



DELIVERING

WELLNESS



AN INTRODUCTION TO



*Melaleuca*  
The Wellness Company®

# What We Will Discuss Today

## The Wellness Company

- Proven Track Record
- Debt-Free
- Strong Management

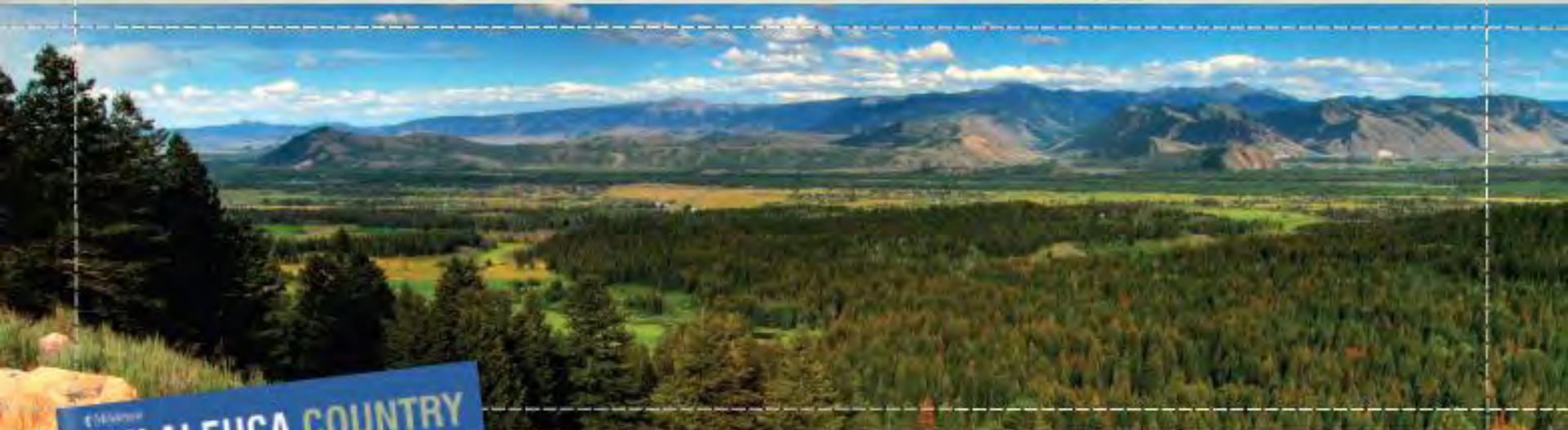
## Exceptional Products That:

- People Use Every Day
- Are Safer for Your Home and Environment
- Are a Better Value Than Grocery Store Brands

## Revenue Sharing at Melaleuca

- No New Money—Simply Switch Stores
- High Customer Reorder Rate
- No Risk

# Melaleuca's Heritage



Our Mission:

**To Enhance the Lives of Those We Touch by  
Helping People Reach Their Goals<sup>SM</sup>**

Since its beginning in 1985, CEO Frank L. VanderSloot's passion for helping the average family has been the driving force behind Melaleuca's mission.

# Melaleuca: The Wellness Company<sup>®</sup>



# Melaleuca: A Different Kind of Company

## TRADITIONAL BUSINESS MODEL



## CONSUMER DIRECT MARKETING™ — MELALEUCA'S PARTNERSHIP MODEL



### The Result?

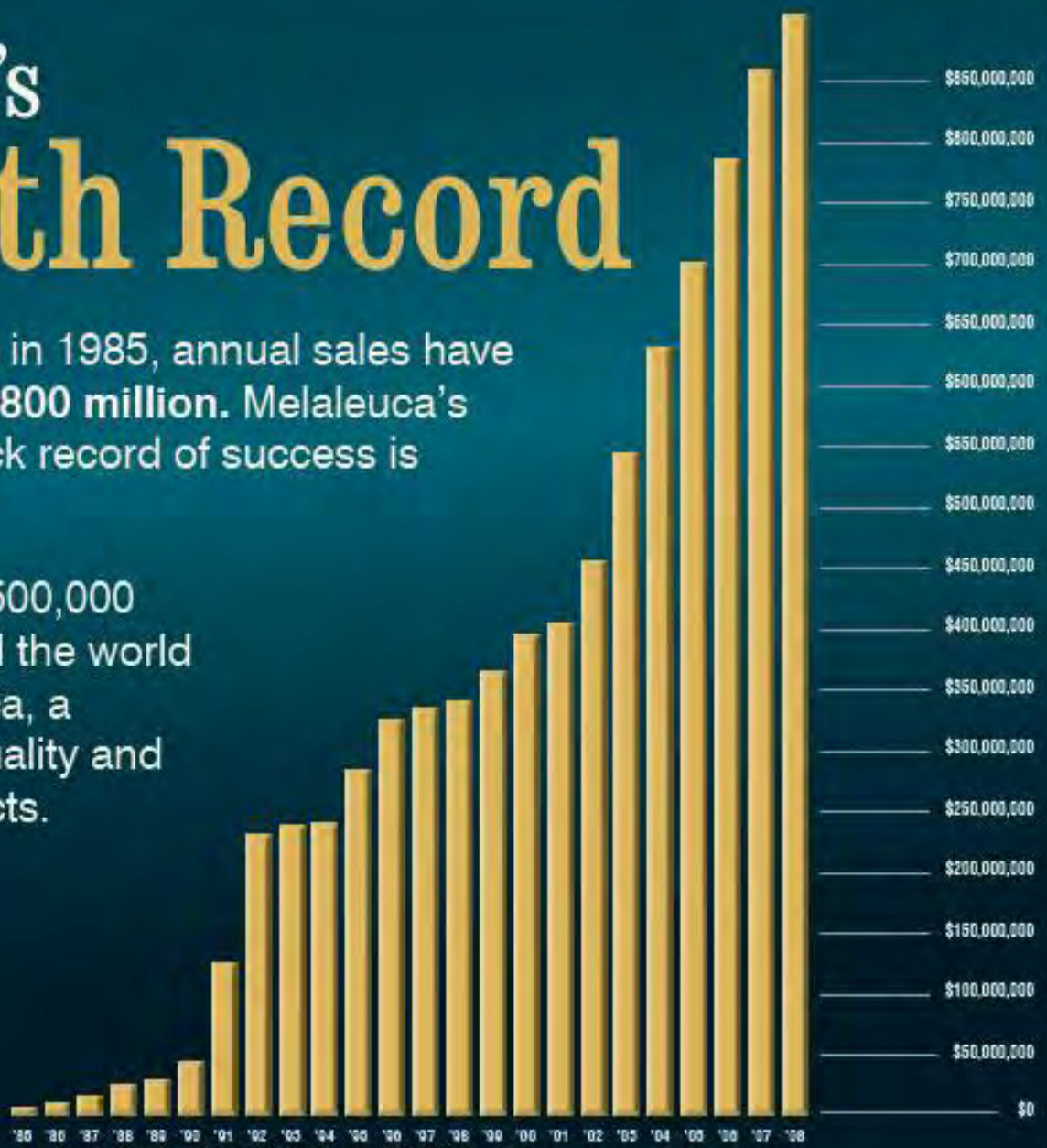
- HIGHER QUALITY PRODUCTS
- SAVINGS AND BETTER VALUE
- REVENUE SHARING



# Melaleuca's Growth Record

Since its beginning in 1985, annual sales have grown to over **US\$800 million**. Melaleuca's 24-year proven track record of success is unmatched!

Each month, over 500,000 households around the world shop with Melaleuca, a testament to the quality and value of our products.



\*Reflects total sales of all Melaleuca affiliates worldwide, in US dollars.



# Melaleuca's Success

Melaleuca is a recipient of the esteemed Better Business Bureau Torch Award, granted only to select companies that prove a long history of exemplary business practices.

To see the numerous other awards Melaleuca has received over the years, go to [Melaleuca.com](http://Melaleuca.com).



Melaleuca appeared on *Inc.* magazine's list of fastest-growing US companies for 5 consecutive years and earned a place in the prestigious Inc. 500 Hall of Fame.

# Melaleuca International Presence



United States



Canada



Taiwan



Japan



Hong Kong



Australia



Korea



New Zealand



United Kingdom



Netherlands



Ireland



Singapore



Malaysia



Jamaica



China



Bahamas

What Melaleuca Does...

# We Deliver Wellness<sup>®</sup>

We refer customers to **shop** with Melaleuca.

They shop direct at our **stores**, by **phone**, by **fax** or **online**.

**Approximately 95%** of our customers worldwide who shop this month will shop again next month.

Each time they shop, we earn a **commission**.

**The result?** We share in the revenue and earn ongoing commissions called **residual income**.

It's called **Consumer Direct Marketing™**, and only Melaleuca does it.





# Simply Switch Stores

- No New Dollars Required
- Keep Your Budget Intact

**Simply switch some of your shopping to Melaleuca,  
where you'll find better, safer products.**

With a **Melaleuca business**,  
hundreds of thousands of **average families**  
are **improving their lives.**

The reason? **Our Superior  
Products.**

# Welcome to a Simpler Way of Shopping— Over 300 Exclusive Products You Use Every Day





CLEANERS



EcoSense: The Safety You Want, the Cleaning Power You Demand



**SAFER**  
FOR YOUR FAMILY

- No chlorine bleach
- No ammonia
- No aerosols
- No formaldehyde



**SAFER**  
FOR YOUR HOME

- Effective, naturally derived ingredients
- No abrasives
- pH-balanced (non-alkaline)



**SAFER**  
FOR THE EARTH

- Super-concentrated
- No fillers
- No phosphates

EPA-Approved to  
**Kill 99.9%**  
 of Germs  
 with the Natural Power  
 of the Herb Thyme



### Sol-U-Guard Botanical™ 2x Concentrate Disinfectant

- Kills household germs like staph, E. coli, and the H1N1 virus
- Kills germs on the surfaces we eat from and touch
- No chlorine bleach, ammonia, harsh fumes, or harmful residue
- Gentle enough to use around children, pets, and food
- Available only at Melaleuca



2x concentrated  
 to save you money





# Safer and More Effective

## Tub & Tile™ Bathroom Cleaner

The **concentrated, eco-friendly formula** and naturally-derived, **biodegradable ingredients** dissolve toughest bathroom grime, leaving surfaces sparkling clean.



## MelaPower™

The **concentrated, pH-balanced formula** based on a naturally-derived surfactant, washes away stubborn dirt and stains without damaging washable clothing.

Our proprietary **Rinse Guard™** agent actually keeps dirt from settling back onto your clothes during the rinse cycle.

# Caring for the Environment Since 1985

If every household in North America used concentrated EcoSense™ products instead of grocery store brands, in 10 years we would save almost 7 billion pounds of plastic.



If that plastic were turned into laundry baskets, it would circle the earth an astonishing 71 times!



# JAMA

The Journal of the American Medical Association

2

Doctors recommend that every adult regardless of age or health status needs a daily multivitamin to fill the nutritional gaps in his or her diet.

Source: Journal of the American Medical Association, 2002

# Want More **Energy** and **Better Health?**

## THE ANSWER: **Oligo™!**



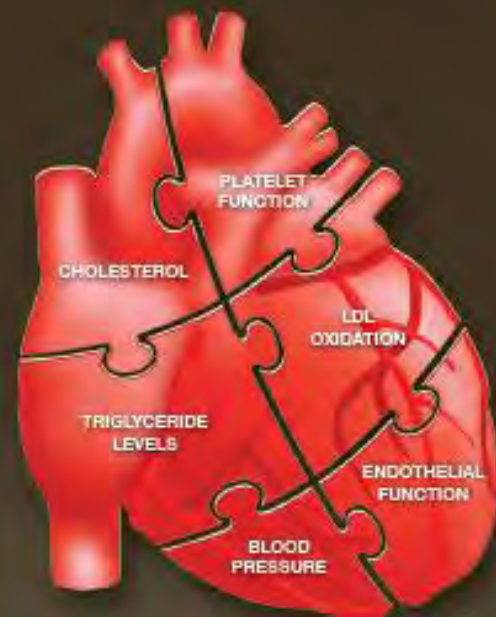
- Minerals in plants are **bound** to proteins and fibers—making them easier for our bodies to absorb
- However, the **minerals** in other top-selling supplements have been proven to **crystallize during digestion**, which inhibits absorption
- Just like nature, **Oligofructose** prebinds minerals to proteins and oligofructose fibers, similar to how they exist in plants and foods

### THE RESULT?

**No other mineral form is more absorbable than Melaleuca's Oligo.\***

\*Based on percent solubility of copper, iron, manganese, and zinc at intestinal conditions.

