



The Friendly Force

Distributors of GNLD International

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Friendly Team Talk - Newsletter Volume 24 Issue 8 - August 2010

WOMEN'S DAY will be celebrated on Monday 9th August. Make this a special day for all the women in your life by giving them some of your GNLD products. Look through your range of products and choose something that you know they would just love. Obviously, do not forget to tell them just how much you love them. Make them feel special, because they are.

Hi Friendly Folks...

Congratulations! Friendlies on a Spectacular July... WOW ... just short of 65 000 GPV ... Multiply that by 15 to get your Retail Value! What can I say except that you are all Super Stars ... Jen Baigent and her team had a particularly awesome month finishing just under 36 000 GPV and the Dedekind's with a whopping 11 000 Plus Group PV... It looks like the Friendlies are on an upward trend as this is a 'Best Ever' for the year so far!

It is such a wonderful time of the year... August! We are just around the corner from spring... I don't want to talk too soon but it seems that spring is almost here! The bit of cold we do have seems more bearable as there is less than a month to go and it does get warmer as it draws closer to September. Beware though as people are still catching the flue which is horrendous... more so this is accompanied by Stomach flue which has proved to be terribly contagious and hugely unpleasant. So keep taking your supplements, especially Aloe Vera Plus, Acidophilus for the stomach and Carotenoid Complex, Vitamin C and Zinc to counteract the flu and to build the Immune System... Don't forget to look after your Customers as well as your Distributors.

We would like to take this opportunity of thanking those who supported us at training during the last Winter and Soccer months, because of you, it makes the effort of providing this facility worthwhile. You can definitely see a correlation between those distributors attending training and the results that come through them. They are achieving better results in most cases than those distributors not attending training events and so it proves that attending training assists you in growing your GNLD business! Training at Head Office on a Wednesday is proving to be a real winner!

Please read the attached article on Attitude and Belief very carefully as it could assist you to become more successful. As in nature, we too need to get ready for spring... and this article could sow powerful seeds of growth in your GNLD business.

The following story was sent to me by Jen Baigent... It made me tearful when I read this story as over the last year, whilst Roy has been away in the UK, when I have been seriously in need of a friend, that friend has been there! I hope to do the same for others as time goes by...

"One day a man saw an old lady, stranded on the side of the road, but even in the dim light of day, he could see she needed help. So he pulled up in front of her Mercedes and got out. His Pontiac was still sputtering when he approached her.

Even with the smile on his face, she was worried. No one had stopped to help for the last hour or so. Was he going to hurt her? He didn't look safe; he looked poor and hungry.

He could see that she was frightened, standing out there in the cold. He knew how she felt. It was that chill, which only fear can put in you.

He said, 'I'm here to help you, ma'am. Why don't you wait in the car where it's warm? By the way, my name is Bryan Anderson.'

Well, all she had was a flat tyre, but for an old lady, that was bad enough. Bryan crawled under the car looking for a place to put the jack, skinning his knuckles a time or two. Soon he was able to change the tyre. But he had to get dirty and his hands hurt.

As he was tightening up the lug nuts, she rolled down the window and began to talk to him. She told him that she was from St. Louis and was only just passing through. She couldn't thank him enough for coming to her aid.

Bryan just smiled as he closed her trunk. The lady asked how much she owed him. Any amount would have been all right with her. She already imagined all the awful things that could have happened had he not stopped. Bryan never thought twice about being paid. This was not a job to him. This was

helping someone in need, and God knows there were plenty, who had given him a hand in the past. He had lived his whole life that way, and it never occurred to him to act any other way.

He told her that if she really wanted to pay him back, the next time she saw someone who needed help, she could give that person the assistance they needed, and Bryan added, 'And think of me.' He waited until she started her car and drove off. It had been a cold and depressing day, but he felt good as he headed for home, disappearing into the twilight.

A few miles down the road the lady saw a small cafe. She went in to grab a bite to eat, and take the chill off before she made the last leg of her trip home. It was a dingy looking restaurant. Outside were two old gas pumps. The whole scene was unfamiliar to her. The waitress came over and brought a clean towel to wipe her wet hair. She had a sweet smile, one that even being on her feet for the whole day couldn't erase. The lady noticed the waitress was nearly eight months pregnant, but she never let the strain and aches change her attitude. The old lady wondered how someone who had so little could be so giving to a stranger. Then she remembered Bryan ..

After the lady finished her meal, she paid with a hundred dollar bill. The waitress quickly went to get change for her hundred dollar bill, but the old lady had slipped right out the door. She was gone by the time the waitress came back. The waitress wondered where the lady could be. Then she noticed something written on the napkin.

There were tears in her eyes when she read what the lady wrote: 'You don't owe me anything. I have been there too. Somebody once helped me out, the way I'm helping you. If you really want to pay me back, here is what you do: Do not let this chain of love end with you.'

Under the napkin were four more \$100 bills.

Well, there were tables to clear, sugar bowls to fill, and people to serve, but the waitress made it through another day. That night when she got home from work and climbed into bed, she was thinking about the

Money and what the lady had written. How could the lady have known how much she and her husband needed it? With the baby due next month, it was going to be hard....

She knew how worried her husband was, and as he lay sleeping next to her, she gave him a soft kiss and whispered soft and low, 'Everything's going to be all right. I love you, Bryan Anderson.'

There is an old saying 'What goes around comes around. Today you have been given this story, and you can pass it on by the way you treat others you come into contact with. Let your light shine. God works in mysterious ways and sometimes puts people in our lives for a reason.'

This can apply to all sorts of help (not just money) in the way love, understanding, compassion and really caring! One big way we can really assist others in time of need is to offer them this wonderful GNLD Opportunity where not only will they achieve financial freedom but also be involved with a positive group of people striving towards a common goal. There are many lonely people in this world and we can offer them friendship and a family! This business is mostly about building relationships! Your down line could become your best friends...

Roy sends Greetings from the UK and congratulates everyone on a superb result for July! Have an Awesome August... Lyn Banks

I have included a few articles on Multi-Level- Networking which I believe can assist you towards success in your GNLD Business...

Generating Leads

The top 10 tips for recruiting people to your business

By Michael L. Sheffield

Q: What's the best way to get business leads? I have no problem retailing my Health and Nutritional products, but I need help on recruiting serious people into my business. What are the top 10 lead generation sources that could help me find these people, and what do I do when I find them?

A: This is a challenge for most MLM distributors. When it comes to products, it sounds like you've made a wise choice in your company selection. This will provide a good foundation for sponsoring satisfied customers and is the "back door" approach to a building downline. A satisfied customer will tell others, and the retailing and sponsoring cycle starts again.

Are you more comfortable turning customers into distributors or distributors into customers? Before you sink effort and your precious money into lead development systems, make sure you have a comfortable recruiting strategy that matches your style and promotional campaign. Know your products

and compensation plan, understand how to access the company support systems, and enlist the back-up support of your sponsor. Then you'll be prepared for sponsoring success. Creating leads without the skills to turn them into members of your organization is a formula for disappointment.

