

ESSENTIAL EXPRESS

"Changing the economy, one family at a time"

Essentially Yours Industries

Issue 39 August 16, 2002

BUSINESS EDITION

inside

Going down memory lane



Unforgettable exciting times at the Las Vegas Rally!

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Lose weight and live well



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Our Las Vegas event was hot stuff!

We're back, we're pumped, and all we can say is WOW! What an event! From the first night when we all gathered by the beautiful pool at the Mirage hotel, to the final moments when we said our goodbyes, it was an incredible weekend all around. All who attended left feeling truly inspired, knowing that they were ready to embrace the company all over again and take their businesses to new heights.



Jay Sargeant,
President

Our new clarity and commitment makes it clear that we really

CAN be the greatest wellness company on the planet. We CAN be the greatest Network Marketing company of all time. And we WILL be. We have finally come to a place in our lives where we have the tools, the people, and the resources to pull all of our dreams together and build something that is truly unique.

If you joined us in Las Vegas, you know what we have in store for you. If you couldn't attend the event, look inside for a quick wrap-up, and check out upcoming issues of the *Essential Express* for more details and lots of pictures!

We love all of you, and we are so excited that you are here to join us

on this new leg of our journey. Forget the horse and buggy—we're moving light speed ahead! Are you ready for the ride? **EE**

In order to allow your PR/marketing team to concentrate on a broader array of marketing tools for you, our valued distributors, we will begin publishing the *Essential Express* once a week (Friday) only as of next week. We will continue to have both Product and Business editions—we will send them to you on alternating Fridays. We look forward to bringing you more in-depth coverage of the events that are important to you, plus offering a broader array of tools to help you build your business.

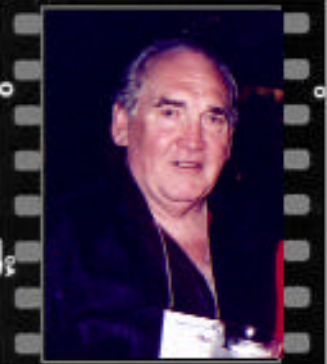
Las Vegas Memories...

A Leadership Rally Diary.



Friday, August 9, 2002:

Today we arrived at the beautiful Mirage Hotel and picked up our EYI registration packages. After quickly checking into our rooms, we headed straight for the pool for a chance to visit with new and old EYI friends and family. It was so great to see everyone again—plus meet some brand new members of the EYI family. What a great evening! We went to bed truly excited for the great things we knew would be coming the next day.



Saturday, August 10, 2002:

Wow! We knew we were in for some exciting moments, but we could never have imagined what we would hear and see today! When Mama Donna Green kicked off the event by getting up on stage in her bathing suit, she brought the house down. Her 61-pound weight loss showed her commitment to EYI and Calorad®, and set the tone for a true re-commitment for all of us. And the excitement just went up, up, up from there!



Jay Sargeant's opening speech was a turning point for many of us. When we heard him explain the company's new "3P" approach, we knew we were in for great things. When EYI brings together a Perfect network, Perfect marketing, and Perfect lead generation, we will truly take the world by storm. This speech was a life-changer. If you missed it, just sign in to your eyicom.com Web site, and click on the new Community Center button. Jay's whole speech is posted in audio format in the News section!

We know we have a great network, but we wondered just what Jay meant by "Perfect network." Then we met Robert Cavitt from Jenkon. When we saw what this company will bring to us in terms of reporting and back office functionality, we were amazed. We can't wait to see how these new tools will be implemented in the months to come.



When we were officially introduced to Adam Wood, EYI's new Vice President of Marketing, we knew we had something really special. EYI has brought on board a true marketing professional who will build us a professional marketing TEAM! We will have tools and techniques that have never been available to us before. We can only dream about where this new leader will take us.

Jay's been talking about FirstClass for awhile now, but we were never really sure what it's all about. Now that we've seen even the early stages of it in action, we just can't wait for more! If you haven't gone to your EYI Community Center yet, you should check it out now!

