

JEUNESSE®

**KANWAR S. BHUTANI**  
PRESIDENT OF ASIA PACIFIC





**THE DREAM  
THE DRIVE  
THE DIFFERENCE**



**WENDY LEWIS  
& RANDY RAY**  
THE FOUNDERS

VER. 2014-02

# JEUNESSE GLOBAL SALES PER YEAR

**\$30 MILLION**



**YEAR 1**

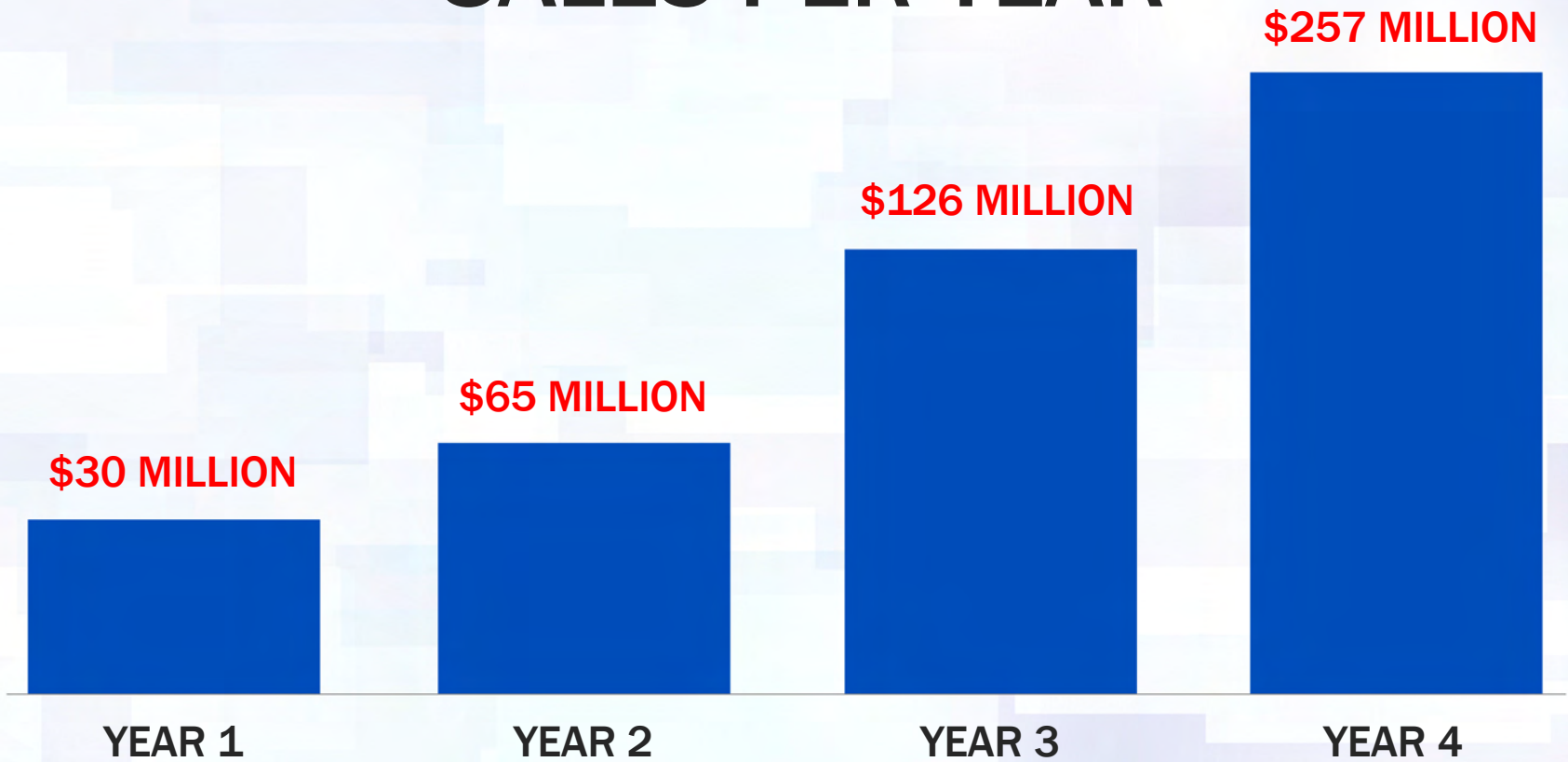
# JEUNESSE GLOBAL SALES PER YEAR



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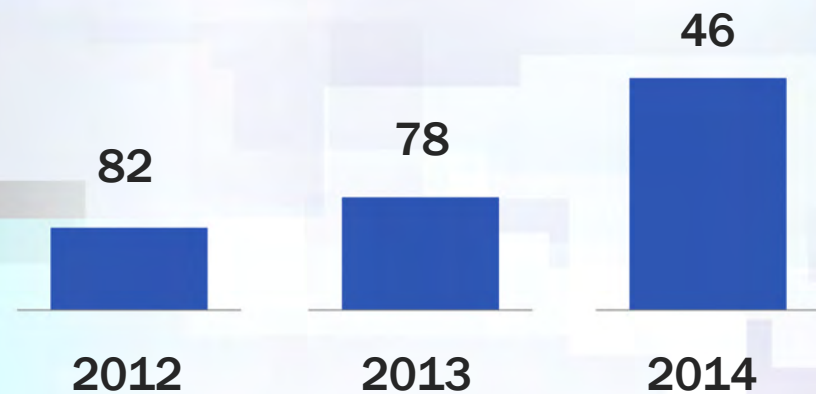


# JEUNESSE GLOBAL SALES PER YEAR



# ACCOLADES & AWARDS

Ascent in *DSN* Top 100 rankings-



Wendy: Listed as Most Influential Woman by *Direct Selling Magazine* (2013, 2014)





# OUR COMPETITIVE EDGE

- **PASSION**
- **PRODUCT**
- **PLAN**
- **PLATFORM**
