

SUNRIDER®

SUNSPOT™ NEWSLETTER

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See why Sunrider® products are the world's best

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By Reuben K. Chen, MD

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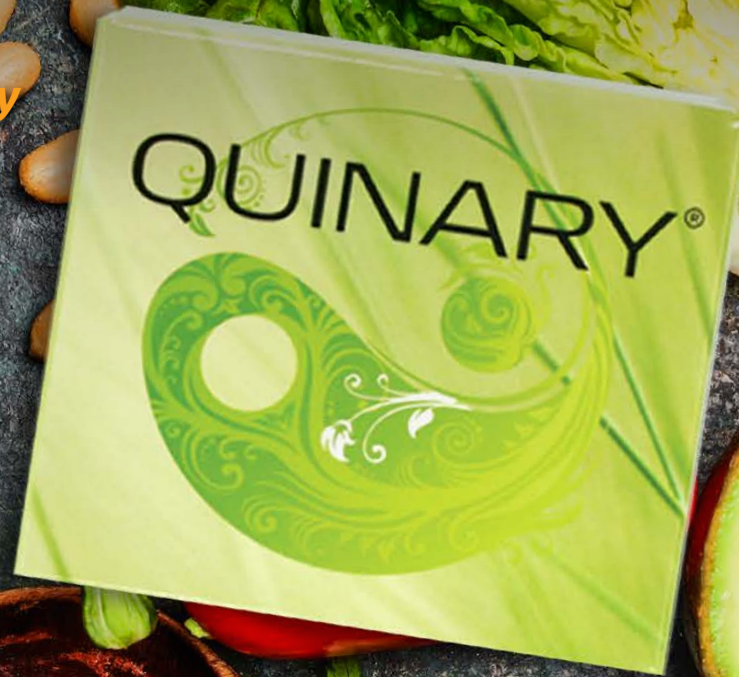
Dr. Tei-Fu Chen reveals what sparked his lifelong passion for herbal study

07 | *Cleaner, Brighter, Tastier Produce*

Wash away dirt, pesticides, and worry with SunSmile® Fruit & Vegetable Rinse

GET BACK TO BASICS

Philosophy of Regeneration®
Nourish + Cleanse = Balance



Welcome

Spring is in full swing, and watching how nature is capable of renewing itself over and over is always inspiring. That inspiration found only in nature helped Sunrider's Founder, Dr. Tei-Fu Chen, to develop the *Philosophy of Regeneration*®, which is the blueprint that guides the formulation of every Sunrider® product. In this issue, which format is also renewed, you can take a deep dive into the philosophy and learn how it supports harmony, wellness, and optimal health. *Enjoy!*

The Chen Family.



WHO WE ARE

We are a world-class company that creates the finest herb-based products. Our purpose is to nourish the world and inspire a life of balance, authenticity, and well-being.

Our vision is to foster a culture of opportunity so that people anywhere feel empowered to challenge conventions, push beyond boundaries, and pave their own path to success.

We believe that investing in the holistic well-being of people allows them to live out their best life possible. Because of this, we're committed to empowering personal and professional prosperity while also supporting healthy living.

OUR VALUES

Wisdom
Innovation
Integrity
Harmony
Connectedness

Every Sunrider® product is formulated, tested, and manufactured in one of our eight state-of-the-art facilities worldwide. This allows us to control every aspect of the processing phase and helps us ensure the integrity and quality of our products.

*Enhancing the fruits of nature
is what we do best!*

SUNRIDER®

SELF-MANUFACTURE

Self-manufacturing has been an essential part of our success.

Trade Secret:

1. Cleanse

After raw herbs pass through inspection, they undergo a thorough, multi-step cleaning process to remove dirt, insects, and other contaminants.



2. Grind

After being cleansed and enhanced, raw herbs are ground in a hammer mill that preserves its beneficial nutrients.



3. Formulate and Extract

We use a formulation system that safeguards herbs, and exclusive heat, water, and pressure treatments to draw out its beneficial essences.



4. Concentrate

We remove 75% to 95% of water through evaporation, condense the thick, rich juice that remains, and create beverages or powders.



5. Spray Dry

We use spray-dry technology to apply the concentrated essences or "herb juice" onto a concentrated herbal powder base.



6. Flo-Coat

Finally, our "flo-coaters" ensure purity by using precise airflow.



This complex process preserves the natural structure of the herbs to provide you with the most efficient, safe, and wholesome products available.

OTHERS

OUTSOURCE

A majority of supplement companies outsource their products.

Standard Process:



FUMIGATE

The common method is to triturate the herbs (without cleaning), check the bacteria count, and fumigate as necessary.



GRIND

Standard grinding processes create so much heat that it denatures the enzymes of the herbs.



ENCAPSULATE

Adding fillers has become a common practice in the industry.

