

PURIUM™
HEALTH PRODUCTS
Haciendo que lo Saludable sea Genial



**¡HABLAMOS
ESPAÑOL!**



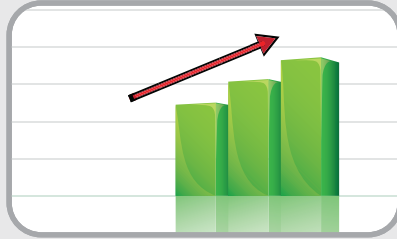


A LOOK INTO THE SPANISH MARKET IN THE UNITED STATES

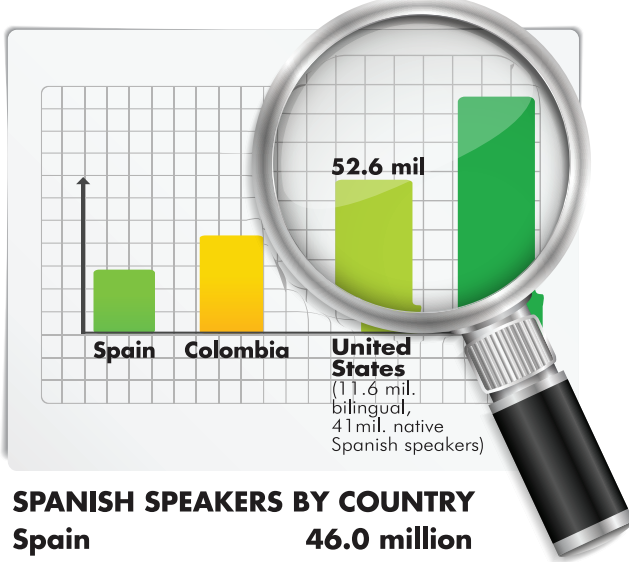
US HISPANIC DEMOGRAPHIC

(source, US Census Bureau)

From 2000-2013 there was a 52% increase in the number of Hispanics in the US, and the number keeps on growing!



Did You Know? The United States has more Spanish speakers than Spain!



SPANISH SPEAKERS BY COUNTRY	
Spain	46.0 million
Colombia	48.0 million
United States	52.6 million
Mexico	121.0 million

HEALTHCARE LIMITATIONS

30% of Hispanics lack Health Insurance
Average rate for other US Households is 15%

Top Doctor-Diagnosed Health Conditions Among Hispanics:

- Backache
 - High Cholesterol
 - Heartburn
 - High Blood Pressure
 - Acid Reflux Disease
 - Overweight
 - Arthritis
- (Hispanic diet and wellness – US, 2013)

Top Causes of Death Among Hispanics: (NCHS, 2012)

- Heart disease
- Cancer
- Stroke
- Diabetes

THE SPANISH MARKET OPPORTUNITY

Our research shows that in the past five years, the Spanish-speaking market in the United States has grown by over 50%, and is expected to grow exponentially in the years to come. Some of our members have already had great success building businesses with the Spanish-speaking community. We have been so inspired by their achievements, that we decided to make this a company-wide initiative. Together, we will venture into the Spanish-speaking market with an armful of resources and the full power of Purium.

THE CURRENT STATE

The Hispanic community in the United States has been mostly disadvantaged, with high poverty rates, limited income, and very serious health concerns. When you combine these issues with their significant lack of health insurance... it paints a dismal picture for the future. Something has to change.

2 MILLION
Hispanics suffer from diabetes

60% of Hispanics are overweight
(source, American Diabetes Association)

THE CHANGING TIDE

There is a surprisingly high percentage of Hispanics who are focused on health and nutrition. Even with limited income, they maintain a culture-driven focus on fresh, whole foods. They recognize the need to change their diet and to consume proper nutrients, as a means of staving off disease. In other words, they get it. They want to eat healthier, they want to live longer, and they want their children to have nutrient-dense foods. They are our people.

THE PURIUM ADVANTAGE

We recognize the incredible business opportunity that exists with the Spanish-speaking market. And we want to support you with as many resources as possible, so that you can successfully reach this audience and grow your business. Purium is proud to help improve the health and livelihood of the Spanish-speaking community.

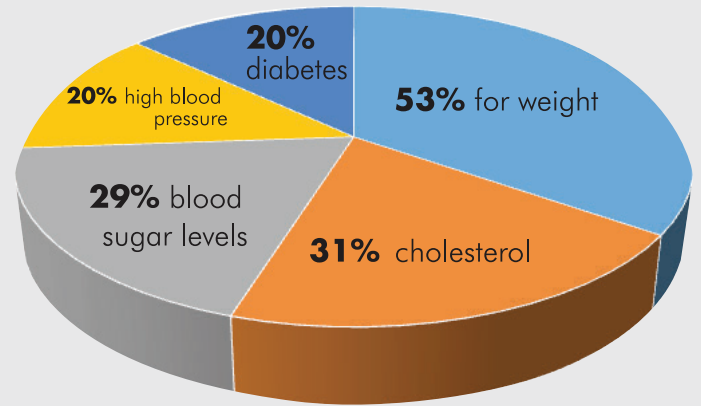
iVámonos!

FOCUS ON DIET AND NUTRITION

61% of Hispanic women are trying to eat healthier

42% of Hispanics are watching their diet for health reasons

42% of Hispanics make a strong effort to consume more nutrients
(Gallup Study of Hispanic nutrition and supplement use, 2011)



(Hispanic diet and wellness – US, 2013)



SPENDING ON HEALTHY FOODS AND NUTRITION PRODUCTS

\$9.4 billion on natural/organic foods/drinks, +12.9% from 2011

\$2.4 billion on supplements, +7.6% from 2011

(US Nutrition and Hispanic Consumer Report, 2013)

Hispanics are the most likely group to buy nutritional products for their children *(Hispanic diet and wellness – US, 2013)*

In 2012, there were 14 million Hispanic children in the US

(U.S. Census, 2012).

PURIUM RESOURCES EN ESPAÑOL!

Purium Website

Homepage Video

Back Office

Gift Card Site

Healthy Happy Hour DVD

Promotional Flyer

Text Code:

Text "spanish" to 55678 in the US and 70734 in Canada

Facebook Page:

www.facebook.com/puriumenespanol
Purium en Espanol via Silvia Valdez

Online versions of Compensation Plan Flyer and other marketing materials coming in Fall 2015!

Weekly Power Call:

Hosted by Silvia Valdez

- Sunday Evening, 6pm PST
- Call 712.432.7658 / 7873
- Informational call with history of the company, interviews with members, product features, and more.
- Calls are recorded and posted to Facebook page

Monthly Business Call:

Hosted by Silvia Valdez

- First Sunday of the month only.
- Sunday Evening, 7pm PST (after the Power Call)
- Call 712.432.7658 / 7873#
- Business call with business planning, growth opportunities, and more.

In-Bound Spanish Phone Line

- 888.747.6733
- You will be prompted to select an option for Spanish.
- We have seven Spanish speaking agents



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