



zija

ZIJA OVERVIEW

WELCOME TO ZIJA INTERNATIONAL OVERVIEW



BOB DECANT
&
JOANNE MCMAHON
TEMPERANCE, MI.



Getting To Know Zija



Kenneth Brailsford – an industry icon,
and Zija's Founder

Proven success record – founder of
several multi-million dollar companies

“Father of Encapsulation” – creator of
the herbal capsule

Miracle Tree documentary

Debt-free and International company
based in Utah, representing all-natural
and organic products that are infused
with Moringa





The Experts:



Russ Bianchi



Founder and Managing Director of Adept Solutions, Inc., a global product development creation, brand conversion and stabilization corporation based in California. Adept solutions serves many successful companies in the food, beverage, pharmaceutical, dietary/nutritional supplements, cosmetics and flavor sectors.

- **The American Association of Cereal Chemists**
- **The Institute of Food Technologists**
- **The American Association of Candy Technologists**
- **The International Society of Pharmaceutical Engineering**
- **The American Association of Pharmaceutical Scientists**
- **Mr. Bianchi has extensively lectured, published and been quoted in the media on nutrition and health related matters**

Dr. Joshua Plant



Dr. Joshua Plant has a wide variety of scientific experience across the biomedical sciences platform. He graduated with a Ph.D. from Harvard Medical School in Biomedical Sciences and Cell Biology. Joshua's experience in researching how cells respond to their external environment has lead him to work with the worlds finest research institutions and has been published in several scientific journals.

- **Graduated first in his class with a Ph.D. from Harvard Medical School**
- **Received 1 of 14 NIH research scholar award for his work on cellular development**
- **Conducted research fellowships at the NIH and the University of Utah on cellular homeostasis**
- **Published several research articles on cancer and cellular symmetry**
- **Selected as a key speaker at several national scientific conferences for his research on cell symmetry**

