” David says.

Steve notes that the company’s focus on science and success is part of the formula that produces great products and attracts new distributors. And part of the success message is the company’s compensation plan.

Double Revolution

“In direct selling, the companies tend to be focused on either the product or the opportunity side of the business,” Steve says. “We’ve been able to take the most incredible product line I know of in the industry and then marry it with an unrivaled business opportunity. People can immediately earn a respectable income with incentives. And it really lets the networker make a substantial income.”

4Life management worked hard to create a compensation plan that was as revolutionary as its products.

“A lot of thought went into trying to do something different that would reward the right behaviors,” Bianca says. “Our compensation plan gives the highest payout that we know of, and it rewards the people who are seeking opportunity and working hard to try to make the most of their business.”

The company kept it simple. The plan makes it as easy as possible for a newcomer to understand what he or she must do to receive a check within a couple of weeks, using the company’s Power Pool concept.

“We made every effort to reward those coming in as newcomers and let them earn a decent income right away—not get rich overnight,” David says. “Nothing could be further from the truth. People who are successful in this industry work hard.”

Leadership Factor

Those hard workers come from a mix of older and younger distributors, and the company has found a lot of success in Spanish-speaking markets around the world.

“For a company our size, we have been as successful as anyone at touching Spanish-speaking people around the world,” Steve says. “Our messages of science, success and service create credibility, and they help us open doors to individuals there. We give them an effective business model, and we work with leadership.”

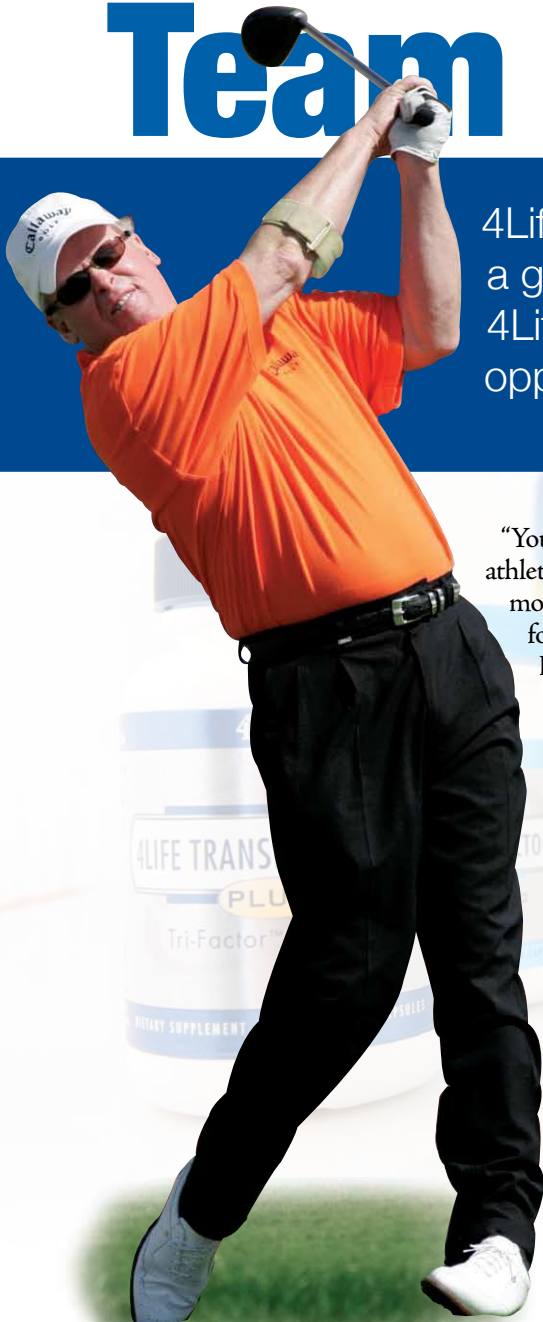
The Lisonbees admire their distributors’ willingness to work hard for their success, and they’re humbled to be able to provide substantial incomes to people in parts of the world where many struggle to subsist.

“The most memorable and meaningful times we have are when we travel internationally and meet people and hear their stories,” Steve says. “Forget the awards and accolades. The real mission is to touch people at the grass-roots level.”

Bianca has a similar meaningful memory that reflects the passion that has driven the company’s steady growth. Distributors filled a huge basketball stadium and shut down freeway traffic.

“I remember being in a stadium in Puerto Rico where 16,000 people were cheering for 4Life,” she says. “I stood there and thought, how did this happen? How did we go from having a small group of people in our living room to this? When I remember that day and many others since then, I feel such a sense of humility and gratitude.” 🌱

Team 4LIFE



4Life announces the assembly of TEAM 4LIFE – a group of world-renown athletes that endorse 4Life Transfer Factor products and the international opportunity that 4Life Distributors take to the world.

“You may be a hall of fame athlete, entrepreneur or mother. Regardless of your focus, 4Life Transfer Factor is designed to help you improve your game and give me world-class conditioning for hall of fame performances.”

—Johnny Miller
World Golf Hall of Fame
& NBC Sports Analyst



“I’m uncompromising when it comes to what I put in my body, both on and off the course. That’s why I supplement with 4Life Transfer Factor on game day and every day.”

—Ian Baker Finch
CBS Sports Analyst
Winner of the British Open
& Winner on all
Four Major Tours

“As professional athletes, we’ve been exposed to many different products over our time, however this is the first product we have come across that actually works.”

—Brett Burton & Andrew McLeod
Adelaide Crows Australian Football Stars



“I’m 52 years old and just competed in my fifth Olympics. I use 4Life Transfer Factor Plus for the well-being I need to continue at top-level competition.”

—Mark Todd
Four time Olympic Medalist



For more information, please contact: