ASEA

Introduction

Thanks for taking the time today to allow me to share something that means a lot to me. I’m excited to share with you an amazing breakthrough that has the potential to affect both your health and wealth. I’d like to share with you my ASEA story and how this breakthrough has changed my life.

Discussion Points:

[Share how you were introduced to ASEA. Express your excitement for the product and opportunity]
Breakthroughs create a shift in Thought & Action

Breakthroughs

ASEA®
Breakthroughs

Introduction

Throughout history there have been certain monumental breakthroughs that create a shift in thought and action for the next generation and beyond. I am going to share with you a scientific breakthrough that is positioned to affect almost all areas of health, science and personal well-being.

Discussion Points:

- This breakthrough is ASEA
- ASEA is the key to living younger longer

Presentation Timeline (each block represents one minute)
We LIVE & DIE at the Cellular Level
Cellular Health

Introduction

The cell is the basic functional unit of all living organisms. It is the building block of life. The pathway to health and well-being lies in the body's amazing natural ability to heal itself. Good health truly begins at the cellular level.

Discussion Points:

- A healthy heart requires healthy heart cells
- Healthy muscles require healthy muscle cells
- The quality of our life depends on the health of our cells—we live and die at the cellular level

Presentation Timeline (each block represents one minute)
Our **CELLS** are **DAMAGED** Every Day

Cellular Health
Introduction

Cell damage occurs every day from simple sun exposure, exercise, poor diet, stress, and other health challenges. The body is in a constant state of healing itself—of repairing and replacing its cells.

Discussion Points:

- Our cells make their own tools for repairing the damage that occurs
- When damage occurs our cells work to protect themselves and repair themselves—or if the damage is too great they replace themselves
- The most fundamental healing tools at the cellular level are called Redox Signaling molecules
Our **CELLS** become **LESS EFFICIENT** As We Age

Cellular Health
Introduction

When we are young our cells rebuild and repair quickly. As we age the body’s ability to rebuild and repair diminishes. We begin producing fewer and fewer of the crucial Redox Signaling Molecules. Scientists have discovered a link between health, aging and Redox Signaling molecules: without a constant, balanced supply of these vital molecules, we grow old, we grow weak, and we grow more prone to health problems.

Discussion Points:

• As we age, we lose the ability to produce Redox Signaling molecules
• Our cells’ ability to make these molecules dwindles day by day
• Every day our health faces greater risks with fewer Redox Signaling molecules
• With no way for the body to increase its own production of Redox Signaling molecules, we are doomed to cope with aging and health challenges.

Presentation Timeline *(each block represents one minute)*

1’  5’  10’  15’  20’
Redox Signaling: The Breakthrough of the Century

GARY L. SAMUELSON, PH.D.

in Atomic and Medical Physics,
Author The Science of Healing Revealed: New Insights into Redox Signaling
Redox Signaling: The Breakthrough of the Century

Introduction

Building on two decades of research and with millions of dollars invested, renowned physicist Gary Samuelson, PhD, led a team of scientists to perfect a way to rearrange the molecular structure of simple salt water. What was once thought impossible was now reality—stable and usable. Redox Signaling molecules were created outside of the body in the form of ASEA.

Discussion Points:

- More than 100 scientific papers are published per month on Redox Signaling
- Many in the scientific and medical communities are calling ASEA the single greatest health science breakthrough of the century
- Redox research and molecule restructuring make it possible for ASEA to provide the body with this balanced set of stabilized Redox Signaling molecules

Presentation Timeline (each block represents one minute)
ASEA: Redox Signaling Molecules in a Bottle

• The world’s first and only Redox Signaling supplement
• The only product containing stabilized, native-to-the-body Redox Signaling molecules
• ASEA’s three-phase formula is patent protected
ASEA: Redox Signaling Molecules in a Bottle

Introduction

ASEA is the only product in the world containing the same balanced set of Redox Signaling molecules found in the body. Nothing else—no juice, no shake, no pill, no supplement—can make this claim.

Discussion Points:

- ASEA is a category creator
- As its formula and processing are patent protected, ASEA is unique and will not have “me-too” competition
- People everywhere have begun to enjoy the amazing benefits of ASEA

[Share your personal ASEA product testimonial. If other ASEA Associates are in attendance, invite them to share their testimonials as well.]