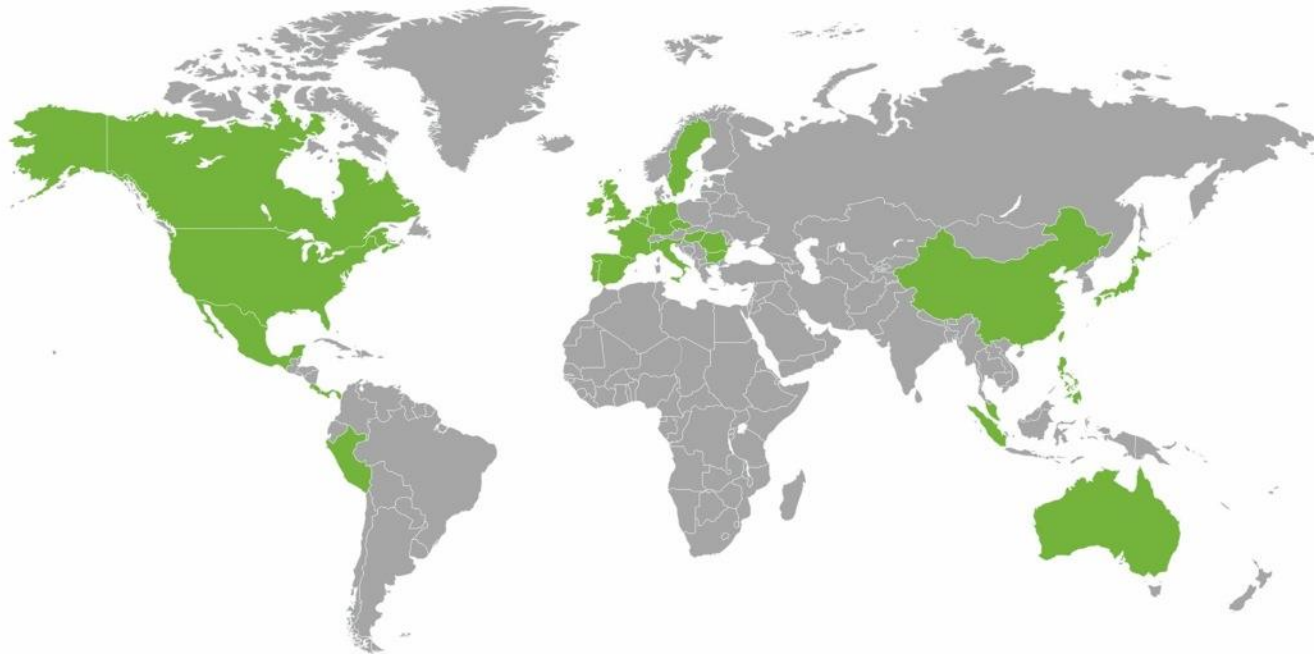


The Company





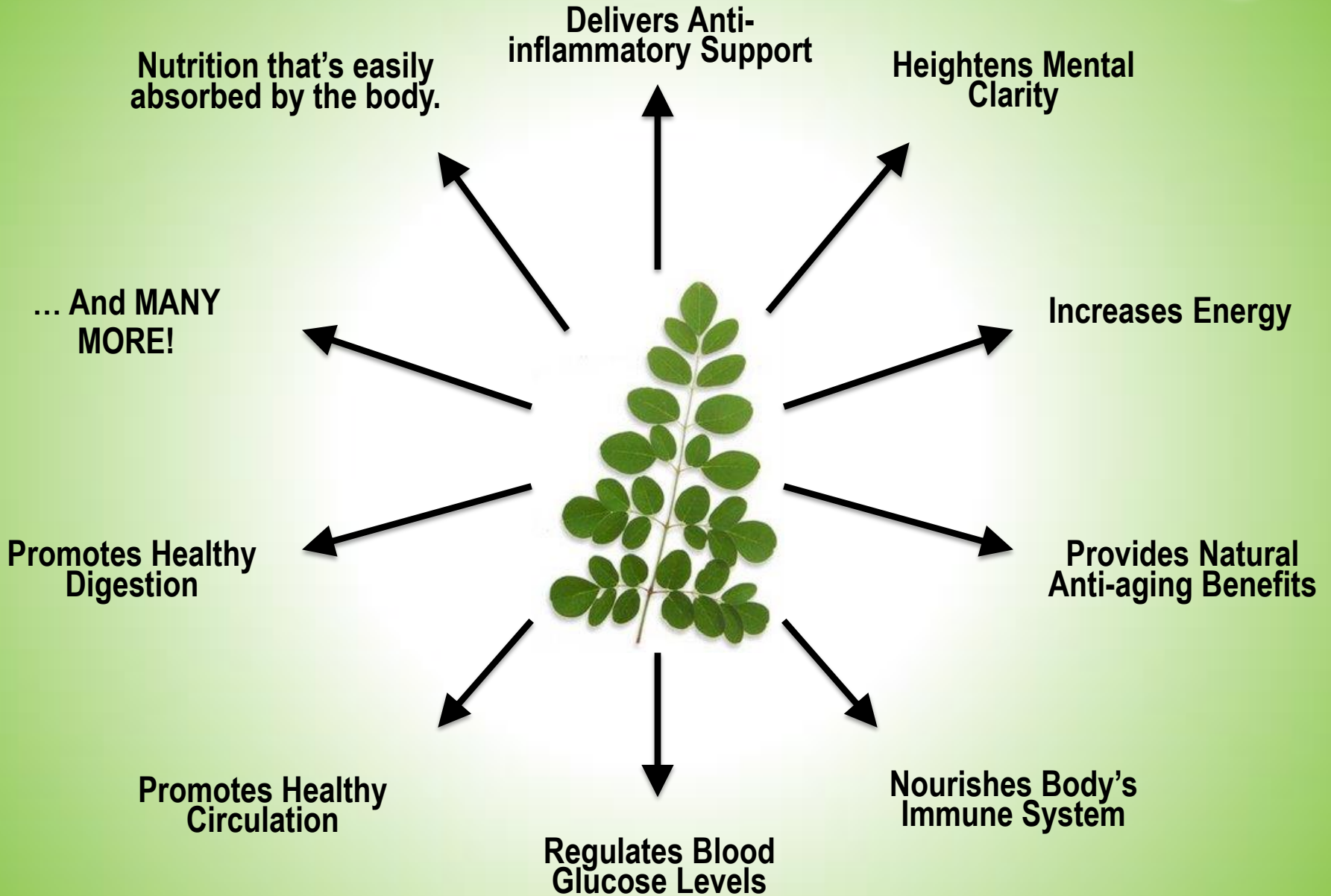
International Markets



Currently in 47 countries including US, Canada, Mexico, Japan, Australia, Philippines, EU and Southeast Asia

New Markets: Many more to come

Some of the 90+ Verifiable Health Benefits of Moringa





Moringa: An Introduction



Hundreds of published, peer-reviewed white papers on pubmed.gov studying benefits of *Moringa oleifera*

Supportive studies by the National Institutes of Health (NIH)

“Plant of Year”, 2008

Moringa is recognized as an amazing source of nutrition by hundreds of organizations



Unprecedented 3rd Party Validation

Documentation Beats Conversation





That was Then...





This is Now...





Problem: World Wide Epidemic



Worldwide more than **1.4 billion adults 20 and older are overweight.**

World Health Organization (www.who.org)

64% of Americans... over the age of 20 are overweight...

