



The Lifestyles Journey

Over 20 Years in the Making!

About Lifestyles

Lifestyles is about changing lives and creating hope. Since 1989, the Canadian-based company has been dedicated to improving the quality of life for millions of people around the world. Through our rapidly expanding network of independent Distributors in more than 30 countries, **we market an innovative line of superior nutritional products while providing individuals with an exceptional home-based business opportunity.**

Since its inception, Lifestyles has created and manufactured a unique and appealing product line –including our best selling Intra botanical blend – that was developed to meet the needs of people looking to achieve their goals of optimum health. In addition, Lifestyles has helped thousands of people realize their dreams of financial security and personal growth through proven training and success system, founded on network marketing principles.

Lifestyles is a member of the United States Direct Selling Association with many years of success in the network marketing industry and highest ethical standards.

Lifestyles is:

- Rated **one of the best network marketing companies in the industry**, with a reputation for excellence based on the success of our distributors and the satisfaction of our customers.
- Focused on each Distributor's success by **offering a proven training and support system** to ensure each person has everything he or she needs to operate a profitable and sustainable business.
- **Dedicated to providing quality products** that are competitively priced and produced in Canada under the strict standards of the GMP (Good Manufacturing Practices) & HACCP (Hazardous Analysis Critical Control Points).
- Ready to help people get started in business with very little cost or risk thanks to **start-up packages that can help Distributors make money right away** - even if they have never been in business before.

Lifestyles is a successful and fast-growing company with a mission to **provide individuals with a global opportunity to enhance their quality of life and the lives of those around them.**

Our History

In 1989, Chairman David DeBora founded Lifestyles International with the dream of creating a wellness company that would deliver innovative health products and give people the opportunity to become more successful while helping others do the same. Today, David's vision has propelled Lifestyles to the forefront of the wellness industry, and helped thousands of people around the world realize their dreams. **Here's a selected history of our successes:**

1989

Founder and Chairman David DeBora opens Lifestyles in the United States and Canada with the launch of high-fibre cookies.

1990

Lifestyles goes international opening in the United Kingdom & Eire.

1991

The first product expansion takes place with the launch of Life Cycles™ vitamin and mineral supplements.

1992

Lifestyles future is forever changed with the introduction of Intra.

1993

Lifestyles Pacific Rim and Japan open for business.

1994

Lifestyles celebrates 5 years of success! The dream DIET® Weight Management Program, including the dream SHAKES is launched.

1995

Life Cycles Fruit and Vegetable Capsules (later renamed Nutria®) are introduced.



1996

Our international expansion continues with Lifestyles Norway, Lifestyles Korea and Lifestyles Asia Pacific (Hong Kong) beginning operations.

1997

Lifestyles establishes a Scientific Advisory Board.

1998

Lifestyles introduces Nutria, Intra capsules and reformulated Life Cycles™ supplements. Lifestyles Czech Republic, Asia Pacific (Philippines) and Israel open their doors.

1999

Lifestyles celebrates 10 Years of Success. Launch of the LIFEbuilder Program, helping Distributors earn more money than ever before! Lifestyles Poland opens.

2000

The turn of the century arrives as Lifestyles Taiwan and Lifestyles Thailand opens their doors. Lifestyles Euro (Netherlands) opens to better serve mainland Europe.

2001

Lifestyles Malaysia begins their journey. New products including Vigor™ for Men & Vigor for Women - herbal supplements designed to maximize vitality are introduced.

2002

Lifestyles Taiwan opens a second office in Kaohsiung and Lifestyles Slovak Republic opens.

2003

Lifestyles Home Office moves into stunning new corporate headquarters in Vaughan, Ontario, Canada. Lifestyles Indonesia opens.

2004

Lifestyles celebrates its 15th Birthday! Lifestyles open's in the Lion City - Singapore.

2005

Lifestyles begins to enhance its global brand.

2006

Lifestyles launches its new logo and tagline "Live Better. Every Day." FibreLife™ is launched.

2007

Intra celebrates 15 years .

2008

Lifestyles researches several new products, including LifeShape, as well as the redesign of Intra's bottle and label.

2009

Lifestyles Celebrates 20 years of helping people live better every day!

2010

Lifestyles Japan opens for business!

Lifestyles Products

Lifestyles provides premium quality, natural source nutritional supplements, healthy eating & weight loss formulations, and beauty & personal care products.

Lifestyles products give your body the perfect balance of Phytonutrients, botanical extracts, antioxidants and enzymes that it needs for optimal health and nutrition – every day.

Our products are backed by an experienced team of doctors, scientists, and business experts from top research centers and learning institutions around the world. The nutrition, health and wellness specialists who make up the Live Better Every Day Institute™ help Lifestyles develop safe and effective products that are supported by the most advanced scientific and medical research.

In addition, every Lifestyles product is carefully tested by independent, ISO-certified laboratories to ensure safety, purity, and reliability.

Lifestyles Income Opportunity

At Lifestyles, we believe everyone should live life to the fullest. That's why Lifestyles provides individuals with a money-making opportunity that can enhance their standard of living and help make dreams come true.

By joining the Lifestyles family, anyone can start changing their life.

Not only will individuals have the security of knowing they are part of one of the most respected businesses in the industry, they will have access to Lifestyles' proven strategies to help them make the most of their business venture.

The *Lifestyles Success System* is focused on making people's dreams come true. It is:

- Simple and easy to understand
- Dedicated to helping people succeed with a proven training system
- Based on building relationships, and offering wellness products that are effective, safe and competitively priced
- Designed to help Distributors make money right away, even if they've never been in business before

The Lifestyles Opportunity is designed to help you achieve greater wealth, better health, and more personal satisfaction than ever.

For more information, visit www.lifestyles.net