Now lets take a look at 10 of the top lead development systems and how you access them cost effectively:

1. Personal acquaintances. These include your friends, relatives, co-workers and others close to you. Known as your "warm market," this is usually your first sponsoring strategy. Your company probably offers a "Who do you know?" form for listing your personal contacts. Most people know several hundred people. Create this list for recruits.
 2. Referrals from customers and acquaintances. Each person on your warm list has his or her own warm list of people you don't know. Their reference will be an "implied endorsement" of you and your program.
 3. Business cards, buttons and brochures. Most companies offer sales aids that help the cold sponsoring process. If you owned a store, you would put out your "open for business" sign at the start of each day. Wear an "open for business" button promoting your product. Something catchy will inevitably create interest. If people are bold enough to quiz you about the button, they're probably outgoing and a great prospect. Pass out literature with your phone and e-mail, and use your business cards. Do this consistently. The law of averages says something has got to happen.
(Comment by Lyn... Business cards and literature etc is imperative in advertising your business and personally I am not into buttons unless at some sort of fair or market but you need to find what works for you... the other evening when I was at gym I noticed a women training with weights wearing a Training Top advertising her MLM business... which I thought was a great idea... however, if you are going to do this, make sure you look the part... i.e. if you are selling health, make sure you look it!).
 4. Cassette tape or video sponsoring. If your company has an exciting cost-effective product cassette tape, it can be used in place of or in addition to a brochure. These are automatic merchandisers that stimulate people to action. While opportunity tapes are important, most successful recruiters lead with a good product tape. Once people appreciate your product offering, they're more open to the business opportunity.
 5. Internet. Having a personal Web site linked to your company's Web site is becoming mandatory for the successful distributor. Your Web and e-mail addresses are the technological version of a business card and brochure. Internet recruiting still requires some high touch to entice people to view your page. Because this is of significant interest, I'll address Internet lead development techniques in detail in a future article. For now, view it as a support tool and not as an alternative to personal interaction.
(Comment by Lyn... This is imperative... If you have not already created your website with GNLD's ... Do this immediately! Its easy, simple and can be lucrative for you!!!! Get your downline to do the same... the more advertising within in our Friendly Group the better!
 6. MLM trade journal advertising. A well-written and properly placed ad can generate some good contacts. But don't expect thousands or even hundreds of inquires. These publications are read by experienced distributors who see lots of offerings. Yours must stand out in order to compete. Many publications will offer you a press release to accompany your ad that will greatly enhance your inquiries.
 7. Ads in local newspapers. Classified ads can pull many leads if handled properly, and weekly newspapers are usually inexpensive. You can use this method to drive people to your Web site as well. But be careful with your investment here. Getting leads is easy. Converting them into productive parts of your organization is hard work, but it's a strategy that will get results as you improve your cold sponsoring and training skills.
(Comment by Lyn ... Personally, I have found 'The WorkPlace' in the star on a Wednesday very profitable for advertising for recruits... A bit more expensive than the locals but a far better response... contact me for Advertising Tips for Success when placing your advert... it can make a big difference to the response success of your advert).
 8. Direct-mail lists and fax and e-mail broadcast lists. There are many mailing list companies with databases that target specific interests. Creating a good letter offering a free tape or product sample can generate leads. Always drive them to your Web site. Get to your prospects even faster by broadcast faxing or e-mail blasting. There are professional companies that can help you with this.
(Comment by Lyn... Emailing directly to your 'Potentials' on a constant basis will definitely bring results over time... This would also apply to the retention of distributors in your team).
 9. Card decks. These are group mailings of post cards or fliers promoting your business or special offer. Free samples or discounts always work. Write copy that targets the prospects you really want.
(Comment by Lyn... I would only do this in the way of soliciting a response/reply of some kind... to make this kind of marketing viable).
 10. Fairs, festivals and trade shows. Go where the people go. A booth displaying your product offering usually works best to get attention. Keep in mind you're there to create leads for new recruits and not just sell products.
(Comment by Lyn... Again, make sure that you have a system of taking names, otherwise all this time, effort and money can be lost).
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“Remember, Friendlies, the most effective way of networking is by talking to people (TTP) that you come into contact with on a daily basis ... always have business cards/ flyers/ Brochures with you, and where possible take down names and numbers and add them to your ‘LIST OF NAMES’”. ... Lyn Banks

7 Tips for Network Marketing Success

A direct-selling expert shares what it takes to start out and make it in this industry.

By Devlin Smith

You probably have an image firmly planted in your mind of what network marketing (also known as direct sales or multi-level marketing) is all about--housewives buying and selling Tupperware while gossiping and eating finger sandwiches, or a high-pressure salesperson trying to convince you how easily you can become a millionaire if only you and your friends and their friends and so on would buy and sell vitamins with him.

Both of these images couldn't be further from the reality of network marketing. It's neither a hobby nor a get-rich-scheme but an opportunity for you to earn money running your own part- or full-time business.

But what does it take to succeed in this industry? Vincent J. Kellsey, director of member services for the Direct Selling Women's Alliance, an organization that provides a variety of resources to women and men in the direct-selling industry, offers these tips for making it:

Choose wisely. There are six key elements you should be looking for when selecting an opportunity.

- Number one: stability. How old is the company?
- Number two is excellent products or services that consumers will use and need more of.
- Number three is the pay plan--how even and fair and generous overall is the distribution? This is really crucial as the pay plan represents exactly how you'll get paid--or not get paid. There are really only two questions to ask regarding this: How many pennies out of each sales dollar get paid back to the distributors each month, and how fair is the distribution of these pennies between the old members and the new members?
- Number four is the integrity of the company and the management. As much as possible, investigate the experience of the CEO, their experience in the network marketing industry, and their background. Have they been successful in other companies in the industry? Do they have a good reputation?
- Number five is momentum and timing. Look at where the company's at, what's going on with the company, and if it's growing.
- Number six is support, training and business systems. You may have chosen a great company with excellent management, products that make a difference, a pay plan

that's uniquely fair and very generous, and momentum and stability, but if you don't have a system in place that works, all of that doesn't matter. Most companies will have a transferable training system that they use, and that's where mentorship comes in.

- Practice what they teach. To succeed, you need to be willing to listen and learn from mentors. The way this industry is structured, it's in the best interests of the MLM veterans in your company to help you succeed, so they're willing to teach you the system. Whatever [your mentor] did to become successful, it's very duplicatable, but you have to be willing to listen and be taught and follow those systems.
- The higher-ups. It can be called various things, but the general term is the "upline," meaning the people above you. How supportive are they? Do they call you? Do they help you put a plan in place? Are they as committed to your success as they are to their own? You should be able to relate to the people in your upline and be able to call them at any time to say "I need some help." How much support there is from the people above you in the company is very important.
- Take up the lead with your downline. There's a term in the network marketing industry called "orphans"--when somebody is brought in and then the person who brought them in is just so busy bringing in other people that they don't spend the time to teach and train the new person. You should be prepared to spend at least 30 days helping a new person come into the industry--training them, supporting them and holding their hand until they feel confident to be able to go off on their own. You really need to ask yourself, are you willing to do that? Are you able to do that? This is really about long-term relationship building. It's not about just bringing people into the business and just moving forward. It's about working with these people and helping them to develop relationships.
- On the net. People are utilizing the internet as their main marketing tool.

- You can set up your site with auto-responders so when you capture leads; the auto-responder can follow up with that person. One of the greatest keys to success in this industry is follow-up. Many people will have someone call them who are interested or they'll call the person and say they're interested, but then they don't follow up with it. Automation on the internet has allowed a much more consistent method of following up. The only drawback with the internet is people who utilize it to spam. If there was one thing I could put forward to say, "Do not do" when utilizing the internet as a marketing tool, it's spamming because that can give a very bad reputation not only to you but also to the company you're working with.
- Taking care of business. This is a business, and just like if you were running a franchise or a storefront, you should have an accountant.
- You have all the same write-offs tax-wise that you have with running a full-time business.
- It's important to set up a support team around you. I'd suggest seeking out lawyers who deal in network marketing, so they're very versed in all the laws and how that affects your business. There are also accountants who specialize in dealing with home-based businesses specifically in the direct-selling industry.
- Don't quit your day job...yet. Never leave your full-time position unless you're absolutely certain that the income that's coming in with this company is going to be there. Be sure that you've been with the company for awhile and that you know it's a stable company, and the income that you're earning is equal to or greater than the income you're earning from your job before quitting.

Keep Away From My Downline!

Prevent other network marketing companies from luring away your new recruits.

By Michael L. Sheffield

Q: I recently joined an MLM company and have been building a sales team. Last week one of my downline members attended an opportunity meeting and was solicited by another distributor to join a completely different company. I'm concerned about having my people go to meetings now. It doesn't seem fair. What should I do?

A: This is an issue of questionable integrity and unethical behaviour as well as a direct violation of the policies and procedures mandated by most MLM companies today. Obviously, you've worked hard to recruit your downline. Motivating your distributors into action and building product and company loyalty is hard enough without being sabotaged by others in the same company.

