



LEAD

JEUNESSE | 2018

LOS ANGELES

JANUARY 12-14, 2018

#LEAD18



THE JEUNESSE FAMILY
CREATES POSITIVE
IMPACT IN THE WORLD
BY HELPING PEOPLE
LOOK AND FEEL YOUNG
WHILE EMPOWERING
EACH OTHER TO
UNLEASH OUR POTENTIAL



We are excited to
welcome you to
LEAD 2018 Los Angeles!

Happy New Year! We're thrilled you've made the decision to attend LEAD and invest in your future. This weekend is about empowering you and your dreams!

We have an amazing event in store for you. You'll experience expert leadership training from some of the biggest and brightest stars in the field. You'll also be introduced to new tools that can help grow your team in 2018 and beyond.

We hope this new year brings you opportunities for growth both personally and professionally, and that this inspiring event puts you on the fast track to success.

Warmest Regards,

A handwritten signature in black ink that reads "Randy Ray".

Randy Ray, CEO

A handwritten signature in black ink that reads "Wendy R. Lewis".

Wendy Lewis, COO

LEADERSHIP

JEUNESSE Executives & Leadership Team



**Wendy Lewis
& Randy Ray**
Founders



Scott Lewis
Chief Visionary Officer



Dennis Windsor
Chief Development Officer



Mark Patterson
Chief Marketing Officer



Lucy West
Senior Director of
Field Development



Brett Webb
General Manager of
United States



Martine Giroto
General Manager of
Canada



**William
Amzallag, M.D.**
Director of Product Sciences



Mark Macdonald
ZEN Brand Ambassador



SCOTT LEWIS &
ISABEL PAZ LEWIS

THIS WEEKEND, WE GATHER TO ANSWER ONE OF THE GREATEST CALLINGS IN OUR PROFESSIONAL AND PERSONAL LIVES – **THE CALL TO LEAD**

This call invites us to inspire the best in our peers, our friends, our communities. It means making the tough choices, taking the risks to pursue reward, and carving the path ahead for others to grow in turn. This call is not reserved for any particular rank and can be answered by anyone, at any level or role.

There are many qualities that determine how the call to lead is answered, and these are apparent and affirmed in the remarkable group of leaders from our Jeunesse family who will speak to you over the next three days. This is your chance to learn from them and apply their insights to your own habits in business and life.

Remember, leadership is not measured by your own success, but rather by the actions of those who look to you for guidance. How can you become a better role model? How can you better serve those around you? This is how you will answer the call to lead.

Thank you for joining me here at Jeunesse LEAD 2018 in Los Angeles. It is a sincere pleasure to host this annual leadership event with you. Let's make the most of our time together!

Sincerely,

Scott A. Lewis, Chief Visionary Officer

LEAD 2018 AGENDA



DAY ONE

FRIDAY, JAN. 12

9 a.m.– 9 p.m.

Event check-in

LINE LA

7:30 p.m.–8:30 p.m.

Opportunity meeting*

The Wiltern Theater

8:30 p.m.–9 p.m.

Fast Start training*

The Wiltern Theater

9 p.m.–9:45 p.m.

Diamond Forum*

The Wiltern Theater

**(Translation services not provided)*

DAY TWO

SATURDAY, JAN. 13

8–9 a.m.

Event check-in

The Wiltern Theater

9:30 a.m.–12:30 p.m.

General Session

The Wiltern Theater

12:30–2:30 p.m.

Jeunesse Store open

The Wiltern Theater

12:45–2 p.m.

Rank Advance lunch

**By invitation Only*

2:30–5:30 p.m.

General Session

The Wiltern Theater

7:30–9:30 p.m.

Star Mixer*

**By Invitation Only*

DAY THREE

SUNDAY, JAN. 14

7–8 a.m.

ZENergize Workout with Mark Macdonald

LINE LA

Ten Grand Ballroom

7–9:30 a.m.

Jeunesse Store open

The Wiltern Theater

9:30 a.m.–12:30 p.m.

General Session

The Wiltern Theater

12:30–2 p.m.