Fitness Tip by Reuben K. Chen, MD

3 *simple ways* to **RULE** YOUR METABOLISM

*And the Sunrider® Products available
to help you do just that!*

Metabolism is a non-stop process by which the body converts food into energy. When it works at its best, metabolism turns the body into a fast-paced calorie-burning machine. Here are 3 easy ways that will help you crank up that machine—and the Sunrider® products that can make you excel at it:



Dr. Reuben Chen, MD



1. *Wake up one hour earlier*

Getting out of bed earlier gives you extra time to: a) work out; and b) eat a healthy breakfast. These two activities—nutrition and exercise—are the foundational principles to rev up your metabolism.



FITNESS BRIGADE® EXERCISE SYSTEM

Fitness Brigade has it all: 6 DVDs with 12 progressive cardio and resistance workouts, training schedule, nutrition and workout guides, and more to help you make the most out of that hour.

2. *Drink green tea*

Green tea has one of the most powerful antioxidants known to man: catechins, a type of flavonoid that protects the body from free radicals and contributes to overall health.



CALLI® AND FORTUNE DELIGHT®

These modern “super teas” are not only packed with one of the highest concentrations of catechins available, they are also rich in flavor, bioflavonoids, and aroma.

3. *Avoid fad diets*

Cutting out too many calories sends the wrong message to the body, which instead of burning fat, will store it to conserve energy. So to boost your metabolism don't eat less, eat right.



DR. CHEN® METABOOSTER®

MetaBooster® has a fast-acting formula that powers up your body naturally. It contains essential amino acids such as L-Arginine and L-Carnitine, which support energy production.



“

The five main systems of the body must be nourished. You cannot survive without the vital organs of the body; they must be nourished and cleansed with the right nutrients.”

”

Dr. Tei-Fu Chen

Nutrition

FOR LIFE AND LONGEVITY

The founder of Sunrider International, Dr. Tei-Fu Chen, talks about the origins of his lifelong study of herbal knowledge and how it evolved into the company's guiding philosophy.

"As a boy growing up in Taiwan during the years following the end of WWII, life was extremely hard. Food was scarce and many people, including myself, were undernourished. I was frequently sick, which severely weakened my body. I was nicknamed "Chopstick," because I was so skinny.

"It was during these tough times that I began to study herbs and their healthful effects. I didn't do it for a hobby—I did it to survive—the desire to get well and live a long, healthy life burned within me. Under the guidance of my grandfather, I carefully studied ancient herbal manuscripts and learned everything I could—herbal study became not only a way of life, but a path to life.

"Gradually, through herbal nutrition, I was able to build up my body and become healthy. This

experience had a profound effect on me—I realized the immense power and complexity of plant-based nutrition and it became my lifework. From this came my desire to help others improve their health and longevity by creating the world's best herbal foods.

"The Philosophy of Regeneration® reflects the core concepts of my knowledge and beliefs and is the blueprint behind every Sunrider® product.

"According to the Philosophy of Regeneration®, the body can balance itself when nourished and cleansed with proper nutrition. The Chinese yin-yang symbol expresses how the forces of nourishing, bringing food into your body—and cleansing, expelling waste—are part of a dynamic and complementary system."



4 Principles OF THE PHILOSOPHY OF REGENERATION®

1 Nourish + Cleanse = Balance

Sunrider® products nourish and cleanse your body to promote balance for optimal health. Our body functions at its best only when all five systems of the body run in balance.

2 Foods, Not Chemicals

Our bodies are designed to digest and process foods, not chemicals, such as protein powders and vitamin pills. Sunrider provides concentrated nutrients from whole-food sources with their life structures intact.

3 Variety

There is no perfect food or ingredient. Vitamins and protein powders that narrowly target one area of health can be harmful because they may cause the body to become imbalanced. Sunrider provides foods made with a variety of natural ingredients for optimal nutrition.

4 Expertise in Formulation and Concentration

Food influences our health in complex and highly interactive ways. Sunrider has the knowledge and technology to formulate, extract, and concentrate the right ingredients in the right amounts, to create products that are supremely safe and effective.

Balanced nutrition is more important than ever before

Get back to basics

WITH ESSENTIAL PRODUCTS

The rise in technology and automation has created an age of convenience characterized by sedentary lifestyles and the proliferation of artificial additives and synthetic chemicals in our foods. And the influence marketing has on our diets is overwhelming. We're bombarded daily by ads that urge us to eat supersized meals and indulge in junk food. It's no wonder that health problems, including obesity and type 2 diabetes, are at epidemic levels.

But taking control of your diet doesn't have to be a challenge. Sunrider provides naturally wholesome foods that are convenient, satisfying, and delicious.



Nourish

NuPlus® and VitaShake® provide an array of nutrients for complete nutrition. Vitamins, minerals, protein, healthy fats, and complex carbs are contained in these nutrient-dense foods.