# The World's Leader in Supporting Cardiovascular Function



**FACT:** Cardiovascular health is one of the main health concerns in Singapore and Malaysia.

**Phytomega™**  
Naturally lowers LDL  
cholesterol while  
maintaining healthy  
triglyceride levels\*



**FiberWise™**  
Helps reduce LDL  
cholesterol and promotes  
a healthy digestive tract\*



**ProvexCV™**  
Reduces LDL oxidation,  
promotes healthy blood  
platelet activity and  
endothelial function\*



\*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# Exercise and Weight Management Products That Work!

**FACTS:** Obesity is a global issue.

Weight management and exercise is a US\$43 billion industry in the United States.

## Sustain™ Sport

Provides hydration and endurance with twice the electrolytes and fewer calories than most sports drinks



## Attain™

Reduces cravings to support healthy weight loss efforts with natural CraveBlocker™



## Access™

Patented nutrition that turns fat into fuel for exercise



MELALEUCA®  
**BATH & BODY**



**envia**  
NATURE'S SALON™

Beautiful Hair  
from Nature's Salon



**BODY SATIN™**  
Silky Soft Skin  
from Head to Toe



Bath & Body  
Essentials  
Products No Family  
Should Be Without



**ALLDAY™**

Exclusively for Men



**Koala pals™**

Products for strong,  
healthy kids



**Envia Shampoo and Conditioner**

- **Patented Lipid Replenishing System** adds shine, strength, and moisture to your hair
- **Patented UV Protection System** prevents color-fading, split ends, and UV damage
- Delivers **salon-quality** results without salon prices



# Skin Care and Cosmetics

Antiaging | Skin Care | Color Cosmetics | Visible Results | Exclusively at Melaleuca



## Necessities Skin Care Set (Cleanser, Toner, Moisturizer)

- **Protects** your skin from UV damage
- **Nourishes** skin with vitamins and botanicals
- Helps **restore** skin's firmness and tone with peptides



**RX** MELALEUCA<sup>®</sup>  
PHARMACY

**Natural Dental Care**  
Exceptional dental care featuring  
pure T40-C3™ Melaleuca Oil

**Skin Protection**  
Advanced dry skin, acne, and sun care

**Healing Power**  
Antiseptic and herbal ingredients  
naturally soothe and help speed healing



Melaleuca Oil is  
well-known for  
its soothing,  
penetrating,  
and antiseptic  
healing properties

# Do You or Someone You Know Suffer from Severely Dry Skin?

associated with:

Eczema

Psoriasis

Rosacea

Climate



**Proven to leave  
dry skin feeling  
softer, smoother,  
and healthier-  
looking in just  
24 hours.\***

\*Clinical study with dry skin from eczema

# Value of Preferred Customer Membership

Become a **Preferred Customer**—spending about S\$90/RM225 to S\$120/RM300 each month—and **save 30% to 40% each time you shop!**



MELALEUCA  
REGULAR PRICE  
S\$156.20  
RM335.00

YOUR DISCOUNTED  
PREFERRED  
CUSTOMER PRICE  
S\$105.20  
RM224.00

# Preferred Customer Membership

## WE PROMISE:

- Preferred Customer Pricing  
30%–40% off the regular price
- Customer Friendly Shopping Environment
- Ease of Ordering Online or from Catalogue
- Exceptional Products Delivered Conveniently to Your Door
- No Risk  
100% satisfaction guaranteed\*
- Subscription to Melaleuca's Wellness and Leadership Publications

## YOU AGREE TO:

- ✓ Become a Preferred Customer  
S\$29/RM70 membership fee\*
- ✓ Set Up Your Method of Payment
- ✓ Simply Switch Stores and Shop with Melaleuca Each Month  
Purchase 35 Product Points each month  
- about S\$90/RM225 to S\$120/RM300 redirected from the grocery store
- ✓ Preselect Your Backup Order  
Protect your Preferred Customer benefits

If you forget to shop during the month, we'll send your preselected products, charge your method of payment, and protect your savings and other benefits!



On average our customers order  
**45 PRODUCT POINTS**  
per month

\* See Melaleuca Customer Agreement for more details.

# You Can See Why Being a Preferred Customer Makes So Much Sense...

How would an **extra**  
**S\$/RM 500, S\$/RM 1,000** or  
**S\$/RM 10,000**  
per month **improve** your life?