As you would expect, there are many companies looking for ways to recruit new distributors. While I personally recommend monogamy when it comes to the company you represent, it's not uncommon today to see people be members of more than one company at the same time. You should always assume this is the case. This is usually allowed under the company rules, but there are typically strict rules a company sets forth pertaining to conduct concerning what's called "cross line sponsoring."

Cross line sponsoring occurs when a distributor sponsors or attempts to sponsor someone within a company where they're both members into a competing company's business opportunity. Cross line sponsoring usually indicates the violator is crossing lines of sponsorship to steal another company member's recruit. However, it can also mean they're soliciting someone who wasn't recruited directly by them but is somewhere in the depth of their own downline and sponsored by a downline member.

When you joined your company, you signed a distributor contract. If you look at it closely, you'll probably see it indicates that the rules and regulations set forth by the company are considered an extension of this contract. These regulations are usually issued as a separate document and inserted in your distributor manual. Cross line sponsoring is most likely a restricted action in this rules and regulations document. If not, it absolutely should be. Cross line sponsoring, if discovered, usually results in a severe reprimand of the violating distributor by the company that many times leads to termination of the offending person's distributorship. The reasons are obvious.

Much of the bonding of the organization's members is developed during business opportunity meetings, rallies and training programs. You want to feel that these meetings are a safe haven for your new or potential recruits. In fact, my experience has shown that the social interaction with other people

in the same company but different sales organizations is critical for building good corporate culture through group dynamics. One thing that makes this system work is development of trust and a spirit of cooperation among all the different distributor groups. The rules and regulations of the company that have been agreed to by each distributor should create a level of confidence that the company will offer protection from unethical people who attempt to steal away a fellow downline distributor for another company opportunity.

As an expert witness for the MLM industry, I've testified in a number of cases related to this issue. Many times the violating person may not have read the rules and didn't realize this was wrong. I should point out that the rules usually say members can talk to the people they personally sponsor about other opportunities but they can't talk to anyone deeper in the genealogy tree. The best way to protect yourself from this situation is to build a strong and positive relationship with your sales team. People don't jump ship that easily when they've bonded with their upline sponsor, the company products and the company itself. It also isn't out of order for you to register a complaint with your company on this issue if you're absolutely convinced this is happening. It's your business and income that can be affected. Protect your interests like any serious businessperson would.

(Comment by Lyn... We have had a recent example of a Distributor, whose membership was still current, who was recruited by another team within the GNLD family... and this was only discovered months afterwards... This is not only illegal but highly unethical to say the least... my advice is that when 'sending' your team to Company events... make sure, where possible, that you attend to protect what is yours... Alternatively, only use friendly team events where you know your team is safe! I have to add that this is not GNLD's fault but the bad behaviour of those perpetrators involved... GNLD treats this kind of issue with extreme seriousness and will suspend or even cancel distributorships of people who behave in this manner. This policy will also apply to any Distributors who think they can come to GNLD/Friendly meetings and recruit GNLD distributors into other opportunities or Networking companies... Beware, GNLD will suspend you! Even better cancel your Distributorship... You have been warned... you are playing with People's livelihoods...and this is serious!)

Reach Out and Sponsor

How to recruit new prospects nationwide

By Michael L. Sheffield

Q: I'm new to network marketing and want to really build my business. Most of my prospects live too far away for me to go see them. What's the best way to recruit them? I don't have the money to fly to see people all over the country.

A: In the MLM business, what you're referring to is called "long distance sponsoring." This form of recruiting is critical to the success of today's technologically empowered organization builder. With many of today's companies offering worldwide sponsoring potential, knowing how to communicate a compelling long distance message can substantially impact your profits.

A forward-thinking company already has many of the tools needed to assist you. These consist of brochures, audio and video tapes, and other leave-behind pieces or direct-mail pieces. Unfortunately, non-discriminate use of these recruiting tools can be expensive and means it's difficult to measure the results. Most companies also support distributors through company-sponsored national conference calls and fax-on-demand systems. Probably the two most important tools used today by successful business builders are the telephone and the Internet. With the competitive cost of long distance services and the increase in prospects who are online at their home and office, these are the areas to which you should direct most of your long distance sponsoring efforts.

Long distance sponsoring consists of two approaches. First, you have to work your "warm market." These are the people with whom you already have a relationship and who are usually open to your message. The second area consists of the people you don't know personally but who need to hear about your opportunity. Herein lies your biggest opportunity.

Working with your warm market is easy since your personal relationship assures an increased opportunity for a positive telephone interaction. However, having a concise and compelling phone presentation is still important. Your warm market contacts will receive you well but may turn cold to a recruiting pitch if you

don't approach things correctly. Working with your "cold market" (all those strangers) is a bit different and requires some additional skills.

No matter what type of prospect your long distance prospect is, for the best success I recommend using the buddy system of sponsoring. Not everyone is a sales "closer" (someone who knows how to get a prospect to say yes to a sales offer). It takes experience and, to a great extent, instinct to do this well. Using a team approach works best. In typical network marketing situations, a new distributor will set up a personal appointment with a prospect and take their sponsor, or a skilled upline member, to the meeting with them to assist in the close. It's a form of on-the-job training.

Initiating long distance sponsoring uses these same two-on-one dynamics during a three-way conference call between you, your sponsoring buddy and your prospect. It's critical that you have a conference call feature on your phone. It's not a very expensive add-on to your current phone service. And you'll use your company's Web site as an on-line product information and recruiting brochure to support your phone presentation during or after the fact.

Here's how to do it: Call your warm market friend and let them know you've started a new business and would like to explain the products to them. Mention that you'll need 10 to 15 minutes. Even if they're not interested, it will help you practice your sales presentation. If it's not a convenient time, set an appointment for later. When you make your appointed call, tell them your new business trainer is also on the line and make an introduction. Now your recruiting buddy can handle the presentation with you, staying silent unless asked to participate. Either during or after the call, you'll ask your prospect to go to the company Web site and look at your products and business information. Most companies allow prospects to enrol online. If not, faxing an application can work or, if necessary, you can mail literature and an application.

Even if your prospect makes a positive commitment during the phone call, you'll need to follow up within one or two days. Have something new to tell them that they didn't hear the night before. Begin building enthusiasm again. Start making plans with them for phone and Internet training, and commit them to the next national company conference call with a guest.

If they want to think it over, don't be discouraged. When you talk to them the next day, don't ask if they're ready to enrol; assume they are. Even after they've enrolled, they may have second thoughts. That's why you need to contact them several times over the next week to strengthen their decision and demonstrate your interest in their success. Long distance sponsoring will work for you if you work the system.

(Comment by Lyn... Use Skype! It is so effective when speaking to someone about your business! Also use your email to send pertinent 'Before or Follow-up' information and important links to your website on your Business Opportunity.)

Building Your MLM Business

Struggling with the overwhelming details of your new business? We'll show you how to take it step by step...By Michael L. Sheffield

Q: I'm new to MLM but with a good company with a long history of success. I'm confused and a little overwhelmed by the complexities of the business. We have hundreds of products, catalogues of training tapes and videos, and a big Web site where my customers can order products. There seem to be a million ways to build a business. I don't know where to start. What do you suggest?

A: I doubt that we (or future generations) will ever again witness the revolutionary change in the MLM industry that has transpired over the past five years. Today, there are so many companies, so many products, so much information and so many opportunities worthy of our efforts. There has been an increasing number of successful and street-smart MLM distributors as our industry matures. But there are still huge numbers of distributors who struggle to make MLM work.

Many distributors feel overwhelmed by the details that surround the business. They have trouble understanding and managing the various sales tools, marketing systems and compensation plans. And with the technology-driven information and support systems thrust on them by progressive MLM companies, it's no wonder so many people become confused and disillusioned, and drop out way too soon. Since you're just getting started, here are a few words of advice:

You can't do it all or learn it all in a few weeks or even a few months. Think about this: We go to school for 12 years and college for four years to get a job that pays us \$30,000 to \$50,000 a year. But when we join MLM, if we aren't making \$10,000 per month in short order, we're ready to quit. My evaluation of the most successful MLM distributors has shown me that they view growing their MLM business knowledge and earning that subsequent success as a lifelong process.