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Jay wasn't kidding when he talked about interactive training! You've got to look for yourself to really see how powerful this new technology is. Just login to your eyicom.com site and click on the Community Center button.

Tonight we went to the EYI dinner dance for a time of great fellowship and camaraderie—and a whole lot of fun. The food was great as always, and we had a great time kicking up our heels on the dance floor. We went to bed tired but thirsting for more!

Sunday, August 11

Who would have thought the excitement could just keep on coming? Timmie Duncan kicked off this morning's session with a truly amazing testimonial. He finally let us all in on how much he weighed when his Calorad® experience began. We were all stunned to learn that Timmie's weight before Calorad® was 604 pounds—and that he has now lost over half of that weight, a full 306 pounds! What an inspiration!

For those of us who LOVE EYI products, today was full of excitement! Michel Grisé introduced an incredible new product—Calo-Plus. It combines the well-documented power of Calorad® with glucosamine!

If you missed Wednesday's EE Products Edition, download it from your EYI Community Center for more information on this incredible product.

Then we learned about Safe4Hours™—the next generation of Skinvisible®! It's a spray—and it's not sticky! We love this concept!!! Check out your eyicom.com Web site for more information!

And of course, we got to try the new SUPER Oxy-UP™! What a great bonus! We love this product, and we loved hearing all about the new formula from Steve Evans, the manufacturer!

Next, Rena Davis gave an inspiring talk, encouraging us all to take the power of these products to the world. We've always known we had something powerful. Now let's make sure the rest of the world knows it too!

Dori O'Neill, Chief Operations Officer, wrapped up the announcements with an exciting new initiative—a new consignment center program. We look forward to hearing more about this great project in the weeks to come.

Check out the *EE Business Edition* in two weeks for more detailed information about what happened in Las Vegas, plus more pictures!



Whew! What an incredible weekend. It's hard to believe it's all over. We had such a great time, we can hardly wait to do it all again next time! We are so excited—get ready for the NEW EYI! **EE**

A series of profiles featuring EYI distributors who have uploaded their pictures onto their Web sites.

@ R a n d o m



Ann Carlisle

What do Ann Carlisle and wishy-washy have in common? Nothing! Ann is direct—refreshingly so. “When finances get tight, people cut down in the craziest ways,” she says. “They’ll cut down on their health, and that’s crazy. They don’t cut down on the ice cream, the cupcakes and the donuts, but they’ll cut down on something essential like Calorad® and Oxy-Up™. When you’re on these products your cravings do start to go away.”

We caught up to Ann in the mountains of Arizona where she was checking her e-mail at the local public library. This lady likes to keep connected. She believes a lot of people go to her Web site just to see her picture which she uploaded. “Here’s one big thing that I think we need to stress—when you send somebody to your Web site, you have to tell them to do you a favor and sign the Guest Book,” she says. “I sent out a whole bunch of e-mails saying please do this, so that I’ll know that you’ve been there. When I did that they all came back. You have to tell them, even before they get to your Web site.”

But just getting people to the Web

site is only the beginning. After they show interest, you need to really ratchet up the effort. Listen to Ann on recruiting: “When I talk to somebody new I send a questionnaire out on e-mail. I want to know about them.”

Ann believes that some people are, as she puts it, “mind-locked.” They’re going to use the product period, and that’s it. She considers that very short-sighted thinking. “We have so many women who are raising children alone, and I say whether you’re married or not married, you need a second income because there’s no such thing as job security anymore. It’s been obsolete for 10 years. You need a second income—don’t close the door. Keep the door open. If you want to just be a buyer for a while, fine, but keep the door open. A parachute doesn’t work if you don’t open it.” Calorad® didn’t just drop out of the sky for Ann either. A friend called and told her she had a wonderful business and she knew four things about it. “You could lose weight, lose your jowls, you could make a lot of money, and I think she said the wrinkles would go away. Anyway, four things.” Ann laughs as she does often looking back on her life, “I said I only weigh 90 lbs, I have no jowls, but my husband says I must be shrinking his shirts—what do I do?”