- **PEOPLE**



The head matters  
(LOGIC)



# PASSION



But the heart  
matters more



# PASSION



Unlocking  
**POTENTIAL**

Jeunesse is the  
**RIGHT PLATFORM**

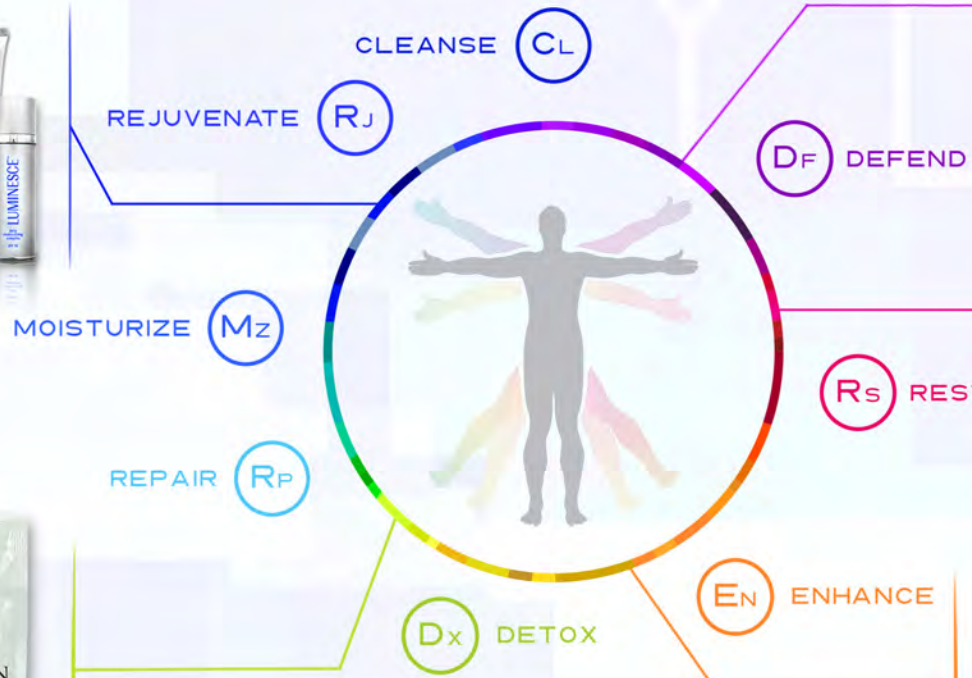
This is the  
**RIGHT TIME**

Give them  
**A PURPOSE**

INTRODUCING THE  
YOUTH ENHANCEMENT SYSTEM

# PRODUCT

**LUMINESCE™**  
ADVANCED SKIN CARE LINE



**RESERVE™**  
antioxidant fruit blend



**FINITI™**  
CELLULAR AGING ENDS HERE



**AM|PM ESSENTIALS**

**PROPECTIN™**  
THE ULTIMATE BODY FILTER.



WE ARE REDEFINING YOUTH™



## PLAN

- Simple
- Duplicable
- “I Can Do That”
- Drives behavior to grow Team
- Competitive – 6 STREAMS of income!



