



Empowered Living Magazine

“Rockin’
My Skinny
Jeans at 50!”



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SPOTLIGHT
Susan Owens



Vol. 23 Issue 1



FIRSTFITNESS
NUTRITION®

President's MESSAGE:
2012 New Year's Welcome...



Nigel's video has some BIG news for 2012!

New Year's Momentum

Promotion dates: January 1- February 29, 2012



Great things are in store for those who start 2012 with
momentum

\$300 “New Director’s” Bonus!

Become a Director in the month of January and achieve \$2,000 PGV in February and we will pay you a CASH BONUS of \$300.

DIRECTOR BENEFITS

- 40% Discount
- 40% Retail Profit
- Earn up to \$300 Fast Start Bonuses
- Earn up to 20% Wholesale Commissions
- Eligible to earn Royalty Bonuses
- Eligible to earn Presidential Infinity Bonuses
- Eligible to earn the Mercedes Benz Car Bonus

3 Ways To Become a Director in January

1. Purchase a Director Pak (\$1,495).
2. Purchase a Business Builder Pak (\$799) in January and personally enroll or upgrade two Distributors who each buy a Business Builder Pak (\$799) in January.
3. Accumulate \$3,000 PGV in January with \$500 Open Volume.

GET²KNOW
SUSANOWENS



Listen to Susan's transformation
story and success tips!

FABULOUS at 50
and feeling
fantastic...



a TRUE PRODUCT
OF THE PRODUCT...



skinny jeans & aLL!

Born 14 Weeks Premature...

A Resilient Survivor!

DISTRIBUTOR
SPOTLIGHT
Susan Owens

I was born 14 weeks early, weighing only 2 pounds 14 ounces with an immune system that was greatly compromised. Little did I know that the fighting will-to-live in my childhood would become the same ambition I would need to win at work and life.

I have struggled with many health issues my entire life. In June of 1983, I was diagnosed with Guillain-Barré Syndrome (GBS), an auto-immune disorder affecting the peripheral nervous system. At the time, I was working toward my Master's Degree in opera performance. The disease paralyzed my entire body for three months, starting with my vocal chords. A few years later, I was stricken with Sarcoidosis; a disease that attacked my lungs and lymph nodes, creating intense deep joint pain and making it difficult to breathe. Living on multiple medications, including high doses of Prednisone, I put on an incredible amount of weight, in a short period of time. I had intense side effects and, once again, had great difficulty singing. I silently coped with the pain and anguish, but soon realized and determined that the disease could attack my body, but it could NEVER destroy my dream.

"The disease paralyzed my entire body for three months, starting with my vocal chords."

At 299 pounds and a size 22/24, I had stopped getting on the scale. That is when I was introduced to the FirstFitness Suddenly Slim 30-day program and little did I know, my life was about to be transformed forever. Since then, I have worked with Dr. Eileen Silva, doing a "rapid rehab" program. I've completed the Ultimate Body Makeover, and have become a Certified Wellness Coach who is a resilient survivor. I have ALL of my reflexes back and I am pain free. I am half the woman I used to be as I have now lost a total of 150 pounds! I'm even too skinny for my very first pair of skinny jeans!!

In addition to the physical transformation, as a single mother, the additional income I have earned by sharing my FFN story with others has dramatically lessened my financial burdens. Not only have I been able to travel internationally, I now can share the world with my son. I am passionate and on purpose to lead a team of resilient champions. Together we will overcome and transform lives.



"At 299 pounds and a size 22/24, I had stopped getting on the scale...then I was introduced to the Suddenly Slim 30-day program."

-Susan Owens

LEADERSHIP TIPS: SECURE YOUR OWN MASK



Watch Staci's short video on this month's leadership tips.



Executive Vice-President,
Staci Wallace

Happy New Year! If you are like many people, you have already made plans for the new year and, perhaps, those plans include changes you need to make in certain areas of your life. Personally, each year, my family and I sit down to evaluate the former year and ask ourselves, “What did we like?” “What would we repeat?” “What do we want to avoid or never do again?” and “What can we do to improve upon ourselves in the New Year?”