That doesn't mean that as a newcomer you can't be relatively successful right away. This is the same for an old hand at the game who is still trying to find the right formula to make it work. Keep in mind that a lot of the legwork has already been done by others. The problem for most people new to MLM is picking the right company with the right product and the right system that suits their personal style, interest and skills.

A great asset of working with a mature company is that many people have already taken the arrows in the back pioneering workable business-building concepts. That can also be a roadblock, however, if you aren't provided with a simple plan that directs you how to use this knowledge.

To start, pick out a product or two that you feel good about. Then select two to three proven sales methods from your training materials. Concentrate on these methods, avoiding the temptation to expand. In other words, "narrowcast" rather than "broadcast" your efforts. Do the same with your sponsoring methods: Pick two concepts you're comfortable with and focus on these.

Your objective should always be to keep the plan as simple as possible but no simpler. In other words, don't be under prepared, but don't also do too much. Take it one step at a time and measure your success one day at a time. Yes, you'll have peaks and valleys, but work consistently, staying committed to your goal and you'll get there.

(Comment by Lyn ... In my experience... where possible... Solicit the assistance of your sponsor and upline leaders... 'Show 'n tell' / a practical demonstration of showing the Opportunity to one of your prospects with you works extremely well in your 'training' of your GNLD business. 'Doing' appointments together will add to your confidence as well... Do this until you feel comfortable presenting the GNLD Opportunity yourself!)

Now for ...NUTRITIONAL NEWS!

ANTI-AGING SECRETS

Below, a simple eating plan to stay young:

1. Limit fat and sugar.
2. Focus on minimally processed fruits, vegetables, whole grains, legumes, non-fat milk and lean meat, especially fish.
3. Take a moderate-dose multiple vitamin-and-mineral supplements.
4. Take extra antioxidants, such as 200 IU of vitamin E and up to 1,000 mg of vitamin C, not forgetting the most powerful group of antioxidants... Carotenoids, Flavonoids & Cruciferous Complex.

Feeling and looking young is more within your control than you think. Much of what we've assumed are the inevitable consequences of aging -- wrinkles, memory loss, an escalating risk for heart disease, osteoporosis and cancer -- results more from the lifestyle choices we make than from the natural aging process. And our dietary choices are just as important as using sunscreen, getting exercise and other preventive tactics. Here, your anti-aging nutritional arsenal, in a nutshell.

Increase certain vitamins as you age

As we age, our bodies' process nutrients less efficiently, resulting in the need for us to increase our nutrient intake. For example, **Vitamin D is a nutrient essential to the prevention of osteoporosis.** Our bodies manufacture vitamin D when our skin is exposed to sunlight, but by our 70s our bodies produce only 40 percent of what they produced in third grade. An adequate dosage of vitamin D for people in their 20s is 200 IU; for people who are older, 400 IU to 600 IU is needed to do the same amount of work. It's impossible to say at exactly which age you should be getting this much, but because aging is a continuum, you should gradually increase your intake so that by age 60 or so you are up to around 600 IU.

Supplement with GNLD's Vitamin A+D.

The need for B vitamins increases with age as well. Three B vitamins -- folic acid, vitamin B6 and vitamin B12 -- are essential for keeping levels of a compound called homocysteine low in the blood; if allowed to

rise, homocysteine contributes to heart-disease risk and possibly memory loss, according to a study in a 1998 European Journal of Pediatrics. As you age, increase your B6 dose from 2 mg to 5 mg; increase B12 over time from 2 mcg to 10 mcg. Women should take 400 mcg of folic acid daily; pregnant women should take 800 mcg daily (to help prevent neural-tube defects in the fetus).

Supplement with GNLD Vitamin B Complex and/or Lipotropic Adjunct.

Women, in particular, should be aware that their **calcium intake should increase** as they age to prevent osteoporosis: According to the National Institutes of Health, during the middle years, 1,000 mg each day is adequate; 1,200 mg after menopause if you're on hormone replacement therapy; 1,500 mg if you are not on HRT. (During adolescence, girls should take 1,200 mg to 1,300 mg.)

Supplement with GNLD's Calmag which has a bio-availability of 83%.

Consume "anti-aging" produce

People who consume diets loaded with **fresh fruits and vegetables** have lower disease rates, more energy and less risk for weight gain (which can lead to health problems) than those who skip these foods, according to numerous studies published over the years. What's the magic ingredient in fresh produce? There are several:

With the exception of avocados, olives and coconuts, fresh fruits and vegetables have no fat, cholesterol or sodium. They are also fibre-rich: Eight servings of fruits and vegetables daily supplies approximately 27 grams of fibre, well within the daily target goal of 25 grams to 35 grams. Fibre-rich foods lower a person's risk for developing age-related diseases such as heart disease, cancer, diabetes and hypertension. Fibre-rich foods also are low in calories, yet satiating, so they help fill you up without filling you out. Fresh fruits and vegetables are nutrient-packed, providing ample amounts of calcium, iron, magnesium, vitamin C, beta carotene and folic acid, and they are low in calories (a heaping bowlful of greens supplies only 30 calories!).

The National Cancer Institute recommends a minimum of five fruit-and-vegetable servings a day, but research shows that the more servings, the greater the health benefits. Therefore, to fend off the hands of time, you should try to consume at least 7-9 servings of fruits and vegetables each day (two at every meal and two as snacks).

Supplement with GNLD Multi Nutritional Formula such as Formula IV and add the Carotenoid Complex

Load up on age-defying antioxidants...Fruits and vegetables also are gold mines of longevity-enhancing compounds called antioxidants; these include vitamins C and E and beta carotene. Antioxidants combat free radicals, oxygen fragments that attack and damage cell membranes, life-sustaining proteins and even our cells' genetic code, and in so doing bring about aging and disease. Diets rich in antioxidants prevent disease and premature aging. Antioxidants also stimulate the immune system and protect the nervous system and brain from the oxidative damage associated with age-related memory loss. A 1993 Harvard School of Public Health study found that adults who supplemented daily with at least 100 IU of vitamin E for at least two years had up to a 40 percent reduction in heart-disease risk. Men, in particular, can benefit from the immune-enhancing effects of antioxidants: A study published in this month's Journal of the National Cancer Institute found that men who consumed vitamins C and E had lower amounts of certain particles (androgens, for example) associated with the development of prostate cancer. The recommended daily value (RDA) for vitamin C is 60 mg, but up to 1000 mg can be taken safely.

Supplement with GNLD's Phytodefence... or individually Carotenoid Complex, Flavonoid Complex and Cruciferous Complex... Obviously Vitamins A,C, and E are also powerful antioxidants.

Practice portion control and make every bite count

Cut back on unnecessary calories, and you stack the deck in favour of living longer. Studies of small mammals have shown that in every case these animals have increased their lifespan from two- to four-fold by cutting back on food intake. Such animals have lower rates of all age-related diseases, including heart disease, diabetes, cancer, memory loss and dwindling immunity. Don't confuse reducing calories with malnutrition, however. Lower your intake of foods containing fat and sugar but continue to eat foods chockfull of nutrients including fruits, vegetables, whole grains, legumes and non-fat milk products.

Supplement with GNLD's GR2 Weight Loss program for balancing your sugar levels and for losing excess weight and to assist with your 'portion control'.

Get your fat from fish

Last but not least, get your fat from fish, not from red meats. The fats in fish, called omega-3 fatty acids, lower heart-disease risk, stimulate the immune system and might even reduce the incidence of depression. In a study published in this month's American Journal of Clinical Nutrition, researchers from the University of Barcelona found that "fish-lovers" have a significantly reduced rate of colorectal, oesophageal, stomach and pancreatic cancers. Even small amounts of fish were found to lower risk for cancers of the digestive tract. The researchers speculate that the fatty acids found in fish may help inhibit the growth of cancer cells.

Supplement with GNLD's Omega 3 Salmon Oil Plus...

Last but not least ... Drink enough fluids daily and exercise, exercise and exercise... What can I say... Its your life - Make it a Best Ever!