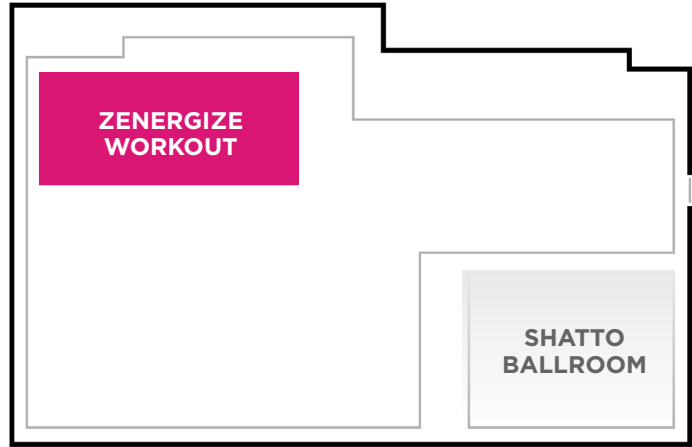
Jeunesse Store open






The Wiltern Theater

Note: All times local.
Events subject to change without
notice. Business Casual Attire required
at all functions unless otherwise noted.

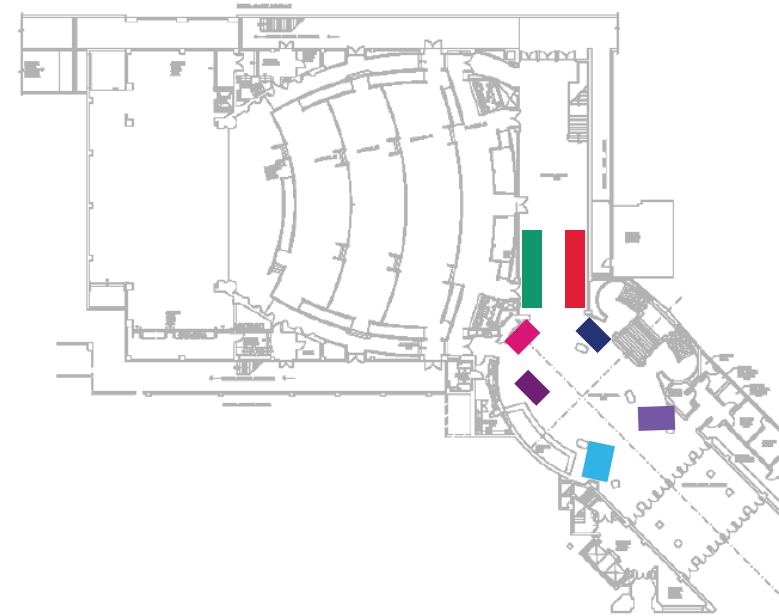
MAP & KEY

LINE HOTEL LA

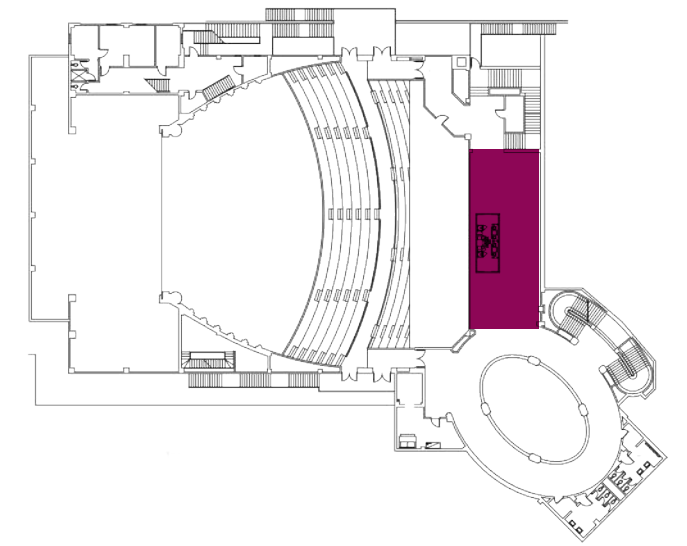











-  CHECK-IN
-  HELP DESK
-  SWAG PICKUP
-  VIP CHECK-IN
-  JEUNESSE KIDS

The Wiltern Level 1



The Wiltern Level 2



-  SWAG PICKUP
-  JEUNESSE KIDS
-  TRANSLATION DESK
-  VIP CHECK-IN
-  JEUNESSE STORE & PRODUCT PICKUP
-  HELP DESK
-  CHECK-IN
-  VIP LOUNGE FOR EMERALD DIRECTORS & ABOVE
-  RECOGNITION

FREQUENTLY ASKED

QUESTIONS

Is my spouse and/or child able to attend sessions and events? Will childcare be available?