As I sat down to ponder this 2011's results, I was reminded of a former trip with my family. There I was, sitting on the plane with my daughter on my right and my husband and son on our left, when the “emergency landing” video came on. The lady proceeded to tell us that, in case of emergency, the oxygen masks would fall and we should secure our own masks before trying to help those around us.



“If I don't secure my own mask first, I may not have enough oxygen for helping the other people on this plane.”

I thought to myself, “Yeah right, as if I would put myself before helping my own children. No way! I would help them first!” Then I started to rethink the logic of that decision. I noticed a single mom with a baby in front of me and an elderly couple seated on the front row. Then it hit me, “If I don't secure my own mask first, I may not have enough oxygen for helping the other people on this plane.”

That same principle is true in life. Often times, we run out of vitality before the end of the day and have nothing to give the people we love the most. We burn the candle at both ends and fail to realize that we have put our core values in an order that is quite dysfunctional. When things get hectic, the first thing to go out the window is our exercise time or meditation time or “me” time. In other words, we try to put the “oxygen mask” on everything and everyone BEFORE ourselves and end up depleted at the end of a day or year.

As you contemplate resolutions for the New Year, I want to encourage you to “secure your own mask” by creating a plan for your own physical and spiritual wellness. That may include losing those last few pounds, working out more often, spending more time in prayer, or just taking the time to become centered on the things that matter most in life.

A well oxygenated leader is a stronger, more resilient leader worth following!

Believing the best for you,

Staci Wallace

ELEV8 LIFE

LEADERSHIP SUMMIT 2012

BREAKING NEWS: NEW Product to Launch at ELEV8 LIFE LEADERSHIP SUMMIT!

Register Today!

1.800.621.4348

(LIMITED SEATING)

January 27-29

Dallas, Texas

\$119/per person

TRANSFORM YOUR BUSINESS...

ELEV8 YOUR LIFE!



Check out this ELEV8 Life video...



"The Elev8Life Summit was packed with valuable leadership training that not only helped my family have the "heads up" on what to expect for the new year, but it also equipped us to come back and coach our team. At the event, we were presented with the LIFE by Design Certification Program and how to more effectively coach our clients in living lives of wellness through the LIFE By Design. We have successfully led many 7 to 13-week sessions around the Pennsylvania and Florida areas as a result of the Elev8Life Summit, which has greatly increased volume sales and promoted leadership in our organization."

- Cheryl Vanscoter, FL

Here is what past attendees have said about their experience at last year's event:



"In January, 2011, our volume was around \$11,000 a month. After implementing the training and new leadership commitment established at the Elev8life event, Bryan and I became Presidential Directors in August and our team now generates an average of over \$50,000 per month in volume. Our actions as leaders are infectious with our team. We have nine of our team leaders already registered for the 2012 Elev8Life Event."

- Bryan and Penny Fox, AR

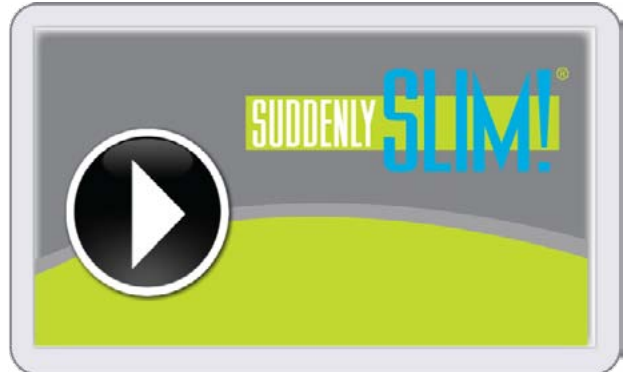
ONE
VOICE

CAN
CHANGE

THE
WORLD



SUDDENLY SLIM!



SUDDENLY SLIM! XTREME 30-DAY Program
Tropical Crème, 5100
Chocolate, 5105

SUDDENLY SLIM! ORIGINAL 30-DAY Program
Tropical Crème, 5000
Chocolate, 5005

Watch as Steve Massimillo, V.P. of Distributor Relations, tells all about the *Suddenly Slim 30-Day Program*! It's a win/win for you and your customers.

