

Resolve

Refill

Rejoice



optionsforlife™

earn extra income
protecting your health
and the environment

Direct Retail and Commercial Sales 2010



Resolve

These days, most people can use extra money. If you're one of those people, resolve now to do something about it. We can show you how.

Refill

The timing couldn't be better. Protecting our environment from pollutants and eliminating health hazards is a serious and ever growing public and personal concern. **optionsforlife** has the products and programs – including our **optionsrefill-station** program – to help people address these concerns.

Rejoice

Doing good can be profitable! In fact, the profit margins you'll realize selling **optionsforlife** products are among the highest in the Direct Sales field. And, you'll feel great with every sale you make -- not just because of the income you receive, but because with every sale, you have helped one more person or family take a big step toward protecting their own health and that of the environment.

Products

optionsforlife cleaning products for household, commercial and janitorial use represent the very latest in 21st Century bio-based, green cleaning chemistry.

Instead of toxic, non-renewable petroleum-based surfactants (the primary wetting and detergency agents in conventional cleaners), we use non-toxic, renewable surfactants in our cleaners.

We have also:

- replaced potentially hazardous-to-use chlorine bleach with common, but as effective, hydrogen peroxide;
- replaced traditional strong acids used in many tub and tile cleaners with a safer organic salt solution; and we
- replaced non-biodegradable alcohol (commonly used in glass and window cleaners) with biodegradable solvents that are not as irritating to the skin.

Compared to conventional toxic cleaners, **optionsforlife** non-toxic cleaners receive better marks for surface gloss retention and surface safety – meaning **optionsforlife** products do not dull and scratch surfaces over time as conventional cleaners may.



Reviews

The New York Times

The New York Times rated **optionsforlife Glass and Window Cleaner** as one of the best non-toxic cleaners on the market.



greenhome.com

GreenHome.com, the leading green product store on the Internet, rated **optionsforlife** cleaning products as “*the BEST!*”



The Discovery Channel featured our **Time to Detox Your Home and Office** set of cleaners on their Planet Green home shopping guide as well as on their **TreeHugger** blog.



Our concentrated formulas have been certified by the leading green product certification organization, **Green Seal**, as being safer than conventional cleaning products *and* very effective.

For real testimonials from real users ranging from moms and maintenance workers to doctors and restaurant owners, visit our web site www.optionsproducts.com.



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Ways to earn

distributor



Begin making money as an **optionsforlife Independent Distributor** by recommending **optionsforlife** green cleaning products to family, friends, colleagues at work, neighbors, local businesses, churches, schools and others.

When we launched **optionsforlife**, we were impressed to observe our sales people succeed in selling our products to 4 out of every 10 people they approached. You may also engage others to help you sell, adding their networks to yours, which will increase the amount of money you make.

refill station



Once you or your sales associates reach a certain sales volume, you may want to buy **optionsforlife** products in concentrated form (along with pre-labelled, empty bottles) and bottle ready-to-use products yourself (simply by adding water). With an **optionsrefill-station**, you'll increase your profit margin.

And, speaking of margins, when you begin **refilling** customers' empty bottles, you'll realize profit margins of well over 600%.

mini-plant



When you have too much business to continue bottling by hand, you and your sales associates may want to invest in an **optionsmini-plant** – a semi-automatic bottling business that can produce up to 650 units an hour with just two to three workers.

In addition to selling product to local **optionsrefill-station** owners, you'll have the capacity to sell **optionsforlife** products directly to larger commercial businesses and public institutions.



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Co-branding

options **refill-station** and options **mini-plant** owners may participate in our product co-branding program. This means all product labels feature their own company name and logo on the front panel (see sample below).

Co-branded labels allow you to project the best of both worlds: they feature your company brand as a local employer and contributor to your neighborhood's economic development and **optionsforlife** as an increasingly well-known and trusted developer of human and environmentally benign products.



Back Panel

Front Panel

Client Co-branded label: EcoMaids (a franchisor), Albany, New York

Profit

Naturally, the more time you devote to selling, the more you will sell and the more you will make. **optionsforlife** makes the time you spend selling worthwhile with profit margins that are double that of most other direct sales programs.

The example below illustrates your profit and mark-up on the sale of just one **optionsforlife** product: a. when you bottle ready-to-use product yourself (with a **refill-station**); b. when you bring aboard sales associates to help you sell; and c. when you license an **optionsmini-plant**.

The last row shows you how profitable it is to *refill* customers' bottles.

	32 oz. Multi-surface Cleaner	Your Cost of Goods**	Suggested Retail Price	Your Gross Profit	Your Mark-up
refill-station	When you buy ready-to-use product	\$4.12	\$5.49	\$1.37	33%
	When you buy the concentrate and bottle yourself	\$3.31	\$5.49	\$2.18	65%
	Every time your sales associate sells a unit		\$5.49	\$0.75	
mini-plant	Every time your sales associate's sales associate* sells a unit		\$5.49	\$0.25	
	When you own a mini-plant	\$2.75	\$5.49	\$2.74	100%
	When you refill a customer's empty bottle	\$0.55	\$4.49	\$3.94	716%

* You may or may not engage others to help you sell or sell for you. And, they might recruit others to help them sell. But two layers of commissioned sales people in your network is all that we recommend in order to make selling worthwhile for everyone in the network. In this regard we are unlike multilevel marketers that have many layers in a network. Nor do we engage you in the practice of selling sales materials as an income generator.