While we encourage you to enjoy all that Los Angeles has to offer, we will not be offering childcare during the event. Seating is limited to attendees who have paid for a ticket.

Please make arrangements for childcare during business functions. Children over the age of 12 and spouses will need to register to attend LEAD 2018 Los Angeles, although there may be limited availability.

Are meals included with the purchase of an event ticket? Where can I purchase food if it's not included?

Meals are not included in the price of the ticket. There are dozens of restaurants within walking distance of the Wiltern. For recommendations, please refer to the list of nearby restaurants provided on the next page of this event book.

Where is the product store located?

The product store will be located in the Wiltern Theatre lobby, and will be open during the following times:

Saturday, January 13
12:30-2:30 p.m.

Sunday, January 14
7-9:30 a.m.
12:30-2:00 p.m.

Where is the Jeunesse Kids booth located?

You can learn more about our mission to help children and how to make donations at the Jeunesse Kids booth located in the Shatto Ballroom at the Line Hotel on Friday, and in the Wiltern Theatre lobby on both Saturday and Sunday.

Where can I pick up my Jeunesse rank pin if I haven't received it?

If you haven't received your recognition pins from past events, they will be available for pick-up at the Recognition Booth located in the Wiltern Theatre lobby.

How do I enter to win the prizes?

At Check-In, you will receive two tickets with the same number. You will place one in the tombola and the other you will keep with you for reference. If you win, you will need to show your ticket on stage for cross-reference.

How can I access WiFi?

We encourage you to check with your wireless carrier for individual access through your cellular plan.

I want to post on social media at LEAD 2018 Los Angeles. What is the official hashtag?

The hashtag is **#LEAD18**. Make sure to post your pictures, as we may share these photos with the world!

Will General Sessions be recorded? How can I access these videos after LEAD?

The sessions will not be recorded in their entirety. We will be filming certain portions, and these portions will be available to you via our social media pages.

Where is lost and found located?

If you lose an item, please visit our Help Desk located in the Shatto Ballroom in the Line Hotel on Friday, and in the Wiltern Theatre lobby on Saturday.



#LEAD18



1. Ca' Brea

Italian, Breakfast & Brunch
3900 Wilshire Blvd.
Los Angeles, CA 90010
323-938-2863



2. Escala

Colombian
3451 West 6th St.
Los Angeles, CA 90010
323-938-2863



3. Guelaguetza

Mexican
3014 West Olympic Blvd.
Los Angeles, CA 90006
213-427-0608



4. Le Comptoir

French
3606 West 6th St.
Los Angeles, CA 90020
213-290-0750



5. M Grill

Brazilian, Buffet
3832 Wilshire Blvd.
Los Angeles, CA 90010
213-389-2770

PARIS BAGUETTE

6. Paris Baguette

Bakery, Coffee & Tea
621 S. Western Ave.
Los Angeles, CA 90010
213-368-0404



7. Roll Roll Roll

Japanese, Sushi Bar
3675 Wilshire Blvd.
Los Angeles, CA 90010
213-386-3000



8. Shabu Hyang

Japanese, Bar
3807 Wilshire Blvd. #120
Los Angeles, CA 90010
213-384-5464



9. Taylor's Steakhouse

Steakhouse
3361 West 8th St.
Los Angeles, CA 90005
213-382-8449



10. Terra Cotta

Asian Fusion, Korean
3760 Wilshire Blvd.
Los Angeles, CA 90010
213-365-1077



11. The LINE

Korean, American, Pizza, Bar
3515 Wilshire Blvd.
Los Angeles, CA 90010
213-437-9412