ORDER NOW!

"I'VE LOST 109 lbs!"

I'll never forget when my doctor wrote the ugly words "MORBID OBESITY" across the top of my chart. With a lifestyle of poor eating habits, I had severely damaged my immune system, had complications of COPD, Asthma, Fibromyalgia, Chronic Fatigue, Lyme's Disease and Epstein Bar.

Then, I was introduced to FirstFitness Nutrition and my life began to change. I lost 109 pounds, eliminated all medications, and am healthier and happier than I ever dreamed was possible. My purpose now is to help wake up the echoes in the hearts of those who have forgotten how to dream, and bring truth and encouragement to those that have lost their health to an abundance of unmonitored prescriptions. I am loving life, playing with my grandchildren and praising God for being able to share the newness in my life.

Dottie Deluca, FL



I've lost 97 lbs. in 1 Year!

I suffered for years with low self-esteem, extreme acid reflux, sleep deprivation, high blood pressure and cholesterol, pain in my knees, back and ankles, and an inability to walk without being short of breath. The last thought I had was to lose weight, but last year, at 67 years of age & 232 pounds, I started on the Suddenly Slim 30-Day Program. One year later, I have lost 97 pounds & went from size 24 to size 6. I had a recent health screening and was told that my blood pressure dropped to 117/60 & my cholesterol is a smidge below normal. In fact, all readings were normal or better than normal! My skin has improved and I have lots of energy! I am sleeping great and my acid reflux is GONE!

Am I a believer in these products? Yes! I believe in the Suddenly Slim Program so much that I have introduced it to my company which recently started a Corporate Wellness Program for employees. I have many co-workers now using the Suddenly Slim products & seeing results of their own! I asked myself, "Is my life & well-being worth investing in it?" My answer is "YES!" And so is yours!

Nancy Robison, CO



I've Lost 56 Pounds in 5 months!

One year ago, I was without a job and living in a temporary situation. I was depressed and hopeless that things would never change. Then, I was gifted with a 10-Day Suddenly Slim Program, Fit To A Tea, Rehydration and SPN Energy. I lost 10 pounds in 10 days and was able to stay on the Suddenly Slim Meal Plan. After 5 months, I have lost 56 pounds and even found a respectable job. Recently, after being told I was experiencing an enlarged heart and blood clot, along with high blood pressure, my friend introduced me to 8Rx. After using it for only two months, my cardiologist said that my heart was no longer enlarged and my blood pressure is better than it's been in 10 years. I would say that changing my lifestyle and adding 8Rx to my routine has done the trick.

Kevin E. Shine, CA



Office2Office **PREMIUM** is Now Available!

WANT TO TAKE YOUR BUSINESS TO A NEW LEVEL?

Office2Office Premium is your virtual marketing department to empower the growth of your business and build awareness for your brand. For an upgrade of only **\$7.00 a month** (if you have a current FFN website), you will find advanced marketing tools, lead capture pages, branded graphics, videos, webinars and support systems to help grow your business and support your marketing efforts. What would otherwise cost thousands of dollars to reproduce in a traditional business, we've put in for only a few dollars a month so you can be in business for yourself, but not by yourself!



MYPOD
Customized marketing tools, branded apparel and direct mail campaigns.

BUSINESS CARDS
Designer FFN Business Cards

FFN BANNERS
SUB HEADING HERE

LEAD CAPTURE PAGES
Create the potential for endless leads.

POWERPOINT DEMO'S
Everything you need created in Powerpoint. Business Launch, Super Saturday, Product Training and Compensation Plan.

NEWLY BRANGED ASSETS
Get the latest branded products to use for web and print.

If you have an FFN Website or are on AMO, you can upgrade to O2O PREMIUM for only \$7.00 per month. If you do not have an FFN Website, but wish to do so along with the O2O PREMIUM package, you can do so for \$16.95 per month.



FIRSTFITNESS
NUTRITION®

CONGRATULATIONS!



Click on the video above to find out who is going on a dream vacation to the beautiful Dominican Republic on March 19-23*!