United States Center for Disease Control (www.cdc.gov)

The prevalence of overweight **[people] in Mexico is over 60%...**

US Institutes of Health (www.fic.nih.gov)

60% of adult Canadians... are overweight

Statistics Canada (www.statcan.gc.ca)





Nutritional Deficiency in Foods



THE PROBLEM

A study of changes in food composition for 13 nutrients in 43 garden crops from 1950 to 1999 found the following:

A **6%** decline in **protein**

A **16%** decline in **calcium**

A **9%** decline in **phosphorus**

A **15%** decline in **iron**

A **38%** decline in **riboflavin**

A **20%** decline in **vitamin C**



Moringa: An Introduction



THE SOLUTION

Moringa oleifera

46 antioxidants

36 anti-inflammatories

Omeegas 3, 6 and 9

20 amino acids including 9 essential amino acids our bodies don't produce

Over 90 verifiable, positive health benefits



Solution: Zija Weight Management System



WEIGHT
MANAGEMENT
SYSTEM



Our proven system helps you achieve your weight management goals, using Moringa nutrition and other key elements that help you slim down and detoxify your body

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Zija's Weight Management System works best with daily exercise and healthy diet choices. Everyone's body and needs are unique. We urge you to follow general guidelines and then adjust for your own body's optimum weight loss experience.





Results: WMS Testimonials

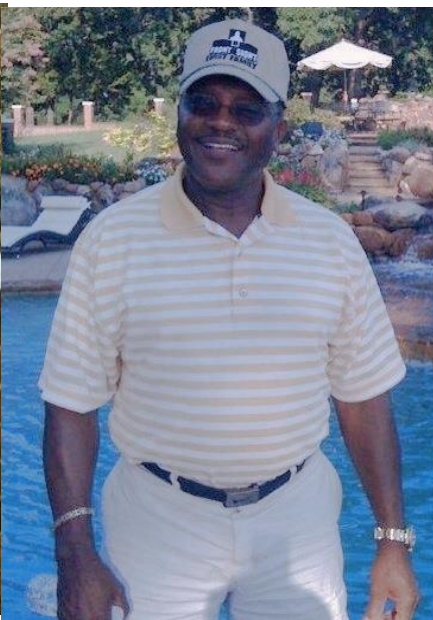


Brenda-Kay Ellis

lost 128 lbs.

Truman Irving

5 1/2 weeks later



It would take **100** of these Moringa capsules a day
to equal **1** sachet of Moringa Smart Mix

Zija Smart Mix is **100%** organic and comes with
100% Money back Guarantee!

We've got Zija
Do you?

~Drink Life In~



THE OPPORTUNITY



GenM Skin Care Line



gen^mTM

Find healthy skin naturally with GenM, Zija's complete anti-aging natural skin treatment system based on Moringa



Peak Performance System



ENERGY AND PERFORMANCE





Solution: Zija Weight Management System



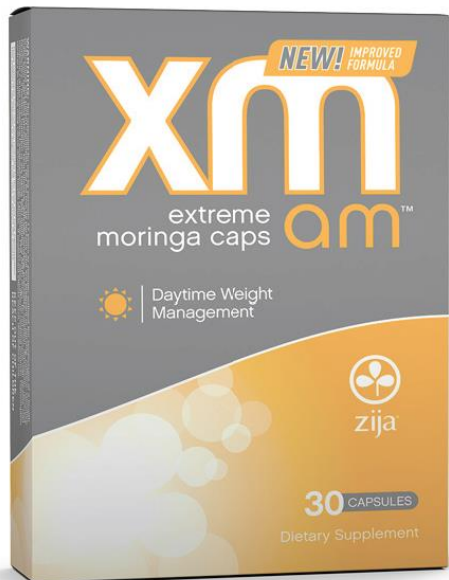
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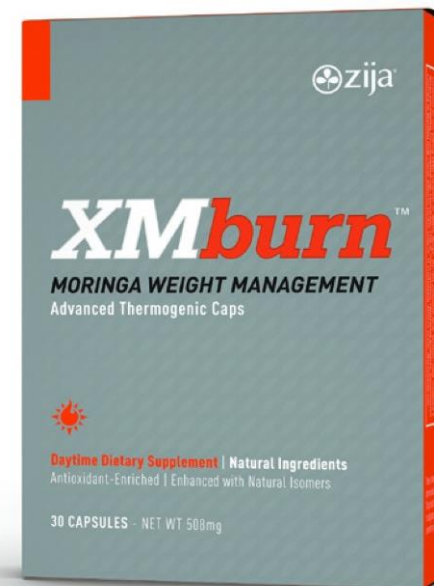
Solution: Increased Metabolism & Appetite Control- XMam & XMBurn



Zija's XMam capsules contain a breakthrough formula that combines healthy Moringa with other natural ingredients to help stave off mid-day cravings, spur natural fat-burning mechanisms and promote a positive mood.