**Health is your greatest Wealth:
Low Levels of Key Vitamins may Lead to Cognitive Decline!**

With the population of adults over 65 rapidly expanding, there has been an increased focus on cognitive and neurological health. New research has revealed an interesting prospect - a potential link between blood levels or oral intake of vitamins D and E and the risk of cognitive decline and other neurological disorders.

One recent study involved approximately 850 adults aged 65 and older. Researchers conducted interviews, blood tests and cognitive assessments on each participant three times during a six-year period¹. The authors found that after six years, those with the lowest blood levels of vitamin D (measured as 25-hydroxyvitamin D) were 60 percent more likely to display general symptoms of cognitive decline and 31 percent more likely to experience declines in specific cognitive abilities, such as planning, organizing and prioritizing.

Another study analyzed the correlation between vitamin D levels and the risk of developing Parkinson's disease². Nearly 3,200 Finnish men and women underwent medical evaluation and blood tests. After 29 years, researchers found that participants who initially had the highest blood levels of vitamin D were 67 percent less likely to develop Parkinson's disease than those with the lowest blood levels of vit. D.

A study published this month in the Archives of Neurology looked at the link between vitamin E, dementia and Alzheimer's disease³. Approximately 5,400 men and women over the age of 55 who showed no signs of dementia provided detailed information about their dietary patterns.

After nine years, researchers found that those with the highest dietary intake of vitamin E (mostly from sunflower oil, margarine and soybean oil) were 25 percent less likely to develop dementia. After adjusting for major risk factors, a similar reduced risk was also discovered for Alzheimer's disease.

Consuming sunflower oil, margarine and soybean oil is not suggested as these contain an overabundance of omega-6 fatty acids. Please remember that most omega-6 fatty acids (other than GLA) are pro-inflammatory and often harmful. A healthy and effective way to get vitamin E is to eat nuts and seeds.

If you want to supplement with vitamin E, you should look for a supplement like GNLD's Vitamin E which contains all 8 components of Vitamin E ... such as Alpha, Beta, Gamma, Delta tocopherols and Alpha, Beta, Gamma, Delta Tocotrienols... These should also be taken as soft-gels and not in powder/tablet form.

In the case of vitamin D, supplementation may be crucial. In fact, the latest National Health and Nutrition Examination Survey reported that 77 percent of nearly 19,000 U.S. teens and adults were shown to have vitamin D deficiency (blood levels of less than 30 ng/ml). Vitamin D blood levels have declined over the past decade as people experience less skin exposure to ultraviolet-B sunlight, our body's main method of obtaining vitamin D.

It is recommend that adults supplement with 4,000 to 5,000 IU of vitamin D₃ per day, taken with a meal that contains fat to maximize absorption of this fat-soluble vitamin.

GNLD RECOMMENDATIONS...

Supplement with GNLD's Vitamin A+D, Formula IV, and Vitamin E as per above information...

however, there are other important nutrient for your Brain's health ... which include GNLD Omega 3

Salmon Oil Plus, Vitamin B Complex and Zinc.¹ Llewellyn D, Lang I, Langa K, Muniz-Terrera G, Phillips C, Cherubini A, Ferrucci L, Melzer D. Vitamin D and risk of cognitive decline in elderly persons. Arch Intern Med. July 2010 170(13):1135-41. 2. Knekt P, Kilkkinen A, Rissanen H, Marniemi J, Sääksjärvi K, Heliövaara M. Serum vitamin D and the risk of Parkinson disease. Arch Neurol. July 2010 67(7):808-11. 3. Devore E, Grodstein F, van Rooij F, Hofman A, Stampfer M, Witteman J, Breteler M. Dietary antioxidants and long-term risk of dementia. Arch Neurol. July 2010 67(7):819-25.

I have included this email from Ros Walters, Capetown, in which Ros posed an excellent question concerning calcium and our Calmag... Thanks Ros

-----Original Message-----

From: Ros **Date:** 2010/07/30 01:01:24 PM **To:** ['Lynda Banks'](#) **Subject:** Calcium Supplements

Hi Lyn

Hope you're keeping well, and that Roy is flourishing. Is he back from the UK yet? Would love to keep up to date with how things are going with you personally.

I wanted to ask you about calcium supplements because last night on CBS News there was a report that an in-depth study in the US has found that people taking them are at 30% higher risk of a heart attack, and that people should get their calcium from natural sources in food (besides dairy, they recommended almonds, figs, broccoli, sardines/pilchards, etc.), where there is no increased risk of heart attack. Could you find out a little more about this from the Board, as it is obviously worrying. Perhaps there is a difference in the way the calcium is formulated, and that GNLD's chelated variety wouldn't pose the same threat? I would be really grateful if you could find this out on behalf of all GNLD users.

Love Ros

Hello Lyn,

I also heard about this on the radio and am interested in your findings too.

Love,

Jean Wetselaar PHF

From: Ros **Sent:** 30 July 2010 01:04 PM **To:** 'Leo & Jean Wetselaar' **Subject:** FW: Calcium Supplements

Hi Jean and Leo...Hope you're both keeping well, and staying as warm as possible! It is surprisingly warm here at the moment and a couple of weeks ago we had some warm days as well – almost like summer. Very confusing as shortly afterwards it is cold again!

Just thought I'd let you see this email I've just sent to Lyn, as I am rather concerned. I'm sure you'll be speaking to her about it now as well, as I think we all have a responsibility to keep up to date with the latest news and findings, although I realize that many studies are somewhat skewed. Still, don't want to take chances.

Love to you both xx

From: [Lyn](#) **Date:** 2010/08/02 05:36:43 PM **To:** blandb@iafrica.com; [Ros Walter \(ros@hotros.co.za\)](mailto:ros@hotros.co.za); [Jean and Leo Wetselaar](#) **Subject:** Fw: Calcium Supplements

Hi Ros,

Thank you for your email and well done on a stunning month so far... Roy is great... He will visit in December / January and I am looking so forward to that!

I did not see that program... But what immediately comes to mind is that they are correct in what they are saying and this would apply to most of the Calcium supplements on the market... As the Bio-availability of most Calcium supplements is very low (Approximately 10%) ... (Poor absorption could cause calcification of the heart, lungs and kidney stones). This would cause calcification of the heart and this in my mind could cause heart disease and heart attacks etc. Our GNLD Calcium has a Bio-availability of 83% which is extremely high and the balance is easily flushed from the system ... Thus making our calcium supplements safe to use... The other issue is that most people do not consume enough calcium every day through their foods ... Particularly those foods mentioned... Thus the need for supplementation. I have attached the info on our Calmag... Read through it to see all the benefits... One of the benefits of taking calcium is that it lowers cholesterol and assists in the prevention of heart attacks... So ??? I have been taking 4-6 every night for the last 24 years and I have a very strong heart... And healthy bones and nervous system... Touch wood!!! There will always be the odd negative report about nutrition and nutritional supplements but you have to make up your own mind with this regard and sift the garbage from the realities.

As you can see I have forwarded this email to Dr. Barry Bland and let's see what the Doc has to say in this regard...

See next page for info on Calmag...

TonSA luv, **Lyn Banks**

Miss you Ross... When are you going to visit the Gauteng?

The Friendly Force Team
Distributors of GNLD International
PO Box 87453 Houghton 2041
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Calmag

Cal-Mag is one of the most valuable supplements available today, offering the benefits of two important minerals that can dramatically influence overall well-being. GNLD's unique amino acid chelated form of calcium and magnesium contributes to absorption that is more efficient. 3 tablets provide 300mg Calcium (Glycinate) and 150mg Magnesium (Glycinate). **Dosage: 3 tablets daily. Amino acid chelation** employs glycine for better absorption of both calcium and magnesium. The **Preferred ratio is 2:1** calcium to magnesium. Calcium helps maintain healthy bones and teeth while magnesium helps in the utilization of proteins and maintains healthy nervous system metabolism.

Dosage: 3 tablets daily.