*And don't worry "that" guy below will not be there during your travel dates!



MARK YOUR CALENDARS!
PACK YOUR BAGS!
THE DOMINICAN REPUBLIC AWAITS!



Join us each week

for these important training calls to help
you build your business.

JANUARY 2012

FFN Conference Call Schedule

Tuesday Nights 8:00 pm CST

Call: 712-338-8047 enter pin: 5295#

January 3rd Power Call [LISTEN HERE](#)

Breaking news, recognition, announcements, new promotions and more.

January 10th Product Training

Featuring training on the FFN products with Lee Causey and doctors from the Medical Advisory Board.

January 17th Business Building Training Call & Webinar

Elevate your 2012 productivity with Dynamic Business Training

January 24th Ask the Doctors

With Lee Causey and doctors from the Medical Advisory Board.

January 31st Sizzle Call

Business Overview Call with special guest Distributors and their exciting business and product success stories.



FIRSTFITNESS
NUTRITION®

Director Promotions



(See Figure 1)

August 1st, 2011-Januray 1st 2012

New Presidential Directors

Bryan & Penny Fox AR

New Gold Directors

Carina & Gregory Robbins AR

New Silver Directors

Renee Eads AR

Julie Holland OK

New Bronze Directors

Tammy Afeld AR

Sheri Alsup MO

Barbara Barnett TX

Tracey Bixby TX

Barbara & Mark Branch AR

Laura & Ernest Broussard LA

Jennifer Campbell PA

Beth Dowden FL

Ginny Elia FL

Lesley Ford AR

Fredric Gant II TX

Carol Gates TN

Michael Hallman SC

Jean Held VA

Amy Holland AR

Eric Johnson NY

Shelby Johnson TX

Rosalie Joy NE

Mary Kissam CO

Patricia Lambert MI

Ralph Libone TX

Michael McCullar AR

Jennifer McDonald PA

Geertruida Messinger SC

Jose Miranda OK

New Bronze Directors (cont)

Louise Mullis FL

Denise Phillips AR

Rachel Phillips GA

Kristi Rhodes AR

Linda Smith VA

Cynthia Somerford TX

Sandra Spears TX

Kelly Spence GA

Michelle Stanek AR

Sarah Teepell LA

Dr. Emma Jean Thompson MD

Linda Warren TN

Barbara Washum TX

Barbara Westlake AR

Todd & Misti Wheeler AR

Dawn White CO

Daryl Williams TX

Leah Wilson AR

Pamela Younger AR

Marianne Zirk FL

New Directors

Courtney Aikens TX

Blair Ashcraft AR

Dianne Barger AR

Mariastrella Barger AR

Vicki Barnhardt NY

Memoray & Robert Bernal TX

Jenny Bledsoe AR

Sean Burris TX

Susan Byars AR

Cindy Camras AR

Jonathan Conneely OK

Mildred Fallon GA

Mary Fishback TX

Jane Fountain IL

New Directors (cont)

Emily Garner GA

Sheila Gatling NY

Lila Goessman AR

Phyllis Hall AL

Jackie Harris LA

Gina Hunter AR

Connie Jacobs GA

Joel Knickerbocker FL

Kate Koronkiewicz NC

Melissa Land FL

Jacquelin Maize AR

Dr. Luis Matos VA

Fernando McMullen NY

Angel Morrison OK

Melinda Munroe AR

Twyla Nation AR

Connie Pinkerton PA

Kim Plunkett AR

Beverly Robin GA

Brinda Robbins AR

Richard Schroth TX

January Schultz AR

Beverly Smith LA

Cheryl Smith AR

Tim Smith NY

Stacey & James Stewart AZ

David Swift TX

Diane Tamburello FL

Giovanna Taylor Bahamas

Amber Teager AR

Patti Tenney NE

Sarah Teepell LA

Willard Thomas TX

Harold Thompson TX

Joseph Waters NY

Melissa Williamson GA

Holly Wilson AR

Congratulations to our New
FIRST FITNESS NUTRITION Directors



Figure 1

This is a corporate
congratulatory fist bump!