

optionsrefill-station

dish soap
with aloe

tough on grease
hypoallergenic
fresh orange scent





Responsible

In response to numerous **optionsforlife** eco-conscious and economical customers that wanted to be able to refill their empty **optionsforlife** product bottles, we created the **optionsrefill-station**. In the process, we hand bottled over 10,000 product units to find the right drums, spigots and pumps to make filling and refilling bottles by hand as cost-effective, quick and easy as possible.

Rewarding

Today, an **optionsrefill-station** is just right for:

- individuals or institutions that want to save money;
- individuals or institutions that want to earn extra money;
- retailers that want to serve the community as a cleaning product bottle return and refill center; and
- cleaning professionals and maintenance companies that want an economical and really easy-to-use cleaning concentrate dilution and dispensing system.

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.

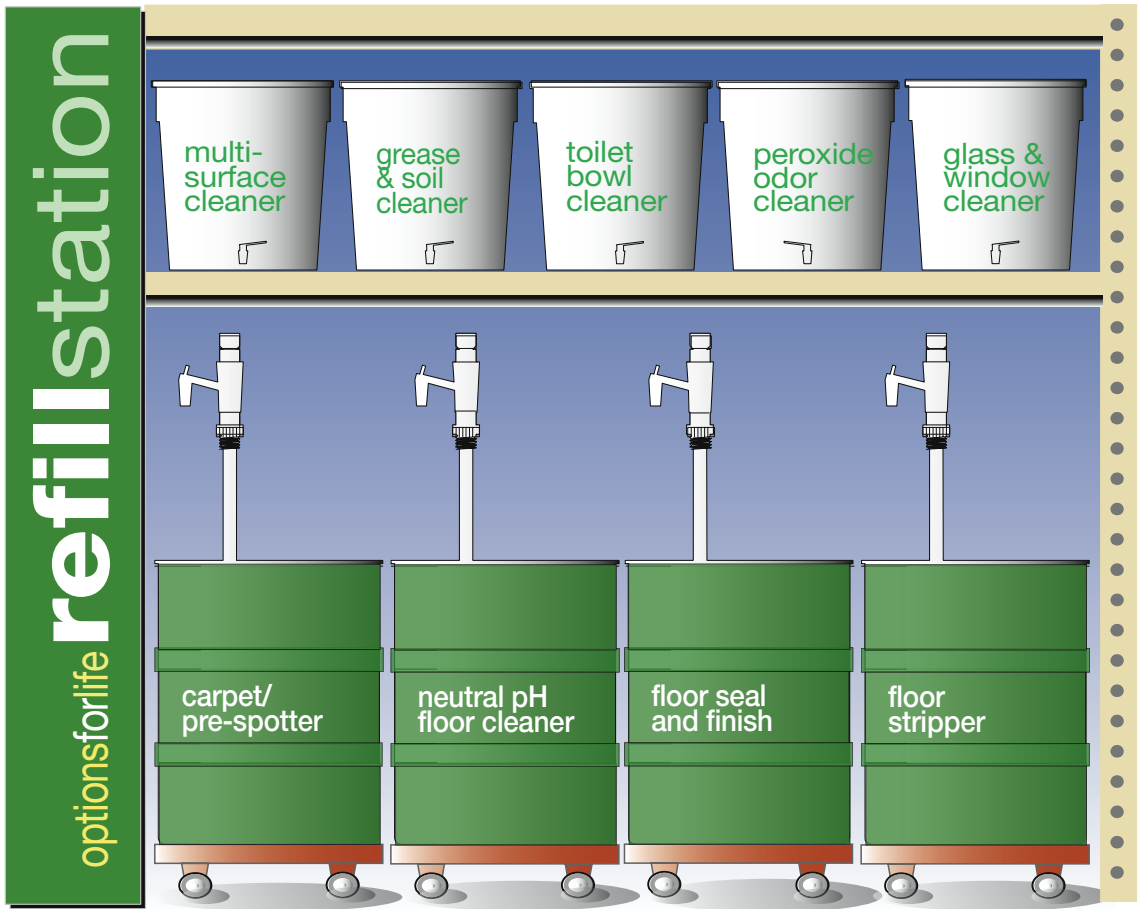
For real testimonials from real users ranging from moms and maintenance workers to doctors and restaurant owners, visit our web site www.optionsproducts.com.



optionsforlife 2010

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the refill station



SPECIFICATIONS: **optionsforlife Refill Station**
Model OPRF-V4-GG

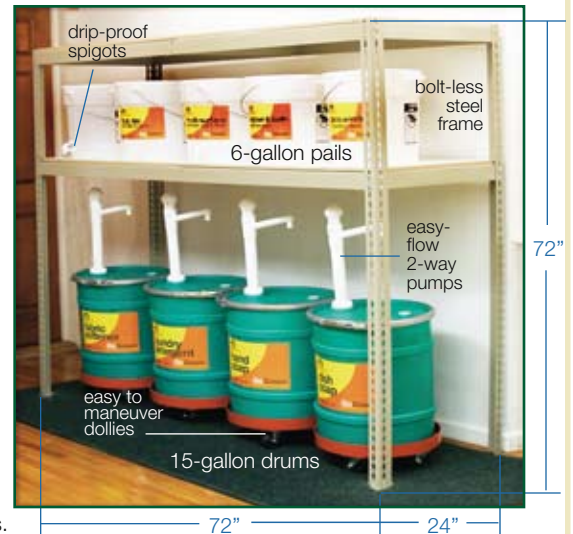
Size: 72" wide x 72" high x 24" deep
88" wide x 72" high x 24" deep with optional graphic panel (as shown)

Components: Four 15-gallon polyethylene drums with easy-to-remove lever top clamps. Drums set on steel dollies with polypropylene wheels for easy access and filling. Four state-of-the-art polypropylene/ethylene pumps. Pump in both directions. Five 6-gallon pails with drip proof spigots. Dispensing instruction signage. Boltless, strong 14-gauge steel shelving.

Contents*:

In 6-gallon Pails:
Multi-surface Furniture & Wall Cleaner
Heavy-duty Degreaser
Toilet Bowl Cleaner
Peroxide Cleaner
Glass & Window Cleaner

In 15-gallon Drums:
Carpet Cleaner/Pre-spotter
Neutral pH Floor Cleaner
Floor Seal & Finish
Floor Stripper



* You may choose a different selection of optionsforlife concentrated or ready to use products.

Profit

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 an **optionsrefill-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.