% RDA for persons
10 years and older

3 tablets contain:

Calcium (Glycinate)	300 mg	38
Magnesium (Glycinate)	150 mg	50

Contains no animal derived ingredients

Calcium (Mineral) What it can do for you. Magnesium (Mineral – Found in Calmag,

- Maintains strong bones and healthy teeth and nails.
- Keeps your heart beating regularly, controls contraction of heart and other muscles and has been beneficial in the treatment of cardiovascular disorders.
- Assists in process of blood clotting - blood coagulation, flow monthly cycles. Controls blood cholesterol levels.
- Aids in muscle cramps in feet and legs and aids in relieving the young suffering from growing pains.
- Used in treatment and prevention of sunburn, also gives protection against skin damage such as redness and peeling, also protects against sun caused skin cancer. Calcium helps skin to remain healthy. Vitamin A and calcium are a good combination for skin protection.
- Structural rigidity caused by depletion of bone calcium can be helped by regular supplements of calcium - early consumption can help prevent. Also rheumatism can be treated successfully with calcium therapy.
- Calcium also essential for the nervous system - coats the myelin sheaths (liquid coating over nerves) along the nervous system, therefore helping to promote a healthy nervous system especially in impulse transmission. No. 1 priority for the nerves, we have nerve fibres all over the body, nerves everywhere, 2 million times from finger all the way to the brain. If neurotransmitters not coated with myelin sheaths - you lose memory. Acts as a natural tranquillizer and also alleviates insomnia. The answer is to consume enough calcium so that the body won't leach the calcium from the bones to feed the nervous system, which is the priority.
- Helps in the prevention of Rickets, osteomalacia and osteoporosis.
- Men need 600 mg of calcium per day. The average woman needs 1200 mg per day, pregnant and breastfeeding women need 2000 mg and women, during menopause and during the menstrual cycle, need 1500 mg of calcium.
- Hormones - problems of menopause such as nervousness, irritability, insomnia, headaches, have been overcome with administration of calcium. When there is not enough calcium in the body to be absorbed, the output of estrogens decreases.
- Calcium can help prevent pre-menstrual tension and menstrual cramps.
- Older people - Relieves the symptoms associated with ageing such as bone pain, backaches, insomnia, brittle teeth, cavities, tremors of fingers.

Formula IV and Multi-Mineral)

What it can do for you.

- Necessary for the digestion and utilization of calcium. Helps in the proper metabolism
- of calcium, (as well as VC, phosphorus, sodium, potassium) helps prevent calcium deposits, kidney and gallstones.
- Aids in fighting depression.
- Promotes healthier cardiovascular system and helps in the prevention of heart attacks.
- Keeps teeth healthier.
- Magnesium is very alkaline acts as natural antacid, brings relief from indigestion and heartburn.
- Important in converting blood sugar into energy.
- Known as an anti-stress mineral. Alcoholics are usually very deficient.
- Magnesium makes a hormone which controls all the involuntary muscles like the heart,
- Heart beat. Helps with breathing rate e.g. Crib deaths - largest killer of babies - due to deficiency of magnesium. Expecting Mothers should take magnesium.
- Supports reflex (involuntary muscles) i.e. eye-blink, reflexes, and reflex control.
- Deficiency of calcium usually manifests itself in the way of prostate troubles, polio, depression, neurotransmitter disorders, nervousness, temper tantrums, noise sensitivity, diarrhoea, vomiting.
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GNLD's Acidophilus Plus

Research has shown that beneficial bacteria may:

- Transform naturally occurring sugars, especially lactose, into lactic acid, promoting a more balanced and stable intestinal environment.
- Colonize the intestines and discourage growth of harmful bacteria and fungi such as E. coli, salmonella, and Candida.
- Help maintain a healthful ratio of a variety of intestinal micro-organisms.
- Produce important vitamins, especially B vitamins and Vitamin K
- Assist in the absorption of minerals, especially calcium.
- Support healthy immune system function and promote resistance to pathogenic bacteria.
- Healthfully combine with bile acids and toxins, which may include cholesterol, heavy metals and carcinogens. This action supports the normal healthy elimination of toxic products from the body.
- Encourage normal cellular growth and activity, and normal tissue growth throughout the body.
- Help normalise digestion, bowel function, and intestinal environment.
- Promote a healthy metabolic response to ingested chemicals and environmental pollutants.

GNLD's Acidophilus Plus for a Healthy Digestive Balance...Includes 5 Billion live lactobacilli

Why you need beneficial bacteria...

There's a war going on right now inside your gastrointestinal tract! The battleground is a complex ecosystem containing more than 400 types of bacteria – both beneficial and potentially harmful. The “good” micro-organisms promote comfort and wellness, generate nutrients, and discourage growth of “bad” bacteria, while the bacterial villains produce harmful toxins and even carcinogens!

With GNLD Acidophilus Plus, you can send in 5 billion microscopic reinforcements to “crowd out” bad bacteria. GNLD's exclusive Gel-Guard protection system shields beneficial bacteria so they safely reach your intestines to help promote healthy digestive balance!

7 Ways acidophilus Plus helps create healthy balance...

1. **Whole-food-based.** Beneficial micro-flora are selected from a variety of cultured dairy foods, including: European yoghurt acidophilus-fermented milk, bifidus-fermented milk, and Yakult, a popular Japanese fermented milk.
2. **Broad-spectrum micro flora exclusively from the human food chain.** Delivers a unique combination of five superior types of beneficial bacteria that promote a more stable intestinal environment: Lactobacillus acidophilus, B. bifidum, L.bulgaricus, S. thermophilus, and L. casei.
3. **Targeted Delivery Technology.** Each capsule contains GNLD's exclusive Gel-Guard Enteric Protection System to protect beneficial bacteria against destruction by harsh stomach acid and deliver them safely to the intestines.
4. **Concentrated, active cultures.** Delivers 5 billion beneficial bacteria, as many as 10 servings of yoghurt or five servings of acidophilus milk!
5. **High potency guaranteed.** GNLD's bacterial trains are cultivated under strict conditions to guarantee high levels of active bacteria. Plus each capsule provides complete systems of support and protection to keep micro-organisms potent and viable.
6. **An excellent and completely safe choice for lactose intolerant individuals.**
7. **No artificial flavours, colours or preservatives...**

The Science behind the supplement...

Why GNLD's Scientific Advisory Board created Acidophilus Plus...

When beneficial bacteria are in short supply, undesirable bacteria can multiply, causing an unhealthy balance. This balance is further upset by stress, infection, antibiotics and a diet high in processed, low fibre foods. Restoring balance is tough when most of today's cultured milk products and cooked foods don't contain live cultures. And digested in the stomach long before they reach the intestines, where they're needed!

Knowing this, GNLD scientists developed revolutionary Acidophilus Plus to help restore balance, encourage the growth of beneficial bacteria and tip the scales toward wellness.

A Numbers Game ... you can win!

Thanks to GNLD Acidophilus Plus, your “acidophilus army” is 5 billion strong, ready for action in your intestinal “ware zone”! **DECLARE WAR ON BAD BACTERIA... AND WIN... WITH ACIDOPHILUS PLUS!**

Super-foods That May Make You Feel Sexier

Eating healthy foods with lots of nutrients and antioxidants can help you feel (and look) more vibrant by keeping your skin and hair healthy. In addition, eating a healthy diet (and some exercise) helps to keep your body strong and fit. Whether you are a man or woman, beauty really does come from within.

Start with the basics -- eat plenty of fresh fruits and vegetables, lean protein sources, low-fat dairy, whole grains and a few good fats (and know how many calories you need every day). Then add these sexy super-foods, which are extra high in certain nutrients, to your healthy diet:

Non-fat Yogurt

Dairy products are rich in vitamin A that is important for beautiful skin, and calcium for strong bones and healthy hair. People who eat dairy products every day appear to have an easier time losing excess weight and keeping it off. Non-fat yogurt has all the benefits of dairy, plus the friendly bacteria found in yogurt are Probiotics that help keep your digestive system working normally. Tip: Enjoy some plain non-fat yogurt mixed with fresh blueberries, chopped nuts and a little honey for additional protein and vitamins.

GNLD's Calmag, Acidophilus Plus and Vitamin A (found in Vitamin A+D, Formula IV and Daily Vitality Pack).