12. The Spoon

Italian, Korean
621 S. Western Ave.
Los Angeles, CA 90005
213-634-0026

1. Break Room 86

Karaoke Bar
630 S. Ardmore Ave.
Los Angeles, CA 90010
213-368-3056

2. Garden Café

Piano Bar
681 S. Western Ave.
Los Angeles, CA 90005
213-383-0000

3. Griffith Park

Park, Historic Landmark
4730 Crystal Springs Dr.
Los Angeles, CA 90027
323-913-4688

4. Hollywood & Highland Center

Shopping Mall, Entertainment
6801 Hollywood Blvd. #170
Los Angeles, CA 90028
323-467-6412

5. Los Angeles County Museum of Art (LACMA)

Art Museum
5905 Wilshire Blvd.
Los Angeles, CA 90036
323-857-6000

luminesce

We've got
you covered.

DEFEND

REVEAL

REJUVENATE



WITH
HYDRASHIELD
TECHNOLOGY™



SKIN CARE
BEYOND
THE SURFACE

LAUNCHING 01.13.18

LEAD
JEUNESSE | 2018

JEUNESSE KIDS™

TEAMING UP TO CHANGE LIVES

Help Jeunesse Kids bring a brighter future to children undergoing medical treatment here in Los Angeles by joining us in support of Ronald McDonald House® Los Angeles. The House provides comfort and care to sick children and their families as the children go through medical treatment, keeping families close to each other and the care they need.

Our fundraising goal is \$50,000. These funds will be used to renovate a special wing of the House designed to meet the needs of immune-compromised patients, such as those receiving bone-marrow transplants that require extensive hospital stays (two to eight months). This 19-unit wing, which was built in 1994, is in need of new furnishings, cabinetry, appliances, faucets and countertops.

These improvements will provide comfortable and cheerful accommodations for sick children, keeping them with their families as they undergo months of medical treatments, making a very difficult situation much easier for children and their families.

Stop by the Jeunesse Kids booth in the Wiltern Theatre, donate at give.jeunessekids.org or jump into the ZENergize workout from 7-8 a.m. PT Sunday in the Ten Grand Ballroom at the LINE LA.

JEUNESSE
kids



Ronald
McDonald
House®
LOS ANGELES



ZENERGIZE

JEUNESSE KIDS ZENERGIZE WORKOUT

Jeunesse Kids is proud to sponsor a one-hour workout session with ZEN Brand Ambassador Mark Macdonald at LEAD 2018: Los Angeles. It's free to ZENergize, but all donations will benefit Ronald McDonald House Los Angeles and our project to renovate their special wing for immune-suppressed patients faced with long-term stays.

SUNDAY, JAN. 14

7-8 a.m. PT

LINE HOTEL LA

Ten Grand Ballroom

You'll leave with the energy you need to start the day, and because 100% of the proceeds will go the Ronald McDonald House Los Angeles, you'll leave knowing that you've made a difference for sick children and their families.

Those who donate \$50 USD will receive a Jeunesse Kids T-shirt, a workout towel, and Rafiki bracelet. Those who donate \$60 or more will receive a Jeunesse Kids T-shirt, workout towel, and water bottle.

Please visit the **Jeunesse Kids** booth in the Wiltern Theatre lobby to pick up your ticket and Jeunesse Kids gear.

PACKAGES

2018 LEAD 2000 Package

\$2,000.00 USD
1,000 CV

3 bottles of LUMINESCE™ cellular rejuvenation serum
3 bottles of LUMINESCE™ daily moisturizing complex
3 jars of LUMINESCE™ advanced night repair
3 tubes of LUMINESCE™ youth restoring cleanser
3 tubes of LUMINESCE™ ultimate lifting masque
3 tubes of LUMINESCE™ essential body renewal
3 bottles of LUMINESCE™ flawless skin brightener
3 boxes of LUMINESCE™ hydrashield mask
3 boxes of Naara
3 boxes of RESERVE™ gel packs
3 boxes of MIND™ gel packs
2 sets of AM & PM Essentials™
1 bottle of Finiti

\$500.00 Bonus Credit to buyer

100 Travel points to buyer count towards Punta Cana.

After the purchase of at least one 2018 LEAD 2000 Package receive double travel points on all new personally sponsored distributors until January 31, 2018 at 11:59 pm.