Her friends said buy 5 bottles of

Calorad®, and she did. Ann did some study and found out she should be using Calorad® because she had lost a lot of muscle after an accident. With Calorad®, she has gotten a lot stronger. “I had a lot of discomfort—now I have no discomfort. I was taking painkillers that I used to go to Mexico to buy and I haven’t taken a painkiller in 5-1/2 years. I have added the other products and I’ve studied and that’s the thing that people need to do—take responsibility for their health. If you don’t make some changes you can expect the same results you’ve been getting.”

Change and how to undertake it beneficially is a theme in Ann’s life. It was instrumental in a pivotal way in her early life. “I came out west in 1945 from Illinois for my health. We had to drive through a blizzard that took me to the train to come to the University of Arizona in Tucson, cause that’s the only place my parents could think of putting me when I had to leave Illinois. I got off the train and thought I’d died and gone to paradise and never went home.” After years abroad, Ann’s first husband died. She spent a couple of years in California, then married Richard, a retired photographer who’d been with MacDonald-Douglas 30 years. When he asked her where she wanted to live, she said, “Take me back to God’s Country—Arizona!” **EE**

Business Writer Bob Hodder arrives at your Web site the same way a random visitor would. If he finds your picture, he’ll be giving you a call.



Behind the Scene

at EYI's Head office

Meet Faye Steeves, Surrey Warehouse Shipper & Receiver

The expression “service with a smile” could easily have been coined to describe Faye Steeves. Always exuberant, and never short of a jolly greeting, Faye may ship a lot of product but she is definitely at heart a people person. Faye can be counted among that unique breed of people who are like a refreshing breeze that leaves you smiling. And that’s great for EYI, because a lot of distributors in the area of head office pick up their orders in person. When filling orders, Faye makes sure the important bag stuffers are included to educate the customer about product use and related products. Her duties are integral to the order processing of EYI products, and she performs a very important role.

“I love what I do—the people I work with are great, the company offers great incentive programs, and they have been good to me,” she says. Outside her warehouse office, a wall displays a collage of photos showing EYI staff letting their hair down. EYI President Jay Sargeant is pictured dancing, and Managing Director of R&D Barry La Rose clowning, and Faye smiling while dressed as Santa Claus (who else but Faye?). She seems perfect for the role of packaging presents for people. Indeed, that’s mostly what she does for EYI’s customers.

Faye opens and closes the EYI warehouse each day. She is responsible for

shipping product to all of Western Canada, serving customers pick-up orders, receiving and sending all mail, courier packages, product shipments, distributor checks, and miscellaneous shipments. Faye sees the most important aspects of her job as “making sure all product orders, mail, couriers are shipped out daily, and being part of the EYI TEAM and doing the best job I can do.” All EYI staff know that Faye can be counted on for ordering office and warehouse supplies. But she also takes care of inventory weekly and yearly. EYI endorses a policy of being environmentally conscious and Faye takes part by ensuring cardboard and recycled paper is collected. Plus, she looks after receiving and recording all returned product, stocking shelves and other miscellaneous duties.

Faye grew up in Surrey, B.C., where the EYI head office is located. Before joining EYI, she worked at the post office, supervised a little grocery store, waitressed and was in indoor & outdoor sales. But outside of work she has two main interests—Corey and Cody, her sons. “I try to make sure I give my two boys the tools in life to survive, and lots of love.” If you could hear Faye say those words, you’d be convinced she means business. Service with a smile and mothering with love are surely part of Faye’s makeup and we’re happy she brings her smile to EYI every day. **EE**

Nancy Lach’s top ten list

Last Thursday evening’s Business Training Conference call was incredible! EYI distributor and chiropractor Dr. Nancy Lach explained the 10 “must-haves” for every new business person.