XMburn has been shown to temporarily increase metabolism, which is best achieved with an overall increase in basal metabolic rate. Coupling XMburn with strenuous exercise will help individuals achieve a more effective and permanent increased metabolism.

XMam and XMburn are an important part of Zija's complete Weight Management System. Of Course, proper diet and exercise should always be a part of your weight management plan.



Gram for gram, fresh Moringa leaves contain

- 4x the Calcium of Milk
- 4x the Vitamin A of Carrots
- 2x the Protein of Yogurt
- 3x the Potassium of Bananas
- 7x the Vitamin C of Oranges

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Solution: Nutrition- SuperMix



Shake things up with Zija's SuperMix, an easy-to-open packet that you can add to water for a dose of pure Moringa nutrition – even on the go!

SuperMix is packed with even more Moringa than our original SmartMix, so you'll get an extra boost of 90+ verifiable, cell-ready vitamins, minerals, vital proteins, antioxidants, omega oils, and other benefits. Zija is the first - and only - company to channel Moringa's dramatic nutritional properties into a refreshing and nourishing beverage that helps you maintain a healthy, active and balanced lifestyle just as nature intended.

Grab a packet and "Drink Life In!"

Natural benefits of drinking SuperMix with Moringa

- Supports normal blood glucose levels
- Promotes healthy digestion
- Nourishes body's immune system
- Provides anti-aging benefits
- Delivers anti-inflammatory support
- Heightens mental clarity
- Promotes healthy circulation
- Increases energy

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Moringa oleifera - Nature's Miracle Tree

Vitamins

Vitamin A (Alpha and Beta Carotene), B, B1, B2, B3, B5, B6, B12, C, D, E, K, Folate (Folic Acid), Biotin and many more

Minerals

Calcium, Chloride, Chromium, Copper, Fluorine, Iron, Manganese, Magnesium, Molybdenum, Phosphorus, Potassium, Sodium, Selenium, Sulfur, Zinc

All 8 Essential Amino Acids

Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Threonine, Tryptophan, Valine

10 Additional Amino Acids

Alanine, Arginine, Aspartic Acid, Cystine, Glutamine, Glycine, Histidine, Proline, Serine, Tyrosine

Other Beneficial Nutrients

Chlorophyll, Carotenoids, Cytokinins, Flavonoids, Omega (3, 6, 9) oils, Plant Sterols, Polyphenols, Lutein, Xanthins, Rutin and more





Solution: Nutrition and Energy- XM+



EXTREME MORINGA ENERGY

Zija's XM+ Energy Mix combines the abundant nutrition of *Moringa oleifera* with natural energy and performance ingredients to elevate your mood, boost your energy level, and suppress your appetite.

These days it's harder than ever to live a well-balanced life. Sleep schedules, modern diet deficiencies, and stress can lead to physical and mental fatigue. The need for increased energy is evident in the \$13 billion dollar a year – and growing – energy drink market. Although many of these products provide a quick boost of energy, they lack a nutritional backbone and can result in a "crash."

DESERT TEA

Enriched with natural tannins, this ingredient removes much of the pollutant mucus that can inhibit our airway. These tannins allow us to breathe easier and experience a rise in energy through increased oxygen intake.

GREEN TEA AND GINSENG

Both of these ingredients have been shown to limit mental "fog" and increase intellectual acuity.

NATURAL CAFFEINE

Found in many plants, leaves, beans, and fruits, this safe central nervous stimulant delivers continuous energy.

As with all of Zija's products, we've left out the harmful neurostimulants, artificial ingredients, flavors, preservatives, stabilizers, and sweeteners present in other so-called "energy drinks." Instead you'll Drink Life In with Moringa's 90+ vitamins, minerals, vital proteins, antioxidants, omega oils, and other benefits.



Solution: Appetite Control- XMpm



Zija's XMpm capsules contain a handcrafted formula with Moringa, Sea Kelp, Ashwagandha and Gymnema Sylvestre that helps reduce stress, stabilize your mood, combat evening cravings and prepare your body for restful sleep.

In today's hectic world, stress is on the rise. Our body's natural reaction can lead to overeating, restless nights and myriad of other health problems. XMpm raises the bar on weight management and promotes a lean body by turning off your hunger switch, reducing stress naturally, and helping you wake up refreshed and ready to move forward!

