



# TrūAge SCANNER SYSTEM



SCAN-TO-PURCHASE

**CONVERSION RATE**

**40%**



A STEP-BY-STEP STANDARD OPERATING PROCEDURE FOR BUILDING A BUSINESS AROUND THE TruAge SCANNER.

NEW IPC

**ENROLLMENT RATE**

**15%**

## INTRODUCTION

Morinda's TruAge message is exciting, unique, universal and important. TruAge is spreading to health-conscious consumers all over the planet, and it has completely revitalized the businesses of countless independent product consultants (IPCs). Those with vision know that TruAge is a once-in-a-lifetime, generational message, and with that kind of message comes tremendous opportunity. This opportunity was created by three timelines — awareness, technology and products — intersecting at the perfect time to create a breakthrough opportunity.

The TruAge Scanner puts you in a prime position to take full advantage of the TruAge Opportunity. The cutting edge technology behind the scanner creates an undeniable link between AGE awareness and Morinda's products. It makes the concept of AGEs a reality for everyone who is scanned, proves the effectiveness of the products, and puts you on the forefront of the next huge, universal health trend, AGEs.

This instructional booklet, the TruAge Scanner System will be an indispensable guide as you begin to put the TruAge Scanner to work.

The TruAge Scanner System provides a step-by-step standard operating approach to building a successful business around the TruAge Scanner by hosting regular, standardized scanning events. This system was created with you in mind; it will give you the necessary foundation you'll need to get started.

When followed exactly, the TruAge Scanner System will produce results that will be both immediate and lucrative. Preliminary studies have shown that you can reach a scan-to-purchase conversion rate of up to 40%, and a new IPC enrollment rate of up to 15% when following this system.

This system will focus entirely on the TruAge Scanning event. That means other important subjects like contacting, following up, building lists and giving a Standard Opportunity Presentation will not be discussed in this booklet. For more information about these topics, consult the New IPC Orientation found online in the Morinda University training program.

# 7 STEPS

A GUIDE TO SUCCESS WITH  
THE TrūAge SCANNER

ENVIRONMENT

1

POST-SCAN  
CONSULTATION

5

PRESENTATION

2

PRODUCT  
SAMPLES

6

PRE-SCAN  
CONSULTATION

3

CLOSE  
THE SALE

7

SCAN

4



# STEP 1.

# ENVIRONMENT



TrūAge Scanning events are special and unique, and that means the environment surrounding your TrūAge Scanner and a TrūAge Scanning event needs to be special and unique. The TrūAge Scanner is one of those unique things that separate Morinda from every other business in the world. The TrūAge Scanner is a fast, accurate, easy, convenient way to measure AGE levels. It has been validated by hundreds of published, peer-reviewed articles. When one of your guests is scanned with the TrūAge Scanner, the TrūAge message suddenly becomes real to them. The TrūAge Scanner creates conversations, and it validates every point you make during your presentation.

Because being scanned by a TrūAge Scanner is such a significant event, it is of utmost importance that you create a secure, safe, relaxing experience for every one of your guests. TrūAge Scanner events work best in small groups, when each person feels like they are getting specific one-on-one attention. And the last thing you want to do is create an embarrassing situation

if and when one of your guests' TrūAge or AGE score end up being higher than they'd like and they are surrounded by people.

There are two types of scanning events and each serves a very specific purpose. Small, intimate scanning events are perfect for educating customers about AGEs and selling products. This booklet will focus on how to successfully hold one of these events. Large scale scanning events are a great opportunity to expose many people to the TrūAge message and the TrūAge Scanner. If you hold a large scanning event, please do not try to scan everyone in attendance. Your goal should be to show how the scanner works with a few volunteers and commit others to attend a smaller and more intimate scanning event in the future. Your success rate depends more on the quality of the interactions you have with your customers than the number of people that you scan. As you use large events to drive people to smaller events, you will see your success and closing rate increase dramatically.

When considering the TrūAge Scanning event environment, take a moment to run through the pre-event checklist, which consists of the following questions:

## PRE-EVENT CHECKLIST:

### WHERE WILL THE EVENT BE HELD?

TrūAge Scanning events can be held in homes, and also in reserved space like in an office building or a hotel. Look for a space that will be convenient for your guests, as well as professional in appearance.

### IS THE LOCATION CLEAN?

If you are holding the TrūAge Scanning event in your home, make sure it is clean and ready for guests. Make it presentable and comfortable. If you choose another location, like a hotel or business office, be sure the accommodations are clean and orderly.

### IS THE ROOM SET UP CORRECTLY?

Putting the room together the right way is important. There should be ample seating, but the room shouldn't be too big. The room should be cozy, but not confining. There should be a private area for the TrūAge Scanner, consisting of two chairs and a table. There should also be a dedicated area for product samples. Make sure you have any audio/visual equipment you might need, as well as a computer, smartphone or tablet ready for mobile orders.

### DO YOU HAVE A PARTNER?

TrūAge Scanning events are most effective when they are run by two or more people. Conversion rates and new IPC rates are calculated using a three-partner model, and we cannot guarantee you'll have the same success without at least two additional partners. One partner will perform the

scans, one will run post-scan consultations and the third will be in charge of product samples and closing sales. Doing so will relieve some of the stress of the event, and ensure a smooth transition from station to station. It will also prevent a situation where your guests are waiting for long amounts of time, or standing around with nothing to do. For the purpose of this booklet we will assume that you will be performing the scans and your partners will be doing the consultations, sampling and sales, but don't feel like you cannot adapt the program to fit your needs. If you would personally prefer to close the sales and have another partner do the scanning, that is great. Use this as a guide and do what works best for you.

