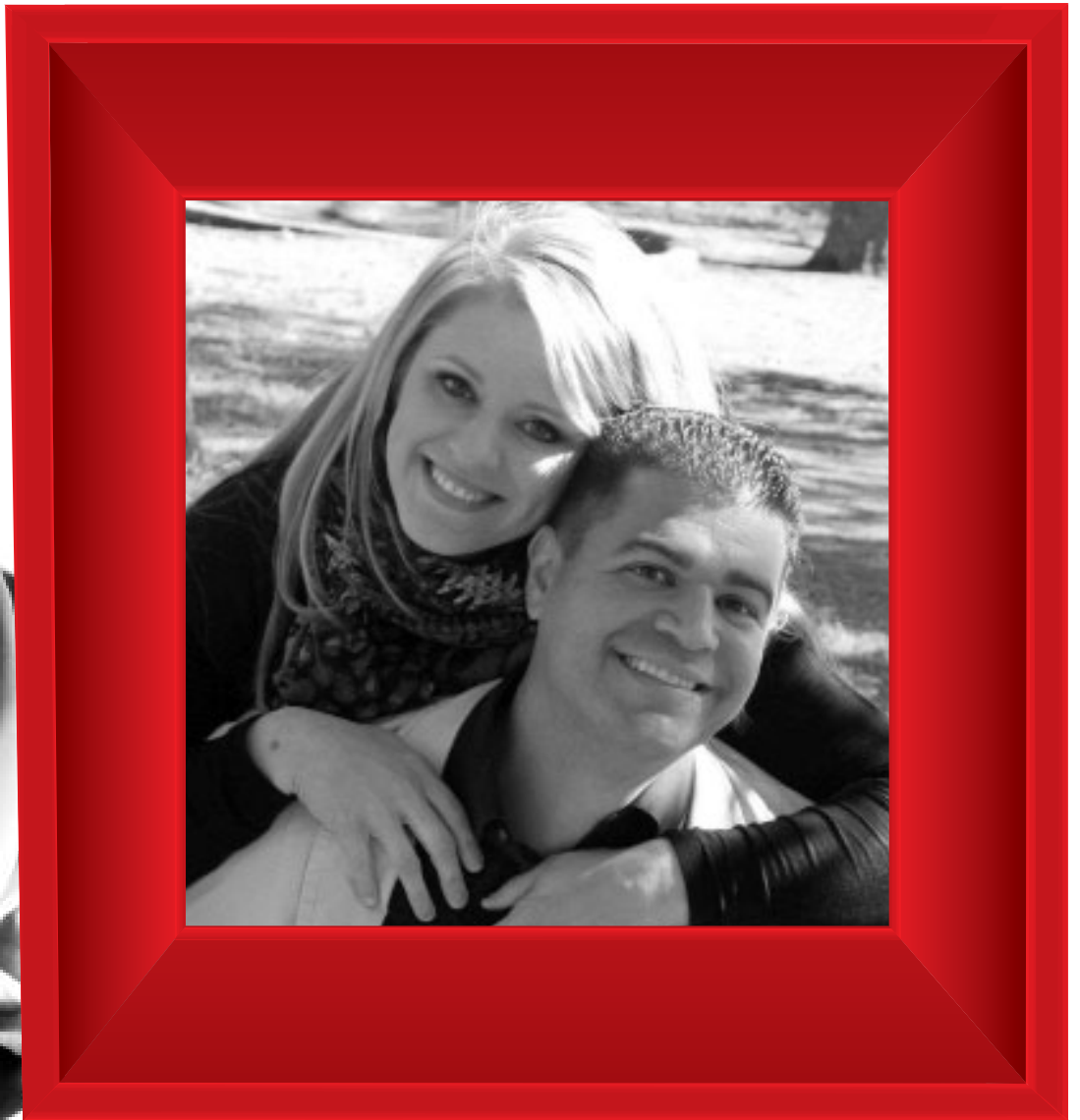




Empowered Living Magazine

DISTRIBUTOR  
**SPOTLIGHT**  
Jose & Svetlana Miranda

**NEW Product!**  
**NEW Challenge!**  
**NEW Bonuses!**



Click to Open!



Vol. 23 Issue 2



**FIRSTFITNESS**  
NUTRITION®

# Message from the President, Nigel Branson...

Click on the box,  
to view video...