XMpm is a part of Zija's complete Weight Management System, along with XMam, SmartMix, XM+ Mix and Premium Tea.

Moringa oleifera - Nature's Miracle Tree

Vitamins

Vitamin A (Alpha and Beta Carotene), B, B1, B2, B3, B5, B6, B12, C, D, E, K, Folate (Folic Acid), Biotin and many more

Minerals

Calcium, Chloride, Chromium, Copper, Fluorine, Iron, Manganese, Magnesium, Molybdenum, Phosphorus, Potassium, Sodium, Selenium, Sulfur, Zinc

All 8 Essential Amino Acids

Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Threonine, Tryptophan, Valine

10 Additional Amino Acids

Alanine, Arginine, Aspartic Acid, Cystine, Glutamine, Glycine, Histidine, Proline, Serine, Tyrosine

Other Beneficial Nutrients

Chlorophyll, Carotenoids, Cytokinins, Flavonoids, Omega (3, 6, 9) oils, Plant Sterols, Polyphenols, Lutein, Xanthins, Rutin and more

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Solution: Craving Control & Digestive Cleansing- Daily & Premium Tea



Zija's Premium Tea is a delicious blend of traditional eastern and western herbs that aids in digestive cleansing, acts as a natural laxative and diuretic and eliminates toxins released from fat cells during weight loss.

Zija's Daily Tea combines Moringa Oleifera with other natural, beneficial ingredients to promote a feeling of fullness and align appetite with true caloric needs. Use Daily Tea before meals to reach your weight loss and management goals naturally and effectively.

Daily Tea and Premium Tea are a part of Zija's complete Weight Management System, along with XMam, XMBurn, XMpm, Supermix and XM+ Mix.



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- 2x the Protein of Yogurt
- 3x the Potassium of Bananas
- 7x the Vitamin C of Oranges

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Solution: Zija Weight Management System



Zija Starter System (\$330/250 PV)

2 Cases SuperMix*
2 Boxes XM+
1 Box XMam Caps
1 Box Premium Tea

- FREE Enrollment
- FREE Shaker Bottle (\$8 value)
- FREE Business Kit (\$39 value)
- FREE 8 XMam Trial Packs (\$42 value)
- FREE 8 XMpm Trial Packs (\$42 value)
- FREE 8 SuperMix Pocket Guides
- 8 SamplePack Boxes
- Includes Shipping & Handling**



Our Proven System helps you achieve your weight management goals, using Moringa nutrition and other key elements that help you slim down and detoxify your body

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Zija's Weight Management System works best with daily exercise and healthy diet choices. Everyone's body and needs are unique. We urge you to follow general guidelines and then adjust for your own body's optimum weight loss experience.



AutoShip Examples



SuperPack 1 (\$200/150 PV)

- 1 Case SuperMix*
- 1 Box XM+
- 1 Box XMam Caps
- 2 XMpm Samples
- 1 Box Premium Tea
- 1 WMS Guide
- Shaker Bottle
- *Also Available with SmartMix in the SmartPack 1**
- Includes Shipping & Handling (Add \$5 for Canada)**



2 cases of SuperMix

(\$198/150 PV) plus cost of Shipping & Handling





T.E.A.M. 250



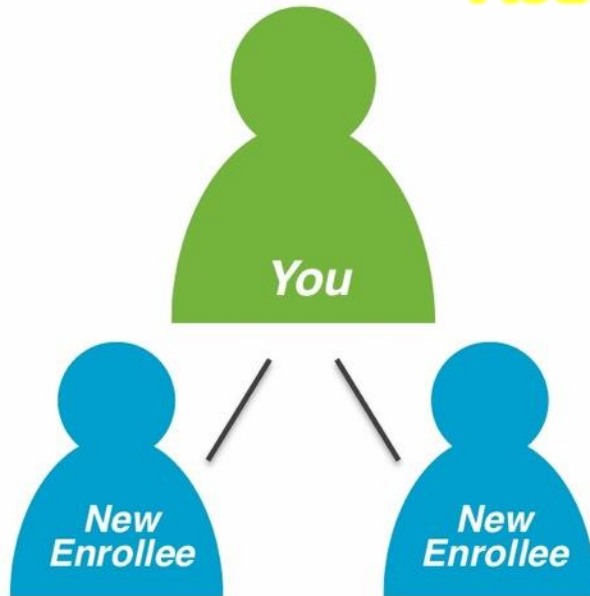
Earn a free AutoShip every Period with T.E.A.M. 250



T.E.A.M. 250 New Distributors



*Receive your Product at a
Reduced Cost or even
Free!*



Become a Speed Qualifier!