**NOTE:** If your event has just one or two people, you may choose to proceed without a partner. If that is the case, remember that you will be in charge of each step of the TrūAge Scanner System.



“ AS A TrūAge SCANNER OWNER, YOU ARE IN PRIME POSITION TO TAKE FULL ADVANTAGE OF THE TrūAge OPPORTUNITY. ”

## DO YOU HAVE THE NECESSARY TOOLS, PRODUCT SAMPLES AND SALES MATERIALS?

Be sure you are well-stocked with product samples before you start your event. Also, keep in mind all the sales and scanner materials you'll need. Morinda has provided its TrūAge Scanner owners access to materials that will be a tremendous help during your scanning event. These materials consist of the following items:



TrūAge SCANNER PACK



TrūAge SCANNER REPORT CARD/  
HEALTH QUESTIONNAIRE



ORDERING TOOLS  
(TABLET, COMPUTER, PHONE, ORDER FORMS, ETC.)



STANDARD  
OPPORTUNITY PRESENTATION  
(EITHER VIDEO OR SLIDESHOW)



RECRUITING BROCHURE



PIQUE INTEREST CARDS



PRODUCTS FOR SAMPLING



PITCHERS OR BLENDER BOTTLES &  
DISPOSABLE CUPS





## STEP 2.

# PRESENTATION

Before your presentation begins, make sure your partners are clear on their responsibilities. Discuss your gameplan, and talk about the transition between scanning, consultation and product sampling. Also, discuss ways your partner can help during the presentation. That could mean help with passing out materials, sharing personal stories, and guiding traffic.

As your guests walk through the door, hand them a health questionnaire and ask them to fill it out while they wait for the presentation to begin. The purpose of this questionnaire is to give your guests a chance to think critically about their own health. The health questionnaire is also an important part of both the pre-scan and post-scan consultations, and will be discussed in greater depth elsewhere in this guide. Make it clear that you do not want to keep these questionnaires, and that your guests should not turn them in. After answering some simple questions about their health, their minds will become focused on health issues, and your message about living younger, longer with TrūAge will resonate more deeply.

### WHILE HANDING OUT THE QUESTIONNAIRES, YOU MIGHT SAY SOMETHING LIKE THIS:

*"This simple questionnaire is designed to get you thinking about your health. We won't keep this information, but we may refer to your answers before and after you have received your TrūAge Scan."*

By now your guests should be settled, and they have filled out the health questionnaire. It's time to start the TrūAge presentation. Deliver the Morinda Standard Opportunity Presentation, using either the video or the slideshow. Before you proceed to the scan, be sure the following points have been covered and emphasized sufficiently:

During your presentation, be sure you take advantage of every opportunity to inject your own personal experiences and testimonials. Remember,

## BE SURE TO EMPHASIZE:



**1.** PREMATURE AGING INSIDE AND OUT IS THE PROBLEM, AND A.G.E.s ARE THE CAUSE.

**2.** A.G.E.s CAN BE MEASURED ACCURATELY USING THE TrūAge SCANNER



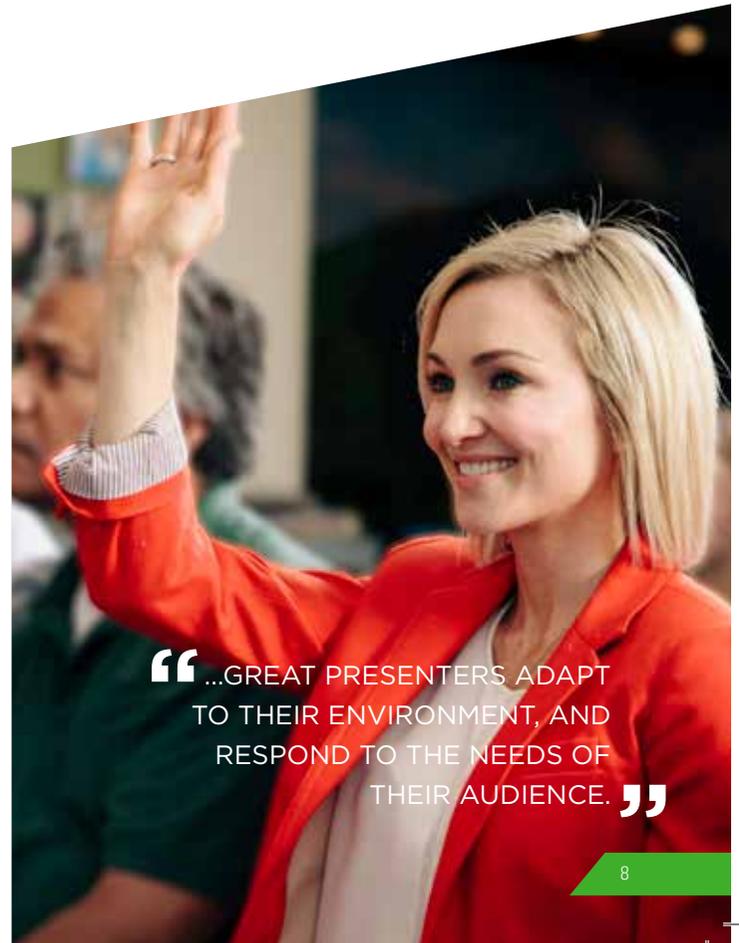
**3.** A.G.E.s CAN BE MANAGED, USING MORINDA'S TrūAge CORE REGIMEN

your guests have come to hear you speak. Be your best self, and make sure you imprint your personality on this presentation. Remember that great presenters adapt to their environment, and respond to the needs of their audience. Be mindful of your guests. If you feel like you need to spend more time on one point and less on another, feel free to make such changes on the fly.