Here’s the top ten list:

- 1) New distributors must be ready to change, Nancy said. “They must be able to work with the product and have a Calorad® glow.” The best way to market the product is for distributors to have their personal Calorad® story to share and show.
- 2) Commitment is key. New TEAM members must be ready to take the product, change their health and be ready for positive experiences. “They must take the time and with no boss around, they must be motivated to be an excellent EYI entrepreneur,” Nancy said.
- 3) Be consistent. Keep in touch with all your TEAM members as much as possible whether it’s via phone or e-mail.
- 4) Willingness to learn is a definite must. Entrepreneurs need to give themselves time for education. “Time to learn the necessary tools including the Web site and Conference calls. Sometimes people don’t know what the business can do.”
- 5) Setting realistic goals is vital, Nancy said. “If they don’t have goals, they won’t go anywhere.”
- 6) Make a plan to reach your goals step-by-step. “Be committed, consistent, but most importantly, flexible,” Nancy said.
- 7) Develop inner confidence. Once distributors do this, they’ll be more willing to be a teacher and a student.
- 8) Take action. Create a warm market list and start passing the word about your new business.
- 9) Be organized. “It’s important to keep priorities straight,” Nancy said.
- 10) Be excited and enthusiastic about the new business venture. If new people aren’t excited, it will show. “If distributors don’t have enthusiasm for what they are doing, forget it,” Nancy said. **EE**

Mission well underway

Denny Ruth is looking to help you lose weight while you become a successful EYI business entrepreneur

Denny Ruth is a man with a mission. He's encouraging others to get involved with EYI for a healthy and financially stable lifestyle—just like he did.

"I feel like I can give a ray of hope," Denny told Jay Sargeant, EYI President, on a live toll-free 5 by 3/Calorad® Conference call.

For 25 years, prior to being introduced to Calorad®, the Carlisle, PA man suffered from a debilitating knee discomfort. Luckily, six years ago, Denny heard about EYI's flagship product, Calorad®, on EYI distributor Dr. Jack Herd's radio show and didn't hesitate to give it a try.

"It seemed like I was taking Calorad® for an eternity, but it had only been three weeks," Denny said. "Something was different about that day. Pain is a funny thing—when it's not there, you don't think about it. After the three weeks, I was absolutely free of discomfort!"

Denny started to use Calorad® as a foundational health and wellness product, not a weight loss product. But, before even noticed he was getting slimmer, people were approaching him to find out the secret of his weight loss success. Suddenly he was an entrepreneur!

"Four days in a row after I started using Calorad®, four people came up to me—and this has never happened to me before—asking if I was on a diet and how I was losing weight," Denny said. "I denied being on any diet and just said I was taking a liquid collagen protein supplement for my knees. They pestered me so much, so I sold it to them."

It took Denny no time to start his own EYI business and become a 5 by 3 TEAM member.

Like Denny, you can begin your incredible 5 by 3 adventure by investing in 5 bottles of Calorad®. You use one bottle yourself and market the other four. Right away, you have a break-even business. Starting in the second month, you make a commitment to buy 3 bottles of Calorad® each month—one for you and the other two to sell—as part of our Valued Consumer Auto-Ship Program, allowing you to always get all EYI products at discount prices! Then you find Four TEAM Captains who are willing to work the easy 5 by 3 program, just like you! Next, help your Four TEAM Captains recruit Four TEAM Captains of their own. Three months into your new business venture, you could be earning \$2,500 of permanent, monthly, residual income!

When he paid his \$40 annual administration fee, Denny received a customized EYI Web site, and so will you!

Your Web site is the most valuable marketing tool you'll ever see. The full presentation kit, online management systems, incredible communication and marketing tools and your own merchant account will let you order and sell products 24 hours a day, seven days a week!

Invite guests to your site by passing out personalized business cards and postcards. Order EYI's stationery Starter Pack—two EYI notepads, 500 business cards and 100 personalized, four-color postcards—for only \$44.95!