Enroll 2 new Distributors within your first 30 days in the business! When their minimum total Enrollment Volume is 250 PV or higher you can earn a free AutoShip the following Period.*

*Please refer to the T.E.A.M. 250 Rules/Rewards document for complete details.



Advance in Rank



Weekly Earning Potential up to:

Weekly Earning Potential up to:

Unlimited

Unlimited

Rank

Triple Diamond Elite

Double Diamond Elite

Rank

Up to:

\$1,750

White Gold

\$1,500

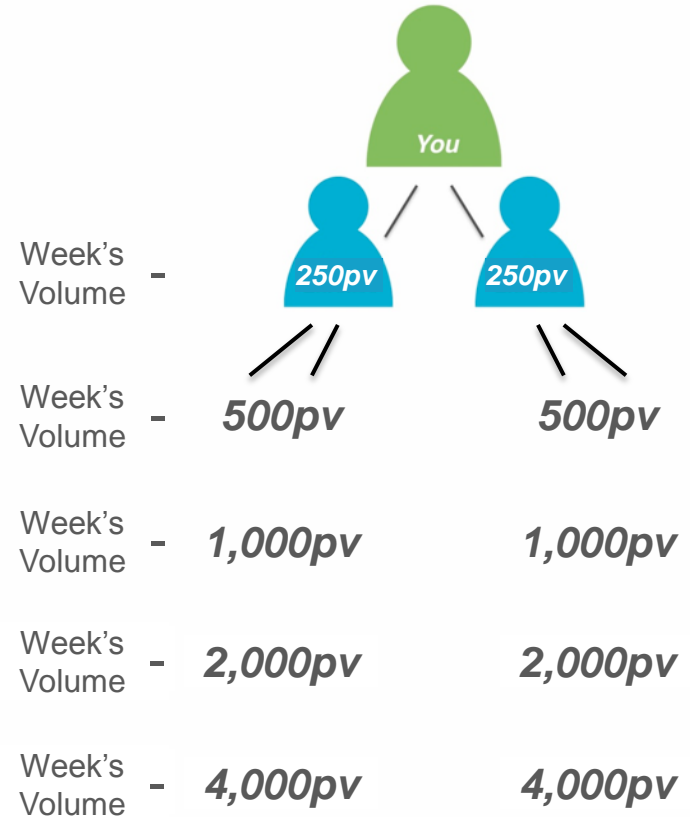
Gold

Team Commissions

*Earn **10%** of your*

*Pay Leg Group Volume to **Unlimited Depth** Every Week!*

Weekly Volume (New Growth AND AutoShips!)





Getting Started:

Choose Your Package



<i>System</i>	<i>Personal</i> \$330/250 PV	<i>Builder 1</i> \$660/500 PV	<i>Builder 2</i> \$1320/1000 PV
<i>Weight Management</i>	 <p>OVER \$150 IN SAVINGS!</p>	<p>x 2</p> <p>OVER \$300 IN SAVINGS!</p>	<p>x 4</p> <p>OVER \$600 IN SAVINGS!</p>
<i>Peak Performance</i>	 <p>OVER \$150 IN SAVINGS!</p>	<p>x 2</p> <p>OVER \$300 IN SAVINGS!</p>	<p>x 4</p> <p>OVER \$600 IN SAVINGS!</p>
<i>GenM</i>	 <p>OVER \$100 IN SAVINGS!</p>	<p>x 2</p> <p>OVER \$200 IN SAVINGS!</p>	<p>x 4</p> <p>OVER \$400 IN SAVINGS!</p>



Set the Pace for your Growth...

When you Enroll Others:



<i>Your Bonus</i> as an Active 150	<i>Personal</i> \$330/250 PV	<i>Builder 1</i> \$660/500 PV	<i>Builder 2</i> \$1320/1000 PV
<p>You Earn</p> <p>20%</p> <p>in First Order Bonus from the initial volume (PV) of your new enrollee!</p>	<p>\$50</p> <p>for each new enrollee</p> <p><u><i>Enroller Builder Bonus</i></u></p> <p>\$50 extra for every 2 that you enroll within a 28 day company period</p>	<p>\$100</p> <p>for each new enrollee</p>	<p>\$200</p> <p>for each new enrollee</p>



Maximize Your Check:

Raise Your Commissions by 50%!



<i>Team Commissions</i>	<i>Personal</i> \$330/250 PV	<i>Builder 1</i> \$660/500 PV	<i>Builder 2</i> \$1320/1000 PV
Paid Every Week from your Pay Leg to Unlimited Levels	10% Every Week	15% Every Week, for your first 12 Cycles	15% Every Week, for your first 24 Cycles
	<u>INSTEAD OF</u> \$1,000 \$5,000 \$10,000	<u>YOU'D RECEIVE</u> \$1,500 \$7,500 \$15,000, ETC!	



