

L E G A C Y F O R L I F E

February 1, 2013

OFFICIAL NEWS AND ANNOUNCEMENTS - 2013



Shipping Charges and Product Price Change

A lower net cost

Great news, doing business with Legacy for Life has just become easier and less expensive.

The bottom line price you pay to receive LFL products is made up of several different charges, it goes beyond simply the price of the product. The actual cost is made up of the cost of the product, separate shipping and handling charges as well as taxes. Unfortunately the cost of shipping and handling continues to rise as does the cost to produce our products. So for the past year we have been studying ways to reduce the overall cost. We also wanted to find a solution to the “sticker shock” most of our new customers experience from shipping and handling charges. We believe we have come to a reasonable solution that will help keep or lower the bottom line price you pay to enjoy our products and at the same time eliminate a big negative in shipping charges for new customers.

Shipping and handling charges are now combined

For many years we separated out shipping and handling charges to help you avoid higher taxes on shipping. That need has been eliminated with new Flat rate and Free shipping options. Here are the new rates that go into effect February 1.

\$0-\$39.99 Flat rate shipping \$2

\$40-\$99.00 Flat rate shipping \$5

\$100 plus **FREE SHIPPING**

We also wanted to reward business partners and customers who are on a monthly ADP order (autoship) as well as give your customers an incentive to place monthly autoship orders.

ADP orders over \$75 **FREE SHIPPING**



Price adjustment

In order to accomplish our goal to lower the overall price and eliminate the negative buying signal of high shipping and handling charges it became necessary to increase the price of our products by 10%. As far as we can determine there has never been a price increase on LFL products in over 10 years, there are very few companies that can claim such a track record. Even though no one likes a price increase, in this instance the price of the product coupled with the new shipping rates results in a lower “bottom line” price. With the new pricing comes also comes an increase in what you earn from each sale. The point value of each product has also been increased resulting in higher commissions. There is also a larger spread between the wholesale and retail price resulting in a more earnings. As an example a qualified distributor who sells 1 can of i26 at the retail price will now directly earn \$14.52 vs. \$13.20.

Here are a few real world examples of the bottom line price in the new system vs. the old system. This does not include taxes (sorry can't help you there)

Old System New System change

Standard ADP - 2 cans of i26 + 1 bottle of Flex

\$119.24 \$118.78 -.46

1 can of i26 bought by a retail customer

\$60.23 \$60.00 -.23

2 cans of i26 bought on ADP by a customer (10%) discount for ADP

\$102.24 \$99.00 -\$3.24

1 i26 Companion Dog Chew

\$35.24 \$29.50 -\$5.74



As you can see through these examples even after the price adjustment the actual price is lower in the new system.

\$9.99 Sample Pack now available to prospects

A powerful marketing tool is now yours to attract new prospects

A handsome sample pack sent directly to your prospect at their request makes a big statement. Sampling our product is the best way to introduce your prospects to our unique products and helps you fill your marketing pipeline. Many people see results from product within the first 10 days and want to experience more. This pack gives you the opportunity to stay in close contact and move your prospect to a life long customer.

The sample pack at a minimum is a \$40 value.

The pack includes the following:

- 20 i26 single serving packs
- 1 i26 brochure
- 1 battery powered hand mixer

FREE SHIPPING



The sample pack can be ordered by your prospects by going to your www.i26forhealth.com/ site. They simply click the free sample icon, enter their payment and shipping information and we will send the pack out immediately. It is important to send them to your site to order as this will generate an automatic email notifying you of the purchase of the sample pack. Phone orders of the sample packs are discouraged. There is a limit of 1 per household. Sample packs are a promotional tool only! As a promotional tool they are non-commissionable.

Legacy For Life retains the right to refuse the sale of a sample pack to anyone suspected trying to obtain multiple packs.

Packs are not available to current account holders, former customers or distributors.

Free Product Promotion Extended through February



Just too good to stop now

We understand that it takes time for prospects to try and understand i26 and its many benefits. Many of you have told us you would like a little more time. So we are extending one of the most aggressive promotions we have ever offered until the end of February. If you have not taken advantage of the promotion now is your chance.

Enroll a new business partner (distributor) with the \$149 or \$499 pack and you will receive 2 cans of i26 as a bonus and they will receive 2 cans of product each month in 2013. That is over \$1,300 in product they can use to build their business.

IgY to be phased out of LFL

We gave it the good college try but IgY Recovery Proteins has simply not caught on through our LFL system. We have offered the product through LFL distributors for the past year but even though we have seen growth overall in the LFL system, IgY has not progressed. We all know that we recommend products to our peer group and what we have discovered is that our distributors are much more in tune with people who find i26 more appealing.

The website www.therecoveryprotein.com will be redirected to i26forhealth.com for the next 6 months. At that time it will be taken down. If you have customers who order IgY they will still be able to do so for the near future from your i26forhealth.com site. If you want to direct people to sports information it can be found at i26sport.com