# At Melaleuca, Revenue Sharing Just Makes Sense



**NO** Large Investment

**NO** Carrying Inventory

**NO** Taking Orders and  
Making Deliveries

**NO** Billing and Collections

**NO** Pressuring Customers  
to Purchase

**NO** Repeat Sales  
Presentations

**NO RISK** Simply Switch  
Stores and Save

# Anyone

## Can Build a Prosperous Melaleuca Business



**YOU CAN EARN RESIDUAL INCOME IN TWO WAYS:**

**1** PERSONALLY REFER CUSTOMERS  
TO SHOP WITH MELALEUCA

AND

**2** HELP OTHERS DO THE SAME

**Earn 7% to 20%**

each time customers you  
refer shop at Melaleuca

**Earn 7%**

each time customers in your organization  
who are referred by others shop at Melaleuca

See Melaleuca Compensation Plan for more details.

# THE KEY to Melaleuca's Compensation Plan

1. **PERSONALLY REFER CUSTOMERS**
2. **DEVELOP DIRECTORS**



**A Director is someone who has personally referred eight or more customers**

# Become a Director

Refer 8 Customers Who Shop During the Month



	Pacesetter	Non-Pacesetter
Average Earnings in the First Month as a Director*	\$S\$653/ RM1,632	\$S\$417/ RM1,043
Ongoing Average Monthly Earnings as a Director	\$S\$252/ RM630	\$S\$252/ RM630

Average earnings of those who reach Director in their first month: **\$S\$921/  
RM2,303\***

\* Based on 2009 Metaleuca Compensation Plan and 2008 Annual Income Statistics.

# Become a Director II

Personally Refer 2 More Customers and...  
With the Help of Others, Add 10 More Customers to Your Business



	Pacesetter	Non-Pacesetter
Average Earnings in the First Month as a Director II*	S\$1,361/ RM3,403	S\$723/ RM1,808
Ongoing Average Monthly Earnings as a Director II	S\$471/ RM1,178	S\$471/ RM1,178

\* Includes Director II Pacesetter or Advancement Bonus paid over 3 months. Based on 2009 Melaleuca Compensation Plan and 2008 Annual Income Statistics.

# Become a Director III

Team Up — Help a Personal Enrollee Become a Director



	Pacesetter	Non-Pacesetter
Average Earnings in the First Month as a Director III*	S\$2,636/ RM6,590	S\$1,482/ RM3,705
Ongoing Average Monthly Earnings as a Director III	S\$888/ RM2,220	S\$888/ RM2,220

\* Includes Director III Pacesetter or Advancement Bonus paid over 3 months. Based on 2009 Melaleuca Compensation Plan and 2008 Annual Income Statistics.

# Residual Income to Last a Lifetime



STATUS	PERSONAL DIRECTORS	POTENTIAL MONTHLY BONUSES	ADVANCEMENT BONUS <small>(One-Time or Pacesetter)</small>	AVERAGE ANNUAL INCOME
<b>Senior Director</b> <small>Through Senior Director IX</small>	<b>5</b> DIRECTORS	LEADERSHIP POOL <hr/> FINANCIAL FREEDOM <b>\$600/ RM1,500</b>	TYPICALLY <b>\$3,600/ RM8,000</b> TO <b>\$15,000/ RM37,500</b>	<b>\$83,382/ RM208,455</b>  <small>\$6,945/RM17,363 Per Month</small>
<b>Executive Director</b> <small>Through Executive Director IX</small>	<b>10</b> DIRECTORS	LEADERSHIP POOL <hr/> FINANCIAL FREEDOM <b>\$1,500/ RM3,750</b>	TYPICALLY <b>\$15,000/ RM37,500</b> TO <b>\$30,000/ RM75,000</b>	<b>\$222,813/ RM557,033</b>  <small>\$18,555/RM46,388 Per Month</small>
<b>Corporate Director</b> <small>Through Corporate Director IX</small>	<b>5</b> EXECUTIVE DIRECTORS	LEADERSHIP POOL <hr/> FINANCIAL FREEDOM <b>\$1,500/ RM3,750</b>	PLUS A ONE-TIME ADVANCEMENT BONUS <b>\$150,000/ RM375,000</b>	<b>\$1,814,034/ RM4,535,085</b>  <small>\$151,155/RM377,888 Per Month</small>

Refer to Melaleuca Compensation Plan and 2008 Annual Income Statistics for details.