To build your TEAM while helping your friends and family discover the exciting benefits of Calorad® for themselves, order your stationery starter pack at www.eyibizcard.com today!

"Calorad® has been a life changer—physically and financially!" Denny said. **EE**



Denny Ruth

No more unbearable burden

Along with the weight loss, Barbie Eslin also welcomed incredible side benefits!

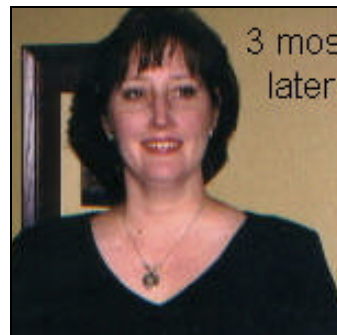
Being overweight isn't the easiest thing for anyone to bear, but being disabled due to the extra weight can be too much. Barbie Eslin knows that all too well.

The Mims, FL woman was once a discouraging size 20, but now she's at a gorgeous size 10. Barbie said the worst thing for her was being immobile on her own—always being dependent on someone or something to help her get around. But that's something Barbie doesn't worry about anymore!

"I went from not being able to walk without assistance to having incredible muscle strength in my legs," Barbie told EYI President Jay Sargeant on a live toll-free 5 by 3/ Calorad® Conference call. "I'm even a yellow belt in ti-kwon do!"



Barbie before Calorad®



Barbie after 3 months!

muscles and joints! As you age, your body produces less collagen, resulting in wrinkles on the outside and breakdown of lean muscle and connective tissue on the inside—the fat-to-muscle ratio slowly depletes. This process of degeneration will continue until you supply your body with the appropriate supplementation. Calorad® naturally helps the body restore its collagen base by providing highly absorbable nourishing collagen protein.

When used as directed, Calorad® is an effective tool for most people to help rebuild lean muscle and connective tissue. This, in turn, helps your body utilize fats and sugars more efficiently, so it can help you lose unhealthy fat and inches while you sleep!

"I've lost more inches than pounds, but I'm very strong," Barbie said. "Oddly enough, I'm changing little pockets of fat in weird places into muscle!"

And after four months, Barbie realized she was well enough to take on a home-based business! Barbie was now ready to be financially secure with EYI's 5 by 3 business plan.

"I was too sick to care about the business when I was first introduced to Calorad®," Barbie said. "But then I soon realized I was losing out on a great business opportunity."

Visit www.eyicom.com and see how you too can begin your prosperous EYI business today! **EE**

Calorad® is a liquid collagen protein supplement product that works during the first hour and a half of sleep. During these 90 minutes, your body enters a delta sleep mode in which the body naturally repairs and rebuilds itself—a "rejuvenation" period. Calorad® assists your body by utilizing unwanted fat. It naturally helps the body restore its collagen base by providing highly absorbable nourishing collagen protein.

Simply take a tablespoon of Calorad® on an empty stomach before you go to sleep with plenty of water.

Calorad® not only helps with fat and inch loss. It can also help alleviate discomfort or overexertion of

EYI
Essentially Yours Industries
www.eyicom.com

Congratulations

to the winners of our Business card
Contest!

Gregg Trigg
Ron Boersema
Ruby Miller-Lyman

Vicki Oei
Jamie Jenkins
Margaret Ann Ferretti
Paula Wallis
Jane E Shreiner
Deb L Sleeman
Renee Nalivka
Wilbur L Nesbitt
Eugene L Burley
Sandra Konechny
Bonnie Seymour
Greta Farina
Denny Ruth
Joan Chornohus

Charles Emmenecker
Kathy Jensen
Sandra Ortega
Helga Ortega
Bob Domine
Art Burleigh
Elden R Hempel
Tamee Chavez
Greg P Ortman
Kristan Sargeant
Merchal K Martin
Gary W Young
Debra K Liddle



EYI LEADERS AND GUESTS

...YOU are personally invited to attend the next EYI training event.