However, refrain from making large-scale changes to the presentation. Do not deviate from the content. The steps provided in this guide, as well as the Morinda Standard Opportunity Presentation, have been established as the foundation for every successful event. When you use the information in this guide exactly, you will experience success.

The best thing you can do for your presentation is make sure you are totally comfortable with the material. Internalize it. Build your confidence, and speak from the heart. Your guests and audience will respond when you speak with passion and sincerity.

Above all, make sure your guests know that you have had a great experience with Morinda, the TrūAge Scanner and all of the TrūAge products. Pause the presentation after discussing how AGEs can be managed using TrūAge Core products. You will resume the presentation later to discuss the business opportunity with those who are interested.



“...GREAT PRESENTERS ADAPT TO THEIR ENVIRONMENT, AND RESPOND TO THE NEEDS OF THEIR AUDIENCE.”



STEP **3.**

# PRE-SCAN CONSULTATION

The scanning experience is unique and interesting. It's also private. When you scan someone, you are sharing in a deeply personal experience. Don't forget that, and remember to be respectful and professional. You will quickly see that your guests will be fascinated by the TrūAge Scanner, and it will lead to many productive conversations. There is nothing like a TrūAge Scanning experience, so before you scan make sure your guests know what's coming.

First, explain to your group what the scanning experience will be like. Tell your guests that you

will call them to the TrūAge Scanner area, one at a time. Then explain the scanning process, which consists of a pre-scan consultation, the scan, and then a post-scan consultation. Let your guests know that when you are finished scanning them, you will send them over to your partner in the product sampling area to try the TrūAge products for themselves. You will then call the next person back, and proceed until every person in the audience has been scanned.

This is also a great time, while your guests are together, to remind them to fill out the health questionnaire.

The pre-scan consultation is an opportunity for you to set expectations for the TrūAge Scanner. Setting expectations is important. Laying a proper foundation



of what the scanner is and what your guest can expect to see will preempt potential confusion and conflict. Use the health questionnaire to guide your discussion.

Look over your guest's health questionnaire, and identify anything that might influence the person's AGE levels. This can include diet, exercise, lifestyle, sleep, stress, and even things like the use of lotion and cream on the skin. After looking over the health questionnaire with your guest,

#### YOU CAN SAY SOMETHING LIKE THIS:

*"When you are scanned, you will see two numbers: A TrūAge number and an AGE score. Your TrūAge is an estimate of how old you are on the inside based on the amount of AGEs you have in your body. Your AGE score is based on how many AGEs are in your body and on your skin. Your AGE score will fall in one of three categories: high (red), average (yellow) or low (green). No matter what your score turns out to be, always remember that this is a starting point.*

*Think of it this way: Now you know what your AGE levels are, and knowledge is power. Now you can start actively managing your AGE levels."*

#### AND THIS:

*"On your health questionnaire, you have indicated that you smoke, drink, and live an inactive lifestyle. These are all AGE accelerators; these things cause your body to produce AGEs, and they interfere with your body's ability to dispose of AGEs. Those who engage in these activities tend to have higher AGEs than the average person their age."*

#### AND FINALLY THIS:

*"When you are scanned, your AGE score will be green, yellow or red. Green means low, yellow means average and red means high. Ideally, we'd like to see everyone in the green field. But whatever your color turns out to be, consider it your starting point. Don't worry so much about what your AGE score is now, but rather focus on what your AGE score will be in 90 days when you're scanned again. Now that you know about AGEs, you can start actively managing your AGE levels."*



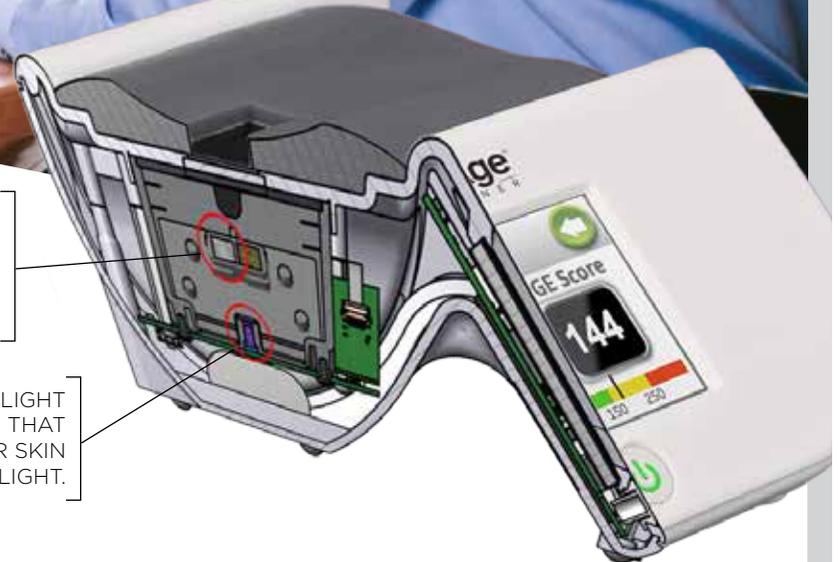
# STEP 4.

# SCAN



WHEN EXPOSED TO UV LIGHT, A.G.E.s IN THE SKIN ARE VISIBLE THROUGH A MACHINE CALLED A SPECTROMETER.

A SAFE, LOW LEVEL UV LIGHT EMITS FROM THE SCANNER THAT CAUSES THE A.G.E.s IN YOUR SKIN TO GIVE OFF LIGHT.



After you have taken time for a pre-scan consultation, perform the scan. As you do so, tell your guest specifically how the scanner works, and how to achieve the most accurate results.