# PLATFORM

VER. 2014-02



**PEOPLE**

# MINDSET

## 5 KEY ELEMENTS



TOOLS

YOU





# MINDSET

It starts with  
**YOU AND ME**

All companies are  
**COLLECTIONS OF PEOPLE**

**ACHIEVERS** are key



**MINDSET**

**WHAT DRIVES  
ACHIEVEMENT?**

# **MINDSET**

## **DEVELOPING ACHIEVERS IN JEUNESSE**

- **Positive attitude and Expectancy**
- **Commitment and Persistence**
- **Personal Passion**
- **Compassion**
- **Belief and Self-confidence**



# MINDSET

**“Your beliefs become your thoughts,  
Yours thoughts become your words,  
Your words become your actions,  
Your actions become your habits,  
Your habits become your values,  
Your values become your destiny.”**

***-Gandhi***

**MINDSET**

**BELIEF**

**BELIEF = FAITH WITH PASSION**



# EACH OF US IS TWO PEOPLE

...Potential is there,  
but most of us only use  
a small %!

# MINDSET

The **POTENTIAL** is there,  
but . . . we all need to take

**RESPONSIBILITY**



**RESPONSE-ABILITY**





**VICTIM!**



## **The Fixed Mindset: LIMITED Growth**

**“That’s just the way I am.”**

The image features a vibrant purple background with a complex, low-poly geometric pattern of overlapping triangles and polygons. The colors range from a deep, dark purple to a lighter, more saturated shade. Centered horizontally and vertically is the word "WARRIOR" in a bold, white, sans-serif typeface. The letters are thick and blocky, with a slight shadow effect that makes them stand out against the busy background.

**WARRIOR**

A sunset over the ocean with two hands forming a heart shape in the foreground. The sun is low on the horizon, casting a warm glow over the water and sky. The hands are silhouetted against the bright light of the sun, creating a heart shape that frames the sun. The waves are visible in the foreground, and the sky is filled with soft, colorful clouds.

