



April 2005

## **Preventive Maintenance for Employees**

Preventive Maintenance for employees? It makes good sense to me. Contractors believe in preventive maintenance for their equipment fleet because it is cost effective. The job production from uptime and more dependable scheduling means additional savings and more profit to the bottom line. Since it works for your equipment fleet expand the concept and take the step many companies are taking toward providing employees, the life blood of their companies, a wellness product that also has a positive return on investment.

Take a look at what condition our people are in! On March 17, 2005 a report from the New England Journal of Medicine was quoted by the Associated Press and broadcasted over NBC News stating that the life expectancy of Americans will fall dramatically in coming years because of obesity, a startling shift in a long-running trend toward longer lives. "By their calculations, disputed by skeptics and overly dire, within 50 years obesity likely will shorten the average life span of 77.6 years by at least two to five years. That's more than the impact of cancer or heart disease, said lead author S. Jay Olshansky, a longevity researcher at the University of Illinois at Chicago."

77 million baby boomers are coming of age to retire. These trend setters continue to create new opportunities for marketers. These boomers aren't fading away and don't think of themselves as old! Mark Toth, marketing manager for Pillsbury, says "They are not done with life, and they are excited to move on to this transition phase." However, there is another trend developing that we as responsible leaders must act on. Olshansky believes that "today's younger generation will have shorter and less healthy lives than their parents for the first time in modern history unless we intervene."

Dr. David Ludwig of Children's Hospital Boston cites: two-thirds of U.S. adults are overweight, one-third of those are obese. Up to 30% of our children are overweight and childhood obesity has more than doubled in the past 25 years. Childhood diabetes has increased 10-fold in the past 20 years. Type 2 diabetes leads to life-threatening complications like kidney failure, heart attack or stroke. If we are to retard this epidemic we need to replace the fast food and soft drinks. ... With superior nutrition our body's immune system has a better chance to ward off disease.

I work in the construction industry because I like the people. My grandfather and dad taught me the joy of being part of something bigger than ourselves. I know each one of us can make a difference; first by taking better care of ourselves, then our families and employees who will take better care of their families. Eventually our efforts will reach out into communities around the world. Let's be confident that people who start to feel and look better will set an example on how superior nutrition and simple to use weight management is within our means. People will ask how we are doing it and want to become involved. Our industry can become a leader among all businesses that see the benefits of this trend because we will be demonstrating that a healthy employee equals a healthier bottom line.

I am teamed with Liquidity International; a Dallas based vertically integrated company; because they are dedicated to the research and development of intellectual properties that bring the very best of nature to the public. Their 'LiquiVida nutrition drink is 376% more effective than the competition. Liquidity's LiquiGenics water booster helps burn calories while protecting lean muscle mass. Liquidity can assure you that you cannot find a better wellness product at any price.

Please consider the following information. Give this a shot; I believe you will be glad you did.

### **Who Can Afford to be Sick?**

More than 50% of bankruptcies are from healthcare expenses that devastate a family's quality of life. People need help. It is one thing to know you should; but another to figure out how to get it done. LiquiVida can make a difference.

- A recent survey showed that the average rate of absenteeism on any given day is approximately 2.5%
- For this example let's assume a company of 150 employees.
- 2.5% of 150 = approximately 4 employees absent each day.
- Consider the cost of a sick day is calculated as (salary + 30% employer costs) divided by 240 working days / year
- Let's assume the average wage in this example is \$40,000 / year
- The average cost of a sick day is calculated as:

$$\begin{aligned}
 \$40,000 + \$12,000 &= \$52,000 \\
 &\div 240 \text{ days} \\
 &= \$217 / \text{employee} / \text{day}
 \end{aligned}$$

- Given 2.5% of 150 is approximately 4 employees absent / day

\$217	
x 4	
\$868	absenteeism cost each day
x 240	working days / year
\$208,000	total employee absenteeism cost each year
÷ 150	employees
\$1,387	per employee / year

- The sample in this general survey reduced absenteeism approximately 17.5% for a savings of \$242/employee/year

*This example did not have the advantage of using Liquidity's LiquiVida or LiquiGenics!  
Could companies with 1,500 or even 15,000 expect even better ratios?*

Employees feel valued and cared for in their jobs by employers who offer healthcare plans or policies that include preventive maintenance. They are happier and more productive and do less job hunting because they appreciate the value of working in a healthy environment. Recently the San Antonio Express-News ran an article (Healthy employees make healthy companies, 2/11/05) where case studies of fitness programs showed annual returns ranging from \$1.24 to \$8.33 per dollar invested.

\*\*\* From the Harvard Center for Risk Analysis: Risk in Perspective (June 2003). Chronic stress, by altering blood levels of adrenaline and cortisol, impairs the immune system. Worrying too much about getting sick may actually increase the likelihood that you will get sick, or sicker, or stay sick longer, or die, from any infectious disease. Chronic stress is also associated with the likelihood of type-II diabetes, accelerated osteoporosis, and causes decrements in learning and long term memory. Fear is, in itself, a risk.

\*\*\* Research shows that the science of **LiquiVida supports the immune system with a high concentration of the best aloe**. Dr. Robert Davis states: "Aloe not only delivers nutrients to the body (enhances absorption 300x quicker than other mediums) but it seems to have a zip code and know where to deliver the nutrients." "**LiquiVida is the only beverage in the world that has patented Vitomannan in it** (U.S. Patent Office. allows 51 claims). **The Juice is loaded with anti oxidants and anti-aging properties and should be in the refrigerator of every single person we care about. I am not claiming to cure any disease; however, we can share LiquiVida with everyone we know or come in contact with, knowing for sure that it will help the body function on its own as it should, naturally. People will expect a longer, healthier life ... a life more free of disease**" (L. Scott McKnight, Co-Chair and CEO of Liquidity).

\*\*\* Prevention works. Every cell in the human body is distinct, has a specific function, and needs to be nourished, cleansed, repaired and defended. Drinking 1 to 2 ounces daily of this power blend of natural juices from around the world is proving on a daily basis to aid each person in achieving the goal of optimum health.

Take action now! Try LiquiVida and find out for yourself the effect of what taking superior nutrition will have on your body. Not to mention the proactive approach of fortifying your immune system with some of the best known antioxidants and anti-aging ingredients available. Most of all, take advantage of what is being called the greatest breakthrough in natural wellness over the last 50 years, Vitomannan ...376% more effective than any competition.

We have this opportunity to improve our life and the lives of our love ones. Why not take it to the next level? We understand the business of performing preventive maintenance on equipment so it will run better and have higher availability and production. We invest in security for our computers so they don't get a virus. If you see your people as your most important asset ... then help them by making this choice to feel and look better... you can make a difference...Liquidity International's wellness products are making a difference around the world. Owner, Scott McKnight says, "You cannot buy a better product at any price".

Our company would obviously love you to use our nutrition, weight management and skin care products, forever; but, let's not get ahead of ourselves. Look at using our products like getting on a train. All we are asking you to do today is get onboard. You can get off whenever you want. There is no long term relationship unless you fall in love with our products. Call or [e-mail](#) now to get onboard today.



LiquiVida TM

Tastes Great!

*Bruce Cloud, Jr., dba Cloud Equipment is an Independent Distributor for Liquidity International*

*P.O. Box 1225 Dripping Springs, Texas 78620-1225*

*Fax: 512.858.7598 Phone: 512.422.2912 USA: 800.689.9055*

[www.brucecloud.com](http://www.brucecloud.com)

[bcloud@austin.rr.com](mailto:bcloud@austin.rr.com)

512.422.2912

800.689.9055