## YOU CAN SAY SOMETHING LIKE THIS:

*"The scanning process is quick and simple. Simply place your forearm over the small window of the TruAge Scanner, carefully making sure that no light enters the window. I*

*will then enter your calendar age into the scanner and begin the scan. At that point you will need to keep your arm still on the scanner for about 20-30 seconds while the TruAge Scanner shines harmless UV light on your skin, and collects the data. After the scan has taken place, there will be two numbers displayed: your TruAge, and your AGE score."*

At this point, it is important to note that there are a few things that will affect the accuracy of the TrūAge Scanner. Anticipate these situations as best you can beforehand, and do everything necessary to avoid these circumstances:

## AVOID:

### DIRT ON THE TrūAge SCANNER LENS.

Make sure to clean the TrūAge Scanner lens, or window, often with the microfiber lens wipe. Smudges, dirt, fingerprints or other films can negatively affect the TrūAge Scanner.

### INCONSISTENT ARM PLACEMENT.

For consistent results, make sure each person places their arm in the same spot. A good rule of thumb is to align the elbow at the back end of the scanner.

### LOTIONS AND CREAMS ON THE ARM.

Lotions and creams on the skin will block some of the ultraviolet light emitted by the TrūAge Scanner. This will in turn affect the TrūAge Scanner's accuracy. Make sure your guests are aware of this when you invite them to the meeting. Tell your guests to avoid wearing lotions and creams on their arms prior to their scan.

### LIGHT ENTERING THE SCANNER WINDOW.

If any light enters the TrūAge Scanner window, the results will be skewed. It is important that the window is covered completely. In some cases, it is necessary and appropriate to drape the dark heavy cloth included with the scanner over the arm as it is being scanned to block any extra light.



After the scan, when a TrūAge and AGE score are displayed, tell your guest to relax and remove their arm from the TrūAge Scanner. Fill out the TrūAge Report Card with the important information—the TrūAge and the AGE score—and the results of each guest's scan into TrūAge Scan+. This requires a computer, or if you have a tablet or a smart phone, the TrūAge Scan+ app. This step is important, because it allows you to capture contact and scanning information for your guests. This software will allow you to compare scans (if your guest has been scanned more than once), and follow up after the event. Hand the report card back to your guest. It is now time for a post-scan consultation.

# STEP 5.

## POST-SCAN CONSULTATION

The first step in the post-scan consultation process is reviewing the scanning results. Look at each guest's report card and explain exactly what those numbers mean. Explain the TrūAge concept—how the TrūAge is an estimate of how old they are on the inside based on AGE levels.

### HERE IS AN EXAMPLE OF A SHORT TrūAge EXPLANATION:

*"The TrūAge number is an estimate of how old your body is on the inside, based on AGE levels. AGEs prematurely age your body, inside and out. So you might be 31 years old, but if your AGEs are higher than normal, your TrūAge might be 40 or even 50. On the other*

*hand, if you're 60 and actively manage your AGEs every day, your TrūAge might be in the 30s."*

Then take a look at their AGE score, and help each guest understand their number. This is when you'll build on the foundation you laid during the pre-scan consultation.

Your discussion will take a different path depending on the result of your guest's scan. Follow these simple examples for how to discuss high, average and low AGEs scores.



## HIGH (RED)

“It looks like your AGE score is a little high. This means that your AGE levels are higher than the average person your age. But don't worry; there are plenty of things that you can do to lower your AGE levels. The important thing is that you know where you stand so you can start to take control of your health.”

## AVERAGE (YELLOW)

“Congratulations! Your AGE score is right about where it should be. Your AGE levels are where we would expect them to be for someone your age. This is good news, but there is still room for improvement. Now that you know your AGE score, you can take active steps to manage them and even lower them.”

## LOW (GREEN)

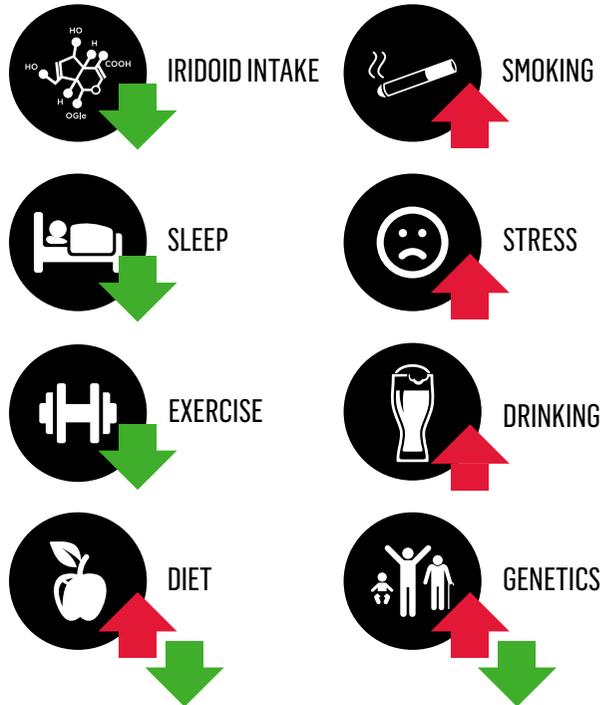
“Congratulations! Your AGE score is very low. This means that your AGE levels are lower than the average person your age. This is great news but it does not mean that you have nothing to worry about. As you age, your AGE levels will increase at a higher rate. And AGE levels low or high need to be managed to keep them at the desired level.”

Next, turn the report card over and discuss ways to manage AGEs, including drinking TrūAge Max every day, getting plenty of exercise, and eating better. Explain how certain lifestyle choices have a direct impact on AGE formation, either positively or negatively. Start a conversation that will get them thinking about the health questionnaire that they filled out.