Ways to Earn Income With Zija



- DIRECT SALES
- FIRST ORDER BONUS (FOB)
- BUILDER BONUS
- VOLUME ORDER REBATE (VOR)
- TEAM COMMISSIONS
- LEADERSHIP CHECK MATCH (LCM)
- DIAMOND POOL
- MULTIPLE BUSINESS CENTERS
- TEAM BENZ LUXURY CAR PROGRAM





Business Training and Support



You are in business *for* yourself, but not *by* yourself. We teach and train you in everything you need to be successful with our simple, duplicable system.

Training, tools and support make Zija easier than you think

Conference calls, webinars, brochures, magazines, DVDs and CDs

Live trainings: local, regional, national and international events





**EARN A 7 DAY FREE
VACATION**

CRUISE HIGHLIGHTS

April 11-18, 2015

Round-trip from Fort Lauderdale, Florida

Royal Caribbean's Oasis of the Seas® is the Adventure meets opulence with a full-service spa, four pools including the Solarium, ten whirlpools, two FlowRider® surf simulators, two rock-climbing walls, a zip line, a full-sized basketball court, an ice-skating rink, a mini-golf course, a hand-carved carousel, fourteen complimentary dining options, three specialty restaurants, a 3D movie theatre, the Broadway hit musical Hairspray, AquaTheater shows, an 18,000 square foot Casino Royale®, parties and parades on the Royal Promenade, and much more. You definitely don't want to miss the boat!

WORLD'S LARGEST CRUISE SHIP

To earn a cruise cabin for two, you must be the Rank of Gold or higher in December 2014 and earn 100 points during the year. You can earn points in two different ways:



TEAM BENZ





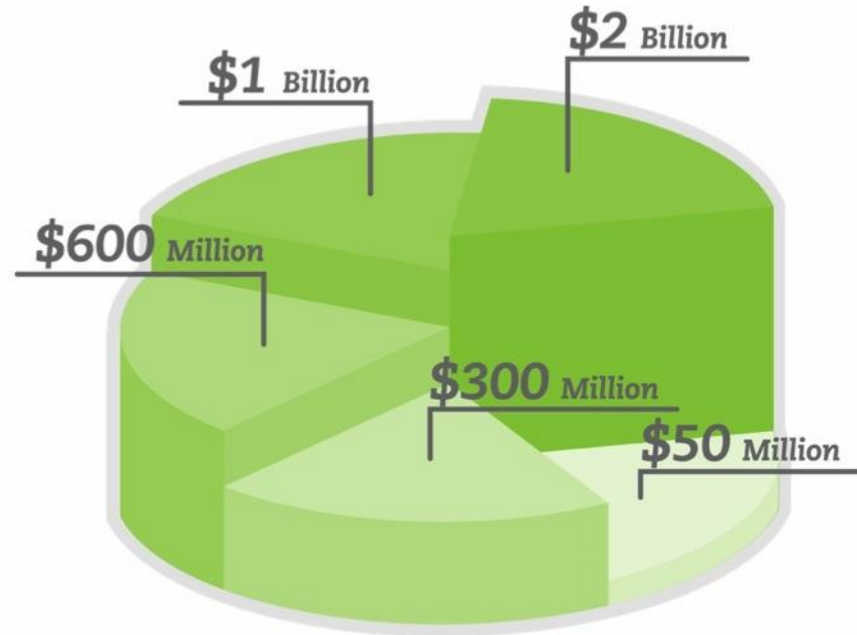
Profit Participation Pool



25% Of Net Profits In 5 Separate Pools

This is in addition to the Zija Compensation Plan

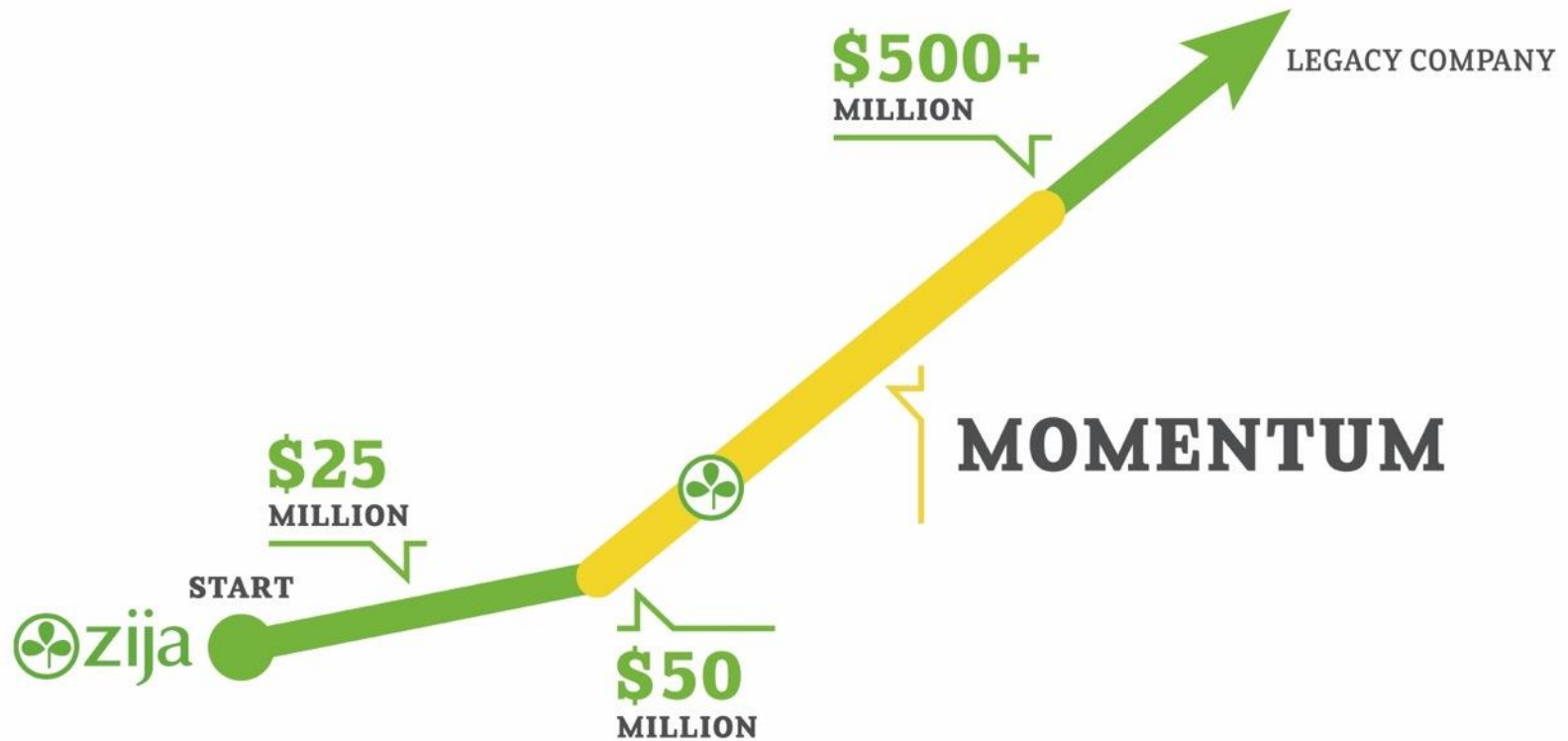
First PPP Pool was opened
in Spring 2011



* Zija's Profit Participation Plan is not intended as an equity share. All Distributors who initially qualify for any portion of the Plan must maintain their qualifications in order to continue receiving their pro rata share of any pool for which they qualify. The profits paid to a Distributor, nor any perceived rights to profits, are not transferable except in association with complete or partial sale of a Distributorship, as outlined in Zija International's Policies and Procedures.



The Importance of Timing





***Chris Estes
Louisville KY***



***Pastor Dr Jerry & Deborah Brown
Atlanta GA***

***Leaders in
the Field***



***Jessie & Josie Rivera
Houston TX***



***David Moses
Toronto ON***



Bob DeCant & JoAnne McMahon
Metro Detroit MI



Brad Deason
Dallas TX

***Leaders in
the Field***



Joel & Erica McNinch
Austin TX



Tommy & Sandra Chapa
San Antonio TX



Robert Rivera
San Antonio TX



Fernando Villareal
Pharr TX

**Leaders in
the Field**



Truman Irving
Toledo OH



Tony Gonzalez
McAllen TX



Ozzie Tijerina Jr.
Palmview TX



Sherita Mayes
Ann Arbor MI

***Leaders in
the Field***



Nadine Harrison
Davie, FL



Carol Davidson
Fort Lauderdale, FL



James Parker
Charlotte NC

Les Brown
Ft Lauderdale FL



Michael & Marissa Palomo
TX



Pastor Truman & Xenia Bryant
Dallas TX

**Leaders in
the Field**



Salvador Flores
San Antonio TX

www.drinklifein.com

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BEFORE ZIJA

**14 WEEKS LATER
43 POUNDS
7" WAIST**



BEFORE ZIJA



10 WEEKS LATER
30 POUNDS
5" WAIST



