



David Lisonbee
CEO and Founder

4Life, a Leader in the Nutraceutical Industry

Nutrition is a booming market within the network marketing industry. With an estimated 78 million "baby boomers" reaching the ages of 40-60 years old, nutrition promises to continue being the leading market within the network marketing arena. Throughout the past four decades, nutrition has been the primary market in which network marketers could successfully compete with the conventional marketing industry. Eighty percent of all of the highest paid networkers belong to companies that include nutrition in their line of products.

An emerging market within the industry is the nutraceutical market. The term nutraceutical refers to nutritional products that represent a new class of products created by the DESURE legislative act of 1995. Products that have a broader base of scientific research behind them are classified under this legislative measure. A wider range of scientific claims can be made concerning these products. 4Life™ Research of Provo, Utah is recognized as a leader in the nutraceutical industry.

4Life™ Research was founded by David and Bianca Lisonbee. David Lisonbee co-founded Enrich International during the mid-1980's. Under David's leadership, Enrich achieved annual sales of \$130 million over an 11-year period. Also, David was instrumental in Nature's Sunshine's international expansion in the 1970's. In the words of one of 4Life's™ top International Diamonds, Mike Akins, "Every opportunity that David Lisonbee has been involved with in the past 25 years has turned to gold." With the high statistical rate of small business failure, this factor becomes very important.

The 4Life™ venture is more than a business to David and Bianca; it is an avenue to make a difference in this world. The Lisonbee's are very passionate about their mission through 4Life™ Research. "There is so much suffering in this world. If we can bring hope and relief to those that suffer, it is worth all of the effort. Our focus is to bring to the network marketing industry the best that science has to offer, products that will save and change lives," shares David Lisonbee.

David has surrounded himself with individuals who share the same passion for making a difference in this life. According to Mike Akins, who has been a successful leader in network marketing for more than 32 years, "I have never seen a company with so many corporate leaders who have the unified passion for helping others. This can make a major difference in the destiny of a company."

In following through with this passion, 4Life™ has established an internal Research & Product Development department. This department and the Medical Advisory Board are staffed with world class biochemists, research scientists, and medical doctors. This staff is dedicated to bringing the very latest "cutting edge" science to the everyday citizen. World-renowned biochemist, Dr. William Hennen, is the supervisor of this staff. Dr. Hennen has been involved in the formulation of pharmaceutical and nutritional products for 22 years. 4Life™ has become a state-of-the-art manufacturer to guarantee the quality and efficacy of its products.

4Life's™ products have attracted a great number of medical professionals who are new to the network marketing industry. This is significant in that financial gain was not the primary consideration; this lends more credibility to the effectiveness of the products. 4Life's "flagship" product, Transfer Factor Plus™, has especially created a major stir with these medical professionals. Thousands of astounding testimonies are flooding the home office.

Rob Robertson, MD, who has been a physician for 28 years states, "I believe that transfer factor is the most significant discovery for healthcare in the past several decades. In the next decade I believe it will be commonly used throughout the world." Duane Townsend, MD, a distinguished OB/GYN, shares, "I recommend Transfer Factor™ to many of my cancer patients along with traditional therapies."

Recently, David Markowitz, MD, who has been a pediatrician for 18 years, completed a retrospective study of 88 patients ranging in age from 8 months to 9 years. From this study he found that children who consumed Transfer Factor™ experienced 74% less illness than children who did not consume Transfer Factor™.

4Life™ owns the exclusive patented worldwide

rights to Transfer Factor Plus™. Transfer factors are immune factors that store experience information. Transfer factors contain inducers and suppressors that can modulate the immune system. According to Dr. Robertson, "Transfer Factor Plus™ can affect our immune system more effectively than any other product on the market. It can do certain things to our immune system that no other nutrient has been found to do. There is more worldwide research and science behind transfer factors, than any other nutrient in the industry." A transfer factor is not a vitamin, mineral, herb, phytonutrient, or drug. It is totally new science.

4Life™ has a full line of quality breakthrough products. Nutra-Leane™, a revolutionary, new energy and weight control product, is the latest to be released. Charlotte Coker, from Kansas, has lost over 75 pounds in the past few months. Nutra-Leane increases the metabolic rate, reduces appetite, and improves energy levels.

According to Mike Akins, who in the past nine months has added 9,000 new marketers to his 4Life™ organization, there are several leaders who have already developed five-figure monthly incomes. Mr. Akins says, "The 4Life™ compensation program is one of the most balanced compensation plans that he has seen in his three decade career. There is a balance between the start-up and more experienced marketers." Mike has existing downlines in other companies that he has developed during the past 32 years. "I have selected several major winners, in the past and I believe that 4Life™ is the best I've seen."

For more information on 4Life™ Research and its products you can contact Mike Akins at 316-663-5233, fax 316-663-3152, or by e-mail research@midusa.net.