Citrus

Citrus fruits contain lots of vitamin C. Eating an orange a day gives you the vitamin C your body needs, plus it helps to increase absorption of iron from vegetables and legumes that your body needs for energy. Vitamin C also helps keep your skin beautiful by keeping the connective tissue under the skin strong, which helps to stave off wrinkles. Tip: Eat an orange every day as a healthy snack or drink orange juice with meals. And perhaps hand-feed a few slices to your significant other?

GNLD's Vitamin C Sustained Release and Chewable Vitamin C ensures that you are getting optimal levels of this crucial nutrient in your diet.

Berries

The beautiful pigments that give berries their colours also contain phytochemicals (Carotenoids and Flavonoids) that boost the antioxidant activity in your skin, which may help you age more

gracefully. Berries are also low in calories and rich in vitamin C and potassium.

Tip: Make a fruit smoothie with a banana, plain yogurt, frozen blueberries, sliced strawberries and a splash of cranberry juice. Or dip a few fresh strawberries in dark chocolate for a romantic treat.

GNLD's Phytodefence (or individual products such as Carotenoid Complex, Flavonoid Complex and Cruciferous) will make sure that you are getting all your phytonutrients on a daily basis...

Salmon

Fish contain essential fats and protein that are essential for healthy skin and hair. Salmon is especially high in omega-3 fatty acids that protect your skin from getting dry by keeping moisture in the skin cells.

Tip: Go out for salmon sashimi at a romantic sushi restaurant, or grill a salmon steak at home.

GNLD's Omega 3 Salmon Oil Plus gives you optimal levels of all 8 Master Molecules of Omega 3 on a daily basis... Have a great looking skin every day!

Oysters

Legendary as aphrodisiacs, oysters may live up to their sexy reputation. They're rich in zinc, a mineral that's important for male sexual health, testosterone levels and sperm production. Zinc is also important for healthy hair and for your senses of taste and smell.

Tip: Enjoy raw or cooked oysters as an appetizer. If you don't like oysters, you can get lesser levels of zinc from beef, pork or lamb.

GNLD's Chelated Zinc ensures a convenient regular daily dose of zinc... Eating Oysters every day would be wonderful but very expensive to do!

Black Beans

Legumes contain protein, iron and zinc. Black beans are also a good source of biotin, a B vitamin that's important for healthy skin and hair.

Tip: Serve black beans as a side dish with dinner.

GNLD's Protein Shakes are ideal... and delicious! GR2 Protein Shake and Nutrishake both contain all 22 Amino Acids plus all your vitamins and minerals.

Walnuts

Nuts contain polyunsaturated fats, and walnuts are rich in alpha linolenic acid, the plant version of omega-3 fatty acids. They're also a good protein

source and eating just a few walnuts helps to keep you feeling satisfied between meals. Some research studies have suggested that the phytochemicals in walnuts help keep the prostate healthy in older men.

Tip: Eat a handful of walnuts with a fresh piece of fruit for an afternoon snack.

GNLD's Tre-en-en, Omega 3 Salmon Oil Plus and Carotenoid Complex (Just 1 of each every day) i.e. the ProVitality Pack will give you all of the above but in much bigger dosages.

Tomatoes

Tomatoes are rich in vitamin C and a phytochemical called lycopene, a relative of vitamin A that helps keep a man's prostate healthy. Lycopene is thought to skin damage from too much sun exposure and getting adequate amounts of lycopene may help to keep your skin smooth and supple.

Tip: Make tomato bisque and serve it with a fresh salad and crusty whole grain bread.

GNLD's Carotenoid Complex contains 600 different kinds of carotenoids including Lycopene...

Dark Chocolate

You may believe that eating chocolate improves your mood, which may or may not be due to any of the chemicals in cocoa. Research isn't conclusive on that. However, dark chocolate does have a super power. The phytochemicals in dark chocolate improve blood flow to all the parts of your body, including the brain and the sexual organs, which is an important component of arousal.

Tip: Enjoy one ounce of dark chocolate (not Dutch-processed) every night.

GNLD again, in the form of the Flavonoid Complex... which contains 4000 different kinds of flavonoids... Awesome!

Water

Although water isn't really a nutrient, it's important for your health -- your body contains a lot of water. Not only is water good for your insides, it's also important for smooth healthy skin. Plus water has no calories so it's perfect for watching your weight.

Tip: Drink water with a slice of lemon or lime instead of sugary soft drinks.

Sources:

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A Fishy Story

The Japanese love fresh fish. However, the waters close to Japan have not held many fish for decades. So to feed the Japanese population, fishing boats got bigger and went farther than ever.

The farther the fishermen went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese did not like the taste.

To solve this problem, fishing companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer.

However, the Japanese could taste the difference between fresh and frozen and they did not like frozen fish. The frozen fish brought a lower price.

So fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. After a little thrashing around, the fish stopped moving. They were tired and dull, but alive.

Unfortunately, the Japanese could still taste the difference. Because the fish did not move for days, they lost their fresh-fish taste. The Japanese preferred the lively taste of fresh fish, not sluggish fish.

So how did Japanese fishing companies solve this problem? How do they get fresh-tasting fish to Japan? If you were consulting the fish industry, what would you recommend?

How Japanese Fish Stay Fresh

To keep the fish tasting fresh, the Japanese fishing companies still put the fish in the tanks. But now they add a shark to each tank. The shark eats a few fish, but most of the fish arrive in a very lively state. The fish are challenged.

Moral of the Story

Instead of avoiding challenges, jump into them. Beat the heck out of them. Enjoy the game. If your challenges are too large or too numerous, do not give up. Failing makes you tired. Instead, reorganize. Find more determination, more knowledge, more help. If you have met your goals, set some bigger goals. Once you meet your personal or family needs, move onto goals for your group, the society, even mankind. Don't create success and lie in it. You have resources, skills and abilities to make a difference. Put a shark in your tank and see how far you can really go!

"In any moment of decision, the best thing you can do is the right thing. The worst thing you can do is nothing." *Theodore Roosevelt*

Friendly 2010 Awards

The Friendly Top 20 Business Builder Awards - January – December 2010

- ◆ The Qualification period will run from January 2010 till end December 2010.
- ◆ The Awards Rally will take place in January 2010 AT A FRIENDLY FORCE EVENT! You must attend the event to collect your prize unless you reside outside the Gauteng area.
- ◆ Recruiting will have an effect on your results both in the Top 20 and in the success of your business!
- ◆ This contest is for everyone in the business irrespective of status.
- ◆ Your Position in this Top Twenty Contest will be determined by your Team. (Group PV).
- ◆ You must do 100 Personal PV (PPV) to pick up your Qualifying PV. (QPV)
- ◆ You must personally recruit 1 new distributor every quarter thus = 4 for the year or you can 'catch up' by recruiting 6 new distributors before the end of December 2010.
- ◆ Recognition will be published monthly.
- ◆ There will be Certificates for each quarter.
- ◆ The top 20 for the year will receive Certificates and Prizes according to rank.
- ◆ Out of this contest, further recognition will be given to the top No. 1 'Business Builder' in each of the following categories and will be determined by your Status at the beginning of January 2010 but is possible to be a Number 1 in more than one category if you upgrade!
 - No. 1 Manager, No. 1 Director, No. 1 Emerald Director, No. 1 Sapphire Director
 - No. 1 Ruby Director ...and the No. 1 Recruiter
- ◆ Out of this contest we will pick out the top No. 1 Recruiter for the year so bear in mind that you have to be in this category to be a contender for the Top Recruiter.
- ◆ Please remember that you have to recruit to be a contender in this contest...

July 2010 Friendlies Recognition

Congratulations, Friendlies, on a spectacular result for July... Keep going at this rate and our Team will once again become an awesome contender in the GNLD Annual Recognition & Growth rankings. The Friendly Team is looking for 20 Qualified Directors and/or Emerald Directors, minimum this year... Will you be one of them??? You'll make loads of money in the process! There are contests in place to assist you on your way to success!

CONGRATULATIONS TO ALL OUR QUALIFIED DIRECTORS ON EXCELLENT RESULTS FOR JULY 2010

The Friendly Group finished on 64 247 Group PV...

