



October 11, 2005

## Helping Our Self and Others too

There is a growing amount of compelling information about Wellness and its benefits in the workplace. As you know it does provide companies a return on their investment when applied to their employees. However, insurance premiums continue to rise and more of that cost is falling back onto the employees. Health care costs are escalating much faster than inflation. The impact is crippling savings and retirement plans and is the #1 reason for filing bankruptcy among all American families.

There is an even more serious threat: Those workers who are not insured; because, they need every penny and then some to support themselves and dependents. Too many people say it is not their problem; but we can not afford to ignore this festering predicament any longer. Wellness provides hope for the future and a direction everyone can follow to a better quality of life.

In a 2004 article published by the Wellness Council of America you can read about these shifts in our workplaces:

1. Executive health and fitness programs have become employee wellness programs
2. Intervention to treat "sick" employees have become interventions to prevent disease.
3. The loosely-designed programs of the past are now strictly evaluated for cost-effectiveness
4. Organizational health and corporate culture now drive individual employee well-being

The authors followed up with the following observations:

1. Not all worksites are offering health promotion programs to their employees. The challenge is to find a way to increase the ability of businesses to offer health promotion programs to employees.
2. Certain employees are less likely to have access to worksite health promotion programs. The challenge is to ensure all employees have equal access to these programs with special emphasis on removing disparities among low wage, blue collar, minority workers. New interventions, flexible work schedules and management support at all levels will be required to address this challenge.
3. Changing workforce demographics demand changes in worksite health promotion targets, interventions and evaluation efforts. The challenge must address the needs of aging employees, working women and ethnic minorities.
4. Employers must acknowledge the role of work conditions on employee health and productivity, and share in the responsibility for improving those conditions. This means that employers must take responsibility for creating a safe and healthy environment ..."where employees can thrive, where they are supported, have adequate access to healthcare coverage, earn a living wage and are free from discrimination, threats, and unsafe work practices."
5. Worksite health promotion is situated within a larger social context that directly influences the health of employees and organizations. The ultimate challenge ..."is to make use of the mounting evidence linking poor health with low income and education levels.

Liquidity International's wellness products are making a positive difference for individuals on a daily basis both physically and financially. My aim is for you to recognize that truth and apply it to your corporate strategy, developing it into a best business practice. We can make a difference and it's not that difficult to do. We all need for our mind and body to be well for us to work at our optimum. With the proper nutrition and some exercise our immune system strengthens and the body then can take over and heal itself.

Liquidity products are "the best you can buy at any price" (Scott McKnight, CEO). Liquidity's vertically integrated business model results in the highest quality goods at the most economical costs for their customers and makes available, for their Associate Partners, high commissions and overrides. Liquidity, as a Texas based, direct marketing company, is gaining momentum around the world and is set for explosive growth associated with baby boomers wanting to look and feel better as they grow older and age gracefully. Mr. McKnight also goes by: "Our word is our bond".

There are a few ways to approach this idea:

1. Simply become a Liquidity customer and purchase the finest nutrition, weight management and skin care products available. You can make them available, on a voluntary basis, to any of your employees down thru the field and hopefully to some who otherwise may not be able to afford them. Have the participants establish a benchmark to start and then gauge their progress. Each benefits a little bit and the company benefits overall.
2. There is always the opportunity to become an Associate Partner for the employer and employee to buy products at wholesale pricing (25-35% margins). Some people stop right there, they love the products and know they are going to keep using them so they sign up simply to save money.



3. When you turn in your application you will establish your spot in the down-line. This starts your independent distributorship for you to make of whatever you want. A distributor has an up-line of people who joined before them and a down-line of people who joined after them. Commissions and bonuses come from the business value of products sold from their down-line. Consider that distributors in the United States are signing up with network marketing organizations at 175,000/ week, 450,000/week around the world. Wellness is becoming to this decade as the PC and Internet boom was to the late 80's and 1990's only that it is expected to grow larger, \$ trillion by the year 2010! (*Fortune magazine Aug.'04*)

Picture the development of your down-line ... and the structure that will be created and supported by people who are making a difference with their lives and in the lives of those they share their Liquidity products and stories. Think of your beneficiaries who can inherit that spot and its down-line volumes when Liquidity is more mature and doing billions of dollars in business.

Those who participate have a vested interest in using the products. These products work. If you are hesitant about company involvement then let folks at least know about the products and programs by encouraging a wellness group with time set aside for routine meetings. You will be doing a good thing

The news is staring us in the face, if we do not start now improving our nutrition and managing our weight we are going to radically increase our potential to diseases and economic conditions that are preventable. Disease is not inevitable and is definitely preventable. A simple message; but, to understand it people need to know HOW? Liquidity offers a working solution. As business leaders people look to us for help and direction. The way we have been going is not working.. We are not helpless, we do not have to foster well-fare if we promote wellness.

