

Life resonance

Beauty + Energy



Life Resonance Professional
Partner System

Swiss Concept



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Who are we?

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

Today, Life Resonance Professional «Beauty + Energy» is represented in Switzerland and foreign markets. World-wide, more than 200 institutes and spas work with this method, 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 and retunes personal energy dynamics

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 Milestones of Life Resonance

- 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 treatment programs
- 2000**
 - Start international distribution (Germany, Great Britain, Japan)
- 2004**
 - Establishment of Life Resonance AG in Zurich
 - Development of Life Resonance range New Generation with extracts and oils of organically grown plants
- 2005**
 - Launching of the Life Resonance range New Generation with new coporate identity
 - Pilot operation of the Life Resonance License Partner Program
- 2006**
 - Certification of the first license partners in Switzerland
 - New Developments:
 - Room Therapy Sprays
 - «Animal + Energy» - Products for Pets
- 2007**
 - New Developments:
 - Lip Care Pure Natural
 - Hand Care Natural
 - New creation and conforming of Life Resonance formulations to guidelines of «Certified Natural Cosmetics» BDIH
 - Launch of Life Resonance New Generation in Japan
- 2008**
 - Launch of certified product range at Professional Exhibition 4Beauty Show Bern/ Switzerland
- 2009**
 - Change of domicile to Wagen / Switzerland (near Rapperswil)
- 2010**
 - Launch License Partner System in Japan
- 2011**
 - Japan: Master License – Certification of Trainer
- 2012**
 - Start Distribution Mexico and South Korea
- 2013**
 - Start Distribution Finland

What is so special about Life Resonance?

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

Especially for Life Resonance, the Institute for Bioinformation developed a biophysical procedure for the bio-activation of cosmetic products. 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. Certified Organic and Natural Cosmetics, BDIH Standard with Energizing Factor (bio-activated natural plant essences)



2. Life Resonance Professional Method «Beauty + Energy»

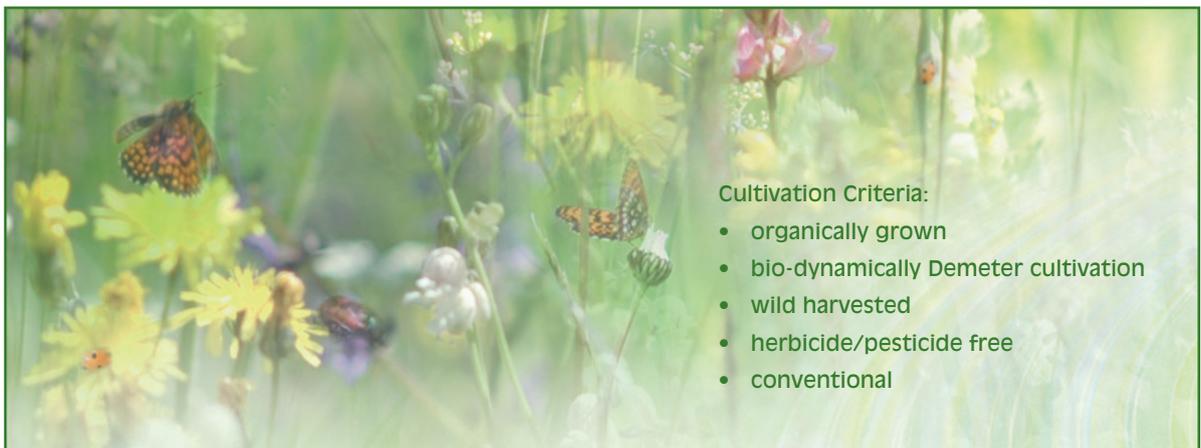
1. Certified Organic and Natural Cosmetics, BDIH Standard, with Energizing Factor

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 with 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 where possible, as in most cases are the oils.



Cultivation Criteria:

- organically grown
- bio-dynamically Demeter cultivation
- wild harvested
- herbicide/pesticide free
- conventional

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 for optimal care.



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. Bio-activated mouth blown glasses optimize energy dynamics.

An overview of Life Resonance Treatments

- Energy Care Programs
- Energy Massage with Brushes for Face and Body
- Care Programs:
 - Signature Facial: deep-reaching energizing basic care
 - Comprehensive Facial: program for problem skin and effective anti-aging
 - Face + Back: release of tension, neck and back problems
- Relaxation Programs
- Vitalizing Body Care
- Scar-Relief Program

In which market are we active?

Market researchers are agreed: natural cosmetics have a great future. The worldwide sector also maintained its position very well during the crisis and even recorded growth. For example, sales in Germany grew by some 7% in 2009, in 2010 by 11%. Studies show that the sector will also continue growing to an above-average extent in the coming years. For the international market a growth rate of 5% is prognosed.

The signs are good for the international growth market of natural cosmetics. This is confirmed by both the forecasts of the traditional manufacturers and the increased entry of international cosmetic companies. A current study by the international market researcher Kline Group forecasts excellent prospects for natural cosmetics in Asia, Europe and the USA until 2014. According to Kline's Global Natural Care Market Report, the Asian markets with their two-figure growth rates will reach a volume of 14.8 billion US\$. The market researchers expect sales of over 6.3 billion US\$ in Europe in the next five years and 5.8 billion US\$ in the USA. Evidence of the stability of the natural cosmetic sector in the crisis is also provided by the growth achieved in 2009 – 13% in Asia, 9% in Europe and 8% in the USA.¹

Natural cosmetics and wellness products continue their road of success.

Elfriede Dambacher, sector expert, states in her annual «Naturkosmetik-Jahrbuch 2011»² that following the financial crisis a renaissance of values and a new orientation in society can be seen. The natural cosmetic industry profits in a particular way. Within the past four years the natural cosmetic market in Germany has reached 50% additional consumers.

The trend of pampering oneself with authentic natural products shows a steady growth. The «investment» into one's health and beauty is often more than barely the balance to the everyday's burdens, it is just as well the desire for success, attractiveness and acceptance.³

For these social movements Life Resonance presents a market conform offer of products and treatments that optimally supports the Work-Life Balance.

¹ Press information August 2010 «Vivaness»: Natural cosmetics - a global trend-setter

² Naturkosmetik-Jahrbuch 2011 (naturkosmetikverlag e.dambacher)

³ GDI Report «Gesundheitskonsum», Lars Feldmann, 2001

What is our aim?

International interest and the favorable resonance to the products at home made us 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.