# How Can Melaleuca Enhance Your Life?

CATEGORY 1

## PREFERRED CUSTOMER

### Shop and Save 30%–40%

Save time and money. Refer a friend from time to time if you would like.

CATEGORY 2

## PART-TIME REFERRAL BUSINESS

### Invest 5–15 Hours a Week

Earn up to S\$750/RM1,875–S\$7,500/RM18,750 each month, depending on your time and consistent effort.

CATEGORY 3

## SIGNIFICANT REFERRAL BUSINESS

### Put In a Serious Effort—20+ Hours Each Week

Earn up to S\$7,500/RM18,750–S\$30,000/RM75,000 or even more each month\* by teaming up and getting started right away.

## 3 Simple Steps to Get Started

**STEP 1:** Set up your account and enroll as a Preferred Customer

**STEP 2:** Preselect your Backup Order

**STEP 3:** Place your first product order

\* Potential earnings may vary.  
Based on 2009 Melaleuca Compensation Plan and 2008 Annual Income Statistics.





Getting Started the Right Way  
Save up to 30% and Qualify for Pacesetter Bonuses

## Value Pack

Save up to 30% off the  
Preferred Customer Price  
Only **\$S388/RM800**

## Career Pack

Save up to 30% off the  
Preferred Customer Price  
Only **\$S499**  
(Coming Soon To Malaysia)

## 2008 Annual Income Statistics



### Customers

The majority (more than 60%) of North American customers who buy Melaleuca products each month are strictly customers. They are not interested in pursuing the Melaleuca financial opportunity. They just love Melaleuca products. Only a few of them will ever decide to build a Melaleuca business.

### Customer Referrals Status

About 29% of Melaleuca customers in North America have referred at least one customer but fewer than eight customers. As those customers purchase products directly from Melaleuca, those who referred them receive a small commission. These households are not necessarily interested in the financial opportunity. Their relationship with Melaleuca is primarily because they love Melaleuca products. Their "status" is determined by how many customers they have referred. A Marketing Executive has at least one customer. A Marketing Executive II has referred at least two customers and a Marketing Executive III has referred at least four customers at some time in their life. While these individuals may not be considered serious business builders, their customers (like the vast majority of Melaleuca customers) come from word-of-mouth referrals. Therefore, the overall contribution of these individuals is significant.

Active Executive Status	Percent of This Status	Annual Income			Minimum Personal Customers	Average Personal Customers	Minimum Total Active Customers	Average Total Active Customers	Time to Achieve Status <sup>1</sup>		
		High	Low	Average					Shortest Time	Longest Time	Average Time
Mkt. Executive	73.8%	\$2,142/ RM5,365	\$866/ RM290	\$811/ RM328	0	1	0	4	1 Mo.	120 Mo.	3 Mo.
Mkt. Exec. II	15.3%	\$3,575/ RM9,938	\$836/ RM290	\$332/ RM130	2	2	2	10	1 Mo.	120 Mo.	6 Mo.
Mkt. Exec. III	10.9%	\$8,940/ RM27,350	\$896/ RM290	\$342/ RM135	4	5	4	22	1 Mo.	120 Mo.	5 Mo.

### Developmental Status

Only 1 out of 9 North American customers (11%) will decide to start their own Melaleuca business and eventually achieve Director status or above. Directors have made a substantial effort (probably spent at least 50 hours) in developing at least eight Melaleuca customers. Those estimated 50 hours could have been spent in a single week or could have been spent over several years. But at some point in their lives, Directors have invested enough time to develop (and maintain) at least eight Melaleuca customers.

Active Executive Status	Percent of Business Builders with This Status	Annual Income			Minimum Personal Customers	Average Personal Customers	Minimum Total Active Customers	Average Total Active Customers	Time to Achieve Status <sup>1</sup>		
		High	Low	Average					Shortest Time	Longest Time	Average Time
Director I/II	83.7%	\$34,011/ RM100,028	\$8105/ RM263	\$3,375/ RM9,438	10	14	10	65	1 Mo.	120 Mo.	7 Mo.