Presentation Timeline *(each block represents one minute)*

- 1'
- 5'
- 10'
- 15'
- 20'
ASEA's 3-Phase Formula

**Step 1**
Pristine saltwater

**Step 2**
Saltwater molecules broken into free-floating atoms

**Step 3**
Atoms restructured into ASEA Redox Signaling molecules
ASEA’s 3-Phase Formula

Introduction

ASEA’s patented, groundbreaking formulation process consists of three phases. First, pharmaceutical-grade salt is combined with ultra-pure water to create a pristine saline solution. Next, the bonds of these molecules are broken, leaving free-floating atoms. Last, these atoms are recombined to form entirely new molecules—stable, long-life Redox Signaling molecules. The same molecules made within the cells of the human body.

Presentation Timeline (each block represents one minute)
• Your body’s antioxidants are 500% more effective
• Stimulates production of antioxidants inside the cell
• Completely safe—Zero toxicity

Validation:
Natural Antioxidant Efficiency
Validation: Natural Antioxidant Efficiency

Introduction

Early studies have begun to demonstrate the power of ASEA. Preliminary findings demonstrate that the most potent natural antioxidants that exist in cells—glutathione and superoxide dismutase (SOD)—are more effective when supplemented with ASEA.

Discussion Points:

• Glutathione and SOD—the body’s most powerful antioxidants—are 500% more effective when supplemented with ASEA
• ASEA helps stimulate the production of these two major antioxidants inside the cell
• All of this, with zero toxicity
Validation: VO2 Max Test Results

- 12% average increase in time to ventilatory threshold
- Reduction in heart rate
- Less fatigue and soreness
Validation: VO2 Max Test Results

Introduction
Tests conducted on athletes have also yielded extremely impressive results. An independent lab tested the performance of healthy athletes in an endurance test (called VO2 Max) designed to measure oxygen intake, CO2 buildup, and heart rate. The findings were extraordinary. After only one week of ASEA supplementation, more than half of the athletes experienced an increase in their time to ventilatory threshold (the time it takes to hit the runner’s wall), increasing their “time to VT” by an average of 12%—an improvement rarely seen in athletes.

Discussion Points:
• ASEA significantly boosts athletic performance
• All of the athletes experienced a measurable reduction in their average heart rate
• Less fatigue and soreness was reported after drinking ASEA

Presentation Timeline (*each block represents one minute*)
ASEA is for Everyone
ASEA is for Everyone

Introduction

ASEA is the impossible made possible: The world's first and only supplement that actually replenishes your body's supply of Redox Signaling molecules. This breakthrough is a seismic shift in health science, and soon millions will be using it. In fact, everyone can benefit from using ASEA.

Discussion Points:

• Everyone can benefit from ASEA
• ASEA has powerful anti-aging benefits
• Studies show the benefits of ASEA for athletes
• Immune system benefits are great for families and health-minded individuals

Presentation Timeline (each block represents one minute)
Differentiated, Sustainable Advantage

“The single greatest health science breakthrough of our lifetime”

With Every Great Breakthrough Comes Massive Opportunity
With Every Great Breakthrough Comes
Massive Opportunity

Introduction

It’s a universal truth—the bigger the breakthrough, the more massive the opportunity. ASEA has been called by a number of scientists and medical professionals “the single greatest health science breakthrough of our lifetime.” If ASEA is a breakthrough of that magnitude, just how big is the opportunity?

Discussion Points:

A genuine opportunity can be recognized by looking for D.S.A.

• Differentiation: Look for a product that has few competitors. Or better yet, no competitors!
• Sustainable: Be certain the company can protect and sustain the difference through patents and proprietary formulation.

• Advantage: The sustainable difference must provide a true advantage to the consumer. ASEA provides a differentiated, sustainable advantage. The product is beyond cutting edge, is patent protected, and provides unique health advantages to consumers through its Redox Signaling molecules.