** Cost of Goods are your direct costs, including the cost of product contents and bottles. Your actual margin will depend on the mix of products you sell, the selling price and your 'below the line' business related expenses, such as rent, salaries, insurance, etc.

Selling Points

Selling is easier when you are selling something that you know is good for yourself and your customers. Here are just a few selling points you can make ...

Health and safety.

An **optionsforlife** product isn't just *another product*. It's the product people are looking for. As we mentioned earlier, more and more people and businesses are seeking non-toxic alternatives for their current cleaners. **optionsforlife** offers a full range of products that are safer to use.

Performance.

For those potential customers who have tried other green cleaning products, chances are very good they were less than satisfied with the performance of the products. **optionsforlife** products work. In fact, **optionsforlife** products are so effective, they are used in commercial establishments by professional cleaners.

Environment.

When it comes to the environment, **optionsforlife** has it covered in a good way:

- Our ingredients are **biodegradable**.
- They come from **renewable** sources.
- They are **not** extracted from petroleum, thereby greatly reducing, if not eliminating, their toxicity.
- We sell and encourage the use of **concentrates** and facilitate the **reuse** of our spray bottles. Both practices greatly reduce the number of plastic bottles that enter environmental waste streams.
- Our **refill-station** program greatly **reduces our - and your - carbon footprint** by reducing the trans-continental shipping of ready-to-use products.
- We have **zero-waste** production facilities.

Community-based.

As a local **optionsforlife** distributor or bottler, you are directly contributing to the economic development of the community – something companies that import products into your community are not doing.

Getting started

Our **Time to Detox** your home and office starter kit is a great way to introduce others to **optionsforlife**.



To get started, we recommend you purchase one case (16 units) of each of the four ready-to-use cleaning products.

Another popular introductory set is the **Sensitive Skin Set**, three dermatologist recommended products that clean naturally.



When it is time for your clients to re-order, some will want larger sizes of products, some will want to buy products in concentrated form and some clients will come back to you for refills.

Working from the **optionsforlife** Distributor Price List,* you may continue buying **optionsforlife** products and selling them to clients yourself, or you may engage others to sell for you or with you – sharing your profit with them but greatly increasing your overall client base and, therefore, your income.

And remember, you can also sell **optionsforlife** cleaning products to local small businesses, churches, schools and other organizations that want to go green.

Get them started with the concentrated **Small Business Choice Set**.



* E-mail us as info@optionsproducts.com for an Options for Life IBO Wholesale Price List.

Refill Station

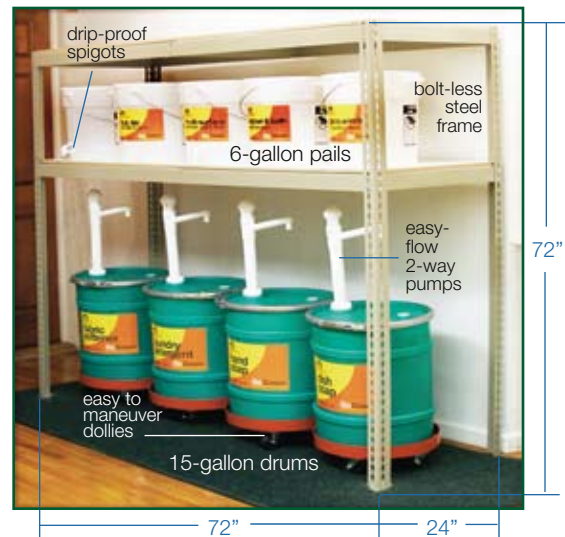
To further increase your profit margin and your income, you may purchase products from **optionsforlife** in concentrated form (in 5-gallon pails or larger*) along with empty, pre-labeled bottles and simply add the water yourself.



We hand bottled over 10,000 units to find the right drums, spigots and pumps to make filling and refilling bottles as cost-effective, quick and easy as possible. All together, the concentrated product and bottle filling equipment comprise what we call an **optionsrefill-station**.

You'll get back the cost of the **optionsrefill-station** itself the very first time you sell the 84 gallons of various concentrated products that the **optionsrefill-station** holds.

We can customize the **optionsrefill-station** with graphic panels, pails and drum labels tailored to your business logo and color scheme.



* E-mail us as info@optionsproducts.com for Options for Life Filling Station and product pricing.

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Mini-plant

It doesn't always take big money to make big money. The equipment you need to locally blend, bottle and cap **optionsforlife** non-toxic cleaning products cost less than \$30,000. And, you could fit it into a single car garage. Add storage space for concentrate containers, bottles and boxes and you have an **optionsmini-plant**. There are, of course, *just a few* other details, but you get the picture.



All three filling line machines are powered by compressed air ...

the mixer on the blending tank



the filling machine



and the capper.



The same sanitary stainless steel filling line can be used to fill upcoming optionsforlife personal care products.