

Building an R3 Comm

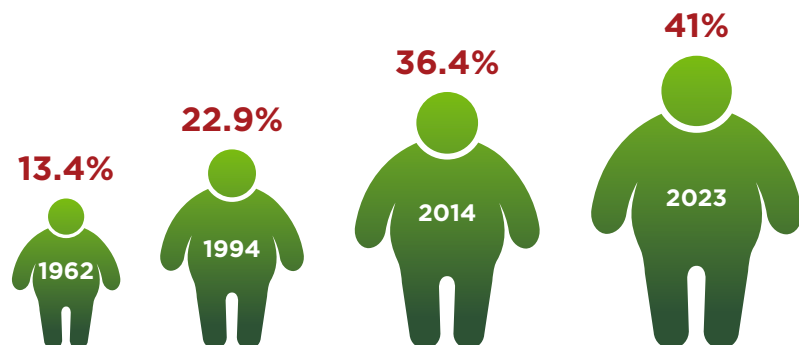


North Americans are more health conscious than ever before, but they are also fatter than they have ever been. Seventy-three percent of Americans over age 20 are overweight and 41% are obese. But one of the most shocking numbers is this: 95% of Americans have tried to lose weight within the last five years. Despite the resources of modern medicine, a widespread knowledge of nutrition and health, and the

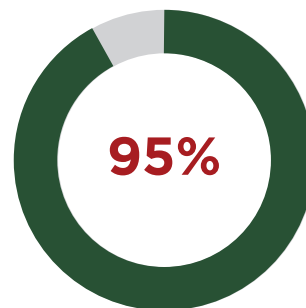
efforts of almost an entire nation, Americans seem to be losing the battle of the bulge. While this news might be nothing but discouraging for many, as a Marketing Executive you are adept at meeting the needs of others with solutions from Melaleuca. There are literally hundreds of millions of people ready to embrace the R3 Weight Loss Program. They just need you to share it with them!

The Opportunity: The Majority of Americans Are Overweight or Obese

Percentage of American adults with a BMI over 30



Percentage of Americans who have tried to lose weight in the last five years



unity and Business



Create Your Own R3 Community

- The first step is to experience the R3 process yourself. Participate in one of the corporate weight loss challenges that happen three times a year to see the way they are run.
- Duplicate your experience, allowing for customization.
- Establish a hub for communication, such as a private Facebook page.
- Coordinate six-week R3 programs for your community.
- Share your experiences in person and on social media.
- Invite others to join you and your group for a six-week R3 program.
- Participate in every corporate R3 challenge. Encourage your team to participate as well.
- Since the R3 Weight Loss Program is public, take every opportunity you can to share product experiences and talk about your Melaleuca Membership. While the R3 program can be undertaken without Melaleuca products, they are the most advanced tools available to boost success. When others see the advantage that Members have, they'll be asking you how they can get Melaleuca products into their homes.



In January 2022, Director 9 Taylor Hoopii participated in his first six-week R3 Reset Weight Loss Challenge. He saw immediate

results. Taylor works as a law enforcement officer, and his colleague Director 3 Marc Randall was so impressed by Taylor's 17-pound weight loss that he wanted to try R3 for himself. Taylor saw how powerful sharing R3 could be—for new participants and for his Melaleuca business.

Taylor attracted five family members and friends who wanted to try R3 after seeing his success. "Through my work as a police officer, I have experience building community programs from scratch," Taylor says. "As I continued with my R3 journey, I invited five other people to do R3 with me. Each of us had phenomenal results, and we became walking billboards. Friends and family naturally asked what we were doing

to lose weight. It created a buzz. We invited more people to join us for another six-week R3 program."

Taylor's casual R3 group quickly coalesced into a supportive, encouraging community. Drawing on a mantra of persistence, Taylor's group vows to keep going, "no matter what, whatever it takes." Taking the first letter of the words in their motto, they lovingly call themselves the NMWWITs. The NMWWIT R3 group has grown from six people to as many as 300, and Taylor has led the NMWWIT community through the six-week R3 program 10 times. In doing so, Taylor has personally lost a total of 40 pounds. As a full-time police officer who also owns two businesses, Taylor builds his Melaleuca business part-time. Now a Director 9, he attributes much of his Melaleuca business's growth to R3.

"My business has exploded thanks to R3," Taylor says. "R3 is what I lead with whenever

talk about Melaleuca. My mission is to bring health and wellness to the ones I love, and I am doing that with R3. We are so successful because we have built a strong, supportive community. As we work toward our own goals, we always think about how we will help others succeed and reach their goals. We are living aloha and sharing the aloha spirit."

Susan Torborg, Director of R3, has been working closely with Taylor and his team. "The R3 Hawaiian NMWWIT Community is a strong ohana, a close-knit family!" Susan says. "They are coachable and focused on living their healthiest lives. They have successfully duplicated R3 into their personal community and have grown their businesses in the process. Anyone can do what Taylor is doing. Embrace the 'no matter what' attitude and leverage R3 to grow a solid business that will last a lifetime!" 