NEW

# XANOLEAN™

Maximum Strength Weight Loss Formula\*



# 1150  
**\$69.00**  
 (90 caplets)

Multi-Action,  
 Clinically Proven Ingredients:

- ✓ Suppresses Hunger & Curbs Appetite\*
- ✓ Controls Overeating\*
- ✓ Increases Fat Burning\*
- ✓ Targets Belly Fat\*
- ✓ Breaks the Food Addiction Cycle\*
- ✓ Elevates Energy and Mood\*

**PRODUCT  
 PROFILE**

**F. A. Q.**

**XanoLean** is the world's first nutraceutical formula to solve the problem of food addiction and break the cycle of compulsive overeating.

**XanoLean** works as a powerful appetite suppressant that makes you feel completely satisfied by eating less food without the jittery side effects associated with other weight loss products.

After taking **XanoLean**, you will experience an elevation in mood, mental focus, energy and motivation.

**XanoLean** is the only product formulated with an exclusive rapid delivery system, "**SENDS**" (Self-Emulsifying Nanosphere Delivery System), which increases the absorption and amplifies the effectiveness of the ingredients in XanoLean to quickly deliver maximum weight and inch loss.



let your weight loss revolution begin...

# NEW COMPENSATION PLAN BONUSES

Effective February 1, 2012

# 9

## WAYS TO EARN INCOME:

1. **NEW!** Director Advancement Bonus
2. Retail Profit
3. **NEW!** UBC Challenge Bonus
4. Wholesale Commissions
5. **NEW!** FastStart Bonus
6. **NEW!** Coded Team Bonus
7. Royalty Bonus
8. Presidential Infinity Bonus
9. **NEW!** Mercedes-Benz Car Bonus

COMPENSATION  
PLAN OVERVIEW

COMPENSATION  
PLAN

ENROLLMENT  
PAKS



LIVE LIFE ON YOUR TERMS...

# FFN IS LAUNCHING A NEW CHALLENGE FOR EVERY...*BODY!*

What would it mean to you if you could have a total  
body transformation in only...

**90**  
DAYS

## ULTIMATE BODY CHALLENGE

fueled by...

**FIRSTFITNESS  
NUTRITION\***

WHAT WOULD YOU  
WANT TO DO... **GET FIT?**

**LOSE WEIGHT?**

**RUN THAT MARATHON?**

**IMPROVE YOUR HEALTH?**

### Are you up for the Challenge?

The 90-Day Ultimate Body Challenge has the potential to transform your life, thanks to the amazing results you will get by using FirstFitness Nutrition life-changing products and programs.

We challenge YOU to make a commitment to make your health and wellness a priority for at least 90 days using our 90-Day Ultimate Body Challenge.

**If you are up for the Challenge, you can...**

**WIN: FREE PRODUCTS**

**FREE SHIPPING**

**DREAM VACATIONS & CRUISES**

**PROFESSIONAL PHOTO SHOOT**

**PERSONAL BRANDING PACKAGE**

**PLUS MUCH, MUCH MORE!**



"I lost 80 lbs!"

**Breanne  
Morris, GA**

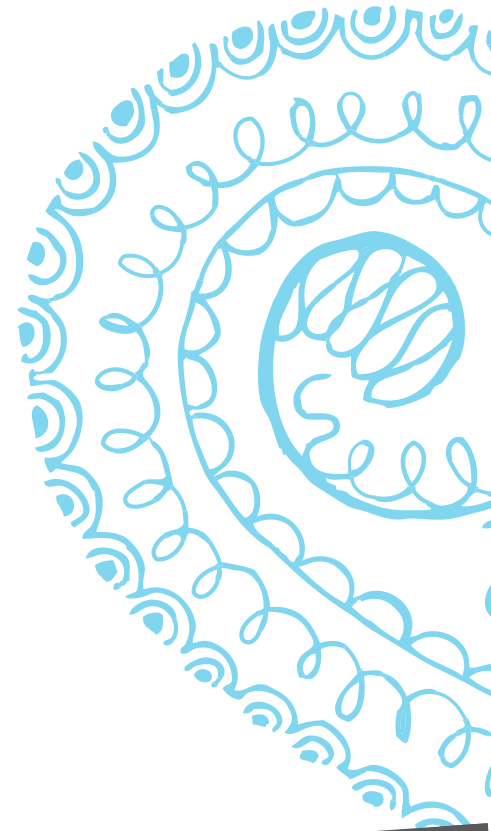
## COMING SOON!