### YOU COULD SAY SOMETHING LIKE THIS:

*“AGE levels are directly linked to our lifestyle. Healthy eating and exercise will help to lower your AGE levels, and things like smoking, stress and poor diet will increase them. Think about*

## FACTORS CONTRIBUTING TO A.G.E. LEVELS:



*how you answered the health questionnaire and see if you have any room for improvement.”*

Your AGE management conversation should be healthy and lively, but it is not complete until you discuss TrūAge Core. Using TrūAge Core products is the very best way to manage AGE levels. Each TrūAge Core product works together perfectly, and addresses a different aspect of AGE formation and

elimination. Make it a point to introduce TrūAge Core to everyone who comes in for a consultation.

## HERE'S WHAT YOU COULD SAY ABOUT EACH PRODUCT:



*"Tahitian Noni Juice/TrūAge Max use the power of iridoids to fight AGEs. Iridoids have been shown to block AGE formation inside the body, and TNJ/Max have more iridoids than any other product on the planet. Max is proven to reduce AGEs by up to 24% when taken every day."*

*"TrūAge Body Sugar Stop uses a blend of earth's best ingredients to help your body block the absorption of complex sugars, such as those found in starches. Sugar is a key component of AGEs, so blocking sugar absorption means less AGE formation."*



*"TrūAge Performance Rapid Fuel delivers high-quality protein quickly to your bloodstream using a patent-pending delivery system developed at the university level. It helps your body build lean muscle, which burns sugar."*



*"TrūAge Skin AGE Therapy Gel fights the external effects of AGE damage. AGE Therapy Gel takes advantage of proven anti-glycation ingredients like noni, carnosine and oat kernel extract to protect your skin against glycation, and keep you looking younger, longer."*



Your goal during the post-scan consultation is to generate interest in TrūAge products. This shouldn't be very difficult—these are products that directly address one of the most important, universal and talked-about problems in our lives today: aging. What's more, Morinda's products are backed by real science, clinical studies, published reviews and thousands upon thousands of testimonials.



# STEP 6.

## PRODUCT SAMPLES

After you introduce the products, talk about your personal experience with each product or share someone else's experience. Nothing is more effective than a success story.

After you share your success story, send your guest to your partner in the product sampling area. It will be your partner's responsibility to give out product samples, and close sales. Again, tell your guest what to expect.

### SAY SOMETHING LIKE THIS:

*"Thanks for your time. I hope you had a good experience with the TrūAge Scanner. Now please make your way to (INSERT PARTNER'S NAME) for samples of the products we just*

### PREPARING SAMPLES:

#### TAHITIAN NONI® JUICE OR TrūAge MAX:

- Pour two ounces of Tahitian Noni Juice or TrūAge Max into disposable cups.



#### RAPID FUEL:

- Prepare a large pitcher of Rapid Fuel according to the directions on the product label. Be careful to use exact water/product measurements to maintain product efficacy and integrity.
- Pour two ounces of Rapid Fuel into disposable cups.





### SUGAR STOP:

- Prepare a large pitcher of Sugar Stop according to the directions on the product label. Be careful to use exact water/product measurements to maintain product efficacy and integrity.



### A.G.E. THERAPY GEL:

- Put a small amount of AGE Therapy Gel on your guest's finger. Make it the size of a large pea. Invite your guest to look at the gel, feel how weightless it is, smell it if they'd like, and apply it to an area of skin that is of greatest concern.

*talked about."*

Now, your guests get the privilege of sampling Morinda's amazing products for themselves. Sampling is a win-win for both you and your guest. From your perspective, samples are easy to give away, and very effective. From your guest's perspective, samples are free and come with no strings attached. Let your guests try each of the four TrūAge Core Products, and be sure to point out the specific benefits of each product.

This is a great time to instruct your guests about the importance of all four TrūAge Core products in regards to complete AGE management. Each product is different and addresses AGEs in different ways:

### YOU COULD EXPLAIN TrūAge CORE LIKE THIS:

*"TrūAge Core is a complete AGE-management system that addresses all aspects of AGE formation. It is designed to be used each and every day and it includes the following products..."*

### HERE ARE BRIEF DESCRIPTIONS OF EACH PRODUCT: (also found in Step 5: Post-Scan Consultation):

*"Tahitian Noni Juice/TrūAge Max use the power of iridoids to fight AGEs. Iridoids have been shown to block AGE formation inside the body, and TNJ/Max have more iridoids than any other product on the planet. Max is proven to reduce AGEs by up to 24% when taken every day. Drink at least two ounces a day, every day."*

*"TrūAge Body Sugar Stop uses a blend of earth's best ingredients to help your body block the absorption of complex sugars, such as those found in starches. Sugar is the key component of AGEs, so blocking sugar absorption means less AGE formation. Follow the directions on the label, and drink every day with your biggest meal."*

*"TrūAge Performance Rapid Fuel delivers high-quality protein quickly to your bloodstream using a patent-pending delivery system developed at the university level. It helps your body build lean muscle, which burns sugar. Follow the directions on the label, and drink every day during the most active part of your day."*

*"TrūAge Skin AGE Therapy Gel fights the external effects of AGE damage. AGE Therapy Gel takes advantage of proven anti-glycation*

# STEP 7.

## CLOSE THE SALE

*ingredients like noni, carnosine and oat kernel extract to protect your skin against glycation, and keep you looking younger, longer. Apply daily to the entire body, focusing on areas of concern."*

By now your guest will have tried every TrūAge Core product, and they will have heard your explanation. It is now time to close the sale using the 90-Day Challenge.

It is now time to invite your guests to purchase TrūAge Core Products. This is a good time to make sure your ordering process is in place. Whether you're using the ordering app, the website, paper order forms or the customer service telephone line, be sure you have all of the necessary materials (phone,

tablet, computer, order forms, etc.) at hand.

