

Life resonance

Beauty + Energy



The revolution
worth discovering...

Partner System

Life Resonance AG, Curttbergstrasse 109, 8646 Wagen / Switzerland
Tel. +41-55 220 88 77 - Fax +41-55 220 88 78
info@life-resonance.ch - www.life-resonance.ch

August 2009

Table of Contents

Who are we?	1
What is so special about Life Resonance?	3
In which market are we active?	8
What is our aim?	9
What is included in our service package?	10
Whom do we seek	12

Who are we?

Life Resonance is based on 20 years experience and the valuable collaboration of cosmetic and wellness experts.

Today, Life Resonance Professional «Beauty + Energy» is represented in Switzerland and five additional foreign markets. World-wide, more than 200 institutes and spas work with this concept, which is characterized by comprehensive regenerative treatment programs.



At the heart of all Life Resonance activities is daily energy care without which sustained health and vitality are unthinkable today.

Life Resonance is based on the discovery that optimal bodily functions, mental well-being, radiant vitality, and simply feeling good comes from consistent energy care. Conscious care and maintaining energy reserves also ensures the optimal functioning of the whole human being.

The revolutionary approach of Life Resonance exists in including energy enhancing principles. All products and treatment elements contain energizing resonance patterns as an exclusive speciality. Unbalanced functions are brought to balance, overactivity is calmed and weakened energy is restored.

Important Life Resonance Milestones

- 1987** Establishment of the Institute for Bioinformation, Zeier + Seger, Zurich:
Opening of the therapeutical practice for bioinformation therapy for humans and animals
- 1989** Training concept «Bioinformaton Therapy» for therapists
- 1990** Life Resonance® bio-activated cosmetic products
- 1991** Life Resonance® Professional Method «Beauty + Energy»
Bio-activated treatment elements for the cosmetic institute
- 1999** Extension of the product range and consolidation of the ecological criteria
- 2000** Start-up of international distribution (Germany, Great Britain, Japan, South Korea)
- 2004** Establishment of Life Resonance AG in Zurich
Development of Life Resonance range New Generation with organically grown plant extracts
- 2005** Launching of the Life Resonance range New Generation
Pilot operation of the Life Resonance license program
- 2006** Certification of the first 8 license partners in Switzerland
Start of the periodicum «Newsletter»
New Developments:
– Room Therapy Sprays
– «Animal + Energy» - Products for Animals
- 2007** New Developments:
– Lip Care Pure Natural
– Hnad Care Natural
New creation and conforming of Life Resonance formultions to guidelines of «Certified Natural Cosmetics» BDIH Launch of Life Resonance New Generation in Japan
Start of BDIH certification process to reach the bio-label of «Certified Natural Cosmetics»
www.kontrollierte-naturkosmetik.de
- 2008** Launch of certified product range at Professional Exhibition 4Beauty Show Bern/
Switzerland

What is so special about Life Resonance?

By focussing on energy resources, Life Resonance has created a unique benefit that reaches way beyond the conventional cosmetic treatments.

The Institute for Bioinformation developed a biophysical procedure for the bio-activation of cosmetic products, especially for Life Resonance, by which ancient knowledge was coupled with modern technology with care in order to combine calming and vitalizing resonance patterns into harmonious compositions. Mother Nature served as a guiding principle for the whole development process. The resonance patterns are obtained, among other things, from light and color spectra, from oxygen, gem stones, precious metals and sound spectra and are imprinted with a lasting effect on the cosmetic products.



The success of Life Resonance fundamentally rests on two pillars

1. Natural cosmetic products with bio-activated natural plant essences
2. Life Resonance Professional Method «Beauty + Energy»

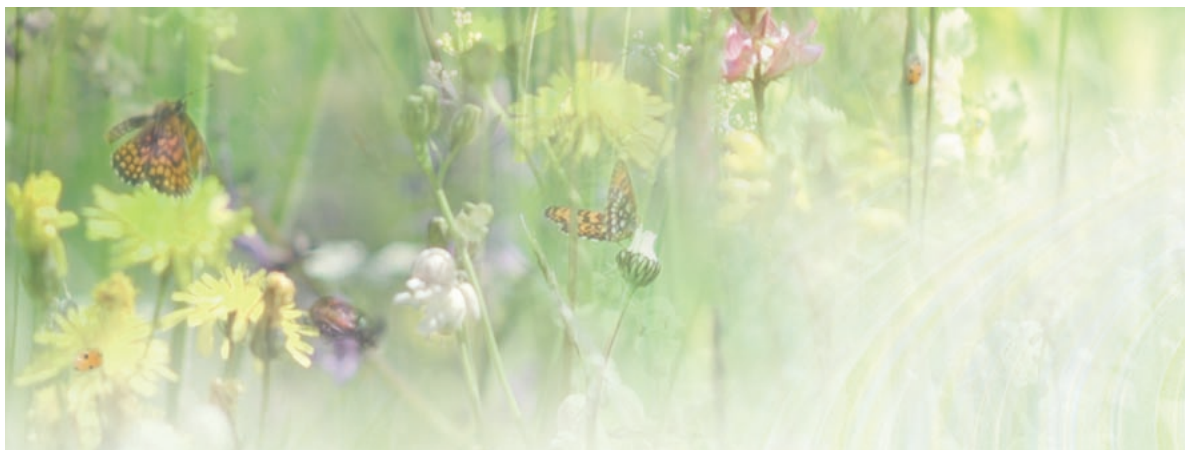
1. Natural cosmetic products with bio-activated natural plant essences