## Hitting the “Curve Balls” Out of the Park...

In September of 2007, my wife, Svetlana, gave birth to our second child. During delivery, Svetlana contracted Bacterial Meningitis and baby Sarah contracted Viral Meningitis with only 60 minutes to live. God performed a miracle in Svetlana and Sarah, and both are healthy and whole today. However, as a result of the strong medication, both of their bodies were greatly depleted of essential vitamins and minerals. This began our journey to actively pursue natural supplementation for our family.

In November of 2009, we experienced another major “curve ball” when our beloved Pastor, Billy Joe Daugherty, passed away after a long battle with cancer. My wife and I, along with the entire congregation at Victory Christian Center in Tulsa, Oklahoma, were devastated by his death. Little did we know that God would use his illness to reignite our passion to find natural ways to bring our family, and others, health and wellness.

In the summer of 2011, I met Larry and Staci Wallace at our church. When Staci handed me her business card, and I saw that she was Executive Vice President of a direct sales nutrition company, my heart leaped with expectation. I was a bit skeptical about direct sales companies, but what made me connect with FFN, was the Ultimate Body Challenge Personal Coaching Program and Certification. I had always dreamed of becoming a Certified Life or Wellness Coach, and when Pastor Billy Joe passed away, that desire became even greater.



DISTRIBUTOR  
SPOTLIGHT  
Jose & Svetlana Miranda



**FIRSTFITNESS**  
NUTRITION®



### **ULTIMATE BODY CHALLENGE**

After 25 days on the products and the UBC Personal Coaching Program, I lost 15 pounds. Today, I am convinced that the FFN supplements, alongside the 90-Day Personal Coaching, is what sets FFN apart from ALL OTHER COMPANIES!

### **8RX**

Physically, I had suffered for twelve years from several allergies that required me to use steroids and \$250 a month in allergy medications. After a month on 8Rx, I was allergy free. It has been 7 months and I have am still FREE from allergies!

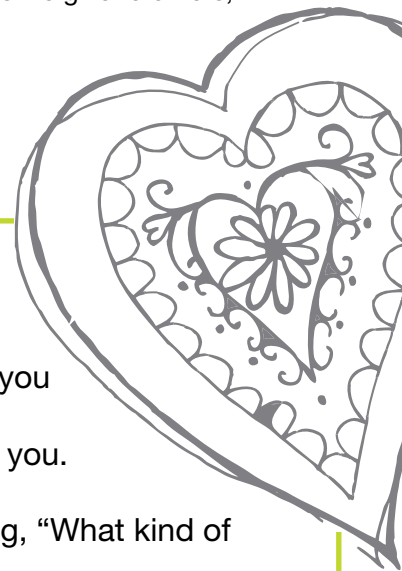
### **ZAVITA**

In 2009, I was involved in a car accident that caused my (C3, C4, C5) vertebrae to have bulging disks. The neurosurgeon diagnosed me with arthritis, and I spent the last two years in excruciating pain. Then, in July of last year, I was rear ended again by a teenager who was texting and driving, and doctors said my only alternative was surgery to fuse the discs. Then I was introduced to Zavita. After 45 days of being on Zavita, the neck pain stopped and I had 100% mobility back in my neck and I felt better than ever before.

**My most recent physical exam came back ABOVE normal and no surgery is necessary!**

Since joining FFN, we have seen our business supernaturally grow as we focus on helping others get well. We have also prayed to be able to give more to our church financially. We are grateful that we have been able to give back every FFN paycheck to our local church! We desire to start a trend and a precedent, that as we give to others, God gives back to us more than we can ever dream, think or imagine.

Thank you, FFN, for genuinely caring for the health and wellness of every individual!  
My family and I are eternally grateful!



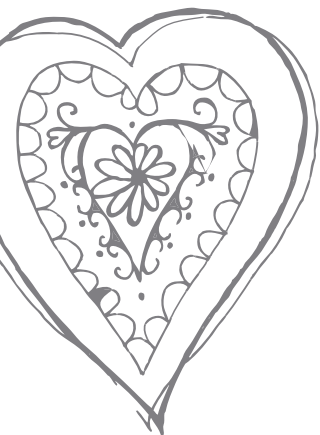
## Tips for Success!