There is a hierarchy of product ordering options for your guests, and as a Morinda business builder it is your job to guide your guest to the very best option for both parties. Here they are in order:

**GOOD OPTION:** One case of Tahitian Noni Juice/TrūAge Max. Your guest will have four bottles of the world's best iridoid beverage to disrupt AGEs.

**BETTER OPTION:** The TrūAge Core Experience. This case includes one of each of the TrūAge Core products. It is essentially a 15-day supply, and will give your customer a lasting experience with each of the four TrūAge



Core products.

**BEST OPTION:** TrūAge Core Regimen. This includes one month's supply of all four TrūAge Core products. This is the best value for your customer, and will give you the most commissions. Steer your customer toward the TrūAge Core Regimen. It is the very best option for all parties. You might try introducing all options, starting with good and ending with best, and increase your excitement and emphasis as you make your way toward the TrūAge Core Regimen option.

#### HERE IS AN EXAMPLE:

*"AGE management starts with Morinda products. The first option is a simple case of TrūAge Max. The second, better option is the TrūAge Core Experience. This is a 15-day supply of the TrūAge Core products. The best option, the premier anti-AGE system, is the TrūAge Core Regimen. It contains a month's supply of our complete line of TrūAge Core anti-AGE products, and it will give you a real feel for the benefits these products will deliver."*

Answer questions about the products, resolve concerns where necessary, and close the sale. If your customer is not interested in any of the three options, present an alternative. Invite them to try one bottle of Max, and follow up with their experience. Don't mention this option up front; only suggest this alternative if all other options have been rejected.

Before you finish, don't forget about the 90-Day Challenge. Any trepidation or barrier your customers might be experiencing before buying product will be dissolved if you explain the 90-Day Challenge effectively.

#### HERE IS SOMETHING YOU MIGHT SAY ABOUT THE

#### 90-DAY CHALLENGE:

*"Morinda's products work. They are of the highest quality, and provide the best benefits. And every Morinda product is backed by the 90-Day Guarantee. Anyone who uses Morinda products for 90 straight days and is not satisfied for any reason will get a full refund. That's how confident Morinda is in its products."*

All you need to do now is schedule a follow-up scan with each of your guests to check their progress, and invite them to visit the TrūAge Community.

**NOTE:** At this point, you might notice that some of your guests will not only love TrūAge products, they'll want to know all about Morinda's business opportunity. Tell these potential business partners to stick around for an additional presentation that will focus solely on the business opportunity. Everyone else may leave.

Now, to this business-focused group, continue with the Standard Opportunity Presentation from where you left off before. After presenting the business opportunity, offer to sign up anyone who is interested as your business partner. Also, meet



# WE ARE MORINDA

with each interested IPC individually to answer any questions and talk about strategy.

Congratulations! You just successfully hosted a TrūAge Scanner Event.

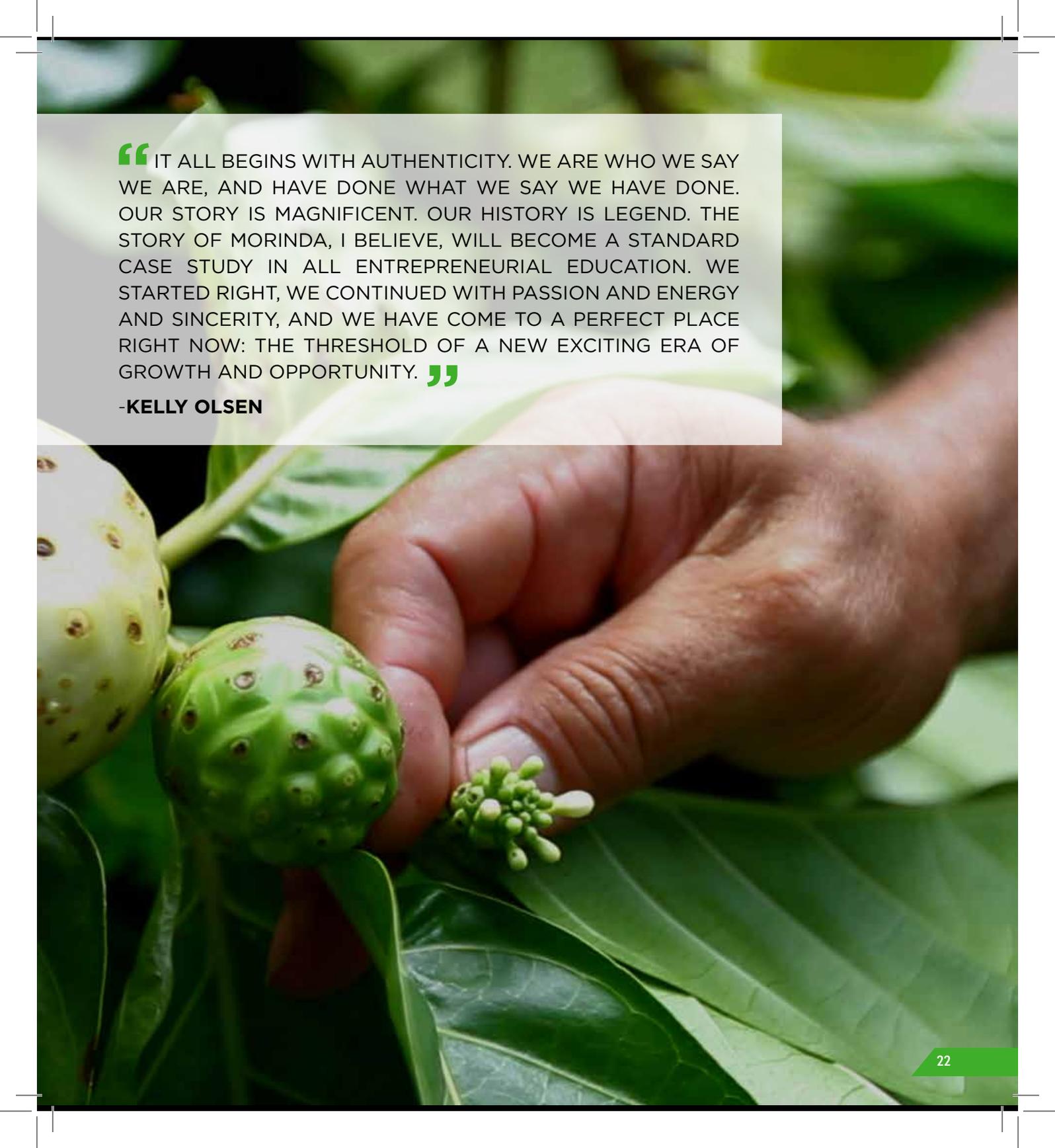
## TrūAge IS A GENERATIONAL MESSAGE.

