

ADIPONECTIN

“THE SKINNY HORMONE”



Did you ever notice that some people can eat anything and never seem to gain weight, while others seem to hold on to every calorie? And if you're one of these “other” people... that even when you try to lose weight (*and you're willing to try almost anything*) you seem to gain back more than you lost?

Well, scientists have now discovered the difference between lean body types and those that are heavier. The big difference is a HORMONE... and the lean body types have a lot more of it. It's called ADIPONECTIN.

Adiponectin turns fat into energy.

And adiponectin is the KEY to long-term weight loss.

You can think of adiponectin as “the skinny hormone!”

Normally, when you eat carbohydrates and sweets, your body turns that extra sugar into stored fat, but if you have enough adiponectin, then your body can easily convert that fat back into glucose to fuel your cells! If you don't have a lot of adiponectin, then your adipose layer grows and grows and grows.

SCIENTIFIC PROOF

So the question is – Can you increase the level of adiponectin in YOUR body?

And the answer is YES!

In fact, clinical studies have proven it.

NEW! Clinical Studies - Reset Pack increases Adiponectin with associated health benefits. Go to www.ItStartsWith10Days.com to see the research.

People with LOW levels of adiponectin can't unlock fat.



People with HIGH levels of adiponectin can unlock the fat and turn it into energy!





WHAT'S NEW at PURIUM FOR PROMOTERS

Make Your New Year's
FINANCIAL Resolution Happen!

NEW! SOCIAL MEDIA CAMPAIGNS
in the Purium Phone App
and Back Office



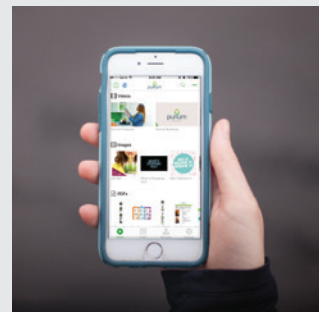
NEW! BRAG BOOK
at puriumgear.com or share from the
Purium Phone App



NEW! HASHTAG MERCHANDISE
at puriumgear.com



UPGRADED! PURIUM PHONE APP
download at the Apple or
Google Play Store



**#GOBIG
in2017**



OUR NEW CORPORATE OFFICE!
We are ready to GO BIG in 2017

WHAT'S NEW at PURIUM FOR CONSUMERS

Make Your New Year's
HEALTH Resolution Happen!



PLC PRICE
\$205

10-DAY TRANSFORMATION

The fastest, easiest, least expensive and HEALTHIEST way to lose weight! Get your year started right.

#ITSTARTSWITH
#10DAYS

Group Cleanses start every Monday and Thursday beginning January 9th

Join the Support Calls. Monday – Friday at 5:30 PM Pacific: 712-432-7658 / 7873#



PLC PRICE
\$89
ONLY \$3 PER DAY!

NEW! RESET PACK

The perfect weight loss CONTINUATION.

Increase your ADIPONECTIN level in less than 100 days!



Gluten-Free Power Shake now USDA Organic Certified

. 2017 .
NEW YEAR'S
CHALLENGE



NIGHT
LIFE

LAS VEGAS, NEVADA

WYNN LAS VEGAS

Nothing on the strip comes close to Wynn's elite elegance. Generous-sized rooms, gourmet dining, a championship golf course, the casino and the finest shops will make you feel as though you are living in the lap of luxury. Choose from a variety of shows or even live performances.

- Trip for 2
- 3 nights' lodging + tax
 - 3 meals per day
 - Air & ground transportation
 - Excursions
 - Show



FAMILY
TIME

ORLANDO, FLORIDA

DISNEY'S ALL-STAR MOVIES RESORT

Experience the magic of Disney with larger-than-life characters from your family's favorite movies. You and your kids can enjoy movie-themed pools, the game arcade, outdoor evening movie screenings, the world premiere food court and so much more.

- Trip for 4 (2 adults and up to 2 children, 12 and under)
- 3 nights' lodging + tax - 2 Queen beds
 - Air & ground transportation
 - Quick Service Dining Plan: 2 meals + 1 snack per day
 - 2-day Park Hopper: access to all 4 Disney World Parks

#ITSTARTSWITH
#10DAYS

Consumer Promotion: 1 Winner Per Month

January, February & March, 2017

Go to www.itstartswith10days.com to register.

WHERE DO YOU WANT TO GO?



THE BEACH

SAN DIEGO, CALIFORNIA

HYATT REGENCY MISSION BAY

This coastal chic stay is a perfect getaway for families or kid-free adults, alike. Located right on the bay and near all the sites, Hyatt Regency Mission Bay features 3 pools, a waterfront health club, a full-service marina, an eco-friendly day spa and waterfront dining.

Trip for 2

- 3 nights' lodging + tax
- 3 meals per day
- Air & ground transportation
- Excursions



THE MOUNTAINS

VAIL, COLORADO

THE SEBASTIAN VAIL

With accolades from Travel + Leisure Magazine and Conde Nast Traveler, this alpine oasis will take your breath away with fantastic views and service. The high mountain resort's spa, pool, restaurant, ski shop and surrounding activities will surely bring delight.

Trip for 2

- 3 nights' lodging + tax
- 3 meals per day
- Air & ground transportation
- Excursions

#GOBIG
in2017

Promoter Promotion: 2 Winners Per Month

January, February & March, 2017

Go to www.GoBigin2017.com to learn more.

#PURIUMCARES

EMPLOYEE SPOTLIGHT

ERIN FOLEY (10 YEAR "ICON")



In September of 2006, Erin began working as David Sandoval's assistant, just two months after moving all the way from Richmond, Virginia. After a decade of wearing many hats, including her time spent as a founding-employee of what is now known as the Customer Service Call Center, this creative spirit has settled in as a Marketing Editor and Writer. However, unofficially Erin is the go-to for all of us when it comes to product knowledge, company history, and basically anything related to Purium.

When the health conscious vegetarian isn't writing for us, she can be found organizing events with her community organization The Friendship Neighborhood, performing one of her original songs and poems on a stage or whipping up some delicious baked goods with Apple-Berry Power Shake or Cocoa Mint Spirulina (and of course, Tropic Oil).

FOOD EDUCATION SPOTLIGHT

MILLION MOM MOVEMENT



Amy Venner-Hamdi is changing the way families eat with the Million Mom Movement - one dinner table at a time. Women make 85% of all purchasing decisions in the home, which means they control what goes into the pantry and their children's bodies. Purium wants to educate families about the negative effects of consuming processed, artificial foods and turn them on to the benefits of eating clean, green food.

Join the movement at <http://millionmommovement.info> and sign-up to receive weekly emails and printable activity worksheets for kids, all for free!

CHARITY SPOTLIGHT

INTERVAL HOUSE



Of course Purium is passionate about improving people's lives through superfood nutrition as well as providing an opportunity for a second stream of income. However, we are just as passionate about helping others in need, especially women and children. Since the very beginning, we have made it a point to support passionate organizations with powerful missions, such as Interval House. Originating in 1979, this local safe haven for victims of domestic violence has been awarded four Presidential Awards and four Governor's Awards. Thanks to their innovative programming that is available in 70 different languages for individuals and families in Los Angeles and Orange County, Interval House has become a model to the nation for helping those affected by domestic violence.