1. Every coach needs a coach. If you think you are “too big” to follow, then you are “too small” to lead.
2. You can’t change the world around you until you change the world within you.
3. NEVER give up, just GET up!
4. Lead your life with integrity, honor and genuine love towards others asking, “What kind of company would FFN be if everyone were just like me?”
5. Auto-Ship is the key to long-term residual income. Set a goal to have 100 happy customers on Auto-Ship!
6. If you can believe, all things are possible!

## FEATURE STORIES

# Blogging & Facebook Created a **FRENZY!**

When my husband, Nathan, and I were introduced to FirstFitness Nutrition, we were the heaviest either of us had ever been. We started the Suddenly Slim 30-Day Program and, knowing we would be ordering more products in the future, I signed up as a distributor to get the discount. I never expected my “discount” to become what it has grown into in just a few short months!



I'm a stay-at-home mom and like to use blogging and Facebook as my connection to the “outside world.” I began thinking about how I could promote FirstFitness and our products with so few people seeing me on a daily basis. I decided to create a blog as a way to document our weight loss and share FirstFitness with others. I posted links to my blog on Facebook and used Facebook status updates to tell my friends how much we were losing and how much others, who had joined us, were losing. Doing this, created a frenzy of interest! I was bombarded with messages and comments! As I continued to write blog entries, and post status updates about our weight loss totals, others began joining us on the journey. Even more exciting than reaching our goal weights, I lost 30 pounds and Nathan lost 20 pounds, was creating a supplemental income, and having the opportunity to help others do the same.

We absolutely love the products. We believe in them because of what they've done for us, and are overjoyed to be helping others achieve their weight loss and financial goals as well. In just a few months, our team has grown to 11 distributors in our down-line and, together, we have over 100 individuals that we've been able to help start having a healthier and happier lifestyle. What's really incredible, is that 99% of this success has been a direct result of blog and Facebook marketing! It has turned our discount and paycheck into something we never imagined it would be. Using the free technology, that is available, is a simple and effective way to share your story, and successes, and reach those who are searching for what FirstFitness Nutrition can offer them as well.

Julie Holland, Gold Director  
OK



# PERSONAL DEVELOPMENT: Cooking Up Great Relationships

Staci Wallace, Executive Vice-President

Click on the box,  
to view video...

Have you ever tasted one of Debbie Fields' delicious, hot from the oven, chocolate chip cookies? Although I wouldn't advocate eating them on a regular basis, I have to admit that, along side a fresh glass of skim milk, those chocolate morsels, melting in your mouth are absolutely delicious.

So what if you wanted to make cookies just like Debbie Fields' cookies? Is it possible? The answer is: "absolutely"! All you need is her recipe, the proper ingredients, and, perhaps, a lot of practice.

The same is true in developing quality relationships. There are a few ingredients that are **MUST-HAVES** if you want to consistently create and sustain lasting relationships.



## RELATIONSHIP INGREDIENTS:

### BROKEN Relationships

Anger  
Resentment  
Worry  
Hostility  
Selfishness  
Manipulation  
Lies  
Pride  
Grudges  
Bitterness  
Fear  
Abuse  
Yelling  
Impatience

### GREAT Relationships

Patience  
Kindness  
Goodness  
Joy  
Peace  
Self-Control  
Humility  
Honesty  
Trust  
Transparency  
Honor  
Compassion  
Laughter  
Forgiveness



February is the month of **LOVE**. Test yourself to see if you are truly full of **LOVE** by putting your name in the blanks below. Then ask yourself if you are really reflecting **LOVE** in your relationships at work and home.

“\_\_\_\_\_ is patient, \_\_\_\_\_ is kind. \_\_\_\_\_ does not envy or boast, \_\_\_\_\_ is not proud, rude or self-seeking. \_\_\_\_\_ takes no record of wrongs. \_\_\_\_\_ does not delight in evil but rejoices in truth. \_\_\_\_\_ believes all things, hopes all things and \_\_\_\_\_ NEVER FAILS.”

The greatest ingredient to thriving and lasting relationships is **LOVE** in its purest sense of the word. Choose to sprinkle more **LOVE** in the lives of others, and you will be set with a recipe for success!