Baigent, Dedekind, Bailey Mc Ewan, Dedekind, Roodt, Stephenson, Aarons.

The Friendly Top 20 Business Builder Awards

		Jan	Feb	March	April	May	June	July	YTD	Sign YTD
1	Baigent	22825	17682	24483	27834	23103	22071	35957	173955	2
2	Dedekind	5775	5760	7825	8527	8143	7221	11035	54286	16
3	Aarons	2481	4007	5199	4406	4200	4012	4000	28305	14
4	Walker	4002	1069	4026	4000	4000	2430	2296	21823	3
5	Murugan	1181	1189	1616	1485	1513	1310	2169	10463	17
6	Mosoeu	1326	1563	2271	1160	349	314	447	7430	32
7	Peterson	618	604	1450	1736	1544	840	738	7530	2
9	Holcroft	1013	1051	1063	773	1293	1126	1398	7717	3
8	Kaunda	0	1696	2451	1263		420	832	6662	3
10	Wetselaar	645	507	1185	719	1000	558	1440	6054	3
11	Mildenhall	0	627	1001	1581	290	560	508	4567	9
12	Mafilika	509	461	568	571	780	1000	548	4437	3
14	Dedekind M&S	0	0	1135	1085	268	323	640	3451	5
13	Stievenart		501	267	406	550	1016	1003	3743	3
15	Boada	136	130	1000	731		615	139	2751	2
16	Moodley Chitra	729	352	148	328	273	183	711	2724	8
19	Freemantle	0	149	561	300		468	348	1826	6
17	Gous			1054	0	270	0	0	1324	3
18	Livanos				587	225	258	0	1070	2
20	Ferguson			500	337		145	144	1126	2

REMINDERS!!!

Vision Contests

All **3/30 Star Achievers** in 2010 will receive a Vision Gift!
Remember that these new Distributors have to have 100 PPV (Personal Point Value) in their name to count for your 3/30 Star Achievement!

All **WOC Achievers** in 2010 will win as follows:-

Bronze Medal = R100

Silver Medal = R250 and ...!!!!

Gold Medal = R1000 ... WOW!!!

Speak to your Up-line to understand the World of Champions contests, how it works and what you have to do to achieve this! You will build a huge business in the process as it is based on building a team!

All **New Emerald Directors** will qualify to be in a Draw for R2000... These draws will be for New Emeralds Jan – June (R2000 draw in July 2010) and New Emeralds July – Dec (R2000 Draw in January 2011) WOW!!!!

Recognition for July 2010

New Managers

Gladys & Pamela Lutango 269 PV	Dedekind
Anne Fitzhenry 255 PV	Banks
Ellen Tshotlhang 252 PV	Mafilika
Yasmien Desai-Chilwan 252 PV	Aarons
Nesta Madela 500PV	Dorfling

3/30's

Taryn & Karun Murugan	3
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GALAXY TEAM DEVELOPING GROUP: SHARE IN A BONUS POOL OF US\$ 5,000.

As a team we have to develop 14 new Emerald Directors from Jan to December 2010 and we will get \$5,000 which we will share amongst the sponsors. (This includes us the Friendly Group)...

Top Recruiters for 2010 – Year to Date

	Jan	Feb	Mar	Apr	May	June	Jul	YTD
••• Tumelo & Rachel Mosoeu	17	5	4	6				32
••• Taryn & Karun Murugan	3	3	3	2	2	1	3	17
•• Erwin & Gilda Dedekind	1	3		3	4	4	1	16
•• Shirley & Richard Aarons	4	4	3	3				14
••• Jarryd & Carmen Mildenhall		3	2	4				9
•••• Chitra & Allain Moodley	3	2			2		1	8
•• Jacob & Delia Freemantle			3	2	1			6
•••• Markus Dedekind			3	2				5
•• Lebogo Lekgetho	1				2			3
•• Carol & Wayne Walker		1		2				3
••••• Danielle Rosmary Holcroft			1		2			3
•• Hendrietta & Barlow Kaunda			2		1			3
•• Cherith Stievenart			1		1	1		3
•••• Muriel & Flip Gous			3					3
• Elthia Mafilika	1					2		3
• Jean Wetselaar	1					1	1	3

Message for the Month...

Behold the tortoise. He only makes progress when he sticks his neck out. - James Bryant Conant

Competition for the Month... For August 2010

Calling all Sponsors! This is for you...

To qualify for this contest you must have 250 Personal PV in your name!!!!

Recruit 3 New Distributors and receive a Surprise!

Produce a New Manager and receive a Surprise!

Produce a New Senior Manager and receive a Surprise!

(If your Distributor achieves Manager + Senior Manager on fast start you receive one prize)

GNLD / Friendly Impending Events

- ❖ Month End will be on Wednesday 1st September 2010.
- ❖ Training – Every Wednesday Morning at GNLD Head Office 10:30 till 12pm
- ❖ The Team Rally will be on Saturday 4th September at GNLD Head Office 2 - 4pm...We thank the ladies in advance for bringing a plate of snacks and the gentlemen for a cold drink. The ladies always do us proud!
- ❖ Team Breakfast – Qualified Directors – Tuesday 16th Aug...10:30am... Mug 'n Bean Rosebank.
- ❖ Team Training – Sat 21st August 2010 – Venue to be advised...10:30am

Date	Time	Event	Location	Speaker
August 14	2:00 PM	Director School	The Venue, Melrose Arch 17 The High Str, Melrose Arch. Gtng.SA	Roget Uys, Warren Brosnihan
August 17	7:00 PM	Director School	Protea President Hotel Alexander Road Bantry Bay, Cape Town, SA	Roget Uys, Warren Brosnihan
August 21	2:00 PM	Director School	GNLD Convention Centre Standard Bank Centre, 30 Church Str, Westville, Durban, SA	Roget Uys, Warren Brosnihan
September 11	10:30 AM	Women's Seminar	Crystal Towers Hotel & Spa Cnr Century Blv & Rialto Rd, Century City, Cape Town, SA	Dr Andre McDonald, W Brosnihan
September 11	1:00 PM	Women's Seminar	Umthatha Town Hall York Street, Umthatha, SA	Annamaria Riccardi, B Masondo, F Mokoena
September 11	2:00 PM	Senior Manager School	Crystal Towers Hotel & Spa Cnr Century Blv & Rialto RD, Century City, Cape Town, SA	Dr Andre McDonald, W Brosnihan
September 12	2:00 PM	Sports Nutrition Seminar	GNLD Convention Centre Standard Bank Centre, 30 Church Str, Westville, Durban, SA	Annamaria Riccardi, Dr Andre McDonald, W Brosnihan
September 13	6:00 PM	Senior Manager School	GNLD Convention Centre Standard Bank Centre, 30 Church Str, Westville, Durban, SA	Warren Brosnihan, Brandon Masondo
September 14	6:00 PM	Senior Manager School	Pyramid Conf Centre-Protea Hotel Cnr Morgan & Barend Prinsloo Str Klerksdorp, SA	Annamaria Riccardi, Brandon Masondo
September 14	6:30 PM	Sports Nutrition Seminar	Elizabeth Place, 1st Floor Pickering Park, Pickering Str Newton Park,Port Elizabeth, SA	Dr Andre McDonald, W Brosnihan
September 15	6:30 PM	Sports Nutrition Seminar	Southern Sun Pretoria Cnr Church & Beatrix Street Pretoria, SA	Annamaria Riccardi, Dr Andre McDonald, W Brosnihan
September 18	10:30 AM	Sports Nutrition Seminar	Montecasino Conference Centre 1 Montecasino Boulevard Fourways, Gauteng, SA	Annamaria Riccardi, Dr Andre McDonald, W Brosnihan
September 18	2:00 PM	Senior Manager School	Montecasino Conference Centre 1 Montecasino Boulevard Fourways, Gauteng, SA	Annamaria Riccardi, Dr Andre McDonald, W Brosnihan
September 19	2:00 PM	Senior Manager School	Maseru Sun 12 Orpen Road Maseru,Lesotho, SA	Annamaria Riccardi, Brandon Masondo