

# We are



# It



DAILY HIGH FIVES. ROOFTOP PUTTING GREEN. PRIVATE ISLAND & RANCH. AND DID WE MENTION THE BLACK, GREEN, & BLING? HERE'S HOW IT WORKS! TAKES COMPANY CULTURE TO A WHOLE 'NOTHA LEVEL!

# Works!<sup>®</sup>



**YOU'LL PICK UP ON IT RIGHT AWAY ON SOCIAL MEDIA.**

You'll hear it loud (VERY loud!) and clear when you attend a company event. You'll see it all around you when you tour the headquarters facility. You'll get goosebumps from it when you spend time with Distributors or the Corporate Team. And while you may take a little while to fully absorb it, you'll immediately want to be a part of it. It's a language, a lifestyle, a fashion statement, a philosophy—and so much more. It's friendships, fun and freedom. It's the It Works! Way!<sup>™</sup>

### Whole 'Notha Level:

Good isn't good enough and great is just a starting point. From groundbreaking products to life-changing bonuses to pulse-pounding events and everything in between, It Works!® doesn't just take it to the next level; they take it to a Whole 'Notha Level!

### Reach Higher:

For that next team member, for that next bonus, for a healthier you, for financial freedom—the It Works! Family is always reaching higher!

### Rise Up:

“Every year gives you 12 rounds to be your best. Even if you've been knocked down before, you can go on the offensive to make this a championship year. Are you ready to rise up?!” - MARK PENTECOST, IT WORKS! CEO

### It Works! BOOM:

If it's a game-changing product, a mind-blowing announcement, or did-they-just-do-that event, it's an It Works! BOOM!

### Bring It:

If you're going to work hard and play hard the It Works! Way™, if you want to change your life, you better be ready to Bring It!

### Starts with One:

Whether it's one more Blitz Card to hand out, one more Distributor or Loyal Customer to enroll, one more message to send or phone call to make, ONE can make the difference between success or failure!

### Better Together:

Because It Works! isn't just a business, or even a team—they're a family and they know they are “better together.”

### #LEZGO:

Are you ready to Wrap the world, find financial freedom, and change lives? Then #LEZGO!

# DO YOU SPEAK IT WORKS!?

*When you have a billion-dollar brand, you speak your own language! The daily jargon of It Works!® has evolved into a vocabulary that's all about friendships, fun, and freedom.*

### Debt-Free is the New Sexy:

Living life with financial freedom and getting out of debt isn't just the new sexy—it's ALWAYS sexy!

### One Team One Mission:

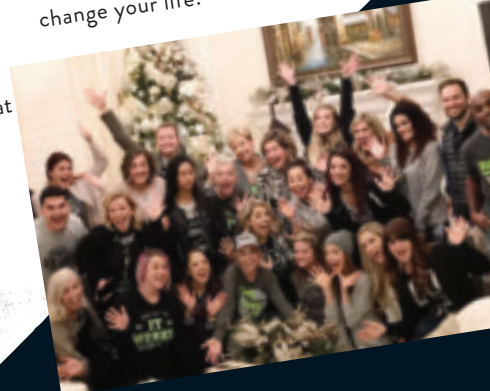
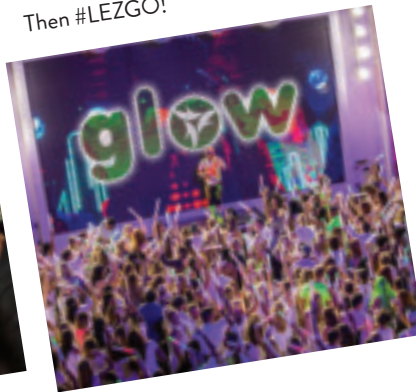
“Better Together” keeps the It Works! Family in unison, but Coach Mark Pentecost knows the successful team is ONE TEAM on ONE MISSION—to change lives!

### It Works! Adventure:

This isn't a club you join or a business you start, It Works! is the once-in-a-lifetime adventure that can literally change your life!

### That Crazy Wrap Thing™:

Its official name is the Ultimate Body Applicator™, but the flagship product that started it all is affectionately known as “That Crazy Wrap Thing.”



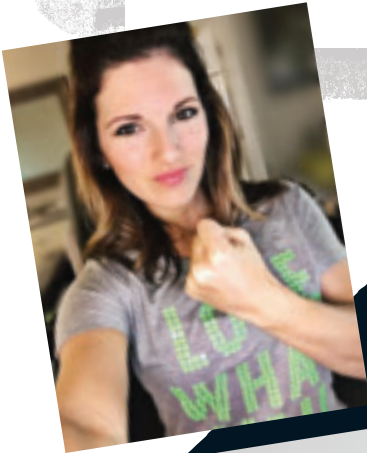
# IT DON'T MEAN A THING...

**WHY HAND OUT YOUR BUSINESS CARD** when you can wear it – and look fabulous doing it?! With a boldness that rivals big-league sports teams and a sassy, sparkling sense of style that's impossible to resist, It Works!® has taken the conventional concept of “logo

wear” and blown it sky-high. The company's unmistakable look is an irresistible conversation starter and a point of pride among its Distributors, who shop on the company's online store and eagerly anticipate new launches at every major event. It's also the corporate dress code!