Staci Wallace

# ELEV8LIFE

## LEADERSHIP SUMMIT 2012

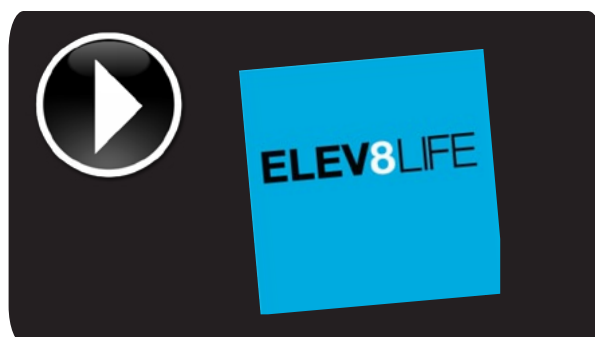
### event wrap-up...

#### DID YOU MISS IT?

(Super Boo! We had a Blast!)

Elev8Life 2012 was a HUGE success and perhaps one of the most monumental weekends of our 22- year history. The event was capped to include only 100 leaders, who are now TEAM 100 and the voice of the breakthrough releases that are set to revolutionize our industry. Watch this video to see the faces of excitement and team unity of those who attended.

Click on the box,  
to view video...



Watch the Elev8Life re-cap video to view a full event photo gallery...we DARE you NOT to dance!  
(We double-dog dare you not to smile, too!)

*“This was by far the BEST and most electrifying event of my 19 years with FirstFitness Nutrition! I believe this is the shift FFN has been waiting for, and together, we are about to make history!”*  
**- Debra Phillips, Crown Presidential**



**TEAM**  
**ONE**  
HUNDRED



Product **SPECIAL**

# ULTIMATE BODY CHALLENGE



**90 DAY PERSONAL COACHING PROGRAM**

Your Online Coach For  
**Transformation That Lasts!**

- daily emails
- daily podcasts
- weekly webinars
- exercise plans
- nutritional tips
- life coaching
- menu guide
- journal
- recipes
- charts

## ULTIMATE BODY CHALLENGE 90-DAY PERSONAL COACHING PROGRAM

Your Online Coach for Transformations That Last!

The fact is that losing weight permanently requires an inner shift and an emotional, physical and spiritual breakthrough. The Ultimate Body Challenge (UBC) 90-Day Coaching System is uniquely designed to help you experience that breakthrough, and is designed to work with FFN products. The UBC 90-Day Coaching Program may very well be your missing link to lasting transformation!

**WAS**  
~~\$99.00~~

**NOW**  
**\$15.00**  
with any  
product purchase

Your Online Coach For  
**Transformations That Last!**

# LIFE BY DESIGN

## New Certification Requirements: January 2012 - June 2012

- Complete your own 90-Day Ultimate Body Challenge with the Ultimate Body Challenge 90-Day Personal Coaching Program.
- Enroll 3 people in the 90-Day Ultimate Body Challenge with the UBC 90-Day Personal Coaching Program.
- Must be a Bronze Director, or above, and "Qualified" (\$2,000 PGV) for at least 2 out of the 6-month qualification period.
- Be a user of the FirstFitness Nutrition products and programs with a minimum Auto-Ship order of \$125. (This Auto-Ship order must be maintained to sustain qualifications and remain on the lead program.)
- Attend an entire certification weekend (Elev8Life or National Convention).
- Submit your LIFE By Design Application and \$50 Processing Fee by July 1, 2012.
- Announce your completion of the above requirements to Distributor Services via email with your intent to be certified by July, 2012.

Congrats to our **NEW**...  
WELLNESS COACHES

Christian Bearden  
Brad and Mary Binder  
Mellie Childress  
Betsy Clark  
Elaine Cox  
Reneé Eads  
Jose Miranda  
Breanne Morris

Debra Phillips  
Carina Robbins  
Karen Rowland  
Keisha Smith  
Linda Smith  
Gail Simone  
Albert Thomas  
Dolleen Wilson



# FirstFitness Nutrition 2012 National Convention Dallas, Texas July 13-15



Mark Your Calendars...  
**Registration Opens in March!**

## FEBRUARY 2012 Conference Call Schedule

EVERY TUESDAY NIGHT at 8:00 pm CST  
Call: 712-338-8047 enter pin: 5295#

### February 7th Power Call

Breaking news, recognition, announcements, promotions and more.

### February 14th Product Training

Everything you need to know about XanoLean with FFN Chairman, Lee Causey and special guest.

### February 21st Business Building Training Call

Call will focus on the marketing, promotion and explanation of the new 90-Day Ultimate Body Challenge

### February 28th Ask the Doctors

Call to hear answers to your questions about XanoLean with Lee Causey and doctors from the Medical Advisory Board.