I have included a brochure and an example of an envelope stuffer to accompany payrolls, please consider if either of these would be appropriate for your company to spread this news. There is a disclaimer for the company as well as one for Liquidity that the FDA requires since we are selling "all natural products". The flyer is loaded with more information than most people will read; but, please just take another second or two and review what the article in the *Engineering News Record*, Sept. 5, 2005 had to say. We need to change if we are to make a difference, Liquidity products are making positive differences daily.

I appreciate you taking the time to consider this idea. Most companies do not want to be associated with endorsing a product because of the perceived liability risk. I understand and appreciate your position. All I am asking is for you to consider the importance of this message and work with me to get the information out to the people who can benefit. We all have found our comfort zone some time or another... that's one reason we have this problem ...I am uncomfortable about how the problems keep rolling down from the top to the folks on the bottom to handle. If that remains the case then we at least should provide them the tools for the job. Sooner or later either our income or health will be a priority! That is not "if"; but, "when".

I hope that you will give me a call, 512.422.2912 and join me in making a positive difference in our industry and in this world we live and manage.

Sincerely,

Bruce Cloud, Jr.  
512.422.2912



## LiquiVida™ Tastes Great!

Each 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 is proving to aid each person in achieving the goal of optimum health

## Liquidity Products & Opportunity Testimonials



### NUTRITION

#### MAJ (RET) E.V.B. USMA '80, Atlanta, Georgia

After 24 years of military service (United States Military Academy and Army Infantry), jumping out of planes and carrying a rucksack, I had developed deteriorating arthritic disc disease to my lower back, and was in quite a bit of pain. The doctors told me that my back would continue to get worse with the only relief being painkillers or surgery. I went in for a medical exam in July 2004, which included x-rays of my back. My doctor told me that the only good news was that my back was about the same, and to return in six months.

At that point I began taking the LiquiVida\* every day until my return on Jan 14, 2005. I went through another medical exam to include follow-up back x-rays. After reviewing my x-rays, my doctor reported that they were very normal and looked good. He told me to continue taking care of my back.

The only thing I changed was to take the LiquiVida\* daily. I know that is what made the difference.

I am so thankful to Liquidity International and their commitment to making the best products on planet Earth!

#### A.P., Dallas, Texas

My son Anthony contracted Bacterial Meningitis at six months old, and even in his early development stage, it left him with limited mobile skills, where he had to relearn basic things like sitting up and holding a bottle.

Now at age 11, his mobile skills are still limited but now Anthony has been taking the "LiquiVida\*" for a month and a half, and what I've noticed he's beginning to move more, for instance he's grabbing every thing he sees, he's more alert, he has more energy, and I believe by Anthony taking "LiquiVida\*" as a supplementary vitamin along with prayer he is on his way to do things a normal child would do.

#### A. K. Houston, TX

"In September, 2002, after emergency surgery, I was told I had Stage 2/high-risk colon cancer. I had my final chemotherapy treatment the first week of April 2003! After the first 4 of 6, one-week-a-month treatments, I had more reaction to the chemicals than ever and expected the absolute worst in March. Mid-February of 2003, my son, Matthew, introduced me to the Liquidity line of products. I began to use them two weeks before treatment #5 and was astounded at how incredibly good I felt and looked in such a short time. My skin became more alive, my energy level shot to the moon and my hair even began to grow back while still in chemotherapy! If these products can ward off the effects of chemo, just imagine what they can do for you!"

"Before I started taking the Complete, I was taking 9 different prescription pills for IBS, Thyroid disease, allergies, migraines, and anxiety. As a result of taking the Complete for a few months, I was able to alleviate many of my daily prescriptions. It has enabled me to be drug free, feel more alive, have better energy and put natural herbs and remedies into my body. Bottom line; it has changed my life. Thanks Liquidity!"

#### B.C., Austin, Texas

I have been taking the LiquiVida\* for eight months (since July '04). After three months, my doctor allowed me to see what life would be like not being on the anxiety medicine, Buspirone. I had been on the medicine for at least three years and had previously tried to wean myself off of it but was unsuccessful.

Once we saw my improvement from the LiquiVida, I wanted to stop using my thyroid medicine, Levothyroxine. We took a benchmark blood test and are monitoring my blood work every 3 months or so. I know the thyroid medicine helped my energy level from the start but without it I noticed no decline. In fact, since taking the LiquiVida\* my approach to life in general has been much brighter. .