When you purchase this package, Jeunesse Global will donate \$20.00 USD to the nonprofit foundation Jeunesse Kids™

Non-Refundable



2018 LEAD 1000 Package

\$1,000.00 USD
500 CV

2 bottles of LUMINESCE™ cellular rejuvenation serum
1 bottle of LUMINESCE™ daily moisturizing complex
1 jar of LUMINESCE™ advanced night repair
1 tube of LUMINESCE™ youth restoring cleanser
1 bottle of LUMINESCE™ flawless skin brightener
2 boxes of LUMINESCE™ hydrashield mask
3 boxes of Naara
3 boxes of RESERVE™ gel packs
1 box of MIND™ gel packs
1 set of AM & PM Essentials™
1 box of Instantly Ageless™ (vials)
1 bottle of LUMINESCE™ flawless skin brightener

\$250 Bonus Credit to buyer

50 Travel points to buyer count towards Punta Cana.

After the purchase of at least one 2018 LEAD 1000 Package receive an additional 40% travel points on all new personally sponsored distributors until January 31, 2018 at 11:59 pm

When you purchase this package, Jeunesse Global will donate \$10 USD to the nonprofit foundation Jeunesse Kids™

Non-Refundable



2018 LEAD 500 Package

\$500.00 USD
250 CV

1 bottle of LUMINESCE™ cellular rejuvenation serum
1 bottle of LUMINESCE™ daily moisturizing complex
1 tube of LUMINESCE™ youth restoring cleanser
1 box of LUMINESCE™ hydrashield mask
2 boxes of Naara
1 box of RESERVE™ gel packs
1 box of MIND™ gel packs
1 set of AM & PM Essentials™
1 box of Instantly Ageless™ (vials)

\$100 Bonus Credit to the buyer

20 Travel points to buyer count towards Punta Cana

After the purchase of at least one 2018 LEAD 500 Package receive an additional 20% travel points on all new personally sponsored distributors until January 31, 2018 at 11:59 pm.

When you purchase this package, Jeunesse Global will donate \$5 USD to the nonprofit foundation Jeunesse Kids™

Non-Refundable



ZEN SIGN UP Business Builder Package

\$1,049.95 USD
400 CV

2 boxes of RESERVE™ gel packs
2 sets of AM & PM Essentials™
3 bottles of ZEN Prime™
3 bottles of Zen Shape™
3 bags of ZEN Fuze™ chocolate dream
3 bags of ZEN Fuze vanilla bliss
3 boxes of ZEN Fit™ watermelon
3 boxes of ZEN Fit fruit punch
3 ZEN Bodi™ pill box, tape measure, shaker bottle

\$200 Retail Sales Bonus

Sapphire for 180 days

Non-Refundable



JOIN US IN PARADISE PUNTA CANA!

EUROPE & NORTH AMERICA 2018 SALES INCENTIVE TRIP
JUNE 25-30, 2018 | 6 MORE WEEKS TO QUALIFY

3 WAYS to QUALIFY*



1 ACCUMULATE TRAVEL POINTS ALL RANKS

300-349 Travel Points: Land package for one person

350-399 Travel Points: Land package for one person + \$250 USD airfare voucher

400-499 Travel Points: Land package for one person + \$500 USD airfare voucher

500-849 Travel Points: Land package for two people

850-899 Travel Points: Land package for two people + \$500 USD airfare voucher

900-999 Travel Points: Land package for two people + \$1,000 USD airfare voucher

1,000+ Travel Points: Land package for two people + \$2,000 USD airfare voucher



2 CYCLE QUALIFICATION*** RANKS SAPPHIRE ELITE EXECUTIVE & BELOW

Generate **150-249 cycles and accumulate 50 Travel Points** during this promotion:
Land package for one person + \$250 USD airfare voucher

Generate **250-399 cycles and accumulate 50 Travel Points** during this promotion:
Land package for one person + \$500 USD airfare voucher

Generate **400-499 cycles and accumulate 50 Travel Points** during this promotion:
Land package for two people

Generate **500-649 cycles and accumulate 50 Travel Points** during this promotion:
Land package for two people + \$500 USD airfare voucher

Generate **650-799 cycles and accumulate 50 Travel Points** during this promotion:
Land package for two people + \$1,000 USD airfare voucher