Presentation Timeline (each block represents one minute)
Top Fortune 500 Executive Enters Network Marketing

Verdis Norton
CEO and Founder

James Pack
President and Founder
Top Fortune 500 Executive Enters Network Marketing

Introduction

Verdis Norton spent his career in the world of traditional business and retired as the Vice President of Strategy for Kraft Foods. After retirement he acquired the technology that was the foundation for ASEA. With his founding partner, James Pack, he determined the best way to get ASEA into as many homes as possible was through network marketing.

Discussion Points:

- Network marketing is a powerful sales channel with a proven track record of success
- Since the mid-90s, network marketing is the only industry to have produced more than 200,000 millionaires
- Business luminaries have begun to recognize the power of direct sales: Warren Buffett, Robert Kiyoskai, Donald Trump and more
- Network marketing rewards people who invest their time, credibility, and influence to tell a product’s story/opportunity

Presentation Timeline (each block represents one minute)
ASEA: Unique Compensation

- Fast Profits
- Residual Income
- Wealth Building

1- Retail Profits
2- Preferred Customer Bonus
3- Fast Start Bonus
4- Director’s Bonus
5- Team Commissions
6- Generation Check Match
7- Leadership Pool
ASEA: Unique Compensation

Introduction

ASEA’s compensation plan is generous, fair, and proven, with seven ways to earn. You get the immediate benefit of fast profits, while also generating long-term residual income. ASEA offers you a life of control—control of your financial future, control of your time. You choose the hours you work, the place you work, and even the people with whom you work.

Discussion Points:

- Checks paid weekly
- Fast profits
- Residual income
- Wealth building income

Presentation Timeline (each block represents one minute)
Why Join the ASEA Team?

• Differentiated, Sustainable Advantage
• Experienced Executive Leadership
• Excellent Support Team
• Training, Systems, Events, Tools
• Tax Advantages
Why Join the ASEA Team?

Introduction

ASEA is a unique and breakthrough opportunity. When you team with ASEA, you become a true team member. You have access to professional-grade training, materials, and support that will guide you through every step as you build a solid and successful ASEA business. There are also tax advantages to owning a home-based business. And as ASEA enters what business experts call the “momentum window,” the timing to join now could not be better.

Discussion Points:

- Differentiated, Sustainable Advantage
- Experienced Executive Team
- Excellent Support Team
- Training, Systems, Events, Tools
- Tax Advantages

[Share your business testimonial with ASEA. Include information about your goals with ASEA and why you are passionate about the ASEA opportunity.]

Presentation Timeline (each block represents one minute)
Where Do You See Yourself?

Group 1
Pay for Your Product

Group 2
Business Builder

Group 3
Wealth Builder
Where Do You See Yourself?

Introduction

The ASEA opportunity makes sense from every perspective. But there is another powerful reason to team with ASEA. ASEA Associates have the opportunity to make a living while making a difference. ASEA changes lives. Imagine what it can do for you and your family. So where do you see yourself? There are many ways to get started.

1. **Share the Product**: Enjoy the benefits of ASEA and get your product paid for by sharing it with others.

2. **Business Builder**: Take advantage of the ASEA opportunity and earn some income.

3. **Wealth Builder**: Maximize the breakthrough opportunity provided by ASEA and create a full-time income building wealth for you and your loved ones.

Presentation Timeline *(each block represents one minute)*

- 1'
- 5'
- 10'
- 15'
- 20'
4 Enrollment Options

Express Builder Pack  $810 USD
$190 IN SAVINGS
8 Cases and a Starter Kit

Builder Pack  $410 USD
$110 IN SAVINGS
4 Cases and a Starter Kit

Basic Plus  $280 USD
2 Cases and a Starter Kit

Basic Pack  $160 USD
1 Case and a Starter Kit

Getting Started
Getting Started

Introduction

There are four enrollment options for you as you start your ASEA business. Choose from a variety of options as you get started. These discounted packs are available upon enrollment and offer options that include different amounts of ASEA based upon your needs. Each pack also comes with an ASEA Starter Kit. This kit will provide you with detailed company information, the ASEA Success Guide book, training CDs, a DVD and more.

Discussion Points:

• The Express Builder Pack offers a savings of $190 USD
• Purchase enough product for your own use and to share with others

Presentation Timeline (each block represents one minute)