## ...IF IT AIN'T BLACK, GREEN & BLING



# WORKING IN A VACATION DESTINATION

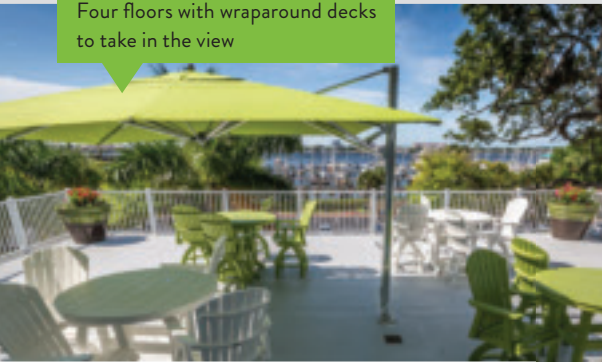
## It Works!® Corporate Headquarters BY THE FACTS & FIGURES:

**IN 2014, IT WORKS!** moved into their current corporate headquarters—and if you're thinking nondescript office building tucked inside a business park, then you don't know It Works! True to CEO Mark Pentecost's "More Jimmy Buffett than Warren Buffett" style, this building takes the corporate office to a Whole 'Notha Level!

Located next to 350 slip Regatta Pointe Marina on the Manatee River



Four floors with wraparound decks to take in the view



In-house production studio



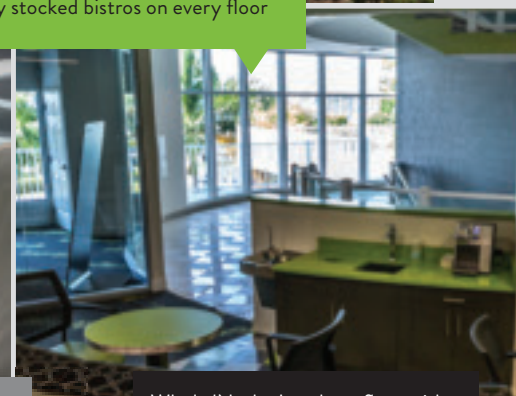
Completely renovated 50,000 square feet of work space



Indoor slide connecting second and third floors



Fully stocked bistros on every floor



It Works! Style Suite where all the Black, Green, and Bling comes to life



Whole 'Notha Level top floor with bumper pool, putting green, fire pit, rooftop bar and party deck



# WORK HARD, PLAY HARD



**THAT'S THE IT WORKS! WAY™** of doing business that is leading CEO Mark Pentecost and It Works!® to reach “beyond a billion” as the next goal for the company’s growth. And that takes hard work, but this wouldn’t be It Works! if they weren’t playing just as hard! Since relocating It Works! to the Gulf Coast of Florida in 2011, Mark and the It Works! Family have made the most of their “vacation destination.”

Company-owned golf course? Check! Stoneybrook Golf Club of Bradenton offered such an ideal combination of recreation, reception capacity, and location that Mark Pentecost couldn’t resist the opportunity to purchase it in 2011. From the championship-caliber course to the classically inspired clubhouse, Stoneybrook provides an upscale retreat and meeting facility right down the road from headquarters – the perfect place for fun and friendship among the corporate team and visiting Distributors.

Get your boots on! Travel inland from the company’s Gulf Coast hub and “cowboy up” at Pentecost Ranch—Mark and Cindy’s 3,000-acre property set in the heart of cattle country. In keeping with their love of the great outdoors, Pentecost Ranch hosts It Works! Family for barbecues, off-road adventures, and laid-back leisure, Old Florida-style.

You can’t dream much bigger than owning your own private island, and that’s the dream-come-true embodied by Little Bokeelia Island—a 100-acre island once frequented by the likes of Thomas Edison, and unofficially redubbed Pentecost Island upon purchase by Mark and Cindy in 2015. “It’s the ultimate way to honor our Distributors,” says Mark, “by whisking them away on a helicopter to a private island dedicated specifically to them.” In addition to providing a retreat like no other for recognition and celebrations, Pentecost Island offers proof of the power of persistence, vision and dreaming big.



# ONE TEAM. ONE MISSION.

"IF YOU WANT TO BE  
BLESSED, YOU HAVE TO BE  
*a blessing.*"

- CINDY PENTECOST, IT WORKS!  
GIVES BACK FOUNDATION PRESIDENT

## TAKING IT OFF ROAD

**SPEAKING OF "OUTDOOR" ADVENTURES**, playing hard never looked so tough (or dirty!) as when the It Works!® Team takes the adventure to a Whole 'Notha Level in the It Works! Off Road Jeep! From It Works! Corporate Events to off road adventures at the Pentecost Ranch, this rugged ambassador for It Works! shows what "living the dream" and "taking life to a Whole 'Notha Level" is all about.

"WE DON'T COMPETE WITH EACH OTHER,  
WE COMPLETE EACH OTHER."

- MARK PENTECOST, IT WORKS! CEO



"WE ARE CHANGING  
THE WORLD ONE  
PERSON AT A TIME  
AND WE ARE PROUD  
OF WHO WE ARE."

- PAM SOWDER, IT WORKS!  
CHIEF NETWORKING OFFICER



"GIVE US A YEAR AND  
**WE WILL CHANGE**  
*your life.*"

- MIKE POTILLO, IT WORKS!  
CHIEF SALES OFFICER