**WARRIORS**

**WITH HEART**



# The Growth Mindset: UNLIMITED Growth

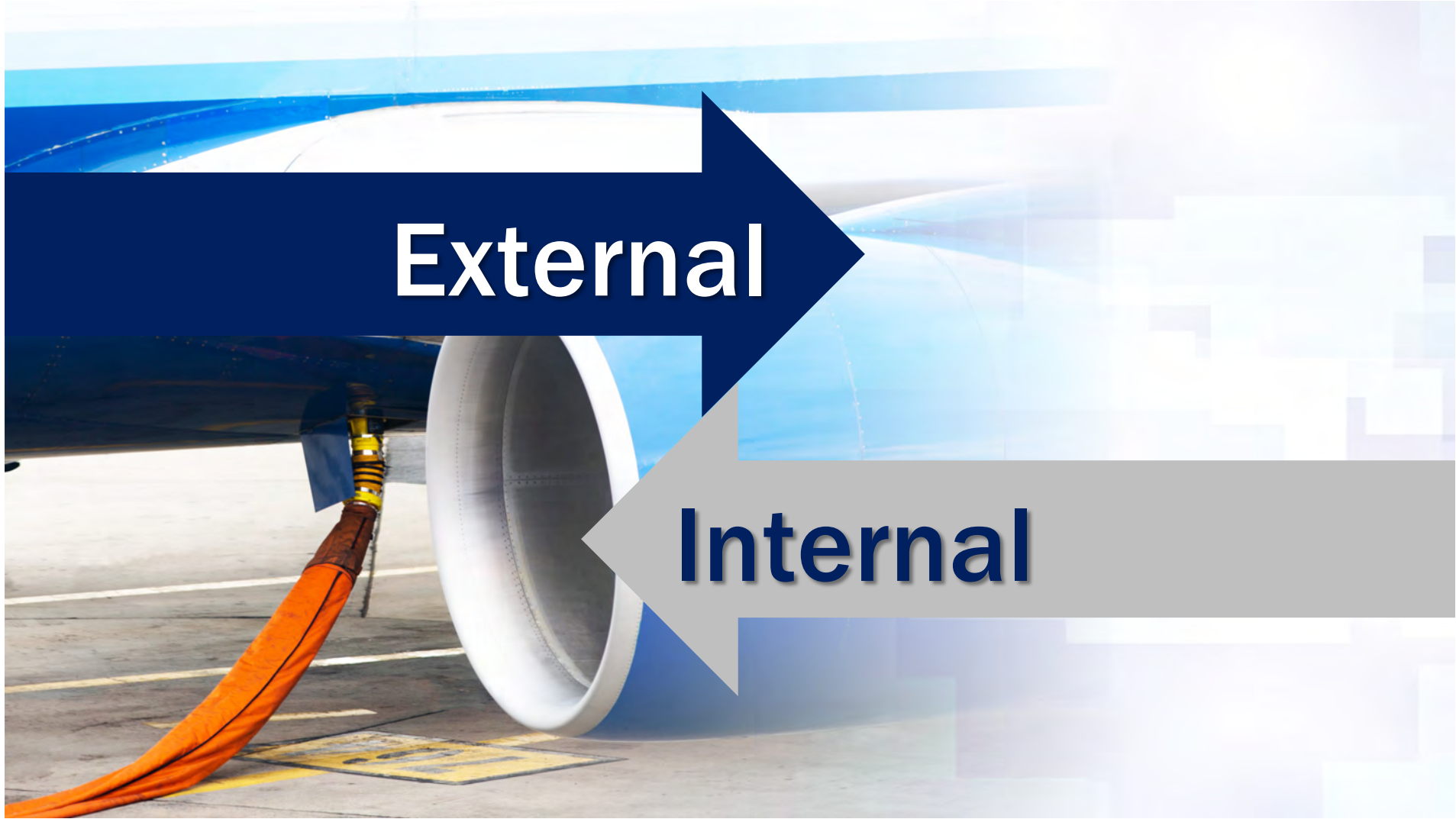
“How can I be better?”

# DEVELOPING LEADERS IN JEUNESSE

- Establish your SOURCES of POWER
- Create Direct Selling Energy
- Create Urgency
- Set the Tone

# DEVELOPING LEADERS IN JEUNESSE

- Establish your **SOURCES** of **POWER**



**External**

**Internal**





Tapping into  
**INTERNAL** Power

**Internal**



**“If you don’t believe  
it, you can’t do it.”**

**“Do or do not! There  
is no try!”**

# DEVELOPING LEADERS IN JEUNESSE

- Establish your SOURCE of POWER
- **Create Direct Selling Energy**

# THE DIRECT SELLING ENERGY TRIAD

Relationships



Recognition

Competition

# RELATIONSHIPS = RETENTION

Building relationships takes time and requires you to invest in others

**RECIPROCITY...**



**THE POWER OF RELATIONSHIPS**



**The Power of JEUNESSE**



# MAKE ME FEEL IMPORTANT



## **TWO FUNDAMENTALS OF HUMAN NATURE**

- 1. Everyone wants to be part of something bigger than themselves**
- 2. Everyone wants to feel valued**





## THE BEST KIND OF RECOGNITION

- Specific, clear, consistent
- Anybody may work for it
- Happens when it matters
- Not a one-time occurrence
- Makes you feel amazing



# COMPETITION ENHANCES EFFORT

The healthiest competition occurs when average people **win** by applying **above-average** effort.



**COMPETITION WITH  
OTHERS BRINGS  
PEAK PERFORMANCE**

# DEVELOPING LEADERS IN JEUNESSE

- Establish your SOURCE of POWER
- Create Direct Selling Energy
- **Create Urgency**



## “ACTION FIRST” APPROACH

- **1<sup>st</sup>** day of the **week**
- **1<sup>st</sup>** week of the **month**
- **1<sup>st</sup>** month of the **quarter**
- **1<sup>st</sup>** quarter of the **year**

**Don't wait or watch for momentum...  
...CREATE IT!**

The background is a teal-colored geometric pattern composed of various shades of blue and green triangles and polygons, creating a dynamic, low-poly effect.