I appreciate the convenience of simply taking about an ounce and a half of LiquiVida each morning. It tastes good and knowing about how all the ingredients can help, provides me with confidence that I am being responsible about my health. I believe in Scott and Diane McKnight and their mission for Liquidity to produce and distribute the finest nutrition, weight management and skin care products...and their saying; "you cannot buy a better product at any price."

#### G.F.

Complete has changed my life. This nutritional food has nourished and re-established my immune system. While others around me are worrying about the flu and going for their shots, I double my Complete during flu season. The worst I have had was a case of the sniffles this past November. My husband has not been sick for two flu seasons now. I glow from the inside out because my immune system is healthy! OH yes.....I also weighed 180 when I joined Liquidity. I now weigh 130. 'Plus' and 'Cleanse' have helped to detoxify my body and boost my metabolism. At 52, my skin is glowing and firm. I see other women my age that pay huge amounts of money for skin care and facial treatments and the latest diet fads and they look at me and marvel that I am so beautiful and healthy at my age. I am beautiful and healthy because of the good science and the natural products of Liquidity International.

**WEIGHT MANAGEMENT**C.B., -Atlanta, GA

"After 13 years in the Army as a Labor and Delivery Nurse, I injured my back during an ambulance run and was medically retired. I had to undergo three separate back surgeries and a total right hip replacement. The third back surgery resulted in my receiving plates and screws and a fusion at three levels to stabilize my back. I ended up bed-ridden for one and a half years as my health continued to decline. I also gained a lot of weight.

After 10 months of taking the Complete and Charge nutrition and also taking the Liquigenics Weight Management System I am out of bed and helping my husband to build our Liquidity business and have lost 104 pounds. These products are absolutely awesome! They changed my life! Thank you so much to Mr. and Mrs. McKnight for putting together such a great company with such amazing products."

B.H., Fort Worth, Texas

" After taking the liquigenics for seven weeks, I have lost a total of 16 inches. I have gone from a size 14 to a 10! This product is amazing!"

M.B., Dallas, Texas

I started with the company 10 months ago and began using the weight management immediately....I definitely needed it!!! After 7 months on the system, I lost three dress sizes. I have had to go shopping and have most of my clothes altered. I feel great and look forward to continued success in reaching my goals. with Liquidity.

D., Atlanta, GA

I gained over 60lbs with my baby and 2 yrs later the weight was still there! My New Years Resolution last year was to lose that baby fat. Now it's 2005! If you're like I was, and looking for an effective way to lose weight without extreme, fad diets, vigorous exercise, or drugs, ask me how I lost 40lbs+ in just a few months, and kept it off naturally!!!

**SKIN CARE**B.M., Houston, Texas

I've always spent tons of money on skin care products. My face has always been very dry, so I've had to search high and low for good products. With the lotions I've found, I've had to reapply at least two times a day. Since being introduced to Liquidity's Skincare, I've noticed phenomenal results. My skin is no longer dry and one application in the morning, will last all day. I have no need to keep searching. This will be my skincare for life.

I started using Aloe-Glyc Dec 2004. I have noticed that the age spots on my hands have lightened and some have disappeared. I really believe the Aloe-Glyc has taken 5 years off my age with the improvement of my facial skin condition. It is an unbelievable product and I would recommend to everyone who wants to look younger

Frances H.

Just wanted you to know how excited I am about Life Force 1000. I have been applying it to my face to see if it could help the clusters of deep little cysts which I have had for years. The dermatologist said it wasn't feasible to remove them and they would just continue to appear anyway. Almost immediately after applying Life Force 1000 only once or twice a day, they began surfacing and I have just been scraping them out daily with my finger nails. Others seem to be simply drying up. I have also been taking LiquiVida\*, so the QRX is hitting it from both inside and outside, but I didn't notice this change until I used the Life Force 1000. Most amazed and grateful,

J.H., Austin, Texas

About three years ago I had contacted a case of flat warts on my left hand, which are just a result of a virus contracted from who knows where, and could not get them to go away. I had gotten them frozen off two different times at a dermatologist and had refilled a prescription about 8 times that had never done anything for them. When Liquidity released the Aloe Gele I kept a bottle by my desk and applied it to them about 3 times a day and within a month and half they were completely gone! It's amazing I wish I had a picture to show how effective the product worked, but one of the proven benefits of aloe vera is it's anti-viral properties and I guess that what did it. This product amongst all the other products marketed by Liquidity International are truly the best that money can buy.

Nicole M., Houston, Texas

I had spent nearly eight years in the military when I found Liquidity and The Leading Edge training company nearly two years ago, and looking at myself now opposed to then, I'm viewing two completely different people. My confidence level, people skills, just the way I live my life in general, has made me a much more fulfilled person.