Generate **800 cycles and accumulate 50 Travel Points** during this promotion:
Land package for two people + \$2,000 USD airfare voucher



3 DIRECTOR QUALIFICATION RANKS RUBY DIRECTOR & ABOVE

Maintain your REAL+ Director-level rank for **two months and accumulate a minimum of 50 Travel Points:** Land package for one person + \$500 USD airfare voucher

Advance to the next level from your REAL Director-level rank for **any one month and accumulate a minimum of 50 Travel Points:** Land package for two people + \$500 USD airfare voucher

Maintain your REAL Director-level rank for **five months and accumulate a minimum of 50 Travel Points:** Land package for two people + \$1,000 USD airfare voucher

JMOBILE™ NEW EVENT TECHNOLOGY

Jmobile is now even better. You can experience LEAD 2018 through the app. When you download Jmobile and log in, you'll have new event features at your fingertips. Go to Jmobile now to get up-to-the-minute information throughout the event - all from the palm of your hand!

EXCITING INFORMATION IS
AVAILABLE, INCLUDING THE:

- ✓ EVENT AGENDA
- ✓ VENUE MAP
- ✓ SPEAKERS



You can choose your favorite speakers and sessions, and receive a recommended schedule for the event based on your preferences.

NORTH AMERICA DIAMOND LEADERS

Jeunesse knows its real success lies with its Distributors. To be recognized as a Diamond Director, not only do you have to work hard, you also need to stand out as an exceptional leader. We're proud to honor this elite group for their remarkable achievements and dedication to excellence.