It's the message for our time. It's the perfect message for right here, right now. Giving a presentation isn't always easy, so always be true to what you know. And remember: you love TrūAge! It's something you feel strongly about. You've had a great experience with Morinda, and you want to share it with others. That is perfectly normal, so there's no need to be nervous.

You have something—superior products, superior opportunity—that your guests want. They want it so bad, in fact, that they'll give you money for it. They are interested, they are your invited guests, and they are depending on you to speak openly, honestly and passionately about AGEs, TrūAge and Morinda.

If you use the instructions in this guide, you will see success. Again, preliminary studies have shown that you can expect a scan-to-purchase conversion rate of up to 40%, and a new IPC enrollment rate of up to 15%.





“ IT ALL BEGINS WITH AUTHENTICITY. WE ARE WHO WE SAY WE ARE, AND HAVE DONE WHAT WE SAY WE HAVE DONE. OUR STORY IS MAGNIFICENT. OUR HISTORY IS LEGEND. THE STORY OF MORINDA, I BELIEVE, WILL BECOME A STANDARD CASE STUDY IN ALL ENTREPRENEURIAL EDUCATION. WE STARTED RIGHT, WE CONTINUED WITH PASSION AND ENERGY AND SINCERITY, AND WE HAVE COME TO A PERFECT PLACE RIGHT NOW: THE THRESHOLD OF A NEW EXCITING ERA OF GROWTH AND OPPORTUNITY. ”

**-KELLY OLSEN**

# FAQ

## WHAT ARE A.G.E.s?

AGEs, or Advanced Glycation End-products, are harmful compounds in the body that are linked to aging. AGEs come from the food we eat. They are also formed inside our bodies when excess sugar and protein combine. AGE accumulation is a primary cause of aging and many age-related health issues. Maintaining healthy levels of AGEs supports overall health, specifically heart health, kidney function, blood sugar levels and memory.

## WHAT CONTRIBUTES TO A.G.E. ACCUMULATION?

AGEs form in the body when excess sugar binds with protein. AGEs can also be consumed. Foods that are high in AGEs or contribute to excess AGE formation include: sugary, high-calorie and processed foods, as well as foods that have been browned or cooked at high temperatures. There are a number of other factors that can also accelerate AGE accumulation including:

- Lack of sleep
- Physical overexertion
- Stress
- Pre-existing health conditions
- Sun exposure

## HOW CAN I MANAGE MY A.G.E. LEVELS?

Once you know your numbers, you can start to manage them. There are no prescription drugs that

specifically manage your AGE levels. However, you can manage them through:

- Drinking TrūAge Max
- Modifying your diet to include more fruit and vegetables and fewer processed foods
- Exercising daily
- Getting recommended amount of sleep
- Managing stress

## HOW DO I START USING TrūAge MAX?

The easiest and most effective way to use Max to start managing your AGE levels is with the TrūAge Regimen Pack. This introductory pack is designed to help you immerse yourself in the power of Max and includes everything you need to take control of your levels today. This pack gives you a jumpstart into managing your AGEs with a month's supply of products for use at home and on-the-go. The TrūAge Regimen Pack is the best thing you can do right now to start managing your AGE levels.

## HOW DOES TrūAge MAX HELP CONTROL 'A.G.E. LEVELS?

TrūAge Max is a natural product proven to help support healthy AGE levels without harmful side effects. A recent clinical study found that participants with elevated AGE levels who drank just two ounces of Max a day for four weeks lowered their AGE levels by an average of 24%. Research has shown that the ingredients in Max help maintain blood sugar levels, which may reduce the amount of sugar in the blood that contributes to AGE formation. Max also provides powerful antioxidants that protect against free-radical damage that enhances the production of AGEs.

## I HAVE BEEN DRINKING TAHITIAN NONI JUICE FOR A LONG TIME. WHY ARE MY A.G.E. LEVELS NOT LOWERING?

Studies have shown that products like Tahitian Noni Juice which contain iridoids have been shown to help support healthy AGE levels. However, TrūAge Max has been shown to lower AGEs by an average of 24% in individuals with elevated AGE levels. Certain lifestyle factors can also impact your AGE score, such as lack of sleep and exercise, poor diet, prolonged exposure to UV-A and UV-B light, and genetics. Improving these factors along with drinking TrūAge Max may help in promoting healthy AGE levels.

## WHERE CAN I FIND MORE INFORMATION ABOUT A.G.E.s?

You can find additional AGE-related information on the following websites:

**www.TrūAge.com** – Morinda-sponsored website where you can learn more about AGEs and set up an appointment to attend a local AGE health screening and find out your TrūAge.