## Initial Leadership Status

Leaders at these statuses have made a more serious effort at building a Melaleuca business. Those who have reached these leadership statuses have not only invested enough time to develop several customers, but they have also helped some of those customers start a business and become Marketing Executives. Those Marketing Executives have, in turn, referred additional customers who purchase Melaleuca products each month. Commissions are paid based on the development of customers and the development of leaders who help others reach their goals.

Active Executive Status	Percent of Business Builders with This Status	Annual Income			Minimum Personal Customers	Average Personal Customers	Minimum Total Active Customers	Average Total Active Customers	Time to Achieve Status <sup>1</sup>		
		High	Low	Average					Shortest Time	Longest Time	Average Time
Dir. III	6.2%	\$830,933/ RM77,333	\$82,951/ RM7,378	\$810,859/ RM27,148	11	29	33	172	1 Mo.	120 Mo.	14 Mo.
Dir. IV / V	3.6%	\$843,508/ RM108,770	\$87,530/ RM18,800	\$818,131/ RM45,328	13	36	94	294	1 Mo.	120 Mo.	19 Mo.
Dir. VI / VII	1.3%	\$865,072/ RM162,680	\$819,052/ RM32,630	\$828,170/ RM70,425	15	46	201	406	1 Mo.	120 Mo.	21 Mo.
Dir. VIII / IX	0.8%	\$898,330/ RM245,825	\$819,215/ RM48,038	\$841,156/ RM102,890	18	50	303	618	1 Mo.	120 Mo.	22 Mo.

## Advanced Leadership Status

Those Marketing Executives who reach Senior or Executive Director status have shown substantial interest and dedication in building a Melaleuca business. While they may not work their business full-time, it is essential that they invest some time each month nurturing, training, and helping those in their marketing organization. Melaleuca advocates that Marketing Executives keep their full-time job and work their Melaleuca business in their spare time. However, some Executive Directors at the higher income levels do work their business close to full-time. Melaleuca strongly advocates that Marketing Executives do not quit their full-time job until their Melaleuca income far surpasses the income they receive from their full-time employer. Rather, they should add their Melaleuca income to their regular income, thereby making a substantial difference in their family finances.

Active Executive Status	Percent of Business Builders with This Status	Annual Income			Minimum Personal Customers	Average Personal Customers	Minimum Total Active Customers	Average Total Active Customers	Time to Achieve Status <sup>1</sup>		
		High	Low	Average					Shortest Time	Longest Time	Average Time
Senior Dir. <sup>2</sup>	2.8%	\$8263,766/ RM659,415	\$833,266/ RM83,165	\$893,382/ RM218,465	20	65	369	971	1 Mo.	120 Mo.	22 Mo.
Executive Dir. <sup>3</sup>	1.5%	\$8887,136/ RM2,217,840	\$858,872/ RM147,189	\$8222,813/ RM557,033	20	89	853	2,643	4 Mo.	120 Mo.	24 Mo.
Corporate Dir. <sup>4</sup>	Less than 0.1%	\$83,264,522/ RM6,161,305	\$8838,565/ RM2,096,413	\$81,814,034/ RM4,535,885	20	113	7,832	12,915	29 Mo.	120 Mo.	39 Mo.

The above annual income statistics include all Melaleuca North American (U.S. and Canada) Marketing Executives who were active during all 12 months of the period ending December 2008 and performed the minimum activity required at each status level. The income stated includes all commissions and bonuses actually paid during the period, converted to Singapore/Malaysia currency.


For the purpose of these statistics, a Marketing Executive's leadership or developmental level was calculated by taking the highest status achieved and maintained for at least five consecutive months. The information on this page is not necessarily representative of what any individual Marketing Executive will earn with this program. Any representation or guarantee of specific earnings would be misleading. Success with any business takes hard work, diligence, perseverance, and leadership. Success with Melaleuca will depend on how effectively a Marketing Executive exercises those qualities.

<sup>1</sup> Includes active Marketing Executives joining Melaleuca (U.S. and Canada) within the past 12 years.

<sup>2</sup> Includes statistics for Senior Director through Senior Director IX (U.S. and Canada).

<sup>3</sup> Includes statistics for all positions of Executive Director through Executive Director IX (U.S. and Canada).

<sup>4</sup> Includes statistics for positions of Corporate Director and higher (U.S. and Canada).



Enhancing the lives of those we touch  
by helping people reach their goals<sup>SM</sup>

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