IMPERIAL DIAMOND DIRECTOR

JASON CARAMANIS
California, United States



PRESIDENTIAL DIAMOND DIRECTOR

KIM HUI
California, United States



TRIPLE DIAMOND DIRECTOR

THERESA GREGORY
Ohio, United States

DOUBLE DIAMOND DIRECTORS



GEORGE ANTARR
Florida, United States



TESS ARNOLD
California, United States



KELLY BANGERT
California, United States



CALVIN & SHANNON BECERRA
California, United States



JENNY & THOMAS CHO
California, United States



ADAM & JESSICA GILMER
California, United States



VIVIAN CHEN
California, United States



MING LEE
California, United States



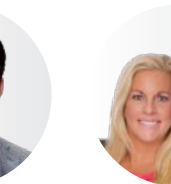
KEVIN GIGUERE
Florida, United States



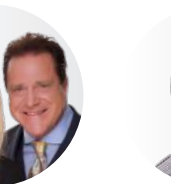
FLORA LI
California, United States



SAMSON LI
California, United States



STEVE & GINA MERRITT
Florida, United States



SANNIE XIAOHONG NIE
Ontario, Canada



SCOTT & SUE OLSEN
Utah, United States



KEN & CAROL PORTER
Utah, United States



MIN XU RUCKLE
Washington, United States



VIVIAN WANG
California, United States



CICI WELLER
California, United States



HEPING XU & LIYA DAI
California, United States



YVONNE YEN
California, United States



HELEN ZHANG
California, United States



CHLOE ZHAO
California, United States

DIAMOND DIRECTORS



JASON & JENNIFER BORNÉ
Louisiana, United States



JUAN & MAGGIE CABRERA
Florida, United States



TONY & XAN CARRIGLITO
Florida, United States



LILY CHIA CHANG
California, United States



MAY CHANG
California, United States



KEYNA CHEAH & JOHNSON YAP
Florida, United States



IRIS HSU
California, United States



BEKKI HURLEY
British Columbia, Canada



CHANTEL JAMES
Florida, United States



KEVIN LATMORE
Florida, United States



WENDY LI
Ontario, Canada



YVONNE LIU
California, United States



LI CHENG
California, United States



KATHLEEN DEGGELMAN
California, United States



PIN DING & ZIQIAN LI
California, United States



TIFFANY FENG
California, United States



PIERRE & CHRISTINE GAUDET
Ontario, Canada



TODD & ANGELIQUE HARTOG
California, United States



BOB ROBINSON
Florida, United States



KUN & VIVIANNA SHI
Nevada, United States



LANCE & TRACEY SMITH
California, United States



MICHELLE SONG
Nevada, United States



JUDY SU
California, United States



JULIE TANG
California, United States



TRACY HOU
California, United States



WILLIAM HOU
Ontario, Canada



JASON HU
California, United States



PEILIN HUA
Hawaii, United States



JAMES HUANG
California, United States



ROBERT NHAN & JOAN HSIEH
California, United States



LISA WANG
California, United States



MACY WANG & ZHONGYI LU
California, United States



GRACE WU
Ontario, Canada



SUSAN ZHAO & XIAOHUA CHENG
California, United States



YUN ZHAO
California, United States

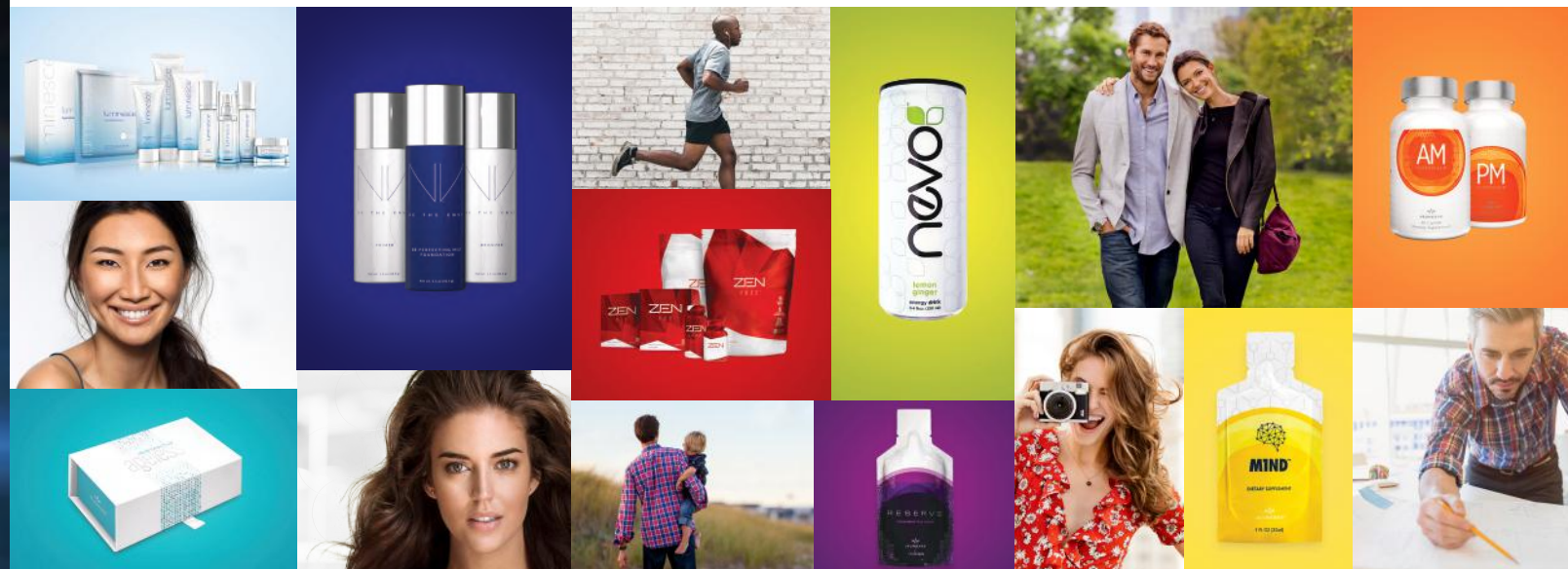


JANNIE ZHOU
Ontario, Canada

DON'T MISS **THE BIGGEST**
JEUNESSE CELEBRATION
OF THE YEAR.

THR!VE
2018 JEUNESSE GLOBAL EXPO WORLD TOUR

JEUNESSEEXPO.COM



Our unique product lines combine to form a comprehensive approach to beauty and wellness called **YES YOUTH ENHANCEMENT SYSTEM®**. YES was carefully developed to harness the collective benefits of our innovative skin care products and nutritional supplements, creating a holistic approach that redefines the way we maintain youth and fight aging.