Life Resonance — the name says it — brings life into positive resonance through natural forces. Dedicated to this belief, Life Resonance follows a straight and consistent path.

A rich and varied selection of plant ingredients, offering many synergistic characteristics and properties, are integrated into the products, offering the skin maximum protection and support.



The plants for the extracts and tinctures stem from certified organic cultivation, as in most cases are the oils.



With the revolutionary approach of adding energizing resonance patterns to enriched high-quality cosmetics, Life Resonance offers the opportunity to rebalance, revitalize and regenerate the skin's function, and positively influences the person as a whole.

Through the daily use of bio-activated products, energy deficits are reduced and the necessary potentials for reorganization and energy balance are activated.

Life Resonance places great worth in the exclusive use of top quality materials. All ingredients are carefully selected according to ecological and integral health criteria. All products fulfil the highest safety requirements.



Life Resonance products are free from

- aggressive chemical preservatives. Not only the entire product, but every single ingredient is free from chemical preservatives
- harmful chemical emulsifying agents
- propylene glycol
- synthetic fragrances
- synthetic colorants
- chemical light protection-(UV)-filters
- silicone oil, paraffin and vaseline
- PEGs (polyethylene glycol)
- urea
- sodium laurel sulphate
- animal ingredients and animal testing



2. Life Resonance Professional Method «Beauty + Energy»

Under the motto «energy-care – the unique something», Life Resonance treatments offer an experience of a very different kind to your senses. Deep relaxation, harmony and the gradual increase of energy reserves create an intense experience generated through gentle and regenerative facial or complete body treatment. With a soft and delicate skin feeling and a body embraced by feelings of joy, suddenly the day commences in a very different way...

The Life Resonance beautician, intensively trained in the professional method «Beauty + Energy» and with an experienced fine feeling for energetic processes, she miraculously dissolves skin problems, relieves tension and eases the stress of everyday life. With dedicated commitment, she helps to meet the desires for regenerative skin care, optimal appearance, energy-packed radiance and a reinvigorated feeling in life!

Energy Massage

With refined technique and soft, gentle strokes, bio-activated brushes glide over face and body, accompanied by the sound of relaxing music.



New bio-activated treatment transmitters play a crucial role in the Life Resonance concept. Polarized light, color filters and colored eyeglasses made from mouth-blown glass, bio-activated brushes, mellifluous music and special massage techniques also form a part of the magical concept by which blocked energy and lymphatic flow are reorganized, energy deficits and new strength reserves constructively restored, and blocked tissue relieved to achieve optimal skin care.



Energy balance with light and color therapy. Special color eyeglasses optimize energy dynamics.

An overview of the Life Resonance program

- Energy Balance
- Energy Massage with Brushes for Face and Body
- Care Programs:
 - Deep-reaching energizing basis care
 - Treatment of problem skin
 - Effective anti-aging concepts
- Relaxation Programs
- Vitalizing Body Care
- Special Scar-Relief Program

In which market are we active?

The Western European cosmetic market, including hygiene and perfumery articles, has established a leading position in the world market. In 2002, a turnover of 56.7 billion Euros was reported, corresponding to an average growth of 3.6% as compared to the previous year. With a growth of 6.9%, Switzerland belonged to the frontrunners and with an increase of 4.4% in 2004 achieved a turnover in the region of 2.5 billion francs.¹

The natural cosmetics market segment is steadily taking on a more meaningful position. During 2004, in the German speaking parts of Switzerland alone, two-figure growth rates were recorded, as in the year before.

Natural cosmetics and wellness products are currently in trend. This tendency toward nature and natural products is due to the increase in scandals and problems in the food sector, such as BSE and hormone and antibiotic traces found in pork and veal, as well as the gene-manipulated products on the market today. These factors have not only led the way to increased sensitivity in eating habits, but also in other areas of our daily lives such as integral body care².