Cleanse

Fortune Delight® and Calli® are herbal beverages charged with super-concentrated antioxidants to help cleanse the body of fats, toxins, and waste. Drink them daily for pure, healthy hydration.



Balance

Quinary® is made with a blend of 50 herbs that are specially formulated to promote balance throughout the body by nourishing and cleansing the five vital systems: immune, circulatory, digestive, endocrine, and respiratory systems.*

“

What we put into our bodies has a direct impact on the quality and longevity of our lives. You need healthy food to build a healthy body.”

Dr. Tei-Fu Chen

Nourishing THE FIVE ELEMENTS



Fire

P.A.® addresses the endocrine system, working in harmony with hormone-producing glands and the organs they support.*



Earth

A.D.® addresses the digestive system with earth element herbs that can help the body process food quickly and efficiently.*



Metal

Conco® addresses the respiratory system. It promotes balance with a combination of warming herbs that cleanse with yang energy, and cooling herbs that nourish with yin energy.*



Water

L.S.® addresses the circulatory system with water element herbs that promote balance and fluidity.*



Wood

Alpha 20C® addresses the immune system with wood element herbs that contain naturally occurring antioxidants, calcium, and fortifying properties.*

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Restore and Preserve the Appearance of Youthful Skin

GET THE EDGE *on aging*

- Lifting action gives the appearance of minimizing fine lines and wrinkles
- Continually improves and refines the appearance of the texture of your skin
- Intense hydration helps skin look and feel supple
- Fast-acting and long-lasting with a superior combination of herbal ingredients
- Contains no petroleum or animal by-products

AIRTIGHT TECHNOLOGY

The sleekly designed pump contains perfluorocarbons, which have the capacity to supply oxygen to the skin. The airtight environment also prevents the formation of foam in the product, which maintains the formula's smooth, quickly absorbing consistency. The sealed housing also keeps out contaminants and bacteria for safety and prolonged efficacy.

NOT JUST FOR HER

Dr. Chen® Refining & Lifting Cream is great for men too. In fact, once they try it, it'll become an essential part of their daily grooming routine. The fuss-free pump provides instant hydration to refresh and rejuvenate even the driest complexions.

HERO INGREDIENT HIGHLIGHTS

Sodium Hyaluronate is a stable form of hyaluronic acid (HA) and has a smaller molecular size than HA (making it especially penetrative). As a water-binding agent, it has the ability to fill the spaces between the connective fibers known as collagen and elastin.

Peptides are chains of amino acids that are the building blocks of proteins in the skin. They support collagen production, visibly reducing the unwanted appearance of wrinkles to promote firmer, smoother, and more youthful-looking skin.

Sodium PCA is a naturally occurring humectant (a substance that promotes moisture retention) with high water-absorbing properties; it even has the ability to absorb moisture from the air, while forming a protective barrier so water can't escape.

Sunflower Seed Oil is a natural oil that helps keep the skin looking hydrated and youthful. It features a rich mixture of vitamins, antioxidants, and other natural substances that have a nourishing and protective effect on skin and pores.

Beauty

FROM WITHIN

This skin care formula may not come with a tiny cape, but it's a true anti-aging superhero! Pure plant-based ingredients provide multiple benefits, including firming, lifting, and moisturizing the appearance of the skin, plus antioxidant protection. The restorative formula appears to lift away fine lines and preserve the appearance of youthful, healthy skin. Use it daily to help repair and ward off the appearance of sun damage and other environmental aggressors.

How does this formula work? The advanced formula envelops skin with intense hygroscopic (attracting and retaining moisture) agents such as sodium hyaluronate and sodium PCA. Pea, bamboo, sunflower oil and other botanical extracts supply antioxidants and aid in firming and supporting skin's appearance. Oxygen transporters and peptides support skin function, revitalizing the skin for the appearance of increased smoothness and suppleness.



RINSE AND COMPARE

Enjoy cleaner, brighter, tastier produce with
SunSmile® Fruit & Vegetable Rinse

- Removes dirt, pesticides, waxes, and other contaminants
- Highly concentrated formula
- Cleans produce in minutes
- Safe for the whole family
- Environment friendly



Ratings



“

After doing my grocery shopping, I wash all my fruits and veggies with SunSmile® Fruit & Vegetable Rinse. This product is unbelievable. It always amazes me how much dirt and film come off of anything I wash with it. The foods even taste better, and I know they are safer for me and my family. This is another Sunrider® product that I can't live without!.

”

Rita Harrington
USA



SUNRIDER®
35
Years
CHANGING LIVES

Save the Date!

Celebrate **Sunrider's 35th Anniversary**
at the **2017 GRAND CONVENTION!**

July 25–29

LOS ANGELES, CALIFORNIA



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FROM:

TO:



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