

2017 ASEA Global Convention

- The convention was a “workshop on increasing Conviction, Clarity and Confidence”.



1. New Building

- Global Headquarters is now in Pleasant Grove, UT.
- This was a two year project creating a new home to bring the world to.

2. Strategy Update

- Strategies that are foundational for our future.
- Update on resources and plans over the last 24-36 months that have created an even greater advantage for all of us.
- Highlights on: culture, global business, product development and validation, operational and finances, new and existing market expansion

3. New Science

- ASEA is disruptive, in early market and ASEA still owns the market. Must cross the chasm from early market into the “early majority”.
- Study by Taueret Labs to answer Q: What is the impact of ASEA on gene expression in human cells?

“Results of the study showed a 20-31% difference in gene expression abundance in five genes. The genes activated in this study are known as pathway signaling genes. These genes are key in the health of the individual and play a vital role in five human health areas as well as dozens of pathways.”

- EVERY participant experienced a positive shift in the activation of five key genes over 8 weeks AND then lost the benefit back to baseline after not taking the product for 8 additional weeks.

- The five key genes or “genetic pathway switches” affect the Immune System, Inflammatory Response, Cardiovascular, Digestive Function and Hormone Modulation.
- “We [ASEA] are the light switch that turns on these five areas.” -Tyler Norton
- The study also clearly demonstrated that the ASEA and placebo (saline solution that ASEA is made from) groups behaved differently ... providing more validation that ASEA is not just Salt Water from Salt Lake City.

4. ASEA Redox Relaunch

- Name change to “ASEA REDOX Cell Signaling Supplement”.
- Bottle change with a presentation “on” the bottle.

On the bottle: “ASEA REDOX Cell Signaling Supplement contains active redox molecules — cellular messengers that affect gene expression in a positive way, helping to protect, rejuvenate, and keep cells functioning at optimal levels. ASEA REDOX users enjoy cell signaling benefits, which translate to health at the most foundational level. ASEA REDOX has been scientifically tested and shown to signal the activation of genetic pathways and effect genes that:

- *Improve immune system health*
- *Help maintain a healthy inflammatory response*
- *Help maintain cardiovascular health and support arterial elasticity*
- *Improve gut health and digestive enzyme production*
- *Modulate hormone balance to support vitality and wellness”*

Also on the bottle: “The cell signaling benefits of this product result from a patented process that reorganizes molecules of natural salt and purified water into redox molecules native to the human body. A slight chlorine odor and taste is normal and safe.”

- Manufacturing process change to extend product shelf life; deionized water replaces distilled water as an ingredient.
- Ann Louise Gittleman presentation stating “ASEA reboots DNA for healthy genetic expression ... ASEA is the ultimate health insurance.”
- ASEA “Flavors” pilot test announced to gather feedback on the ability to change the taste of ASEA REDOX Cell Signaling Supplement.

5. New Messaging

- Powerful science; we must communicate it with a simple message.
- Simplicity with three questions: What is it? What does it do? Why do I need it?

We must begin with the simple and STAY THERE. Starting with why:

- *Why do I need it? Our cells are breaking down.*
- *What does it do? It turns on genes.*
- *What is it? Cell Signaling Supplement.*

Q: What do you do? A: “I am with ASEA. It is a cellular health company. And we are waging war on cell breakdown in this world today. We’ve got a breakthrough technology that turns on genes in five major areas of health. It is done with a cell signaling supplement.” -Justin Wilson

6. New Tools

- Simple: New bottle, brochure, information sheet, starter kit, study (science credibility) video, product video and shipment box
- Plus the complex is available: study summary, Taueret Labs summary, patents list

7. New Countries

- Accelerating our Expansion video

- (7) Countries moving forward in the Tier 1-3 and Tier 2 Stage 1-4 expansion philosophy.
- (2) Latin America Countries: Dominican Republic (stage 2, Jan 2018), Columbia (stage 1, now)
- (1) European Country: Poland (stage 2, now)
- (4) Asian Countries: Hong Kong (stage 3, now), Singapore (stage 3, now), Thailand (stage 3, 4Q17), Philippines (stage 3, 4Q17), Taiwan (stage 3, 1Q18)
- "This expansion is not about us or our businesses, but about somebody in a new country that needs this product." -Tyler Norton

8. Foundation Impact

- ASEA Advancing Life Foundation
- Update on ongoing work in Ecuador and with Operation Underground Railroad.
- Associates raised \$200K at the convention.

Bonuses:

- Promotional enrollment packs have been adjusted and are now permanent.
- Redox Rookies promotion extended with "Rookies vs. Pros" competition.
- Regional Conferences are coming in early 2018 to Maryland, Texas, California and Washington.
- 2018 Ascent: Los Cabos, Mexico May 2-6, 2018
- 2018 Diamond Summit: Dublin, Ireland Oct 16-18, 2018
- 2018 Convention: Dallas, Texas Sept 6-8, 2018
- Breakouts by field leaders and industry experts
- Presentations by field leaders
- Braam Malherbe presentation
- Presentations by the Executive Team
- Presentation by Founder Tyler Norton

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## **All 8 + Bonuses leading to CONFIDENCE!**

- "A deep abiding confidence with conviction and clarity." -Tyler Norton
- This event marks a huge inflection point for the whole company. This is when the game changed.

## **Q: What happens after the 2017 Global Convention?**