TEAM Weekend Belgrade, MT

September 28-29, 2002
Ross Peak Ranch
Contact: Sally & Chum Howe
at (406) 586-8884 or
howe2@mcn.net

North American Meeting Schedule. Plan to attend a meeting near you today!

TEAM Weekend
Belgrade, MT
September 28-29, 2002
Ross Peak Ranch
Contact: Sally and Chum
Howe at (406) 586-8884 or
howe2@mcn.net

TEAM Weekend
Orlando, Florida
October 12-13, 2002
Time: Saturday 9 a.m.- 5 p.m.,
Sunday 9 a.m. - 12 noon.
Sheraton World Resort
10100 International Drive,
Orlando, FL, USA, 32821
Phone: (407) 352-1100
Contact: Nikki Wolfe
(604)596-9766

TEAM Weekend
Vancouver, BC
November 9-10, 2002
Time: Saturday 9 a.m.- 5 p.m.,
Sunday 9 a.m. - 12 noon.
Sheraton Guilford Hotel
15269 104th Avenue, Surrey,
BC, V3R 1N5
Phone: (604) 582-9288
Fax: (604) 582-9712
Contact: Nikki Wolfe
(604) 596-9766

To register for any TEAM Weekend event, please send in a registration form, which you can find by logging in to the Members' section of your Web site, and clicking on "Training," then "Tips, Techniques, and Forms," then "Meeting Schedules."

HAVE YOU INVESTED IN YOUR WEB SITE?

Purchase EYI's Stationery Pack and increase traffic to your site!

Starter Pack includes: two EYI notepads, 500 personalized business cards, 100 personalized, four-color postcards for **only \$44.95**. Visit www.eyibizcard.com and order today!



updatesinformationupdates

EYI's Calorad®/5 by 3 Business Plan Conference Calls

EYI hosts weekly live phone discussions about Calorad® and EYI Events.

Health Practitioner Call

Tuesdays 9:30 AM PST/12:30 PM EST

Featuring Rena Davis

If you are a health practitioner, please contact EYI for this call's special PIN

Toll-Free 5 by 3/Calorad® Call

Tuesdays 5:30 PM PST/8:30 PM EST

Featuring Jay Sargeant, Rena Davis & Guests

In the U.S., please dial 1-888-234-1716, PIN 55543

In Canada, please dial 1-888-999-8690, PIN 55543

Product Discussion: Q & A

Tuesdays 6:30 PM PST/9:30 PM EST

Featuring Jay Sargeant & Rena Davis

Please dial (217) 322-6922, PIN 3324

Specialty Leadership Training

Thursdays 5:00 PM PST/8:00 PM EST

Featuring Jay Sargeant

Please dial (217) 322-6922, PIN 3324

Business Training

Thursdays 7:00 PM PST/10:00 PM EST

Featuring Jay Sargeant & Guests

Please dial (217) 322-6922, PIN 3324

Toll-Free 5 by 3/Calorad® Call

Thursdays 6:00 PM PST/9:00 PM EST

Featuring Jay Sargeant, Rena Davis & Guests

In the U.S., please dial 1-888-234-1716, PIN 55543

In Canada, please dial 1-888-999-8690, PIN 55543

Installing the EYI Community Center Software

Step 1

Login to the EYI homepage at www.eyi-com.com

Step 2

Click on IBA login and type in your user ID number and PIN.

Step 3

Click on the large image to the right of the Welcome text.

Step 4

Select the appropriate software for your computer. If you have a windows computer, select the *Windows Software* link and if you own a Macintosh computer, select the *Macintosh Software* link.

Step 5

Once you click on appropriate link, you will be giving the option to either save or open the file. Click on *Open*. This will download the file and begin installing the Community Center software automatically.

Step 6

Follow the on-screen instructions from the First Class installer.

Step 7

Go back to your Web site and click on the *EYI Community Center* image. This will log you into your EYI Community Center.