Think  
**TNT** TODAY  
NOT  
TOMORROW

# DEVELOPING LEADERS IN JEUNESSE

- Establish your SOURCE of POWER
- Create Direct Selling Energy
- Create Urgency
- **Set the Tone**



**SIMPLICITY =  
REPLICATION**



# THE TONE ON POWER FORMULA

**COMMON  
SENSE**



**CALLED "COMMON"  
BECAUSE IT'S KNOWLEDGE  
MOST PEOPLE HAVE**



**NATURAL  
INSTINCTS**



**NO RESOURCES EXPENDED  
TO CREATE RESPONSE**

**TOGETHER CREATE MODEL OF EFFICIENCY AND EASE OF REPLICATION**

# REPLICABLE FORMULAS MATTER!



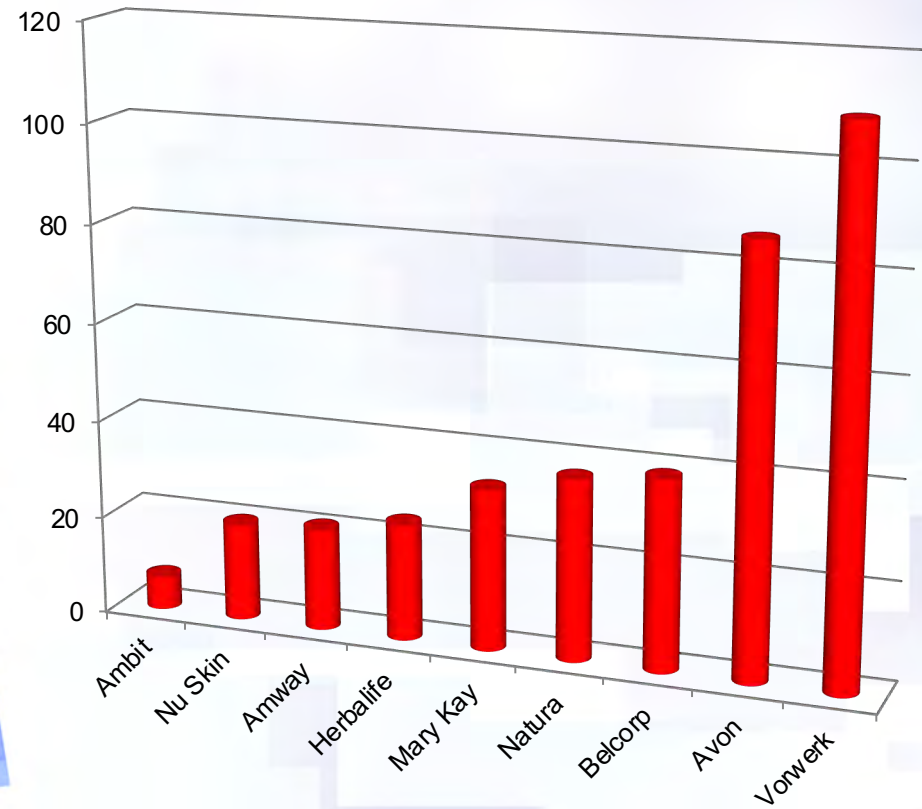


**OUR VISION REMAINS  
UNCHANGED. . .**

**The Road to \$1 Billion**



## Years to \$1 Billion





## FRESH THINKING

When was the last time  
you did something for  
the **first** time?



## FRESH THINKING

What would you attempt if you **knew** you could not fail?



## FRESH THINKING

Life's journey is not to arrive at the grave safely in a well preserved body, but rather to skid in sideways, totally worn out and shouting, "**WOW**, what a ride!"



# FRESH THINKING

**Heart Talk:**

**Not only how the world  
sees you, but how YOU  
see the world.**



**WHAT DO YOU SEE?**



**WHAT DO YOU SEE?**



**WHAT DO YOU SEE NOW?**





# LEAD BY EXAMPLE

- **NEVER** walk alone
- **ALWAYS** set the pace for your team
- **DON'T** ask others to do what you are not willing to do
- **ALWAYS** have someone with you
- **TOGETHER—YOU ARE BETTER**

We really do our very best when we are showing the way for others to follow



# LEADERSHIP

- Your **dream** determines your **goals**
- Your **goals** map out your **actions**
- Your **actions** create **results**
- And the **results** bring you **success**