In addition, the tendency to spoil one's own self continues. The investment in personal health and beauty is often not only a counterbalance to the stressful everyday life, but a means of gratifying a craving for success, attractiveness, acceptance and self worth.³

Life Resonance provides the essentials for this social development with both market-conforming products as well as a method of treatment that optimally support the work-life balance.

¹ Jahresbericht des SKW Schweizerischer Kosmetik- und Waschmittelverband 2004

² Kline & Company, Inc. 2007: Studie «Natural Personal Care»

³ GDI Report «Gesundheitskonsum», Lars Feldmann, 2001

What is our aim?

Various requests from abroad and a positive echo at home provided the impetus to develop new complementary sales channels. The licensing of products, accompanied by specialized use and treatment method, presents itself as one of the most opportune method of sales.

Licensing and franchising are not just fashionable trends, but the logical answer to growing challenges in an increasingly difficult and competitive environment. In the USA alone, already more than 50% of sales are achieved through license and franchise co-operations. In German-speaking regions too, one is more than aware of the benefits of partnership co-operations and undoubtedly, more can be achieved as compared to an individual firm.

With the licensing of Life Resonance treatment method and the distribution concept, we wish to act now and offer additional support to established entrepreneurs, on the one hand, in order to distinguish ourselves in the field of natural cosmetics, and on the other hand, to add an inspiring and market-related enhancement to what we have to offer.

In order to achieve optimal recognition value and to increase brand awareness, the license offer is standardized so that the assortment and methods are defined and consolidated in modules. Each module comprises guiding principles in reference to training, implementation and corporate identity in order to guarantee consistent quality.



What is included in our service package?

As in all partnerships, a successful and smooth process is characterized by mutual give and take. For this reason, we wish to demonstrate our reciprocal obligations with the following.

Life Resonance maintains a tried and tested range of products which proved to be successful at home and abroad. The Life Resonance Professional «Beauty + Energy» treatment method represents yet another major point of what we have to offer. The basic training for our partners and their personnel is included in the starter package.

Life Resonance takes care of further developments of the product range, market maturity and the presentation of the product assortment with relevant brochures, information and photo material suitable for partners and regional marketing requirements.

To illustrate marketing practices, Life Resonance will provide information regarding market facts, trends, user tips and its own position in the market in future training sessions.



A summary of what we offer:



A starter package comprising

- product
- treatment and marketing training
- brochures and other marketing material (including photos)



An offer

of tried and tested products and treatments inclusive of treatment equipment (the investment depends upon size and characteristics of the company)



Marketing support

in the form of training units concerning sales topics such as customer care and PR measures



Advanced training

- Life Resonance Products for Energy Balancing
- Life Resonance Products für Room Harmonizing
- Light and Color Programs
- Resonance and Bioinformation



Further development

of the products and uses thereof

Whom do we seek?

Future partners who are already successfully established in the market, own an institute (cosmetics, therapy etc.), a retail business (pharmacy, drugstore, etc.) or are involved in a business chain.

Partners seeking a meaningful enhancement or integration of an innovative additional platform with which they can identify. Those who acknowledge that association and evaluation of economic key figures for businesses or institutes are vital and reflect company achievements through their products and services.

Future partners acknowledging the additional value of synergetic co-operation who are open to active marketing and information exchange. Partners whose thoughts and actions are characterized by initiative and entrepreneurial thinking.

Entrepreneurial engagement also includes the willingness to invest in regional marketing. This comprises — depending upon the structure of our partners — for example:

Company information days with demonstrations and/or evening information events related to specific topical areas, as well as constant contact with the local media. You will of course receive the necessary equipment from us in order to carry out these activities.

Partners do enjoy new experiences with clients on a daily basis and thus bring experiences of value to all engaged in the system, and of particular importance to us «the developers» of new products and treatment solutions.

We have developed various platforms to ensure that information is efficiently communicated and consider the participation in further education and partner meetings as essential in order to generate all advantages of a partnership; and of course to remain completely up-to-date.

A summary of the prerequisites:

- ✓ **Company proprietors have**
a successful company, a chain of stores or institutes engaged in the fields of cosmetics, pharmaceuticals and/or therapy
- ✓ **Willingness**
to invest in basic product inventory and equipment as well as follow-up training courses
- ✓ **Availability**
of a specific area to present Life Resonance products and/or a separate room — depending on the type of business — for the treatments
- ✓ **Identification**
with the philosophy and products of Life Resonance
- ✓ **Engagement**
in reference to further education and the implementation of specific marketing activities
- ✓ **Willingness**
for information exchange

Are you interested in the Life Resonance Partner System?
If so, we are looking forward to your contact.