**www.AGEfoundation.com** – Non-profit organization dedicated to building AGE awareness and providing solutions for managing AGE levels.

## WHAT IS THE TrūAge SCANNER?

The TrūAge Scanner is a certified research device that measures AGE levels in the skin. It is fast, non-invasive, and has been proven to measure AGE levels as accurately as a skin biopsy. The TrūAge Scanner will also tell you your TrūAge by comparing your AGE levels to those of people in your age range. The lower your AGE levels, the lower your TrūAge.

## HOW OFTEN SHOULD I SCAN?

While you can safely scan as often as you would like, it

is recommended that you get a new scan once every 90 days. During those 90 days, make changes in your life that will help you accomplish your goal and prepare for your next scan.

## IS THE TrūAge SCANNER SAFE TO USE ON A FREQUENT BASIS?

Yes. The TrūAge scanner is a safe and reliable device. The light emitted is a combination of blue light, UV-A and Infrared light at a low range and an extremely low dose compared to that emitted by the sun.

## DOES THE TrūAge SCANNER WORK EFFECTIVELY ON ALL SKIN TYPES?

The TrūAge Scanner has been tested on over 80,000 people across almost every continent. It uses UV light reflection to accurately measure AGEs. Those who have darker skin have superior UV protection which blocks UV light from penetrating skin. This may require the participant to scan in a different location such as the tricep or palm of the hand, instead of the forearm.

## CAN I DIAGNOSE DISEASES WITH THE TrūAge SCANNER?

No. The TrūAge Scanner is a scientifically validated device to assess a person's AGE levels and TrūAge but it cannot and should not be used to diagnose diseases. Only a medical doctor can diagnose disease.

## CAN I CHARGE SOMEONE TO BE SCANNED USING THE TrūAge SCANNER?

Yes. It is up to you to determine whether or not you want to charge for the scan or provide it as a free service. The value of a scan has been set at \$25.00 US.

## WILL FRECKLES OR SCARRED SKIN AFFECT THE ACCURACY OF THE TrūAge SCANNER?

Yes. It is important to only scan an area of the skin that is free of moles, freckles or damaged skin (scarring).

## WILL TATTOOS AFFECT THE ACCURACY OF MY READING?

Yes. The permanent dye used in tattoos affects fluorescence and will lead to an inaccurate reading. The area scanned should be free of tattoos.

## DO TOPICAL SKIN PRODUCTS PREVENT THE TrūAge SCANNER FROM GIVING AN ACCURATE READING?

Yes. Topical skin products such as lotion, sunscreen, sunless tanner, baby oil, makeup and so forth will result in an inaccurate reading.

## IF I APPLY LOTION OR OTHER PRODUCTS ON THE DAY OF MY SCAN, WILL WASHING IT OFF BEFORE MY SCAN RESULT IN AN ACCURATE READING?

No. You must wait at least 2-4 days after washing off any temporary substance that absorbs into the skin before an accurate measurement can be taken. If you have anything on your skin that includes dye such as sunless tanner, then you must wait at least two weeks to be scanned.

## WILL TAKING PRESCRIPTION MEDICATIONS IMPACT MY A.G.E. SCORE?

Yes. Some prescriptions may cause a false reading.

## WHAT IS MY TrūAge?

Your TrūAge is an estimate of your internal age based on the number of AGEs in your body. It's the level at which your body and all of its systems actually perform every day.

## WHY IS THE TrūAge SCALE CAPPED AT 80 YEARS OLD?

The scale is capped at 80 years old because we have not done research or testing on people over the age of 80. Whenever there is a concern about the accuracy of the TrūAge make sure that you pay close attention to the TrūAge score. The score will tell you the level of AGEs and give you a reference point to start managing your AGE levels.

## WHAT SHOULD MY A.G.E. SCORE BE, BASED ON MY AGE?

According to leading AGE experts, your AGE score should fall within the following range based on your age:

Age	AGE Score
0-10	97±17
10-20	111±20
20-30	153±30
30-40	173±42
40-50	181±36
50-60	209±36
60-70	246±57
70-80	273±55

M. Koetsier, M.Sc.,<sup>1</sup> H.L. Lutgers, M.D., Ph.D.,<sup>2</sup> C. de Jonge, M.Sc.,<sup>3</sup> Links, M.D., Ph.D.,<sup>2</sup> A.J. Smit, M.D., Ph.D.,<sup>2</sup> and R. Graaff, M.Sc., Ph.D.<sup>1</sup>

### WILL THE PALM OF MY HAND AND MY FOREARM RECEIVE THE SAME A.G.E. SCORE?

The TrūAge Scanner was developed to measure AGE levels in the skin of the forearm. Therefore, changing the scanning location to the palm of the hand will give a different score. This score will likely be higher because the skin of the hand is thicker than that of the forearm. For this reason, the TrūAge generated by the scanner will be inaccurate. However, the AGE score produced can be used as a baseline score that can be used to track future AGE management.

### HOW DO I PLACE MY FOREARM TO SCAN THE SAME LOCATION EVERY TIME?

It is recommended to place your elbow at the back end of the scanner and then lay your forearm across the scanning window. Following this procedure will ensure the same general location is scanned every time and provide for more consistent results.

### WILL MY A.G.E. SCORE FLUCTUATE DAILY?

Yes, but only moderately. AGE levels in our bodies fluctuate on a small scale because there is a constant flow of incoming and outgoing AGEs. However, the skin tissue is not as susceptible to this fluctuation as other parts of the body. This fluctuation can be more dramatic if the body is under stress from events such as travel, eating or a change in sleeping habits. These, as well as many other factors, can cause a short-term fluctuation in AGE levels.

